



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

Quarterly Newsletter December 2024

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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From Chairman's Desk



My Dear young Friends,
No business is an island, everything is intertwined. Be it producing, supplying or selling of goods internationally; global business impacts every organization. Understanding of macroeconomics and the global economy is a must. In today's fast-paced and interconnected world, doing international business has become an essential part of companies' growth and expansion strategies.

Arie de Geus of Royal Dutch Shell says 'In the future, the ability to learn faster than your competitors may be the only sustainable competitive advantage'. It is here that the role of management institutions comes to the fore. The academic landscape for business schools for catering to the requirement of businesses and management research is changing every year. While this is a good thing, it also creates new

challenges. And in such a competitive business environment, management institutes need to keep up with the pace of fast changing business scenario. From higher student standards to changing technology, institutes need to find a way to bridge the gaps and stay relevant.

The expectations of students have gone up over the last decade. Students are putting their lives, education, and careers in the hands of Institutes. And as consumers, they're not wrong in expecting a higher level of service and technology from their education provider.

Taken together, three main global business challenges, i.e., continuous change, increased interconnectedness, and greater multiculturalism, illustrate how difficult it can be to work or manage across cultures in today's complex, uncertain, and rapidly evolving business environment. The traditional ways of communicating, negotiating, leading, and doing business are simply less effective than they were in the past. Thus, the primary



Bridging Gaps in Management Education

goal is to ensure that management education effectively prepares competent managers for success in global environments. I am excited about the new initiatives we have introduced to extend the learning process beyond academics. I encourage all of you to actively engage in the newly formed academic clubs, which will help you stay updated on current business concepts and trends. Increased participation in conferences will enhance your research skills and create valuable learning opportunities. Additionally, workshops, webinars, and symposia will contribute positively in this regard. The insights from our alumni will play a crucial role in preparing you for the corporate world. Our partnership with international institutions like North Dakota State University will also add a global dimension to your experience.

Wishing all of you a happy, prosperous New Year and a successful career ahead!

Er N. Ramanuja

Inauguration of Students Clubs

Student Clubs play a vital role in the holistic development of students as they offer a platform for students to explore their interests, develop leadership skills, and build lasting friendships. Engaging in clubs fosters a sense of community and belonging, which is essential for academic success and personal growth. MPBIM inaugurated seven Student clubs on 24th Oct 2024. This marks a significant milestone in the history of the college. The primary objective of forming the clubs is to empower students in conducting various events related to both academics and extra curricular activities. Chairman, **Sri Er N Ramanuja**, as the Chief Guest, accompanied by Vice Chairman **Sri V Muralidhar** inaugurated the clubs and addressed the students appreciating their initiative and conveyed their best wishes. Principal, **Dr. S. Satyanarayana** conveyed his best wishes and encouraged the students to initiate and execute various programs. The highlight of the event was the unveiling of logos and names for all seven clubs, followed by an official investiture ceremony led by the dignitaries. This formal inauguration symbolized the beginning of a journey aimed at empowering students and nurturing their skills. The senior coordinators of each club presented their action plans for the forthcoming month. A video showcasing the vision and goals of the clubs was displayed, which captivated the audience and inspired enthusiasm among students. The inauguration marks a promising beginning for the clubs, paving way for an enriching experience to all its members.



Principal speaks...

The advent of Artificial Intelligence (AI) is revolutionizing industries world-wide, and higher education is no exception. As AI continues to evolve, its impact on the educational landscape is becoming more pronounced, offering transformative opportunities and presenting new challenges. The future of AI in higher education holds immense potential to enhance teaching, learning, and administrative functions, making education more accessible, personalized, and efficient. Traditional education systems often follow a one-size-fits-all approach, where students progress through the same content at the same pace. AI-powered platforms can analyze student performance data, identify areas of improvement, and deliver tailored resources and assessments. By doing so, AI can help students learn at their own pace leading to improved outcomes and greater engagement.

In addition to enhancing the learning experience, AI is also poised to transform administrative functions within higher education institutions. Universities and colleges often face administrative bottlenecks such as scheduling, admissions, grading, and student support services. AI-powered automation tools can streamline these processes, saving time and reducing human error. AI can also help with grading by automating the evaluation of assignments and exams, allowing faculty to focus more on meaningful interactions with students. AI has the potential to revolutionize tutoring and academic support services as well. Intelligent Tutoring Systems (ITS) are already being used to provide students with personalized, on-demand assistance. ITS can also be used for language learning, helping students practice speaking and writing in a foreign language by analysing their responses and offering suggestions for



The Future of AI in Higher Education

improvement. As AI technology advances, these tutoring systems will become more accurate and effective support.

AI is not only benefiting students and faculty in the classroom but also assisting researchers by automating data collection, analysis, and interpretation. For example, AI can be used to process large datasets in fields such as genomics, climate science, and economics, accelerating the pace of discovery. Additionally, AI can help researchers identify emerging trends in their fields by analyzing scientific literature. As AI-driven tools become more integrated into academic research, they will empower universities for more innovation. While the potential benefits of AI in higher education are vast, there are also ethical and security concerns that need to be addressed. One of the primary challenges is the collection and use of student data. AI systems rely on data to make decisions and predictions, raising concerns about data privacy, security, and consent. Educational institutions will need to implement robust data governance frameworks to protect data and used responsibly. As AI evolves, it is crucial that educators are trained to work alongside AI systems to leverage their full potential. By embracing AI responsibly and ensuring that it complements the human aspects of education, we can unlock its full potential to create a more inclusive, efficient, and innovative educational system for the future.

Dr. S. Sathyanarayana



Industry Visit



On 6th November 2024, a group of MBA students visited the **TVS Motor Company** manufacturing facility in Hosur, Tamil Nadu, for an insightful industrial visit. This plant, one of TVS Motor's major manufacturing hubs, specializes in producing motorcycles, scooters, and three-wheelers, showcasing state-of-the-art technology and automation in the automotive sector. The TVS team, provided a detailed overview of the company's history, achievements, and commitment to quality and innovation. The team highlighted TVS's emphasis on lean manufacturing, efficient resource management, and sustainability practices. Following the orientation, students were guided through the assembly line, where they observed the various stages of production, including welding, painting, engine assembly, and quality inspection. The visit also included a Q&A session, where students interacted with Unit engineers and managers, gaining deeper insights into the automotive industry's challenges, innovations, and career prospects. This experience provided the students with a practical understanding of manufacturing processes and management practices, reinforcing the theoretical knowledge gained in classrooms. **Dr Sumitra Sreenath** and **Mr D Giridhar**, Placement Officer accompanied the students on the visit.



Dr. Sathyanarayana honoured

MPBIM is highly pleased to extend a very hearty congratulations to **Dr. Sathyanarayana S**, Principal, on receiving the **Education Heroes Award 2024** for his transformative contributions to higher education. An avid researcher with over 50 publications and many Best paper awards, Dr. Sathyanarayana is a widely respected academician in the university. This recognition from **Cognitive Solutions India** is specifically meant to encourage technological training and celebrate educators who inspire growth and innovation.



Business plan Competition

The **Business Plan Competition 2024** was held on 27th November 2024. This initiative under innovative teaching pedagogy was conducted for the subject Entrepreneurship and Startups Management. The main objective was to provide student executives with "Real-world skills" related to Launching and running a Business Venture. The event was coordinated by **Prof. Anu A Natraj** and **Dr. Sumitra Sreenath** under the aegis of Marketing Club. Student executives came up with innovative ideas for start-ups, and presented the idea, budget proposal, marketing and product plan to the judges for the event Mr Samarth and Mr Dayakar. 14 teams participated in the competition, out of which seven teams were selected for the final round. The judges questioned the teams on feasibility, product pricing, operational cost, product segmentation, legal challenges, intellectual property issues and promotion. **Mr. Dayakar S Murthy**, Director strategic partnership with Comprehensive Sales, with expertise in both B2B and B2C Domains, and **Mr. Samarth Homey** a seasoned professional with over 11 years of experience in project management working at E & Y appreciated and applauded the business plans and the effort of the teams. Two teams, **Team Sky scrappers** and **Team TespoTech** emerged as the winners of the competition.





The **Finance Expert Talk Series**, initiated by the Finance Club of M P Birla Institute of Management and conducted under the guidance of **Dr Pushpa**, aims to bridge the gap between academic knowledge and practical financial expertise. Through this initiative, student executives gain insights into real-world financial practices, interact with industry professionals, and explore dynamic career opportunities in the finance domain.

Currency and Interest Rate Swaps as Risk Management Tools : **Mr. Varun Sridhara Murthy** in his talk on 5th Oct, shared his extensive knowledge on currency and interest rate swaps, emphasizing their critical role in mitigating risks associated with foreign exchange and interest rate volatility. He provided detailed examples of how swaps are used in the corporate world to maintain financial stability and enhance profitability. The session also offered career guidance, encouraging students to develop skills in financial derivatives and stay updated on global market trends.

Revenue Recognition: **Ms. Ranjana C R**, Specialist (Team Lead) FP&A, at Accenture in her talk on 5th October explained the five-step process of revenue recognition in detail, including contract identification, performance obligations, and transaction pricing. She used practical examples and scenario-based exercises to enhance understanding. Session concluded with insights into career opportunities in financial planning and compliance.

Navigating Foreign Exchange Markets: The Role of Treasury Functions and Insights for International Finance: With 39 years of banking experience, **Mr. Jagadeesh** in his talk on 15th October provided a deep insight into forex operations, treasury functions, and global finance. He covered topics like SWIFT payment systems, the role of CCIL in settlements, and the strategic importance of GIFT City as a financial hub. He also explained the evolution and discontinuation of LIBOR, offering practical insights into liquidity management and regulatory compliance.

The talks concluded with interactive Q&A sessions, allowing students to engage directly with the speakers and gain further clarity on complex financial concepts.

Alumni Talk Series 2024



Mr. Girish Kumar, CI Specialist Manager at HPE, an alumnus from the batch of 2014-2016, delivered an inspiring talk on 8th October 2024 focussing on the significance of networking and personal branding. He emphasized on how networking can provide crucial industry exposure, particularly in the technology and management sectors, which is essential for career growth and development. Additionally, he discussed the innovative ways HR professionals are integrating AI into their work, enhancing efficiency and decision-making. He advised on creating a strong personal brand by developing a concise self-description and building a resume website that showcases one's projects, case studies, and corporate experiences.

Ms. Pooja Kulkarni, Brand Manager-Marketing, a distinguished alumna from the 2014-2016 batch, delivered an inspiring talk where she shared her experiences detailing the struggles she faced and how they shaped her path to success. Emphasizing that success is a journey rather than a destination, Ms. Kulkarni highlighted the pivotal role of failures as stepping stones to achievements. Her session was both interactive and insightful.

During the session on 28.09.2024, **Loyson Paes, Principal Consultant, Infosys**, spoke on Building a High Performance Learning Organization, where he shared examples of well-known companies that have excelled due to continuous learning and adapting to change. He explained how organizations that prioritize learning not only improve individual performance but also foster innovation, adaptability, and resilience in a fast-changing business environment. He discussed companies like GE, Microsoft, and Pixar, emphasizing their commitment to growth, creativity, and knowledge sharing.

Mr. Kiran Narendra, Development Officer ICICI Foundation, alumnus of 2001-2003 batch, recollected his experiences in banking and the challenges he faced. Discussing the importance of financial education, Mr. Kiran shared his experience as customer service executive and as a teller in the bank and shared about the professional challenges one could face. He also touched upon the 5 c's of credit and highlighted key skills that bankers need to develop over time, such as risk assessment, customer relationship management, and financial analysis.

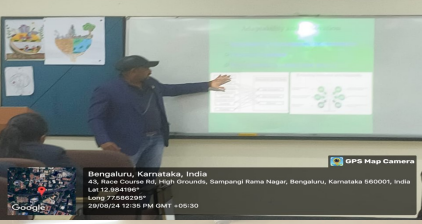
During her inspiring session at the Alumni Talk Series, **Lathika Jain of 2019-21 batch** emphasized three main aspects that can propel individuals toward success. She highlighted the importance of continuously seeking personal and professional growth, embracing new challenges, learning from experiences, and adapting to change as essentials for ongoing development. Speaking on the power of gratitude in one's journey she said that acknowledging and appreciating the support from others and the opportunities presented can foster a positive mind-set and enhance relationships. She also underscored the value of building a robust network and actively working on self-improvement.

Cross Cultural Training By HR Club, Agnitio!



HR Club, Agnitio aims to foster a culture of learning, collaboration and industry preparedness among students. **Cultural Sensitivity Training** on Japanese Culture, was conducted under the Aegis of the HR Club on the 14th and 15th of November 2024. This engaging session aimed to enhance cultural awareness and cross-cultural competence among students, preparing them for global opportunities. The program, led by the **Ms. Divya Laxmi**, under the guidance of **Dr. Hema Harsha**, covered crucial aspects of Japanese culture, including business etiquette, greetings, dining etiquette, and much more. Ms Divya highlighted the importance of such learnings in one's professional life. The interactive session enriched with role-plays, and real-world examples, made the session both insightful and enjoyable for all participants. The seamless execution of the training was coordinated by HR Club coordinators – Hariharan M, Anjanaa, Parva, and Aneendra. The programme conducted under the Agnitio banner, marks the beginning of an exciting journey for the HR Club.





Sri. Dayakar S. Murthy, a seasoned professional with over 17 years of experience in sales and business development across various sectors, including FMCG, Banking, and Education spoke on 12th September, on the concepts of entrepreneurship and intrapreneurship, emphasizing the importance of innovative thinking in today's business landscape. The talk provided valuable insights into the entrepreneurial mind-set and practical strategies for overcoming business challenges. The speaker's expertise and interactive approach fostered an engaging environment, encouraging participants to think outside the box and apply entrepreneurial principles in their professional endeavours.

Dr. Venu Ganapuram a renowned Principal Scientist at CSIR-National Aerospace Laboratories (NAL), Bengaluru, with over 20 years of experience in aerospace propulsion, gas dynamics, and project management, in his talk on 28th September, highlighted the importance of multiple skillsets to be successful on a job. He discussed in detail about various Technical Skills essentially required in various domains. These skills include proficiency in programming languages, software applications and newer AI based systems. He also emphasized on the importance of "Lifelong Learning" to remain relevant and resourceful on respective jobs.

Dr. Padmavathi Uttarwar, FORBES INDIA, Listed-Top 18-Pioneers, Stalwarts & Trendsetters in her impactful talk on 29th September, on "**Empowering Young Minds: Key Principles for Holistic Success**", opined that in today's fast-paced world, young professionals need more than technical skills to succeed. Her talk offered a powerful blueprint, centred around gratitude, awareness, brain integration, communication, motivation to manifest, continuous learning, and time management. She urged students to manifest their dreams by setting clear goals, maintaining focus, and taking consistent action towards progression.

Sri. Pawan Gupta, a distinguished alumni of MPBIM of 2005 – 2007 batch, a Digipreneur, honoured with business excellence award for the year 2023 and advisor for top marketing start-ups including Frozen bottle addressed the students on 30th September. In his talk on **Skills for Becoming Self Employed**, he highlighted that the key characteristics of a self employed individual is to accept responsibility, develop good relationship management skills and networking skills.

Wealth Wizards - Finance Quiz



Student Coordinators of 1st year MBA in association with the **Finance Club -Wealth Wizards** of MPBIM hosted an insightful and engaging Finance Quiz for student executives, aimed at enhancing financial literacy and fostering healthy competition. The quiz not only assessed participants' financial knowledge but also sparked curiosity and inspired exploration of diverse finance topics. The competitive yet collaborative environment encouraged students to showcase their expertise while identifying opportunities for further growth. This initiative empowered participants to build confidence in their abilities and prepared them for future opportunities in the finance sector.



The winners of the Finance Quiz were **Anil Kumar** and **Divyansh Srivastava**, whose exceptional performance and in-depth understanding of financial concepts set them apart. A special congratulations to Divyansh for being named Best Speaker in the Group Discussion round, recognized for his outstanding communication and analytical skills. Also congratulations to the runners-up, **Bhavana P** and **Sumirana**, whose impressive knowledge and teamwork truly shone throughout the competition. **Prof. Suman Kumari C Mali**, Guest Faculty, Department of Commerce at BCU and Trainer for Soft Skills and Competitive Exams, and **Dr. Sumithra Sreenath**, Professor at MPBIM were the judges. The programme was coordinated by **Dr. Pushpa BV**, **Prof. Dhanush** and **Prof. Pallavi**. Quiz Coordinators were Anjana, Nandan, Yash Raj Mundana, Shravani Rao, Dattatraya Naik, Kiran SM, Amith N Naik, Sai Prajwal, Anusha S U, Prabhat Wagh, Mohammed Usman Khan, Roshan Manjunath Ritti, Ananya S, Chandana B G, Panchali Praveen Kumar, Shubham Revankar, Aneendra Sasidharam, M C Anju, and Nitesh R, Vishnu Priya and Manoranjani.

Saraswati Pooje and Ayudha Pooje



MPBIM celebrated **Ayudha Pooja, Ganesha Homa, and Saraswati Pooja** on October 9, 2024, as part of the Navaratri celebrations. This event honored the Nava Devi's and specifically invoked Devi Saraswati for knowledge, Devi Durga for strength to overcome challenges, Devi Lakshmi for prosperity, and Lord Ganesha for the removal of obstacles. The highlight of the celebration was the Homa performed by student executives Jithamitra, Sudarshan, Varun, Srihari, Shashank G, who participated with deep devotion, leaving a lasting impression on everyone. The event was attended by Er. N Ramanuja, Chairman; Mrs. Pushpa Ramanuja; Sri V. Muralidhar, Vice Chairman; Dr. Sathyanarayana, Principal; Sri H. N. Suresh, Director at BVB; faculty, staff and students. The event ended with distribution of prasada.



Workshop conducted by Dr. Hema Harsha on POSH - 2013 at NSB



Gender sensitization and awareness about Prevention of sexual harassment are crucial aspects in any educational institution. **Dr Hema Harsha**, was invited as Resource Person to conduct a workshop on POSH, 2013, at **National School of Business, Bengaluru** on 4th Dec 2024. The workshop aimed to raise awareness about the provisions of the POSH Act and its relevance in higher education institutions, specifically in the context of the regulations outlined under University Grants Commission (Prevention, prohibition and redressal of sexual harassment of women employees and students in higher educational institutions) Regulations, 2015. Dr. Hema elaborated on the key aspects of the POSH Act, emphasizing the importance of creating a safe and respectful environment for all individuals, both in the corporate as well as academic institutions. The discussion covered various nuances of sexual harassment, from understanding what constitutes sexual harassment, to the legal framework in place to address it. She further discussed the provisions related to the establishment of Internal Complaints Committees (ICCs), and discussed about the role of students and management in fostering a culture of zero tolerance toward harassment. The session was highly informative and impactful, providing attendees with the knowledge and tools necessary to ensure compliance with the POSH Act and to create a supportive and harassment-free educational environment. The workshop was highly appreciated by the participants and the management.

Birla Premier League Cricket Tournament



Birla Premier League Cricket Tournament was held on September 18th and 19th, 2024, at the Railway Grounds in Okalipuram, Bangalore. The tournament was inaugurated by Chairman, Er N. Ramanuja. The two days tournament culminated in a tough competition between the senior and junior batches. The winners of the tournament are:

Best Batsman (Girls) : **Ms. Neha** from Section C (Seniors)
Best Bowler: **Ms. Anjali** from Section B (Juniors)
Woman of the Match: **Ms. Anjali** from Section B (Juniors)
Player of the Tournament: **Ms. Hashwini** from Section A (Juniors)
Best Batsman: **Mr. Bharat** from Section C (Juniors)
Best Bowler: **Mr. Santosh** from Section A (Juniors)
Man of the Match: **Mr. Shahul Hameed** from Section B (Juniors)
Player of the Tournament: **Mr. Raaghu** from Section C (Juniors)
Winners and runners of the Tournament:

Winners(Girls) : Ms. Vishnu Priya and team from Section B (Juniors)

Runners: Ms. Anju and team from Section A (Juniors)

Winners (Boys) : Mr. Dhanush and team from Section B (Juniors)

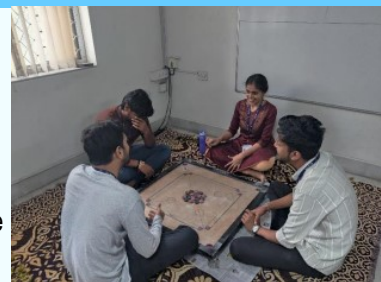
Runners: Mr. Yashit and team from Section C (Juniors)

Chairman, Er. N. Ramanuja, Vice Chairman, Sri. V. Muralidhar, and Principal Dr. S. Sathyanarayana presented the medals and certificates to all the winners and runners of the tournament and congratulated them.



Indoor Games Tournament

The **Sports Committee** and **Student Council** members of M P Birla Institute of Management organized an **Indoor tournament** featuring Chess and Carrom on August 30th and 31st, 2024. The Carrom tournament organized on Friday, 31st August 2024, at 11:30 AM was inaugurated with great enthusiasm by the Vice Chairman, Sri V. Muralidhar, and Dr. S. Sathyanarayana. 35 teams participated in the tournament and **Rohith P** and **Vinaya Chalawadi** emerged as the Champions, and Mohammed Usman and Dhanush C were the runners up. The Chess tournament organized on Friday, 30th August 2024, featured 23 contestants, and **Muthukirthik** emerged as the winner in the finals. **Deekshith H.M** finished as the runner-up. Both the tournaments were coordinated and hosted by the Sports Committee under the guidance of **Prof Dhanush** and **Mr Giridhar**.



MPBIM's Annual Convocation



MPBIM's annual convocation 2024, for batch 2021-23, was held on 23rd November 2024 at the JN Tata Auditorium. The Chief Guest of the Convocation, **Ms. Anuradha, Distinguished Scientist and former Director SATCOM Programme ISRO**, in her convocation address, described present era as the beginning of a journey in the "golden era" of India, an era brimming with opportunities and growth across various domains such as science, technology, and industry. Ms. Anuradha highlighted India's remarkable transformation from a country battling scarcity to one that has emerged as self-reliant and globally influential. She highlighted the importance of maintaining balance in life, beyond professional achievements. Success, she said, is not just about accolades but also about the joy of contributing positively to society while staying true to one's roots.

Dr. Jayanth Modak, the **Guest of Honour**, delivered a thought-provoking address during the convocation ceremony, highlighting the significance of achieving a milestone like an MBA degree and the unique role of MBA graduates in shaping the future in a rapidly evolving global landscape. Another **Guest of Honour, Mr. Sudheesh Venkatesh** emphasized on the critical elements that form the foundation of a successful professional journey, and that, he said are: knowledge, soft skills, teamwork, and adaptability. He asserted that those skills are the pillars that help individuals as they transition from academic pursuits to the challenges and opportunities of the professional world.

Er N. Ramanuja, Chairman of MP Birla Institute of Management, in his Presidential address highlighted the remarkable journey of MP Birla Institute of Management, emphasizing the institution's growth, achievements, and contributions to the field of education. Principal **Dr.S.Sathyanarayana** presented the academic report of MPBIM.

The chief guest along with Guests of Honour, Chairman and Vice Chairman awarded the graduation scroll to all the graduates. They presented the Medals and Certificates to the Students of 2021-23 batch. **Ms. Harshini** bagged the highest number of medals and was also awarded **Chairman's Medal for Best Outstanding Student**. MPBIM is proud of its students' achievements and congratulate all the graduating students and Medal winners.



Silver Jubilee Celebrations



The **Silver Jubilee Celebrations** on 23rd November at J N Tata Auditorium, marked a significant milestone in the institute's journey, bringing together alumni, faculty, and current students to reflect on the remarkable achievements and growth of MPBIM over the past 25 years. The ceremony began with a warm greeting from **Prof. Anu A Natraj** followed by a welcome speech from **Dr. Sumitra Sreenath**. A video montage highlighting 25 years of MPBIM's journey was displayed. Chairman **Er. N. Ramanuja** delivered an inspiring speech, expressing gratitude to the MPBIM community and emphasizing visionary leadership and milestones of the institute. He released Dr. Neil Kulkarni's book on Adhyoga and encouraged everyone to read the book. **Dr. S. Sathyanarayana**, presented MPBIM's journey, emphasizing research, and alumni contributions. Vice-Chairman **Sri V. Muralidhar** spoke about MPBIM's progress and future. **Prof. Vijayalakshmi** presented the Alumni Progress Report, highlighting achievements and contributions. Alumni spotlight sessions allowed distinguished alumni to share experiences, while interactive segments engaged both alumni and students. Mementos were presented to faculty and staff as a token of appreciation. The celebrations were further enlivened by an entertainment program curated by the present students. The event concluded with a heartfelt vote of thanks by Prof. Vijayalakshmi.S, who invited the alumni to stay engaged with MPBIM and participate in future events.



Editorial Panel

Er. N. Ramanuja Chairman (Patron)
V. Muralidhar, Vice Chairman (Patron)
Members
Dr. S. Sathyanarayana, Principal
Dr. Hema Harsha, Associate Professor
Student Coordinators
Jithamithra S, Vishnu KP, Shravani Rao
Guest Member
Sri. S. Gargesa, Former Director, MPBIM



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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

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