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LET NOBLE THOUGHTS COME TO US FROM EVERY SIDE – RIGVEDA 1-89-1

FROM CHAIRMAN'S DESK

Dear Students,

Among the disruptive technologies that have emerged in recent years, artificial intelligence (AI) and generative AI stand out as groundbreaking paradigms. At the recently concluded Mahakumbh 2025, AI played a pivotal role in managing the massive influx of visitors and ensuring safety throughout the event. Drones equipped with high-definition cameras and advanced AI capabilities patrolled the skies, offering a comprehensive aerial view of the proceedings. These drones captured real-time footage, which was instantly analyzed to detect any unusual activities or emergencies.

They significantly bolstered security by identifying abandoned objects, unauthorized movements, or potential threats, thereby maintaining a safe environment. Additionally, the integration of IoT technology for smart infrastructure enabled efficient event mapping, optimizing resource allocation and traffic management. Having said that AI contributes to the businesses and better functioning, it is crucial to recognize the importance of AI ethics in guiding its responsible application. AI ethics consists of a set of principles and regulations that help stakeholders ensure that technology is implemented and used responsibly. This is particularly significant because AI is designed to augment or even replace human intelligence in certain tasks. However, when technology is created to mimic human capabilities, it can inherit the biases and flaws that often affect human judgment. Therefore, it is essential to adopt a safe, secure, humane, and environmentally conscious approach to the development and deployment of AI technology. Ensuring a bias-free AI and mitigating future risks require a collective effort from all stakeholders to act responsibly and collaborate for positive global outcomes. A robust AI code of ethics is essential to prevent bias, safeguard user privacy and data, and protect the

environment. Implementing AI ethics can be achieved through corporate codes of ethics and regulatory frameworks established by governments. Major tech companies like IBM, Google, and Meta have already formed dedicated teams to address the ethical challenges arising from the vast amounts of data they collect. Simultaneously, governments are developing regulatory policies and ethics guidelines to monitor this. Real-world challenges such as AI bias, privacy concerns, and environmental impacts highlight the need for these ethical frameworks. Regulatory frameworks must ensure that AI technologies benefit society rather than cause harm.

Business leaders play a crucial role in ensuring that AI practices align with ethical standards. They are responsible for setting the strategic direction and making sure AI decisions support the company's long-term objectives. Moreover, it is essential that AI teams receive proper training in both technical skills and business ethics to ensure responsible development and deployment of AI technologies.

Best wishes to all!**Er. N. Ramanuja****INAUGURATION OF THE BATCH 2024-26**

On January 6, 2025, MP Birla Institute of Management warmly welcomed the 26th batch (2024-26) of MBA students. The inauguration function was presided over by **Chairman, Er N Ramanuja**, along with Principal, **Dr. S. Satyanarayana**, **Sri Gargesa**, former Director, MPBIM, faculty, and staff. Chairman, in his talk, congratulated the freshers for joining the institution and gave his thoughts on hard work, dedication, and resilience, reminding them that success is a result of commitment. Principal Dr. S Sathyanarayana encouraged students to embrace curiosity and actively engage in both curricular and extracurricular activities, highlighting the exciting opportunities ahead. Sri Gargesa, in his talk, motivated students to identify their core capabilities and learn from every opportunity during the next two years. Students were introduced to the teaching and non-teaching fraternity of the institute. The ceremony also featured a video montage celebrating the institute's achievements in the last 25 years. It showcased the academic and extracurricular activities and the vibrant campus life, reflecting the institute's commitment to excellence.

The formal function was followed by an informal interaction of senior batch students with the freshers. The session encompassed introductions and fun activities like charades and a creativity corner, fostering laughter, camaraderie, and connections. The inaugural event created lasting memories, leaving students excited for their academic journey ahead, eager to form friendships and collaborations in the years to come.

EVOLVING TRENDS IN MANAGEMENT EDUCATION: ADAPTING TO A DYNAMIC BUSINESS ENVIRONMENT

PRINCIPAL SPEAKS



MBA education is undergoing a major transformation to keep up with the rapidly changing business environment, technological advancements, and evolving industry expectations. One of the most significant trends is the increasing integration of artificial intelligence (AI), machine learning, and data analytics into MBA curricula. As businesses rely more on data-driven decision-making, MBA colleges are incorporating courses on predictive analytics, business intelligence tools, and digital transformation strategies to ensure graduates are equipped with relevant skills. The rise of online and hybrid learning models has also revolutionized MBA education, making it more accessible to working professionals and international students.

Virtual classrooms, AI-driven personalized learning, and simulation-based teaching methods are creating flexible and engaging learning experiences. Many leading business schools are adopting experiential learning approaches, replacing traditional lecture-based methods with case-based teaching, live consulting projects, and industry internships to provide real-world exposure.

Another major shift in MBA education is the growing emphasis on entrepreneurship and innovation. Many MBA programs now offer specialized courses in venture capital, design thinking, and start-up management, along with dedicated incubation centers to help students develop their business ideas into viable ventures. Sustainability and corporate social responsibility (CSR) have also become integral to MBA education, with business schools embedding Environmental, Social, and Governance (ESG) principles into their curricula. Ethical leadership and sustainable business practices are now essential components of MBA training, ensuring that future business leaders are not only profit-driven but also socially and environmentally responsible. Additionally, there is an increasing focus on soft skills such as leadership, adaptability, emotional intelligence, and cross-cultural communication, as companies seek well-rounded professionals who can thrive in diverse and dynamic work environments.

Globalization has further influenced MBA education, with international collaborations, student exchange programs, and dual-degree offerings becoming more common, allowing students to gain global exposure and understand international business dynamics. The concept of lifelong learning is also gaining traction, with MBA colleges offering executive education programs, micro-credentials, and industry-relevant certifications to help professionals stay competitive in their careers. The future of MBA education is also being shaped by emerging technologies such as blockchain, fintech, and digital marketing, with business schools continually updating their programs to reflect industry trends.

As the corporate world continues to evolve, MBA colleges must remain agile, integrating new technologies, industry insights, and innovative teaching methods to equip graduates with the knowledge and skills required to lead in an increasingly complex and competitive business landscape. With these evolving trends, MBA education is becoming more dynamic, practical, and globally relevant, ensuring that graduates are prepared not just for today's challenges but also for the future of work in a rapidly changing global economy.

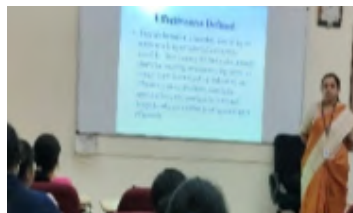
Dr. S. Sathyanarayana

Workshop on EDP by Dr. Hema Harsha and Dr. Pushpa B.V



On March 15, 2025, Kshamata Foundation, under the STREE Program, conducted a transformative workshop to empower women entrepreneurs with essential business and financial skills. **Dr. Hema Harsha** and **Dr. Pushpa B. V.** were invited to be the resource persons to facilitate the training on two topics: Entrepreneurship Development and Financial literacy. The program focused on equipping women, especially from marginalized communities, with the knowledge needed to start, manage, and grow their businesses. Dr. Hema, in her session, addressed key aspects related to entrepreneurship, including business identity, market segmentation, customer acquisition, pricing, quality control, customer loyalty, social media marketing and personal branding. Dr. Pushpa B.V explained the concept of bookkeeping, budgeting, GST registration, and government financial assistance schemes. Through interactive discussions and hands-on exercises, participants, many skilled in tailoring, typing, baby care, and beautician services, shared their challenges and gained practical solutions for business formalization, financial management, and sustainable growth. The workshop played a crucial role in economic empowerment and community development. The enthusiastic participation and positive feedback highlighted the need for ongoing support in fostering women's entrepreneurship and financial independence. MPBIM appreciates its faculty members engaging in activities nurturing the societal needs.

MP Birla Institute of Management heartily welcomes the fresh batch of students every year and conducts an orientation program to acquaint them with the institute, the facilities, curriculum details, and the skill sets needed for the next two years. The program aims to enhance and enrich the knowledge, skills, and abilities of aspiring management executives. In addition to faculty, guest speakers from professional and industrial backgrounds were invited to engage with the students and provide valuable insights on various topics, including the academia-industry interface. Taking place between December 27, 2024, and January 4, 2025, the program focused on facilitating students' transition into postgraduate studies and preparing them for the challenges of the next two years.



The program began with a talk on “Transition from UG to PG: Expectation Management” by **Dr. Hema Harsha**, who discussed the academic rigor, opportunities to explore, and professional and personal skills to develop in the next two years.

Dr. Sumithra Sreenath addressed the students on Stephen Covey's "8 Habits of Highly Effective People" and provided practical examples to illustrate each habit, making the concepts accessible and relatable.



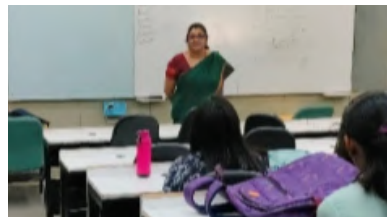
Prof Karthik S. N., discussed about “Marketing around us & through the ages: Evolution, Impact in the present; and its future” highlighting the marketing strategies of companies.

Talk by **Sri Sudhindra Gargesa** delved into spirituality in leadership. He emphasized how companies look beyond academic qualifications and focus on attitude, skills, and an industry-ready mindset. He highlighted the significance of a growth perspective, spiritual quotient, and ethical behavior in achieving success as a leader.



Dr. Rohini G. Shetty while shedding light on “Building self-esteem” spoke about the significance of creativity, emotional control, and balancing EQ and IQ in achieving success.

Practical insights were shared by Vice Chairman, **Sri V. Muralidhar**, who addressed the students on the importance of life skills and mindfulness. He encouraged students to enjoy the journey, avoiding distractions while staying committed to their path.



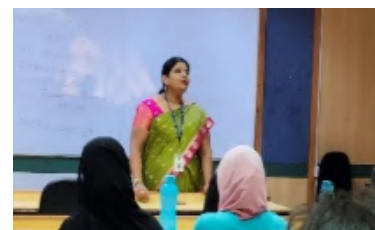
Dr. Karpagam B.A., while addressing “How to Improve Customer Engagement,” conducted interactive activities on customer engagement, and the key takeaways included understanding customer needs, effective communication, and product knowledge.

Mr. Giridhar Rao spoke about placement opportunities and the preparedness one should have to be ready for the transition from campus to corporate.



In his talk on “Bharatiya Knowledge System”, **Dr. Sudhakar** explored the significance of Bharatiya Gyaan Parampara and India's ancient knowledge system, highlighting its relevance in contemporary business and economics.

Dr.Venkatesha spoke about competitive exams and various strategies to prepare for the exams.



Prof. Vijayalakshmi addressed the students on “Role of Leaders in Team Handling” and gave inputs related to the topic through case studies and examples from industry.

Prof. Anu A. Natraj spoke about “Presentation Skills for Better Communication” and discussed the techniques for developing a good presentation. She gave tips on how to hone the essential skills to give a good presentation.



Dr.Pushpa B.V and **Prof .Pallavi** presented an insightful talk on "A Modelling Approach for Value Creation." They introduced a comprehensive framework for creating value in organizations using Modelling Hexagon representing six pillars of value creation- Belief, Attitude, Success, Vision, Wealth, and Fortune.

The orientation program concluded with a Library Orientation by **Ms. Manjula** and **Mr. Arjun**, focusing on the availability of library resources including the print resources, journals and publications, and electronic resources. They provided tips on utilizing the library facilities for academic and professional success.

Networking

Business Leadership Forum for the academic year 2025, coordinated by Dr. Sumitra Sreenath, began on January 10, 2025. **Ms. Shreya Srikanth**, MPBIM Alumna of Batch 2011-2013, and Functional Director at Hudson's Bay, took the stage to discuss the importance of building genuine professional relationships through effective networking. She emphasized adaptability and persistence as critical skills and encouraged students to engage actively in networking opportunities. She highlighted the process to be followed for the purpose of networking with the right people. The interactive session included activities that helped students practice their interpersonal skills in a supportive setting.



Developing Professional Skills

On January 17, 2025, **Mr. Rajath Karthik**, Alumnus of Batch 2011-2013, Manager at State Street, shared his expertise on developing professional skills essential for career advancement. He underscored the significance of both hard and soft skills, specifically focusing on effective communication and emotional intelligence. Mr. Rajath provided practical strategies to help students navigate the challenges of the workplace. He reiterated the need for students to develop all essential skills while in college, when they can explore, adapt, and learn from every single instance.



Assessing Employment Trends and Evaluating Career Opportunities

On January 24, 2025, **Mr. Shubhank Shekar**, Alumnus of Batch 2012-2014, a seasoned management professional, led a thought-provoking discussion on current employment trends. He highlighted the impact of Artificial Intelligence and the gig economy on job opportunities, encouraging students to hone their skills in strategic thinking and leadership through group discussions. He advised the students to be updated with the current market trends and opportunities.



Bouncing Back – The Power Of Resilience

On February 7, 2025 **Mr. Allan Varun**, Alumnus of Batch 2016-2018, and Senior Manager at CBRE, introduced the concept of resilience. He explored different types of resilience with relatable examples and shared his own experience of overcoming challenges during the COVID-19 pandemic. Mr. Allan provided participants with practical strategies for personal growth, encapsulated in the acronym **FORMAL**—Focus, Observant, Ready, Mentor, Adopt, and Love.



Personal Branding

On February 14, 2025, **Mr. Pavan Balaji**, Alumnus 2008-2010, led a session on Personal Branding. With 14 years of expertise in employer branding, marketing, and communications, he emphasized the role of a strong **Personal Value Proposition (PVP)** in standing out in a competitive job market. He discussed structuring a personal brand through storytelling, social media presence, and networking. Key principles included authenticity, consistency, visibility, and professionalism. He also highlighted continuous improvement and relationship-building as essential for crafting a compelling personal brand, offering students valuable insights for career growth.



Effective Communication and Presentation at Workplace

On February 21, 2025, **Mr. Vikram Soni**, Alumnus of Batch 2009-2011, AVP & Zonal Head at HDFC Bank, conducted a session on Effective Communication at the Workplace. He highlighted the importance of communication skills, professional etiquette, and active listening. He introduced frameworks like **LAIR** (Listen, Acknowledge, Identify, Reverse) for handling rejections and **LISTEN** for improving communication. He shared strategies for optimizing resources through effective questioning.



How To Be Successful In The Corporate

On February 28, 2025, **Mr. Gururaj Ramamurthy**, Alumnus of Batch 2001-2003, a Senior Director at Capgemini shared his experience on various projects and explored the challenges related to project management and client management. He emphasized the need for students to develop skills like active listening, collaboration, clear communication, and networking for corporate success. Highlighting strategic thinking in leadership, he also discussed leveraging professional social media platforms like LinkedIn. Dr. Sumitra Sreenath thanked the speaker for his valuable time and for sharing his experience with the students.



Expert Talks 2025

Ms. Sheethal C

On February 14, 2025, **Ms. Sheetal**, VP-HR, Agilon Health, Bangalore was invited to address the students in the Expert Talk Series. She spoke about Organizational Learning & Transformation, wherein she emphasized the role of HR in employee engagement, development, and fostering a positive organizational culture. Ms. Sheethal highlighted the importance of networking, work-life balance, and the integration of AI technology in HR for talent acquisition, retention, and performance management. She also discussed creativity, innovation, and the significance of continuous learning, promoting models like the 70:20:10 learning approach. The session was highly appreciated by the students. Faculty Coordinator Prof. Vijayalakshmi thanked the speaker for her valuable insights.



Training Program by Dr. Hema Harsha on Women Empowerment



On January 28, 2025, **Dr. Hema Harsha** was invited as a resource person to conduct a training program for women under the "Swavalambi Stree" program. This initiative, organised by the Rotary E-club of Bengaluru Sakhi in collaboration with the Taliru Foundation, aimed to equip women with essential financial independence and personal growth skills. Dr. Hema conducted interactive sessions focusing on life skills, resilience, and self-sufficiency, fostering a mindset of empowerment among participants. The "Swavalambi Stree" initiative is vital in promoting economic independence and social upliftment of women.

Best Paper Award



MPBIM Congratulates **Dr. Hema Harsha** and **Prof. Anu A. Natraj**, for winning the **Best Paper Award** at the International Conference on "The Shifting Locus of Business Dynamism for Resilience and Sustainability", held at AIMIT, Bangalore, for their Paper Titled: Application of AI-aided HR Interventions in Fostering Emotional Intelligence.

Workshop on POSH Act, By Dr. Hema Harsha



On December 4, 2024, **Dr. Hema Harsha** was invited as a resource person to conduct a workshop on the Prevention of Sexual Harassment (POSH) Act, 2013 at National School of Business, Bengaluru, focusing on gender sensitization and creating a safe educational environment. The session highlighted the provisions of the POSH Act and its relevance to higher education institutions under the UGC Regulations, 2015. Dr. Hema elaborated on the definition of sexual harassment, the legal framework for addressing it, and the establishment of Internal Complaints Committee (ICC). Emphasizing the role of students and management in promoting a zero-tolerance culture, the workshop provided essential knowledge and practical tools for ensuring compliance with the POSH Act and fostering a respectful, harassment-free campus.

Training on Personality Development By Prof. Karpagam

On 24th January, 2025 **Prof. Karpagam** was invited as a resource person, to train the staff at **Samayak Drishti Hospital**, focusing on the importance of personality development in enhancing interactions with patients, colleagues, and management. The training emphasized interpersonal skills such as compassion and empathy, effective communication, and body language, particularly in stressful situations. Staff participated in role-playing scenarios to improve their responses and engaged in team-building activities to foster collaboration. Prof. Karpagam highlighted the need for mentorship programs and continuous learning to enhance patient care efficiency.



Dr. Karpagam B.A, awarded PhD



Dr. Karpagam B.A. received a PhD from VTU, Belagavi, for her doctoral thesis on "Green Marketing Strategies for the Cottage Industry" on February 08, 2025. Her research marks a significant contribution to sustainable practices in the cottage industry. MPBIM congratulates Dr. Karpagam B.A. on this incredible achievement.



Union Budget Analysis 2025



The Union Budget Analysis 2025 session, held on February 15, 2025, at MPBIM, aimed to enhance students' understanding of the Union Budget's implications on various sectors and macroeconomic factors like GDP growth, inflation, and employment. Organized by the Wealth Wizards and Arthaveda Clubs and coordinated by faculty members **Dr. Pushpa B.V., Dr. Venkatesh T.K., and Prof. Pallavi R.**, the event featured presentations from faculty and students. It provided an insightful analysis of the Union Budget's economic impact, focusing on key sectors such as agriculture, technology, and micro, small, and medium enterprises (MSMEs). Faculty members, including Dr. Pushpa B.V., Prof. Pallavi R., Dr. Venkatesh T.K., and Prof. Vijayalakshmi S., led discussions on fiscal policy, tax reforms, and government initiatives like Make in India and Digital India. The event, attended by 44 participants, enhanced students' financial literacy and understanding of budgetary implications on business and markets. The competition had two winners: First place was awarded to **Sai Prajwal** and **Ananya S.**, while the second place went to **Shravani Rao** and **Vishnu Priya**. The session was successful in achieving its objectives and provided valuable inputs on this year's union budget.



Business Plan Competition 2025



Mr. Samarth Homey, was invited as a speaker and judge for the Business Plan Competition 2025. The competition was designed for first-semester students of the 2024-2026 batch, focusing on entrepreneurial skills and creativity. Mr. Homey emphasized the importance of robust financial planning, clear financial statements, breakeven analysis, and strategic financial management. Additionally, he highlighted the significance of well-defined problem statements, effective presentation skills, and competitor analysis through SWOT analysis. The session aimed to foster continuous skill development, enhance corporate performance, promote teamwork, and improve time management. **Prof. Vijayalakshmi** coordinated the event.



BLOOD DONATION AND HEALTH CHECK UP CAMP



Donate your blood for a reason,
let the reason be life.



On 18th February 2025, MP Birla Institute of Management organized a **Blood Donation and General Health Check-up camp** as an IQAC initiative. The camp, led by Dr. Shubhakar and other medical professionals, aimed to promote voluntary blood donation and raise awareness about its importance while providing essential health services to students and faculty. In collaboration with organizations like Sanjeevini Blood Bank, Sparsh Hospital, Rotary, and Clove Dental Clinic, the camp featured a team of medical professionals who conducted eye tests, dental check-ups, and ECG screenings. Prior to the event, **Dr. Shubhakar** educated students about the blood donation process, leading to enthusiastic participation and collection of 37 units of blood. Around one hundred and two participants reaped the benefit of the health checkup. **Principal Dr. Sathyanarayana** expressed gratitude to all contributors, and certificates of appreciation were awarded to all the volunteers. The camp not only facilitated donation of blood but also enhanced the community's understanding of preventive healthcare, reflecting the spirit of social responsibility at MPBIM.



Sustainable Practices Initiative

Dr. Basanna Patagundi, Director, Center for Sustainability at Cambridge Institute of Technology, was invited to deliver a talk on sustainability and ESG. The session aimed to raise awareness of sustainable practices for environmental protection. The speaker encouraged students to apply innovative ideas to develop viable solutions. **Prof. Anu A. Natraj** coordinated the event.





On February 28, 2025, the HR-themed quiz, **Agatha Quiztie** was conducted for junior batch students. The event was conducted by HR club coordinators Anjana V R, Aneendra Sasindran, Moulya, and Pranavi, under the guidance of Dr.Hema Harsha. Aimed at enhancing HR knowledge and skills, the event had two rounds, featuring an HR Quiz Round to test fundamental HR knowledge and a Charades Round to encourage creative thinking and non-verbal communication. Forty-eight students participated in the competition. The winners, **Chethan M, Nagaraj, Bindu Y K, and Umadevi Sadanand**, and the runners-up, **Shashwathi, Chethan T, and Suresh**, were recognized for their performance. The event successfully enhanced participants' understanding of HR concepts, teamwork, and critical thinking while making the learning process interactive and enjoyable. Vice Chairman Sri V. Muralidhar and Principal Dr. S. Satynarayana gave away the certificates to the winners and encouraged the students to participate in such developmental activities and hone better people skills.

Panel Discussion



On February 25, 2025, a panel discussion on career choices was held as part of Future Leaders Week, under the Business Voices program for first-semester MBA students. The panel featured industry experts including **Ms. Dolly Suhasini J., Ms. Sumana Rao, Mr. Raghu, Mr. Indushekar, Ms. Priyanka Yavagal, and Ms. Sabrina Liz Roy**, who shared insights on pursuing careers aligned with personal passions, skills, and interests. They discussed networking, personal branding, effective communication, financial planning, and SWOT analysis. Emphasizing continuous skill development and business sustainability, the session provided valuable guidance for personal and professional growth. With 51 participants, the discussion fostered clear career perspectives and a strong interest in future learning opportunities. The session was interactive, where the panelists shared real-world examples, making it a significant learning experience. Prof. Vijayalakshmi, the coordinator of the event, thanked the speakers for their valuable insights.



From Awareness to Action – Advancing Women's Health

On the occasion of International Women's Day, MPBIM, in association with Sparsh Hospitals, organized a session on **From Awareness to Action: Advancing Women's Health**, on March 10, 2025, to help create awareness and emphasize the critical need to move beyond simply recognizing women's health issues to implementing tangible solutions. It further advocated understanding and addressing issues like breast cancer and mental health as a vital step towards empowering women to lead healthier and happier lives.

The event featured speakers **Dr. Pooja Jagganath** and **Dr. Linu Abraham Jacob** from Sparsh Hospital. Dr.Pooja discussed the significance of regular health check-ups, balanced diets, and physical activity in combating lifestyle diseases, while Dr. Jacob addressed breast cancer awareness, covering its risk factors and the necessity of early detection through self-examinations and screenings.

Coordinated by **Prof. Anu A. Natraj, and Ms. Manjula M**, and student coordinators Anju M.C, Nitesh R, Jyothi, and Anjana, the celebration reinforced the collective responsibility to empower women through education and advocacy, ultimately aiming to improve health outcomes for women in the community.



Ethnic Day @ MPBIM

Antrajaala Club and **Sahithi Club** celebrated Ethnic Day on the occasion of International Women's Day on March 08, 2025. The event was a culmination of celebrating various cultures and traditions and fostering respect for diversity. The clubs also held exciting and fun-filled competitions like Reels making, a photography competition, and Antakshari to celebrate the spirit of Women's Day.



Workshop on POSH



On March 7, 2025, MPBIM hosted an insightful workshop on Prevention of Sexual Harassment of Women at the Workplace (POSH Act, 2013), organized by the Internal Quality Assurance Cell (IQAC), coordinated by **Dr. Hema Harsha** and **Prof. Vijayalakshmi S.** The session was conducted by **Mr. Ameet Pokharnikar**, Chief of Staff at LexStart Partners, Bengaluru, who began the session with a multiple-choice pre-assessment to gauge participants' awareness of workplace harassment laws. He emphasized the POSH Act's significance in fostering safe workplaces, expanding the definition of a workplace to include both physical and virtual environments. He elaborated on the Internal Committee (IC)'s role in handling complaints, conducting inquiries, maintaining confidentiality, and recommending appropriate actions in creating a harassment-free campus. The workshop concluded with an interactive Q&A session, reinforcing key takeaways on workplace safety and legal compliance. The session was highly informative, equipping participants with essential knowledge to foster a respectful and secure academic environment.

Student Council & Club Members 2025-26



Office Bearers – 2025-26



Mr. Panchali Praveen
CEO



Ms. R Vishnu Priya
CFO



Mr. Yash Raj
COO



Mr. Chirag A
Secretary



Marketing Exhibition (DHARSHAYATI)



Dharshayati - The Marketing Exhibition, hosted by the Marketing Club-Marketing Mavericks, was held on March 01, 2025. The exhibition on sustainable packaging aimed to showcase innovative and eco-friendly packaging solutions, foster collaboration among industry and academia participants, and promote sustainable practices. Eleven teams participated in the exhibition, showcasing their packaging products to the attendees and judges, explaining the innovative product and its utility. The event highlighted biodegradable, compostable, and reusable materials; new eco-packaging designs; and emphasized the importance of reducing single-use plastics and showcased implementing effective recycling systems.

The event was judged by **Dr. Basanna Patagundi** and **Mr. Karthik S N.** **Eco Shaadi Pack** emerged as the winner, and **Ethical Threads** were declared as the runner-up. The exhibition was coordinated by club coordinators Anju and Mohammed Usman under the guidance of **Dr. Sumithra Sreenath** and **Dr. Karpagam B.A.**



PLACEMENT CORNER

Congratulations on Placement in KPMG



A Divya



Anusha



Jeevan



Hemant



Meghana R



Preetham



Sanjay P



Sushanth



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Guest Member

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