



Business Plan competition



The Newsletter

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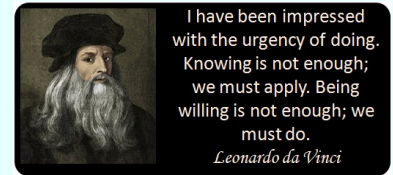


| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

Quarterly Newsletter June 2019

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan
Affiliated to Bengaluru Central University



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From Chairman's Desk



My young friends,

The Bhagavad Gita states 'action alone concerns, never its fruits; stability in success and failure, this balance is Yoga.' For you future managers, yoga in action is an effective tool to lead people by motivating them by your understanding and your own examples, to create a balanced working environment to foster creativity and to think out of the box solutions.

Gandhiji, the great karma yogi of the twentieth century, was a great motivator and a leader, led the

independence struggle. Gandhiji's actions were directly from his heart and prayer with unflinching focus on the objective. He shows that through yogic practices, actions can be positively transformed to achieve a balanced mind and personality which is a great asset for any manager. We are all human beings with deficiencies which is exactly why yogic practices can help us to improve. A balanced mind means listening, understanding, retaining information, commanding attention, formulating ideas & communicating and synchronizing speaking. Yoga helps us to do this better.

As a manager, the more you can empathize with your employees, the more they feel valued as a person, the more they will be dedi-

Yoga for Managers

cated. Yoga teaches you to look positively at failures. If you can inculcate this in your company's culture, your team will be more willing to take risks without fear of failure. Yoga prepares you to be always in present. When you're present in the moment, you are constantly focused on your breath, mind and body. Yoga helps us to get that feeling of being completely present in the moment and focus our energy on the task on hand. The more we realize this, we produce quality work, foster better quality relationships with employees and serve the clients better. Best of Luck.

- N. Ramanuja

"Yoga does not transform the way we see things, it transforms the person who sees." — B.K.S. Iyengar



Sri Ramanuja with Sri Pascal Nazareth Former Ambassador of India, Mrs. Nazareth, Dr. AVN Murthy and Students at University of Mysore Convocation



Smt. Susheela Subrahmanya, Chief Editor Southern Economist and Dr. Shollapur, Director Dept of Management, SVT, Tumkur, inaugurate the symposium



Dr. T V Raju Director Planning RV Group of Institutions



Dr. N S Sridhar Murthy Director Planning RV Group of Institutions



Dr. N S Viswanath Director General BPBIM



Dr. N S Viswanath felicitates Sri. K. Jairaj IAS (Retd.) the author



Sri. K. Jairaj IAS (Retd.) the author addresses the students

Seminar on Different Facets of 'Rajamarga'

Seminar on Book 'Rajamarga' authored by Sri. K. Jairaj IAS (Retd.) held on 15th April 2019, witnessed brilliant talks by Dr. M R Shollapur, Dr. T V Raju, Sri N S Sridhar Murthy, Dr. N S Viswanath and Sri. K. Jairaj himself. Students sat through the programme with rapt attention. Such was the quality of this captivating programme. Analysing the book with the **perspective of common man**, Dr. Shollapur opined that 'Rajamarga' is indeed a natural sequel to his earlier book 'Jaithrayatre' Recalling the service of Sri Jairaj as an administrator with human orientation and positive attitude, he said one can identify five sutras in his book which encompasses information, reaching all strata of society, approach work with a sense of service. Speaking on the **social goals and administration depicted in Rajamarga**, Dr. T V Raju opined that it is necessary to have both maturity and skills besides not merely have confidence but also create confidence in others, to succeed as administrator. Maturity encompasses intellectual, philosophical, spiritual aspects. He said Sri Jairaj manifests Einstein's quote 'Try Not to Become a Man of Success. Rather Become a Man of Value' and that Sri Jairaj is both. Sri Sridhar Murthy discussed the **inner consciousness and administration in relation to Rajamarga**. Sri Jairaj is both a bureaucrat and a statesman. His handling of very sensitive assignments was impeccable. It is remarkable that his handling of sensitive assignments were subtle and never discussed on Media. He pondered over many meaningful lessons one can draw from the both books of Sri. Jairaj. Dr. N S Viswanath spoke on the **political goals of the book**. After felicitations, Sri Jairaj's meaningful talk to students left them spellbound. The seminar was indeed an intellectual experience to the audience and students.



The union budget of the new government is to be presented on July 5, 2019. Since this is a delayed full time budget, people have started projecting their expectations. Given the past performance of the present government between 2014 & 2019, it can be expected to be a budget of reasonable hardness to meet peoples' needs. The number of jobs created during 2014-19 is perceived to be far below expectations. However, the economy has registered an average 5% growth. The GDP growth rate fell short by 2% during this period is surely indicative of the effect of demonetization leading to disturbances in generation of jobs. The growth rate distinctly different by 2% with an estimated loss of jobs for three millions. The Indian economy experienced almost crash in agricultural market prices between 2016 and 2018. The unaccounted money which was used for purchase of wholesale agricultural market products was suddenly blocked and as such there were no bulk takers of agricultural products. The branded retail sector constitute 15% of the total retail transactions; whereas the kirana shops account for 85% of the total

retail transactions. The kirana shop owners need money in cash to do the-cash and carry-business. The economy suffered by steep fall in agricultural prices which led to the government taking populist steps such as loan waivers & rescheduling of loans. The industrial sector witnessed a stagnation during last three years 2016-19. The only contributor of the economy towards growth is services sector. There is expansion of service product base leading to creation of value in service. However, service sector has its own dimensions. As such, generation of direct jobs has not been possible. The Export-Import sector had its fall along with agricultural sector wherein the returns in exports fell considerably. The priority budgetary proposal is that of investment for jobs followed by sturdy fiscal discipline. The government has set high level cabinet subcommittee for revival of employment in the country. The implementation of GST during the last two years will come under scrutiny and government will consider reduction in GST for some products in the budget for the year 2019-20.

- Dr. N S Viswanath



Dr. Sathyanarayana and team of Ms. Mythri & Ms. Ramya win prizes at ABBS Conference



Visit to Ace Manufacturing Systems
Prof. B S. Ravindra (top) and
Ms. Manjula (below) accompanied students



Dr. Sathyanarayana receives Best Paper award
in Marketing discipline at Avant Garde 19
conference Sheshadripuram College

Some Accolades

Dr. Sathyanarayana won best paper award for the faculty category and Maithri & Ramya won best paper award for the student category at the National Conference on 'Marketing in Digital Era 2019' held on 14th June 2019 at Department of Management, ABBS College, Bengaluru.

Two Best Paper awards won at International Conference Avante-Garde 19 Department of Commerce, Sheshadripuram First Grade College, Bengaluru held on 18th May 2019 for a paper by Dr. Sathyanarayana, Ms. Akshata

(student executive) Prof. Gargesa and another by Dr. S Sathyanarayana, Prof. B V Pushpa and Ms. Archana (student executive) in Marketing and HR streams respectively.

Charan and Akash, student executives won the Best Paper award for their paper prepared under the guidance of Dr. Sumithra Sreenath, at the **National Conference on Higher Education 4.0- The Next Leap** held at MLA First Grade College.

Ms. Lidiya Francis and Ms. Swathi M, students executives, won Best Paper award at 'Aspiration 2019' Inter-collegiate Commerce and Management Fest held in **Malleswaram Ladies Association, Academy of Higher Learning** on 9th April 2019. Ms. Lydia Francis and Ms. Swathi had also won Runners up trophy participating in a competition on the topic of **Building next generation environmentally sustainable urban neighbourhoods** on 16.10.2018 conducted at this institution jointly with Lions Club of Bangalore Elite.

Visit to Ace Manufacturing Systems & Kempegowda International Airport

A group of students of II Sem. were taken for an Industrial visit to Ace Manufacturing Systems (AMS), Bangalore on Saturday, 13th April, and 20th April 2019. They were accompanied by Prof. B.S. Ravindra, Associate Professor, MPBIM and Ms. Manjula M, Librarian, MPBIM. AMS is a leading manufacturer of NC and CNC machines and also India's largest manufacturer of Machining Centers. The Company manufactures a wide range of Machine Tools for Turning, Milling, Grinding and Foundry processes and caters to several Industrial Sectors such as Aerospace, Automotive, Defense, Electronics, Energy, General Engineering and Medical.

The visit to Kempegowda International Airport (KIA), organized through CII Yuva, was focused on knowing the operational concepts of a service at an Airport. At the KIA Ms. Pooja Siddaraju Coordinator for the visit, explained to the students the Quad Areas, Flight information display system, General Check-ins, Self-Kiosk Check ins (Self Bag Drop), Information on Departure and Arrivals, Swing Concept, ATRC System, Medical Emergencies, Operations during Crisis and Interconnected operational services of the airport. The latest addition to the airport are fully-automated Self Bag Drop machines and Automated Try Retrieval System. The visit was beneficial in understanding ground operations at KIA. Prof. Anu Natraj and Prof. Amreen Khan accompanied students for this visit.



Visit to KIA, Bengaluru. Prof. Anu Natraj
(above) and prof. Amreen Khan (below)
accompanied students



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



BPBIM students bag Championship trophy at
Rachanotsava fest held on 11.5.2019 at JSS
Dept. of Health Management Studies, Mysuru.



BPBIM students win overall championship at
National level Management Fest 'Kaushalam
2019' held at GSSSIETW, Mysuru.



Summit on Digital Marketing at
BPBIM on 13.04.2019 jointly with
National Institute of Digital Marketing.



'Traffic awareness programme' at BPBIM on 8.6.2019





Sri Bholanath Dutta

BLF Session - 1 on 15.11.2018 Sri. Bholanath Dutta “Education-Employability-Destiny”: Prof. Dutta is a globally well-known management education expert and a top consultant. He is the founder, president and convener of MTC Global – A Global Think-Tank in Higher Education with a vision to ‘Educate, Empower, and Elevate’. MTC Global is a strong organization of over 30,000 strong professionals representing academia and industry across the world. MTC Global is a partner to United Nations Global Compact and United Nations Academic Impact. Sri. Bholanath Dutta began the session with two narrations encouraging students to express their opinion freely with out inhibitions. He also urged the students to open up and frankly give their opinion about the session. He advised the students on the skills, knowledge and attitude which are required by the corporate. He opined that the real challenge was on how to adapt these skills in the light of new business paradigms being witnessed around the world. India is the country where lots of opportunities are available domestically but still there is unemployment and under employment problems.

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Sri. Anup Ramachandra

BLF Session - 2 on 29.11.2018; Sri Anup Ramachandra “Think Entrepreneurial To Make Yourself Employable”: Sri. Anup Ramachandra with decade of industry experience, has held various roles in business functions covering market research, digital marketing, product development, product and general management. He was also awarded 3rd prize at national conference held at International Institute of Information Technology and Management, Gwalior. He is a co-founder and CEO of an apparel brand TOUCAN an innovative start-up, that offers “perfect-for-you” sizes in readymade clothing. Apart from this, he is also on a mission to ignite young minds with his “Think entrepreneurial” approach to help students become employable superfast, in the field of their choice. He spoke about

commoditization and how one should acquire the skill-set that will differentiate oneself in the job market. We should not cultivate herd mentality i.e. what everyone follows you ending up doing the same. He advised that one cannot build performance on weakness, it has to be only on strength. One should always look for opportunities and integrate strength with career opportunities. He also advised that one has to take calculated risk for growth and be a continuous learner.



Sri. J Shivanand Salagame

BLF Session - 3 on 6.12.2018: Sri. Shivanand Salgame “My life My future”: Sri. Shivanand Salgame a dynamic speaker spoke on different career options that need to be focused. He also delved into the problems that need to be addressed to scale up by 2030 and suggested sustainability development goals (SDG) such as - no poverty, zero hunger, good health and well-being for future career option. Sri Salagame spoke about his journey as an entrepreneur and motivated the audience by showing a glimpse of his work. He gave helpful tips for the students on how to prepare for the future challenges that is to focus on the capability, structured thinking, logical reasoning, problem solving,

and most importantly to be creative to survive. He advised that failures must not make us stop but lead to success. It was an educative session which gave all the student executives a clear idea about how to focus on their soft skill development and how to face the future challenges, and how to be relevant everyday.



Sri. Aravind Thondan

BLF Session - 4 on 13.12.2018; Sri Aravind Thondan “Change is the only constant”: In this talk organized through CII-Yuva, Sri Thondan spoke on how adapting skills to the changes encompassing the business world is challenging. There are many jobs which are replaced by robots but the students should grab the opportunities which are available to them by learning constantly, upgrading themselves. The students should make sure that they have a positive attitude towards life. The students should adapt to change in a positive manner. The speaker advised that while some of jobs will be taken away by robots, there will be many new jobs which will be available for the future generation.

His key advise was that the students should always work and gain knowledge before they can start their own venture .



Smt. Kiranmai Yanamala

BLF Session - 5 on 27.12.2018; Ms. Kiranmai Yanamala “Emotional Intelligence”: Ms. Kiranmai Yanamala is a trainer and facilitator who is passionate about partnering with individuals and organisations to experience higher level of success and growth. Ms. Kiranmai then elaborated on emotional intelligence and need to understand people’s emotions and how to react to it which is the essence of EQ. She also spoke about the different types of Intelligence Quotients (IQ, EQ, VQ, Expertise, Visual, Logical, Musical, etc.,) and how understanding these will help in building one’s career.

She also spoke about Mahatma Gandhiji and the way he fought for his objective and became a people’s man later explaining how success and failure are interrelated to emotions. She advised that one needs to work on fear to find a solution.



Sri. Adarsh Basavaraj

BLF Session - 6 on 10.5.2019 : Sri Adarsh Basavaraj “Expectation management after post graduation”: The speaker started the session by asking the student executives what are the fears they have when they go on stage. He spoke about the skills, knowledge and attitude which are required by the corporate. Sri Basavaraj explained the concepts through Johari Window and how these concepts are used in the work environment. He said the challenge was how to remove the gap between aspirations and reality. India is the country where lots of vacancies available in the country but there is still unemployment and under-employment problems. The students should make sure that there are no gaps in corporate expectations and gain self-confidence through improved inter-personal

skills and communicate confidently. The speaker also addressed the kind of jobs which the student executives will be taking in the future. Millennials have very high aspirations and self-esteem but should develop right kind of skills.

Business Plan Competition 2019



The Business plan competition 2019 was held as an initiative of innovative teaching pedagogy for Entrepreneurship and Ethics course in order to provide management student executives with "Real world skills" related to Launching and running a Business Venture. **The entire activity was spread over three months where in student executives came up with innovative ideas and conducted market research to ascertain the viability of their idea. Post Market research they zeroed in on ideas which were found to be feasible and developed a crisp business plan around it for the next three months.** There were thirteen teams in total, out of which six teams qualified for finale round held on **8th June 2019**. **Sri. Dev Samarth Homey and Mr Sagar Saran Mitra** (Alumni of MPBIM) who have a good experience in the field of business were invited to judge the finale event. All the six Teams presented and defended the business plans and the judges gave their insights on the presented plans playing role of a venture capitalist. The programme was coordinated by **Prof Bhavya N and Prof Anu A Natraj**. A Cash Prize of **Rs. 5000 and Rs. 2500** was given to the Winners and Runners up. The winners of the competition were **TrAoy team comprising Bharath Singh H, Medini Bhat, Priyanka Sarvade, Rohit Bulla and Samarth**. The Runners Up were the **Varsh team comprising Aishwarya, Abhishek, Pooja, Rohith, Sanket, and Vishwanath**. The winning team **TrAoy** was presented as a partnership firm, based in Bengaluru with a creative approach with environmental responsibility. The firm addressed two of the most important problems in current time: Plastic waste management & Job satisfaction at corporate firms. **TrAoy**, offered to improve the green attributes, by collecting the plastic waste from household, toy industry plastic waste combining these a biodegrading agent at the time of re-formation. This would allow them to biodegrade plastic and leave only natural humus or plant food behind to be sent for waste management.. The Runners Up team was **VARSH - Spreading Healthier community**, which is a company promoting converting of empty terrace into beautiful garden where one could grow organic vegetables. Questionnaires were prepared to test the market on growing of Organic vegetables and survey was initiated. Survey was essential to understand the customer needs especially towards organic vegetables. **Though VARSH secured 2nd prize, Sri Sagar Saran Mitra, a venture capitalist expressed his interest in investing in VARSH and agreed to pay Rs. 4 lakh as seed money. He also provided leads for converting the idea into business.**

Visit to Akshaya Patra Foundation at ISKCON



The visit to ISKCON Akshaya Patra, one of the world's largest NGOs, on 12th June 2019 was to know the operations & technology and how these aspects help the student executives in today's dynamically changing and complex environment. The visit was all about knowledge and the ability to learn and work hard so that they can be focused in life. The student executives were given brief explanation about the meditation mantra and about the foundation of AkshayaPatra. At the end of the session the students were made aware of various processes that goes through the kitchen to provide a free meal to the students in the school. Dr. Sumithra Sreenath and Dr. Rohini Shetty accompanied the students.

News in Pictures



Ms. Prashantha Devulapalli speaks on life skill management to students on 8.3.2019



Dr. S. Sathyanarayana at 'Anusandhana 2019' competition on 8.6.2019 in Jain College



Ms. Bhavya Shetty gets first prize for her research paper at Jain College



Chairman Sri N Ramanuja and Sri Pascal Nazareth felicitate Dr. B V Srikanthan outgoing Chairman of Gandhi Centre for Science & Human Values.

Placement Corner Hearty Congratulations	
KPMG	Property Pistol
Ashish Kumar Sarda	Rakesh R Wani
Bharat S Raikar	Mrutyunjay H B
Archana M N	G. Niklesh
Nisha Raichur	Mansi
Swathi S	Syed Salman Ahmed
Shiva Subramanian	Harshith Reddy
Bandhan Bank	Kishore R
Shilpa P K	Siddhant Narot
Lidiya Francis	Aaditya Vatsa
Akshay Bhat	Square Yards
Byju's Learning	Manasa B
Akash M	Shrithesh P Darak
Radhakrishna Nayak	Rachapalli Nikitha
Brigade Enterprises	Gowtham KC
Chandana Shetty V.M	Abhijith S Somani
Akash M	Sriramakrishna C H
Shilpa B.S	Shreedhar A Girennavar
Shobha Developers	Abhishek Alibadi
Rajashekhar Sheelavant	Vishal R Sulakhe
Careem Consulting	Sanjhana M
Mythri MM	Shrinath Parik
Anusha H	Nishanth P
Sonal Kanakagiri	Prabhushankar Hiremath
Flipkart	Akshay S Ganji
Gokul D R	Rajendra Kemappa
Sanjay L	Vishal Dilip Patil
Earnst & Young	Aditya Birla Capital
Keerthana G.G	Lakshmi B Bhangi
Meghana S.H	India Infoline (IIFL)
City Union Bank	Harish Manuvachari
Hari Prasad M L	HDB Financial Services
Pani Krishna P	Amit Salunke
Bhavya K Shetty	HFFC
Shivakumar M S	Tejus P.M
Smruti Chandrashekar	Ranjith Kumar S.G
Deepti J Manneri	Magic Bricks
Institute of Directors	Adarsh Purohit
Vaishaka C Gowda	Ganesh Walikar
Kotak Mahindra Bank	Jaro Education
Rakshith B Y	Shivani R Nimbargikar



Visit to Akshaya Patra, ISKCON, Bangalore.



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