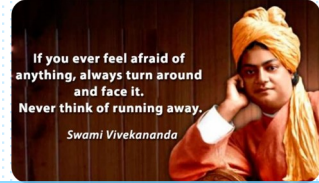




The Newsletter
Volume 8, Issue 1



| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

Quarterly Newsletter June 2022

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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Hearty Congratulations

NORTH DAKOTA STATE UNIVERSITY

DESIGNATED
R1 RESEARCH
INSTITUTION

NDSU has been designated as an R1 research institution by the Carnegie Classification of Institutions of Higher Education. Carnegie's R1 distinction, titled "Doctoral University: Very High Research Activity," is its highest classification and is presented to only the top research institutions in the country.

From Chairman's Desk



My young friends.

I am addressing you after a long-time. As you are all aware we underwent an unforeseen period of 'no contact' ushered in by the lockdowns during Covid-19 pandemic. Nevertheless, we also learnt a lot of lessons. We found new means to education, newer forms of business transactions and innovative ways to establish contacts and further relationships. The pandemic posed many challenges but also paved way for idea generation and opportunities to different forms of businesses. Change and adaptation was the mantra for keeping sane and vigorous. Digital surge in the form of active social media, various plat-

forms for financial transactions and communications revolutionized the way we think. I would rate this as the biggest revolution since industrial revolution of the early 20th century.

The result of demonetization and the pandemic has paved way for Digital India. In our own experience, demonetisation provided digital thrust towards making our country a cashless society and the travails during demonetisation and adoption of digital payments prepared the people to survive the prolonged lockdown period during the Covid-19 pandemic. During these unprecedented times, access to low cost smart phones with contemporary technology enabled people sail through the rough waters. Disruptive technology has provided for better delivery of services to citizens, a distinctive digital identity, boundary less collaboration and increased citi-

zen participation in digital & financial space. This is the new learning.

There is no need for me to dwell more on this as you have experienced it yourself, albeit with some hiccups. Regardless of the disruption, we continued with online classes made available through platforms like Zoom and Google Meet and that has proved our capabilities to adapt to the inevitable i.e., CHANGE. The present revolution has made us come closer making the concept of 'Vasudhaiva Kutumbakam' a reality and has also prepared us for the challenges of the future.

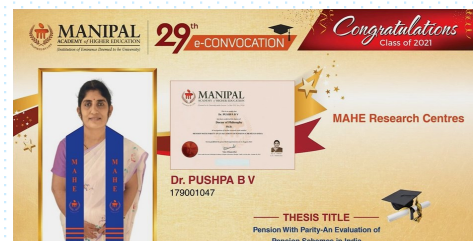
I urge all of you to equip yourself with relevant skills and knowledge to turn out as innovative entrepreneurs and management professionals. I wish you all the very best.

N. Ramanuja

MPBIM Faculty awarded PhD

It was a proud moment for MPBIM when two faculty members **Prof Hema Harsha** and **Prof Pushpa B V** were awarded **Doctor of Philosophy (PhD)** from **Manipal Academy of Higher Education** on 11 Aug 2021. Both the scholars completed their PhD programme under the able guidance of **Dr N S Viswanath**, Director General (Research), Bhavan's Management Research Centre. Prof Hema Harsha, received the doctorate for her thesis entitled "**Talent sustainability in select scientific institutions in India**" at the convocation. Prof B.V. Pushpa was awarded the degree for thesis

entitled "**Pension with Parity-An Evaluation of Pension Schemes in India**". On behalf of the management of MPBIM and Chairman, Er. N Ramanuja, Shri V. Muralidhar, Director, MPBIM and Dr. Satyanarayana, Principal, MPBIM, felicitated both of them and appreciated their remarkable achievement.



Prof Pushpa B V and her Degree Certificate awarded by Manipal Education and Medical Group (MEMG)

Business and social marketing class activity

As a part of the Business and social marketing class activity, students teams were formed and asked to submit a video documentary of their activities which was to create a hoarding on theme of general awareness and public health. The event was conducted on 28th December 2021. This outdoor event took place at Chalukya circle, Race course Road with the cooperation of Bangalore Traffic Police. It was heartening to see proactive participation of students.



Principal speaks...



Education on various crafts flourished in ancient India by method of industrial crafts production and a form of artistic activity. Even today we can see the excellence in these vocational areas in building of temples, massive chariots, sculpting (both metal & stone), agriculture, medicine, textiles, etc. These were developed through strong research in understanding the basics. Many scholarly texts are available in all these fields some dating to Vedic period. Over a period of time the connect between academic education and vocational training was lost. Today, in the fast paced economic scenario, the need for vocational learning plays a critical role in skill development and employability. The initiative to give prominence to vocational education & training is an effort to bridge the gap between theoretical knowledge vs. practical skills. With more and more prospects opening up for the youth, the focus should shift from mere academics. There should be an equal division of academics as well as the skill development i.e., vocational education. This type of education makes one more confident in his/her re-

Vocational education in India

spective occupations. When employers look for new employees to join their institution, they look for someone who has the skills to do the job well and can adapt quickly to the work environment. Businesses would spend a significant amount of money on training process to make the employees suitable for the job. Hence we see more pressure on educational institutions to impart vocational education. The National Education Policy (NEP) heralds the growth of vocational education in the country by making all educational institutions to integrate vocational education into their offerings. This will bring in many schools, colleges and universities – a little over 280,000 secondary and higher secondary schools and more than 40,000 higher education institutions - into the fold of potential *Technical and Vocational Education and Training (TVET)* providers during the coming decade. This would enable the country to achieve the stated vision for TVET that covers placing of learners and their aspirations at the centre of vocational education and training.

Dr. Sathyanarayana, Principal

Hearty Congratulations Sir



Dr. N S Viswanath, Director General (Research), was conferred with "**Excellence in Academics**" award by **Rotary Bangalore, West** on Mar 26, 2022, in recognition of his dedicated service in academics and for encouraging budding research scholars. He has guided fourteen PhD scholars till date and has more than seventy five research papers, technical reports and reviews to his credit. **MPBIM applauds Dr. N. S. Viswanath's contribution and achievement!**

Accolades



Two faculty members won awards at the **International Conference on Digital Transformation: A Strategic Approach towards Sustainable Development**, organized by Indian Management Education Research and Training, Pune and IFERP on 11th-12th Feb 2022. **Prof. Manjunath** won the **Best Research Paper** award for his paper 'BASEL NORMS & DIFFERENTIAL PERFORMANCE OF BANKS IN INDIA-A STUDY OF POST-LIBERALIZATION PERIOD-1991-2020'. This paper was co-authored by Dr N S Viswanath. **Prof. Bhavya** was awarded the **Best Presenter** for presenting a paper on 'CONSUMER PURCHASE INTENTION OF COMPUTER HARDWARE AND PERIPHERALS- AN INTROSPECTIVE STUDY'. Hearty congratulations to the winners! MPBIM is proud of their accomplishment!



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Visit to ISRO Satellite Centre (ISAC)

A one day Industrial visit to Indian space Research Organization (ISRO) now known as U R RAO SATELLITE CENTRE (URSC) Bangalore was organized on 13th of May 2022. ISRO Satellite Centre (ISAC) is the lead center of the Indian Space Research Organization (ISRO) responsible for design, development, assembly & integration of communication, navigation, remote sensing, scientific and small satellite missions. For the benefit of students the centre has a space exhibition centre. Scientist Mr. H L Srinivasa explained the display units including the models of the first Indian satellite Aryabhata, APPLE, INSAT series etc. Satellites are basically of two types-Indian Remote Sensing (IRS) satellites and communication satellites. IRS-1A was the first remote sensing mission undertaken by the Indian Space Research Organization (ISRO). It was a part-operational, part-experimental mission to develop Indian expertise in satellite imagery. The students were also briefed on GSLV and PSLV, the two launch vehicles used currently by ISRO to launch satellites into the geosynchronous and polar orbits respectively. The satellites launched cater to applications such as National development/infrastructure, telecom, disaster warnings, resource management, etc. The objective of the visit was to provide a Technical Exposure to the students about Space Technology and advancements in Technology. The visit provided a good insight into the quality of research happening in the area of space technology. Students were accompanied by Prof. Rajalakshmi, Prof. Bhavya and Ms. Geetha for the visit.



News in pictures



Alumni student Ms Ananya Biswas from Bangladesh Visited MPBIM on 26-4-22



MPBIM honours Dr. Hema Harsha and Dr. Pushpa on their being conferred PhD award



Prof. Sumithra Sreenath, Professor, MPBIM garlands the bust of Kulapati Dr K M Munshiji founder Bharatiya Vidya Bhavan on his 134th Birth Anniversary



MPBIM students in the Space Exhibition Centre of ISAC

Leadership forums contribute to unparalleled growth of the students by giving them access to top level discussions and expert opinions. This knowledge sharing session gives a fresh perspective and a unique insight about working in the industry.

Students of Batch 2021-23 started their first interaction with Business leaders on 24th Mar 2022 on the Business Leadership Forum. Corporate leaders, subject experts, health specialists interacted with students in a series of talks and they are:

- * **Ms. Rashmi Hiremath**, Sr. HR Business Partner, Employee Engagement Specialist, NSEIT Ltd, Mumbai, spoke about **Basic Etiquette for Career Development**. She started her interaction by saying 'Nobody is born brilliant in their area of work' and iterated the need to build a strong professional image.
- * The second session was by **Sri. Gurudatta K N**, who is presently working as a Technical Director (Managing Partner) at Aaron Geospatial Designs, Bangalore. He shared his professional journey in the field and enlightened the students about the **Importance of Learning and Development**.
- * **Sri S Paulraj**, Founder & CEO, Capskill Consultants, in his session spoke about **Lean Six Sigma**. He deliberated the modalities of Lean Six Sigma and brought forth its application and advantages in manufacturing sector.
- * **Skill Development for Better Career** was discussed in detail by **Sri. V. Venkatesh**, Deputy Director of Training in RDSDE, Karnataka. He emphasized on systematic skill development, interchange ability and the adaptation of skills by students.
- * **Dr H S Prema**, Managing Director and Consultant Dietitian, Varenia Nutrition Concept, iterated on the need for students to have a healthy mind and healthy body to lead a productive and meaningful life. She spoke about dietary choices and discussed how incorporating a correct meal plan has an impact on effective functioning.
- * **Ms. Sandhya Srinivas**, Accounts Manager, Honeywell Automation, while stressing on the need to develop the right skills for flourishing in the marketing domain, briefed on various marketing philosophies and techniques applied in the industry. She threw light on **Career in Marketing** and answered student's questions on the challenges in the field.
- * Setting and practicing smart goals technique is the mantra for accomplishment said **Sri K M Sundaram** elaborating on **Goal Setting in Life**.
- * Students got an insight into **Personal to Professional life Transition** from **Ms Annapurna Vinay Shetty**. The speaker touched upon the nuances of striking a balance between personal and professional life in the future.

All the sessions were well coordinated by student executives under the able guidance of Dr. Sumitra Srinath and Ms Geetha.



Ms. Rashmi Hiremath

Sri. K N Gurudatta

Sri. Paulraj

Sri. V. Venkatesh

Dr. H S Prema

Ms. Sandhya Srinivas

Orientation programme of 2021-23 batch

MP Birla Institute of management holds a rich tradition of orienting the newly inducted batch of students every year to enhance, enrich, and empower the knowledge, skill, and abilities of budding management executives. The focus of the orientation sessions is to align the students to the process of management studies; make them aware of the expectation in the industry, skills to equip oneself with; and understand how to build a professional career. Due to the Covid restrictions and regulations, students went through online orientation sessions and the details are:

- * **Success Starts with you** by **Mr. Mohammed Yunus**, Founder & Lead Trainer of **Leaders Ladder**. He introduced the importance of **decoding Success** and threw light on setting individual goals, career aspirations, challenges and dreams, identifying blind spots, and techniques to increase self-awareness.
- * Creating a respectful corporate environment is possible when people cultivate the right business etiquette said **Ms Suma Chandrashekar**, **Corporate trainer**. She gave tips on how to develop and exhibit professionalism.
- * **Sri Adarsh Basvaraj**, **Behavioural Coach and Management Development Consultant** emphasized the need to map expectations vs reality and gave an insight into career prospects and goals.
- * **Sri Mithun C Cotha**, a recipient of TITANS 40 UNDER 40 award and a **Consultant** by profession, spoke about importance of branding and highlighted the presence of brands on social media.
- * Spiritual quotient (SQ) is a gauge of person's spiritual aptitude and that is considered as more important than EQ and IQ said **Sri. Sudhindra Gargesa**, **Former Director (Academics) MPBIM**. He stressed on how by developing a better SQ, one can cope with the challenges in the modern world.
- * **Dr. Hema Harsha**, Adjunct faculty MPBIM and **Freelance Training Consultant**, shared the tools and techniques to build a versatile Personality. She insisted that every student invest time in doing SWOC analysis (strengths, weaknesses, opportunities and challenges) of themselves regularly and stressed upon doing self-evaluation at regular intervals.
- * **Prof Ramgopal**, **Ex MD/CEO of Packaging SBU of Sriram Group of Companies, Mumbai**, focused on Life Beyond MBA. The speaker stressed on how professional courses can help shape one's persona and gave tips on developing Business leaders and Entrepreneur for future.
- * A certified trainer for Yoga and Meditation, **Sri V Muralidhar**, **Director (Acad) MPBIM**, emphasized on practicing yoga and meditation to achieve a mentally clear and emotionally calm state of living.
- * **Sri. Arjun Vellal**, an award winning **Training Consultant**, spoke about the significance of communication. He covered three main aspects of Communication: Interpersonal Communication; Verbal Communication & Non-Verbal Communication and explained its importance in managerial functioning.

MPBIM felicitates Smt. Susheela Subrahmanya



MPBIM in association with K N Subrahmanya Foundation® & Southern Economist's Study Circle, celebrated the release of the 61st Annual issue of Southern Economist on 5th May, 2022. Dr. N R Bhanumurthy, Director and Vice-Chancellor, BASE University, Bengaluru did the honours of book release and Sri Hanumana Gowda Belagurki, Chairman, Agriculture Price Commission, Government of Karnataka was the Chief guest. Smt. Susheela Subrahmanya, while reminiscing the journey at Southern Economist insisted on quality research and publication. She encouraged students and faculty to indulge in more number of paper publications.

On this occasion, on behalf of Er. Sri N Ramanuja Chairman and the management of MPBIM, Smt. Susheela Subrahmanya was honoured with the **Priyamvada Birla Lifetime Achievement award - 2022**, for her exemplary contribution to the Economic journal. Dr. N S Viswanath, Director General (Research) spoke about Smt Susheela Subrahmanya's undeterred and relentless effort in scaling the journal over the last 60 years and appreciated her commendable work. Sri Muralidhar V, Director, MPBIM and Dr. Satyanarayana, Principal, along with Dr. N S Viswanth, felicitated Smt. Susheela Subrahmanya with the citation and thanked her for associating with the college. Mementos were given to all the contributors in the area of research in recognition of their work and support to the journal.



Visit to BHEL Electronics Division

Industrial visits provide the students with an opportunity to learn through interaction, working methods and employment practices. They give the students an exposure to current work practices vis-a-vis theoretical knowledge taught in the classrooms. MPBIM students visited BHEL Electronics Division, Bangalore, Mysore Road as part of Industry Visit on 6th May, 2022. BHEL manufactures a wide range of Power plant equipment and also caters to the industry sector. Some of them are: Automation & Control Systems, Solar Inverter, Traction, Power Electronic Systems, Remote Performance Data Monitoring System etc. Students were briefed about manufacturing facilities at the Unit by BHEL Officials. Prof. Rajalakshmi and Ms. Manjula accompanied the students.

Placement Corner Hearty Congratulations

Batch 2020-22

Growth Agro	Skill Vertex
Nattam Sai Dinesh	Prajwal H M
Rohidas C Nayak	Jyotsna Challagulla
Samudrala Karthik	Sibyala Krishna Spoorthy
Chaitra A	Midhun Gopinath
Prajwal H M	Siddesh Hulikantimath
Kruthika Savanth	Karthik S
Nimra Shariff	Sneha A O
Ceptes Software Pvt Ltd	Kruthika Savanth
Priyanka Mishra	New Wave Computing
Sharan Nagaraj	S P Pooja
Jyotsna Challagulla	Pooja S
Nimra Shariff	Societe Generale
Prithvi B	Akshay Sarda
Joules to Watts	Codeyoung
Soumyashree	Sibyala Krishna Spoorthy
Data Logistics	Tekarch Technology Pvt Ltd
Sharan Nagaraj	Soumya Rao
Midhun Gopinath	Chandana M Reddy
KPMG	Soumyashree Patil
Akshay Sarda	Akancha Kumari
	Harshita R N

Placement - Internship

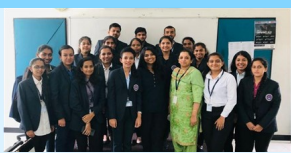
Batch 2020-22

Company	No. of students placed
Jionwall Pvt. Ltd	17
Magnik India	28
Insplere Consultants	8
Mozo Hunt	27
Vibgyor	20

News in Pictures



Sri. K N Sundaram and Ms. Annapurna Vinay Shetty at BLF



Sri. Hanumana Gowda speaks at Southern Economist Event



Pre-Placement talk by Cepto Software Pvt. Ltd., and students placed at the firm



Editorial Panel

Er. N. Ramanuja Chairman } Patrons
V. Muralidhar, Director }

Members

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

Student Coordinators

Pramod, Ronald and Sandeep

Guest Member

Sri. S. Gargesa, Former Director, MPBIM



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