



Respectful
Remembrances



Smt. Priyamvada Birla
18.10.1927 to 3.7.2004



| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

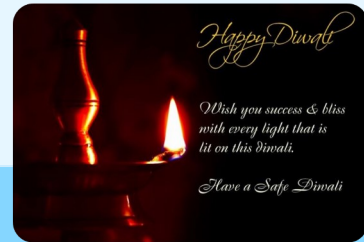
Quarterly Newsletter September 2017

of Bharatiya Vidya Bhavan's M P Birla Institute of Management



The Newsletter

Volume 5, Issue 2



From Chairman's Desk



My young friends,

This is a month when young students embark on their pursuit of education which will prepare them for becoming managers in the arena of business. Conventional thought on management is art of getting work through people, but real management as I have realised over four decades of corporate experience is that it is in reality-developing people through work.

To become managers you do need knowledge of business and management principles, critical-thinking and problem solving skills, effective communication, awareness of the global environment in which busi-

nesses operate, etc. But I believe that main purpose of learning should be to make you aware of the value system that moulds you into managers with human orientation. It is only this that will give you an understanding of your colleagues, their personal interests, abilities, strengths, and weaknesses which you as a manager will convert for achieving a meaningful business result.

You have to develop a sense of responsibility, a capacity for service and an ability to recognize when change is needed, adapt to change as it occurs, and lead change in your sphere of business as managers, entrepreneurs and leaders.

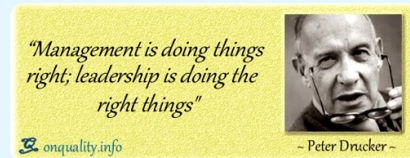
We at MPBIM believe that management education should not only aim to provide quality education but also help in the creation of manpower to meet the fundamental and

trending business demands which has global relevance. You need to go beyond the syllabus in order to become good managers. You need to interact effectively with your teachers to learn the ropes of business which in reality is much beyond your classroom. A close association between teacher and the student is vital to education.

Welcoming you to MPBIM, I wish all of you the very best in your quest of management education and hope you will carve a unique path of success in your lives of which all of us will be proud of.

God bless you

N. Ramanuja



Sri. S K Daga of M.P. Birla Foundation with Sri. N Ramanuja, Chairman and Dr. N S Viswanath Director & Principal, MPBIM



International Day of Yoga & Yoga Saptaha

Consequent to International Day of Yoga, a seven day 'Yoga Saptaha' workshop was conducted between 28th June and 5th July 2017 for the faculty and staff at MPBIM by Prof. K L Ramadas, Joint Director (Placement & HR), who has been practicing Yoga for the past two decades. The workshop focused on Pranayama, Yoga Nidra and Simple Asanas for beginners.

The workshop imparted knowledge on the following forms of Pranayama- Ujjayi Pranayama, Anuloma and Viloma Pranayama, Sheetal Pranayama, Kapalabhati, Udgeeta Pranayama and Bhramari Pranayama. Prof. Ramadas explained the health benefits of each of the Pranayama techniques which cover ailments like asthma, migraine, respiratory diseases, blood circulation and digestion related ailments. Simple Asanas like Anantasana, Makarasana, Bhujangasana, Shalabhasana, Ardha Matsyendrasana, Bharadvajasana were covered during the workshop. Prof. Ramadas gave detailed written instructions and also a book on 'Yoga- Asanas-Pranayama-Mudras-Kriyas' published by Vivekananda Kendra Prakashana to all the participants. On the concluding day 5th July 2017, Dr. N S Viswanath Director & Principal lauded the efforts of Prof. K L Ramadas in educating the faculty and staff on the usefulness of Yoga Abhyasa in daily life and conducting the workshop admirably.



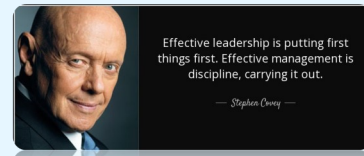
There are two strong versions emerging on the present state of Indian Economy. Post demonetization, the growth rate was expected to fall by at least two percent of the previous year's growth rate. The trend that is being observed is that there is a trend in the fall & if it were to continue it may lead to insurmountable difficulties. There were expected benefits from demonetization of the economy: 1.Unearning black money, 2.Accountability of the income earned beyond known sources of income,3.Generation of employment & 4.Restoration of value. During the process of recovery, GOI came out with its firm decision to implement Goods & Services Tax (with a new political nomenclature as Good & Simple Tax). The two critical decisions are under examination by wait & watch approach by people, institutions & the Government. The crude but official figures of the Reserve Bank of India (RBI) point out that the money in circulation has been more or less replaced. The question is: Where is the black money as had been claimed earlier? The time between December 2016 & June 2017 was one of transition. As such, nothing

significant happened as had been expected. The critiques make a mark by a statement, if this were to be achieved, then was not the effort futile? The sources of funding to the anti-national & anti-social elements had not appeared to have stopped. New notes are being replaced efficiently in the formal channels of the banking system with ease. How could this be possible? Has not the Government taken concomitant steps to bring in the expected results? It is premature to decide. However, disappointments are looming large in the way the effects of demonetization are measured. Nothing seems to be clear except the response of the markets. There is no evidence of job generation at 15 lakh per month as had been claimed. Where are the jobs? On the restoration of value of money, there is relief as shown by lowering inflation rate. This alone cannot be taken as the right measure. The production of agri-goods may get stunted leading to rise in agricultural product prices. Measures to ease out supply across markets in India may become necessary to stabilize prices & boost revenue stream of the Governments both Central & State through GST.

Dr. N S Viswanath



Meghana performs at the start of orientation programme for the 2017-18 batch



Yuva at the School in Bellary



MPBIM Students at Totadaguddada Halli Higher Primary School, Bangalore North

There are many youngsters today, whom our eyes do not recognize but who strive to do something that some hearts recognize. MPBIM's student executive Manikanta is one such. Manikanta Mr. Manikanta is one such, who along with his other young friends from Bellary came together to form an NGO – 'Yuva', on 9th January 2016, to give shape to dreams of the underprivileged children who otherwise are doomed to a life of misery and poverty without having even the ability to read or write. 'Yuva' firmly believes that quality education is a road out of poverty and it opens doors to higher learning, dignified employment, and social equality. This year Manikanta and his classmates at MPBIM did a noble task of donating school bags and other academic related materials to the underprivileged children of Government Higher Primary School of Totadaguddadahalli Bengaluru North on 15th June 2017 and spent quality time with them. MPBIM bows to the resolve of these youngsters of the 'Yuva' Team with a pledge to assist them in their mission of helping rural poor students.

Yuva—NGO of young graduates



News in Pictures



Lekha Student Executive participates in BTv Debate



Dr. Shubha Madhusudhan with Dr. N S Viswanath Director and Faculty



Sri. N. Ramanuja with faculty of BPBIM during Onam celebrations at BPBIM

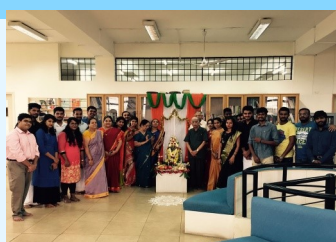


Navaratri Saraswati Pooja at MPBIM

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



Independence Day at BPBIM



Ganesha Festival at BPBIM



Dr. T Anantha Padmanabha, Principal NIEIT, Sri. Ramanuja Chairman BPBIM and others at the Inauguration of BPBIM's 2017-19 batch



Dr. Shubha Madhusudhan - 'Stress among Gen Y' - Session 1 on 13.4.2017

In the first talk of the BLF series Dr, Shubha Madhusudhan, Clinical Psychologist gave a talk on Stress among Generation Y. Dr. Shubha Madhusudhan is a Consultant Clinical Psychologist at Manaswi Foundation and practician at Fortis Hospitals and has over two decades of experience in providing clinical services in health and social care. Dr. Shubha touched upon various aspects that cause anxiety and trust issues in people. The anxiety & stress manifest in humans as diabetes and cardio vascular diseases. To overcome stress, she said one has to invest in time, money and love. She said unresolved emotional conflicts of the past, unfulfilled desires and personality structure have been the contributing causes for the long suffered medical symptoms which lead to stress and resultant ailments. She emphasized that it is necessary for us to clear the mental blocks and remain healthy.



Sri. Milan C Shah - 'Grooming for Business' - Session 2 on 20.4.2017

Sri. Milan Shah touched upon the present day needs of the industry. Grooming students to be suitable for the industry is the main objective of B schools. Today this challenge is major as India is a dream destination country for every one. On leadership, he reiterated that the leader should have a vision. Power always comes with responsibility. More power means more responsibility. Culture and good natured behavior is the panacea for overcoming stress. Sri. Shah opined that to achieve this, it is advisable to say 'We' and never 'I'. He said that there is a need to identify who is good at what and do a sincere SWOT analysis of individuals. Sri. Shah is a management professional, a freelance consultant and an entrepreneur. He has worked with SAP, Accenture, Capgemini and HP.



Sri. Palani Murthy - 'Re-evolution of HR' - Session 3 on 28.4.2017

Sri Palani Murthy is Head of HR at Mindlance Bengaluru. Sri Palani Murthy founded HR Forum as a link between students and HR professionals besides people who want to get into HR domain. The Human resource management practices can probably be traced back to the industrial revolution. Prior to that people had worked at home-based crafts, or as travelling craftsmen, or in agriculture. Tracing the evolution of HR from pre world war days to HRM of present day paradigms, he brought out the difference between HRM functions in an IT industry and core manufacturing and infrastructure organizations. In his interactive talk, he said that the HR person should be a good analyzer, have patience, be goal oriented and remain committed to the organizational practices. He opined that to build a better ethical society, HR functioning should essentially be very ethical.



Sri. K S Madhavan - 'Japanese Style of Management' - Session 4 on 12.5.2017

Sri K S Madhavan, Chairman of Shingo Institute of Japanese Management, spoke about evolution of Japanese techniques like TEI, TOM, TPM, 5S etc in the quest towards achieving global leadership. He said that Japan handled triple disaster Tohoku earth quake, deadly tsunami and Fukushima Nuclear Disaster effectively. In conclusion, he spoke of SMED (Single Minute Exchange of Dies) concept that ensures that all the elements of activities, that are external to the direct operation of the machine, are independently carried out well before the previous operation is completed, so that it is ready for reloading. Mr. Madhavan is an Electrical Engineer by profession with strategic business management and project management expertise. He is considered as a TURNAROUND EXPERT in a career spanning over thirty years.



Sri. Papaiah AM - 'Employee Engagement' - Session 5 on 18.5.2017

Sri. A M Papaiah is serving presently at Tech Mahindra. He is into design and structural analysis of Airframe/Aircraft components in Project and Technology Management. Sri Papaiah spoke eloquently on Employee Engagement and said that in order to achieve organization's strategic aims and to maintain competitive advantage, the employees must perform at high levels. He spoke on the recent techniques used for employee engagement. He also elaborated on Google's 'Project Oxygen', which was started by Google's People Innovation Lab to prove that manager quality does not have an impact on performance, while good management has. He also provided some insight on how 'Project Oxygen' resuscitated Google management. In addition to that, he advised everyone 'not to punish people for their shortcomings but thank them for what they achieve'.

Sri. S. Paul Raj - 'Competency Building in Managers' - Session 6 on 25.5.2017

Sri S Paul Raj is former Managing Director, HMT Watches Limited, Bengaluru. He also held additional positions as CMD, TSPL Hospet & MD, HMT CHINAR Watches, Srinagar. In his presentation, Sri Paul Raj spoke of competency building in management with other managerial skills. He opined that success requires not merely acquiring these skills but applying them regularly on day to day activities. He stressed on the needs of self management to emerge as successful manager. Demonstrating perpetual optimism with passion and confidence is the essential quality for success. Sri. Paul Raj is the founder and CEO of 'Capskill Consultants', a Skill Development and Industry Consultancy Company in Bengaluru.



Blood Donation and Free Eye Camp



Millennium Blood Bank under the aegis of Kempegowda Medical Service Trust and Narayana Netralaya organised a Blood Donation and Free Eye Testing Camp at MPBIM on 26.09.2017. The camp was coordinated by Dr. Subhkar, Physician and a Cardiologist, Director, Health Programme of Kempegowda Medical Service Trust, who is the live wire behind the Millennium Blood Bank. His interest in undertaking this social service made him include Free Eye Camp during the event, which was undertaken by doctors of Narayana Netralaya, a super specialty Eye Hospital and Post Graduate Institute of Ophthalmology. Narayana Netralaya conducts periodic, rural and urban, cataract camps for the under privileged. All patients screened at the camps are taken to their base hospital, operated, housed and provided transportation back to their villages free of cost on a regular basis. All cases receive state-of-the-art surgical expertise and undergo an Intra Ocular Lens implantation. The camp which began that morning, saw over 80 students and faculty members who used the facility to undergo the tests. Dr. Subhakar was joined by Sri. Shiva Shankar, Trustee, Kempegowda Medical Service Trust. The Trust established 14 years ago, undertakes regular free health camps for educational institutions, corporates and also camps focused on underprivileged sections of the society. Dr. Subhakar was the Medical Officer at the Camp. On behalf of the Trust, Dr. Subhakar handed over a certificate of appreciation to Dr. N S Viswanath, Director, M.P. Birla Institute of Management in recognition of valuable contribution in the form of Blood Donation.



Director, MPBIM at Directorate of Economics & Statistics



On 29th of May 2017, the Office of the Directorate of Economics & Statistics, Bengaluru Rural District conducted Statistics Day in honour of Prof. P.C. Mahalanobis. The theme was "Statistics in Administration". Dr. N.S. Viswanath, Director & Principal of M.P. Birla Institute of Management, inaugurated the event held under the chairmanship of the Deputy Director of Statistics. Numbers are essential to assess, measure & analyse a situation. The science of statistics will enable to generate those numbers to form the logical basis of proactive decisions. In government, critical issues call for production of such numbers to enable affirmative action. Right direction can be set by policy changes by the authorities of the Government. There are several instances wherein the governance has been effective by taking right decisions at the right time. There is immense & invaluable use of reports generated by statisticians. Dr. Viswanath apprised the audience of the need to conduct studies to make quality report for all time use. The Assistant Director, Statistics of the Directorate proposed a vote of thanks.

News in Pictures



Dr. Viswanath presents book 'Starry Sketches' brought out by MPBIM to Sri. H N Suresh. Prof. Ramadas is also seen



Sri. Ramanuja addresses National Integration Camp at Madikeri



Orientation Programme for 2017-19 batch begins at MPBIM. Sri Paul Raj addresses the students



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