



Inauguration of 25th Batch and Release of Dharana Journal



The Newsletter

Volume 9, Issue 4



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

Quarterly Newsletter March 2024

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

From Chairman's Desk

Focus to ensure Customer Loyalty

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My dear young friends, Organizations can cultivate strong relationships with their customers, leading to increased loyalty, satisfaction, and ultimately, sustainable business and the proof to this is the success story of HMT between the sixties and nineties.

For UK-based software professional Nimish George, his HMT watch has become a family heirloom. His grandfather James Puthuran, then 90, gifted it to him as an anniversary gift 50 years ago. "It still works perfectly," says George. HMT watches hold a special place in the hearts of many Indians and foreign horology enthusiasts. It is not merely for the quality but also for the assured service which has found a place in the customer's heart.

There is another interesting anecdote of 1970s. One day a farmer brought his HMT Janata watch to the servicing centre and narrated his story. He had lost that

watch, a year ago while ploughing in the field and had given up the search. When he found the watch in the field that day, he had rushed to HMT watch service centre to ask whether it can be repaired and revived. An enterprising service executive took the watch for servicing and to the pleasant surprise of the farmer, revived it to a perfect working condition. The elated farmer wrote a thank you post card to the Chairman of HMT, expressing his appreciation for the service extended and the robustness of the watch.



Later, when I took over as Executive Director, Watches, I introduced a system of providing service within 24 hours and extended service round the clock at all major showrooms in India starting with a showroom at New Delhi. It is a matter of pride to me that in 1998, in a survey by A&M-ORG-MARG, HMT ranked seventh amongst 60 top brands in the country.

The intent behind sharing this with you is to reiterate that customer satisfaction, brand building, and customer loyalty form the cornerstone of any successful business strategy. By prioritizing

exceptional customer experiences, businesses can cultivate a loyal customer base that not only returns but also becomes brand advocates. Customer satisfaction acts as the bedrock, ensuring that each interaction leaves a positive impression. Through consistent delivery of quality products and services, brands can fortify their reputation, leading to increased trust and loyalty among consumers. Consequently, this fosters long-term relationships, driving sustainable growth and solidifying the brand's position in the market.

Lastly, a hearty welcome to the student executives of batch 2023-25. MPBIM stands as a beacon of excellence in management education, embodying the timeless values of innovation, integrity and impact, and nurturing a generation of leaders poised to shape the future of business and society. The institute stands as a testament to holistic education and I am happy that you have chosen your learning journey here. Make the best use of the next two years of your time at MPBIM, explore every single opportunity to learn and grow.

May God bless you all.

Er. N. Ramanuja

International Women's Day celebrations at MPBIM

This year's International Women's Day 'Vibha 2024' was celebrated on 14th March 2024, with a significant focus on educating and empowering female students. A talk on "General Health and Hygiene" was delivered by **Dr. Lakshmi Ajit Veerappan**, who is a highly acclaimed medical professional with extensive experience in integrated medicine and holistic health. A dedicated practitioner for 15 long years, Dr Lakshmi led the sessions with extensive passion and empathy. The event was conducted in two sessions to ensure maximum participation and engagement of students. The first session was conducted between 1:45 p.m. and 2:45 p.m. for the III semester female students, while the second session, from 3:00 p.m. to 4:00 p.m. was dedicated to the I semester female students. In her interactive sessions Dr. Lakshmi covered a wide array of critical topics pertaining to women's health and hygiene. She delved into the intricacies of breast cancer, cervical cancer, PCOD/PCOS, vaginal health, endometriosis, and menstrual disorders. Dr Lakshmi's informative talk not only raised awareness but also empowered the attendees with actionable knowledge to prioritize their health. The talk left a lasting impact on the audience, inspiring them to take charge of their health and overall well-being. The celebration culminated with cake cutting. By equipping female students with knowledge about their health and well-being, the institution reaffirms its commitment to nurturing and supporting the holistic development of its student community.



In recent years, Artificial Intelligence (AI) has emerged as a transformative force across various industries, and higher education is no exception to that. AI technologies offer a plethora of opportunities to enhance teaching, learning, research, and administrative processes within academic institutions. From personalized learning experiences to predictive analytics, AI holds the potential to revolutionize the higher education sector, fostering innovation and efficiency.

One of the most promising applications of AI in higher education is personalized learning. AI algorithms can analyse students' learning patterns, preferences, and performance data to tailor educational content and activities to meet individual needs. By leveraging adaptive learning platforms, educators can provide targeted support and resources, helping students to grasp complex concepts more effectively. Furthermore, AI-powered tutoring systems can offer immediate feedback and assistance, promoting student engagement and mastery of subjects. By analysing historical data, AI algorithms can forecast students' academic outcomes and identify factors contributing to their success or challenges. Institutions can use this information to implement targeted interventions, such as academic support services or counselling, to address students' needs and enhance their overall experience. Moreover, predictive analytics can assist in optimizing course scheduling, resource allocation, and curriculum development based on anticipated demand and trends. AI-powered virtual assistants and chatbots are revolutionizing administrative tasks in higher education. These intelligent systems can handle inquiries

from students, faculty, and staff, providing instant responses to common questions about admissions, enrollment, financial aid, and more. By automating routine tasks, virtual assistants free up human resources, allowing administrative staff to focus on more complex and value-added activities. Additionally, virtual assistants can enhance the overall student experience by offering round-the-clock support and guidance, contributing to increased satisfaction and retention rates. AI technologies are also transforming the landscape of academic research and data analysis. Machine learning algorithms can analyze vast amounts of research data, identify patterns, and generate insights that would be impossible for humans to discern manually. Researchers can leverage AI for literature reviews, hypothesis generation, data interpretation, and even predictive modelling in various disciplines. Additionally, AI-powered tools facilitate collaboration among researchers by automating document management, citation formatting, and version control, streamlining the research process and accelerating scientific discovery. While the integration of AI in higher education offers tremendous potential benefits, it also raises ethical considerations and challenges. Institutions must address concerns related to data privacy, bias in algorithms, transparency, and accountability to ensure that AI applications are deployed ethically and responsibly. Furthermore, there is a need for ongoing training and professional development to equip educators and administrators with the necessary skills to leverage AI effectively and ethically.

Dr. S Sathyanarayana



Congratulations to Dr. Sathyanarayana S, Principal and Student Executive Ms. Sandhya S, Batch 2021-23 for receiving the Best Paper Award for their paper titled **'Building Bridges of Inclusion: Trust, Job match, Job Engagement and commitment in Works force Diversity management'** at the 6th ICIER International Conference on Strategic Agility and Resilience: Benchmarks and Best Practices held on 14th & 15th December 2023 organised by BNM Institute of Technology.



Heartiest Congratulations to Dr. Sathyanarayana S, Dr. Manjunath S Menedhal, and Dr. Hema Harsha for receiving the Best Paper Award for their paper **'Influences of Green Perceived Quality, Value and Credibility on Green Brand Loyalty: Implications for Green Brand Equity, Purchase Intentions and Word of Mouth'** at the International Conference on Dual Transition of Net Zero Carbon and Digital Transformation, organized by Bengaluru City University in association with Birmingham City University, UK, held on February 16 & 17, 2024.



MPBIM student Executives as Winners at USHUS 2023

Mr Syed Afaq and Ms Sandhya N of II year emerged winners at the Inter Collegiate Management Fest USHUS 2023, held by Christ University, Bangalore on 24th and 25th November 2023. The theme of the fest was about embracing and leveraging technology in the age of digital metamorphosis. The event consisted of 28 teams from various well known B Schools across Karnataka. At the end of many grueling rounds, Mr Syed and Ms Sandhya of team Roxx won the laurels and were awarded with a trophy and cash price of Rs. 10,000/-. The winners were also presented with gift vouchers worth Rs.2,500/-. MPBIM is proud of all the participants and congratulates the winners Mr Syed Afaq and Ms Sandhya.



Mera Pehla Vote Desh Ke Liye



A significant campaign **"Mera Pehla Vote Desh Ke Liye"** was held at MPBIM on 13th March 2024 in tune with national initiative with primary objective of highlighting the importance of one's first vote for contributing to the advancement and betterment of our nation. The students made meaningful presentations stressing upon the significance of one's civic duty and active involvement in the democratic process of casting vote for choosing the right leader. The campaign served as a solemn reminder of the duties associated with exercising one's right to vote, which is also every citizen's duty.



Mera Pehla Vote Desh Ke Liye

News in Pics

Kulpathi Dr K M Munshiji's birthday



Dr. Hema Harsha at Sri Satya Sai Institute for Higher Learning



Dr. Hema Harsha was invited to be the Guest Speaker at an ICSSR-SRC sponsored National Conference on "**Techonomics - Empowering Women, Igniting Innovation**" hosted by Sri Satya Sai Institute for Higher Learning, Anantapur campus, held between 16th and 17th Feb 2024. While throwing light on great women leaders who are the catalysts for progress and change, Dr Hema highlighted the contribution of women to the economy through entrepreneurship, leadership, and innovation. She spoke about how it is imperative to recognize the pivotal role of empowered women in shaping not just their families, but also the society and the nation at large. She stressed on two things– a) leveraging technology for innovation and b) self-empowerment becoming a norm ; where women break barriers and challenge stereotypes, paving the way for a more inclusive and equitable society. Empowered women often face numerous obstacles, from societal norms to systemic barriers, yet, they persist and persevere. And in doing so, they inspire countless others to follow in their footsteps. While speaking about the three pillars of Woman empowerment viz., Learning, Labour, and Leadership, Dr. Hema Harsha iterated on the transformative power of education, mentorship, and equal opportunities to ignite innovations. In her concluding remarks, she emphasized the need for prioritizing women and creating an environment conducive for every woman to develop and excel.

Guest Lecture by Prof. Dhanush



Prof Dhanush M R, Assistant Professor, was invited to deliver a **guest lecture** at Vidyavahini PG College, Tumkur, on Jan 31st 2024. He addressed M.Com students on '**Dynamics of Mutual Funds and GST**'. In the six years since GST's inception, India's economy has transformed, with streamlined tax structures benefiting industry and employment. Prof Dhanush introduced the dynamics of Mutual funds and GST and discussed it's impact on industry efficiency and job creation, alongside evolving personal financial strategies prioritizing investments over savings. The connection between mutual funds and GST underscores the importance of tax efficiency, cost management, regulatory compliance, investor awareness, and adaptability to market dynamics. Recognizing and navigating this effectively is essential for optimizing returns and achieving long-term financial success through mutual fund investments. As the economy continues to adapt, understanding mutual funds and GST remains paramount for students and professionals in navigating India's evolving economic landscape. Currently, Prof Dhanush is pursuing his Ph.D. at Tumkur University.



Dr. Rohini Shetty at Sowparnika Foundation



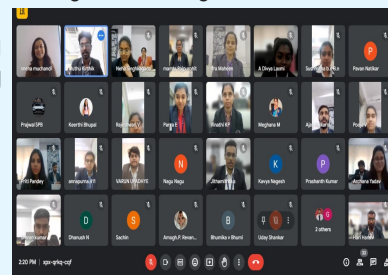
Dr. Rohini G Shetty was invited as a **Guest of Honour** on the occasion of International Women's Day at Sowparnika Infrastructure. Dr. Rohini, adjunct faculty at MPBIM is renowned for her ability to inspire and motivate the young generation. During the event, she gave a talk on Women's Empowerment. Empowering women enables them to participate fully in the economy and in the political process, as well as enabling them to make decisions about their own health and well-being. Empowering women can lead to a range of positive outcomes in the society, including increased economic growth and development, improved health and well-being.



Professional Development Activities



Prof Sudhindra Gargesa, former Director, MPBIM addressed the students and gave an insight on interview skills and how to crack interviews. He discussed many critical aspects like Preparing one's mind for the interview, Writing impressive resume, Facing the interview, How to talk about yourself, Essential Do's and Don'ts during an interview and addressing 'Tell me about yourself' question.



As part of value addition to classroom learning, a webinar was organized for all HR specialization students. 31 students attended the webinar on 25th March, 2024. **Career Consultant, L& D Specialist and an alumna of MPBIM, Ms. Sneha Muchandi**, spoke on "**Navigating a Career in HR**". She gave insights into HR roles and responsibilities in the corporate today and the key skills one should possess to be successful in a HR career. Along with giving real time examples, Ms. Sneha shared her experience as a recruiter and L& D professional and elucidated on the preparedness one needs to have for the forthcoming challenges due to Gen AI. She suggested getting membership in various professional forums and leveraging through networking. The session was informative and the students appreciated the interaction.

Release of latest issue of DHARANA Journal



Latest issue of **DHARANA, MPBIM's International Business Journal** was released by Chairman **Er. N Ramanuja**, **Dr Sudhir Sharan**, Founder, Sharan Consulting California and the guests of honour at the inauguration ceremony of the new batch 2023-25. This issue has published 12 scholarly articles featuring research papers and book reviews. **Dr. Manjunath Menedhal Associate Professor, MPBIM**, gave a brief introduction of Dharana to the gathering. The e-version of the journal is hosted on the website of Informatics Media. **Dr. Sathyanarayana**, Principal, MPBIM is the Chief Editor of 'Dharana' and **Dr. William Nganje**, Professor and Chair, Department of Agri Business at North Dakota State University, North Dakota, is the Associate Chief Editor.



Talk by Ms. Sneha Muchandi

News in Pics

Inauguration of 25th Batch





"Onus of learning is on the student, not on the faculty; learn functional level and understand the inter relationships" advised **Dr. Sudhir Sharana Founder, Sharan Consultants, California**, Chief guest at the Inauguration of 25th Batch of MBA at MPBIM held on 4th March 2024 at Basava Bhavan. Recalling from his experience, Dr. Sharana opined that learning will not happen in the classrooms alone and the students have to undertake extensive study in the library. Drawing analogy to the Panchatantra tale 'Bringing lion to life', **Ms. Ashwini Simha Krishnan, alumna from 2002-04 batch and presently Director, Advisory & Market Leader, Enterprise Package Based Solutions India at Capgemini** iterated the uniqueness of each specialization subject and encouraged the students to understand how each functionality in business has an impact on the organization's growth. She stressed on the importance of 4 'C's viz., consistency, competence development, curiosity and courage with conviction. She called upon students to develop the habit of questioning and look at everything with a bigger picture in mind. **Dr. S Naga Siddharth, Chief Human Resources Officer and Consultant**, also an **alumnus from the 2002-04 batch** proposed adopting a unique model for capability development. He drew an analogy with Π (pie) where horizontal line stands for basic human skills and the legs for specialization and verticals of business. He advised students to prepare in advance for classes and enjoy learning. Stressing on the need to do regular self assessment he opined that developing right skills is prime for one's growth. **Dr. Hema Harsha, Associate Professor, MPBIM**, who gave a glimpse about a student's journey for the next two years, informed that Professors at MPBIM are not merely teachers but don the role of mentors too, who guide the students to excel both at the personal and professional front. She said that learning at MPBIM is student centric and that students should make use of every opportunity to learn and grow. She called upon students to leverage technology and inculcate the habit of reading to enhance their capabilities. Explaining the dynamics of professional world, **Prof. Sunil Ashwin, Placement Officer** said that placement department is committed to ensuring that students are well equipped with right skills and advised students to embark on professional development right from the beginning. While explaining how change is inevitable, he suggested students to get rid of unhealthy habits and inculcate good practices. He insisted on making use of every opportunity to excel in one's career. **Er. N Ramanuja Chairman MPBIM**, who presided over the inauguration event, traced the growth of MPBIM. He complimented faculty and management whose dedication helped the institute overcome all the hurdles during and after Corona pandemic. Giving his best wishes to the new batch, he encouraged them to inculcate the habit of reading books regularly. **Dr. Sathyanarayana, Principal**, briefed the gathering on academic and para academic activities held during last year. **Chairman, Sri V Muralidhar Vice Chairman, MPBIM**, and **Dr. Sathyanarayana** felicitated the Chief Guest and Guests of Honour. **Dr. Sumithra Sreenath, Professor, MPBIM**, welcomed the gathering and **Prof. Vijayalakshmi, Assistant Professor**, proposed vote of thanks. The event concluded with a cultural programme by senior batch students.



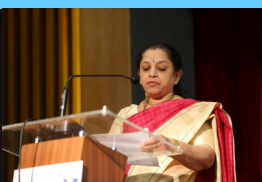
Dr. Hema Harsha at Kshamata Innovation Foundation



As a social intervention, **Dr. Hema Harsha** conducted a workshop on "Entrepreneurship Development Program" on 27th January 2024 for small-scale women entrepreneurs. This was conducted in association with Kshamata Innovation Foundation, a NGO which works towards empowering women entrepreneurs who are from the lower strata of the society. The workshop focused on various aspects such as building an entrepreneurial identity, business planning, identifying customers, marketing strategies and networking. The workshop also addressed the importance of leveraging technology to enhance business operations. The event not only empowered women with the knowledge to overcome challenges but also instilled confidence and a sense of community as they continue to navigate their entrepreneurial journey. MPBIM believes in contributing to the societal needs through such programs.



News in Pictures—Inauguration of 25th Batch



Editorial Panel

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

Members

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

Student Coordinators

Jithamithra S, Vishnu KP, Shravani Rao

Guest Member

Sri. S. Gargesa, Former Director, MPBIM



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