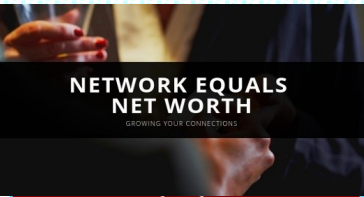




The Newsletter
Volume 10, Issue 1



Inside this issue

- * From Chairman's Desk
- * MPBIM's Student Council
- * Principal Speaks
- * Industry Visit to Bisleri Pvt Ltd
- * Campus to Corporate Training
- * Workshop on POSH
- * BLF Sessions
- * HR Symposium
- * Visit to Rescue Boys Foundation
- * Intraclass Competition
- * Industry Interface- IPR in India
- * Industry Interface- Strategizing Business Plans
- * Celebration of colors
- * Expert Talk on Social Marketing
- * News in Pictures

From Chairman's Desk



Dear Friends
Technological advancements and innovations continuously reshape various management domains such as marketing, HR, and systems. The evolution from typewriters to modern gadgets reflects this change. Studies from late 2023 indicate that successful future organizations will comprise self-managing teams operating in faster cycles, focusing on stakeholder value creation. These companies will adopt a more open, collaborative, and adaptive approach. While agility was once highly valued, today's customers prioritize outcomes over methods. Consequently, leaders and managers in 2024 must confidently choose the appropriate methods at the right time. Empathetic leadership is crucial, but simply being nice is not enough. Many mid-level managers excel in using soft skills like empathy and sensitivity to manage their teams effectively. They must also balance advocating for their teams'



interests by implementing challenging directives from higher-ups to meet financial goals. Therefore, successful mid-level managers in 2024 will need to integrate empathy with financial acumen. Additionally, they will face a dynamic landscape of emerging technologies such as Cloud computing, Big Data/analytics, IoT, RPA, AI/machine learning, Green tech, Edge computing, Blockchain, AR/VR, the Metaverse, and Quantum computing. Amid the excitement around each innovation, managers must critically evaluate its relevance to their business. The competitive environment adds complexity, compelling managers to decide whether to invest or wait while competitors forge ahead. Among the emerging technologies of 2024, artificial intelligence (AI) stands out, particularly generative AI with its time-saving applications across industries. Employees recognize its potential, and 2024 is the year to take AI seriously. Managers will face tough decisions on tracking and containing shadow AI, understanding AI security risks, developing enterprise uses of generative AI, and updating IT governance policies to include AI applica-

Embrace Change to succeed

tions. Digital transformation leaders know that technical skills are only part of the equation; understanding employee needs is crucial for satisfaction with technology. Successful digital management combines technical expertise with interpersonal skills and empathy. As Gen Z becomes a dominant workforce, managers must prepare for a cultural shift by fostering a workplace that meets Gen Z's expectations for open communication, responsive leadership, and a commitment to diversity and inclusion. Diversity, equity, and inclusion (DEI) will remain a critical trend in 2024. Leading companies will align with subaltern groups to create a better world, embedding DEI into their company culture. As managers of today you need to keep abreast of technological and social changes to be successful. You have to keep your ears and eyes open for new trends and adopt whatever is best for organization you are in. Best Wishes.

Er. N. Ramanuja

Man cannot discover new oceans unless he has the courage to lose sight of the shore.

André Paul Guillaume Gide



Best Paper Award to MuthuKirthik and Archana Kuman

Student Council Formation at MPBIM

Student Council is a student representative body constituted to provide students an opportunity to develop leadership and organizing skills and develop qualities like confidence, humility, resilience, better time management and so on. Students are allowed to take initiatives in the activities of the college right from conducting college fests to organizing student workshops, seminars etc. Student Council for the year 2024-25 was officially formed through a selection process, planned and executed meticulously under the able guidance of Prof Ravindra, Dr Hema Harsha and Dr Manjunath. A total of thirty six students both from the junior and senior batches were selected/nominated as members by students/faculty. Class representatives for all the six sections (juniors and seniors) were selected by the student executives. The selected office bearers are: **CEO-Mr Lakshmish M; CFO,-Ms Anushree H P; COO- Mr Jeevan Kumar B; Secretary-Mr Shubam**. The oath taking ceremony for all the members was organized on 19th May 2024. Vice Chairman, Shri V. Muralidhar; Principal, Dr S. Satyanarayana; Faculty members of the Student Council Committee and staff were present at the event. The Vice Chairman and Principal, while addressing the student council, insisted on building values and committing themselves to the growth and development of self, peers and the college. Congratulating the members, they encouraged the council to come up with proposals for the next semester.



Principal speaks...

In today's educational landscape, traditional higher education often struggles with engaging students and ensuring effective knowledge retention. Lectures and textbooks, while fundamental, frequently fail to sustain student interest consistently, resulting in passive learning experiences and limited retention of information. Gamified learning platforms have emerged as a revolutionary alternative by incorporating game-like elements such as points, badges, and leaderboards into educational content. These platforms engage students actively through interactive simulations, quests, and challenges, tapping into intrinsic motivators like curiosity and competition. By providing immediate feedback and embedding learning objectives within compelling narratives, gamified platforms not only captivate students but also deepen their understanding and retention of concepts.

They excel in accommodating diverse learning styles, offering personalized pathways that adapt to individual strengths and weaknesses in real-time. In contrast to traditional approaches that emphasize rote memorization and periodic assessments, gamified learning encourages experiential learning and collaborative problem-solving, preparing students more effectively for dynamic real-world scenarios. Looking ahead, the integration of advanced technologies such as artificial intelligence and virtual reality holds promise for creating even more immersive and adaptive learning experiences, underscoring the transformative potential of gamified learning platforms in shaping the future of education.

Therefore, gamified learning platforms represent a paradigm shift in education, offering an engaging alternative to traditional higher edu-

Transforming Education: The Power of Gamified

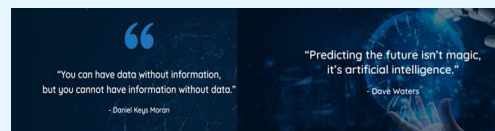
cation methods. By harnessing the power of game design, these platforms not only enhance student engagement but also foster deeper knowledge retention and critical thinking skills.

While gamified learning does not entirely replace traditional education, they complement it by addressing its shortcomings and catering to the diverse needs of modern learners. Looking forward, integrating gamified

learning principles into educational practices holds the potential to create more dynamic, effective, and inclusive learning environments for students worldwide.

As educational institutions continue to embrace digital transformation, this integration represents a paradigm shift towards more engaging, effective, and inclusive education. By harnessing the intrinsic motivation and engagement fostered by game mechanics, these platforms have the power to inspire a lifelong love for learning and equip students with the skills and competencies needed to thrive in an increasingly complex world. Change is constant and it is inevitable that, we, in the education sector adapt to the technological advancements in teaching and learning.

Dr. S. Sathyanarayana



Industry Visit



As a part of Industry visit, 1st semester student executives visited the **Bisleri International Pvt Ltd** plant at Bidadi on 27th and 28th May 2024, to understand Bisleri's operations, market strategy, and sustainability efforts. At the plant, the students observed the meticulous production process, including water sourcing from natural underground reservoirs, extensive purification stages, and rigorous quality control. The fully automated bottling process ensures hygiene with final quality checks before distribution. Bisleri's commitment to sustainability was evident through initiatives like the Bottles for Change campaign promoting plastic recycling, rainwater harvesting systems, and solar energy usage to reduce environmental impact.

This visit highlighted Bisleri's dedication to maintaining high standards and proactive sustainability measures, emphasizing the importance of responsible production and environmental stewardship in the industry. The experience provided valuable insights into the intricate processes behind a leading bottled water brand and the significance of sustainability in modern industrial practices, alongside an understanding of the financial health and strategic growth driving Bisleri's market leadership. Students got an enriching experience about the company's brand value, company strategies, marketing strategies and sustainability interventions. The visit was coordinated by Placement officer **Mr Giridhar D** and was accompanied by faculty members **Prof Swathi** and **Prof Dhanush M R**.



Collaborative Learning by students - Campus to Corporate Training

As a part of experimental learning, III semester students-**Muthukirthik, Hariharan, Ifra Maheen** and **Neha** conducted a training program for I semester students on "**Campus to Corporate**" and the training covered a wide range of crucial topics for MBA students to transition into the corporate world.

Using the knowledge and experience gained from the ongoing MBA in the third semester, valuable insights were provided by the student facilitators to their juniors. The topics covered were Strategic Thinking, Leadership Development, Time management, Adaptability and Resilience. The session encompassed practical guidance and interactive discussions to equip participants with the skills necessary for professional success. The training was highly effective in preparing students for the challenges and opportunities they will encounter in their future corporate endeavours. The junior batch students appreciated the training and the effort of the seniors in knowledge sharing process. The Collaborative Learning model was successfully executed by the senior students under the guidance of **Dr Hema Harsha**.

Visit to Bisleri

News in Pics

Campus to Corporate Training



Workshop on POSH 2013, by Dr Hema Harsha at GIT, Belagavi

In the realm of education, faculty-led workshops serve as dynamic platforms not only for imparting knowledge but also for fostering collaborative learning environments. **Dr Hema Harsha**, Associate Professor at MPBIM, a certified trainer and consultant for POSH, DEI and ICC was invited as resource person to conduct a workshop on POSH Act 2013, for students and faculty separately at Karnatak Law Society's Gogte Institute of Technology (GIT), Belagavi. In compliance with UGC and AICTE Guidelines, the workshop aimed to ensure GIT's adherence to the guidelines provided by the regulatory bodies. This workshop aimed at

- * Creating Awareness about the consequences of sexual harassment.
- * Understanding interventions to create a safe and respectful environment on campus.
- * Building capacities with the right knowledge and skills to handle complaints of sexual harassment sensitively and effectively.
- * Empowering students with the tools and techniques to recognize, report, and prevent instances of sexual harassment
- * Understanding the legal framework, legal provisions, institutional policies, procedures for reporting harassment and recourse.
- * Role and Responsibilities of faculty members in preventing and addressing incidents of sexual harassment

The workshop resulted in increased awareness, amongst both faculty and students gaining deeper understanding of sexual harassment and its implications. Besides, it also helped in understanding the formation and functioning of Internal committee(IC), and the challenges in conduction of an enquiry. Case based discussions were held to relate to different types of harassment, role of an employer and precautionary measures to be taken by an employer/ organization.

The workshop ended in promoting active engagement, peer interaction, and collective problem-solving, knowledge exchange, professional development, and networking, contributing to the advancement of education, and academic collaboration. Such workshops are beneficial to both the host institution and the facilitators too. The workshop was well accepted and appreciated by **Prof Nishitha Tadakodkar**, ICC coordinator, **Prof. D A Kulkarni**, Dean MBA and **Dr MS Patil**, Principal, KLS GIT , Belagavi , faculty and students. The management of GIT congratulated Dr Hema Harsha for her endeavors.



Business Leadership Forum Talks

Mr. Bhaskar Raja Sundaram, a senior HR professional and an alumnus of MPBIM, spoke at BLF on 13th, 14th and 15th March 2024 on the importance of Networking to strengthen business connections. While speaking about relationship management, idea generation, advancing careers, and accessing new information, he also emphasized on building networking skills and active listening which was demonstrated through activities.

Mr. Bharath BK, Regional Head (South) at **Vrinda Nano Technology** addressed the students on B2B selling. Starting with an activity to introduce the topic, he discussed the concept, history, and evolution of selling. Giving a glimpse into market structures, competition, and demand condition, the speaker touched upon the B2B segments, company turnovers, and their classification. He also elaborated on building and developing two important skills i.e questioning and persuasion.

Narahari K S a Senior Consultant at **The Practice**, addressing the students on March 27th and 28th introduced them to the world of Corporate Communications through videos and case studies, and discussed the strategic role and importance of Corporate communications in today's competitive global business environment. The talk traversed through functions of Corporate communications practitioners, and, the need to focus on PR, Advertising, Integrated Communications, Digital Marketing, etc., which are essential components leading to enhancement of Corporate Communications.

Prof. Shankar Bellur, CEO-**Crossroad Solutions**, Author, Education Consultant, Corporate Trainer & Career Mentor spoke on preparing for sustainable career success amidst the challenges of Industry 5.0. The speaker provided insights on the KASH Model and highlighted the implications of AI-driven advancements across diverse sectors. He explored the obstacles presented by Industry 5.0 and proposed strategies for fostering enduring career development and encouraged students to prepare themselves for the forthcoming transformations in their professional trajectory.

Vinod Krishnamurthy, Deputy Manager, Business continuity department, **Kempe Gowda International Airport (KIAL)** Bengaluru, during his talks on 17th, 18th and 19th April, elaborated on risk perceived at organizational level, touching upon the concept of Enterprise risk management (ERM). He gave tips on the skills for campus placements, highlighting the importance of communication skill, need for continuous learning, adaptation and ability to try new activities.

Swapna Uttappa Girinath, Dy. Manager HR, **Hindustan Aeronautics Limited**, spoke on Self-Development and Etiquette during her talk. While addressing the students on the topic, she cited examples for Telephone and mobile etiquettes, Gadget etiquette, netiquette, office etiquette, dining etiquette and Business card etiquette.



A photograph of three people standing in front of a whiteboard. On the left, a woman in a blue saree is smiling and holding a red pot with both hands. In the center, an older man in a white shirt is also smiling and holding the pot. On the right, a woman in a green saree is smiling and holding the pot. The pot contains a small green plant with red flowers. The whiteboard behind them has some faint writing on it.

Estimated Share of Employment Exposed to AI Automation

Profession	Estimated Share (%)
Total	22
Health and education workers	1
Food and drink preparation and related work	2
Office, production, and manual workers	23
Business and financial operations	24
Transportation and material movement	25
Engineering	26
Other professions	27
Language and mathematics	28
Writing, editing, and proofreading	29
Health care	30
Health care support	31
Education	32
Health care practitioners	33
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Health care practitioners	99
Health care support	100

All jobs

Source: Oxford Economics, 2017. The chart shows the estimated share of employment exposed to AI automation by profession. The total share of employment exposed is 22%.

MPBIM students visited and interacted with the boys at '**Rescue Boys Foundation**' which is dedicated to providing comprehensive support and rehabilitation services to boys who have been rescued from various forms of exploitation, including trafficking, child labor, and abuse. The foundation offers services tailored to the rescued boys, which includes shelter, education, vocational training, psychological support. The visit was coordinated by **Prof. Vijayalakshmi** and **Sri Mohammed Suhaib, The Hands**, an NGO working for the cause. The organization also works closely with police and law enforcement to ensure safe reintegration of the boys into their families or communities, wherever possible. Through its dedication, and collaboration, the organization continues to make a difference in the lives of vulnerable boys and communities nationwide. It was a transfer of knowledge to the students, integrating classroom learning with real-world social challenges and social responsibility. The visit was a learning experience, leaving a lasting impression on the students, serving as a catalyst for them to become more engaged and compassionate citizens.

specific needs of re-selling, and legal support. The founder of **Affection** government agencies and communities where



Intraclass Competition- Rebranding a Failed Product

An Intraclass competition on “Re-branding a failed product to success” was held on 14th June 2024, for I semester students. **Mr Karthik Krishnaswamy, and Mr Pavan Balaji** were invited to judge the event and give their expert opinion. Students presented rebranding strategies and plans for some failed products in the industry. Rebranding isn't just about getting a new logo or changing the colors of brands. While these are significant changes that can be noticed, there are many more elements that go into the underlying process of rebranding. It involves tiresome thought processes, strategies, retrospection, and brainstorming of fresh ideas. The students presented rebranding plans for failed products. The competition gave students an opportunity to put their creative thinking into action by focusing on products with poor market performance, analysing the reasons for product failures, and providing detailed insights into consumer preferences while recommending strategies for market expansion. Among 16 teams who presented their rebranding ideas, Team Tata Docomo; Coca Cola Plus Green Tea; Bisleri Pop and Cadbury Bites received appreciation certificates. The event concluded with the judges giving tips for rebranding strategies. Ms Bhavana delivered vote of thanks. The event was coordinated by **Dr Sumithra Sreenath and Prof Karpagam**.



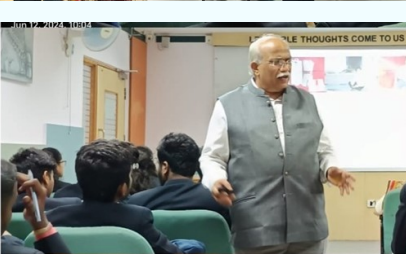
Industry Interface - Expert Talk on “IP Rights in India”

A guest lecture on “IP rights in India” by industry practitioner **Mr M G Kodandaram, IRS, Advocate and Former Asst. Director, National Academy of Customs Indirect taxes and Narcotics (NACIN), Govt. of India**, was organized for 1st semester students on 12th June 2024. Mr. Kodandaram commenced the session by elucidating the fundamental concepts of Intellectual property (IP) rights, emphasizing its role in fostering innovation, creativity, and economic growth.



Through real-world examples and case studies, he highlighted the tangible impact of IP rights on various industries, underscoring their significance in both national and global landscapes. While explaining copyrights, the speaker gave an overview of the protection given to literary, artistic, musical, and dramatic works in India. Students got inputs regarding patents, role of patents in incentivizing innovation and driving technological progress. Exploring the realm of designs, the talk illustrated the significance of design rights in safeguarding the aesthetic appeal and commercial value of products in a competitive market. The importance of trademarks and Geographical Indications in building consumer trust and brand equity was deliberated. While underscoring the socio-economic significance of GI protection in preserving cultural heritage and promoting rural development, the speaker encouraged the students to innovate and flourish. The Expert talk was coordinated by **Dr Hema Harsha**, faculty for Business Planning and Regulations.

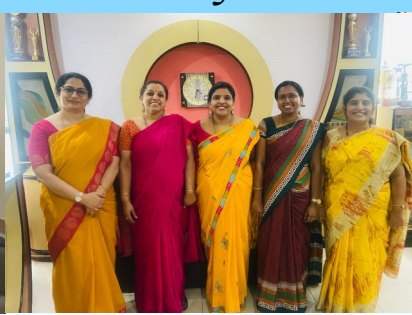
The session proved to be a significant milestone in broadening the horizons of the students regarding copyrights, patents, designs, trademarks, and Geographical Indications (GI) in the Indian context. The session concluded with vote of thanks by class representative Yashvardhan Mundada. Dr Hema Harsha thanked the speaker for interacting with the students and sharing his knowledge.



News in Pics



Celebration of Colours – Colours for a Cause



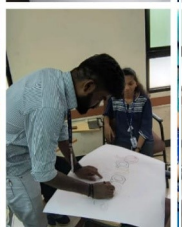
Industry Interface - Expert Talk on "Strategizing Business plans"



Mr Santosh Rath, Tech Lead, Tech Mahindra, who is also an entrepreneur, was invited to interact with I semester students and assess their Business plans. The event aimed to strengthen students' knowledge and practical application in developing business plans. During the interaction, the speaker covered the necessary strategies for an effective business plan. While reviewing the ideas, Mr Santosh gave insights about improving delivery services and catering to varied client needs. He covered key aspects of creating a successful company strategy, such as analyzing market dynamics, pricing strategies, marketing tactics, and team collaboration for optimal performance. The speaker provided practical insights on negotiating real-world business difficulties, making crucial decisions, and delivering presentations. It also emphasized the value of feedback in improving business ideas. Students presented their Business proposal and received individual feedback from Mr Santosh. It was a rich learning experience for students where they applied classroom learning into practical application. The event was coordinated by **Prof Vijayalakshmi**, faculty for Business Planning and Regulations.



Celebration of Colours – Colours for a Cause



"Colors for a Cause" week was celebrated as a welcome to the junior batch students. The theme was about sharing a message through colours, while showcasing the cause behind it. The colors for five days representing different messages were- **White** for Peace, Patriotism, and Honesty; **Blue** for Save water, **Black** as Homage to our Soldiers killed in war, **Red** for Love and Life and **Neon** colors representing Vibrancy. As part of the event, Cricket Quiz on Indian Premiere League was held. The week-long event included Singing, Dance, collage making, making Reels, and Quiz. The event left lasting impressions on the students. Cultural Committee coordinators,

Prof Anu Natraj and Ms Manjula along with student council, coordinated the event.

Expert Talk on "Social Marketing"



Dr. Kala, Founder of a NGO MITU, accompanied by **Ms Asha**, interacted with senior students and addressed them on the topic "**Social Marketing**". Dr Kala spoke about her social marketing efforts to change the behaviour of chosen segments of people of lower socio-economic background in and around Bengaluru with respect to menstrual hygiene management; reduction in the use of plastics; and also in the area of women-empowerment. Ms Asha, shared about their organization's marketing efforts to generate funds through production and sale of selected products. She explained how internal generation of funds was necessary to fill the gap between their overall need for funds, and likely inflow of donations and contributions. The speakers interacted with the students and answered their queries related to fund generation and other challenges. The event was a success with full participation from students. This event was organized by Marketing faculty, **Prof Ramgopal**. **Prof Karthik** thanked the speakers for sharing their experience in the area of Social Marketing

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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Placement Corner Hearty Congratulations

Placements Batch 2021-23

Anand rathi Group	The House of Originals
Harshvardhan T Alva	Akash Bellad
Pavan Kumar R Natikar	Amogh G
Sriharsha Manchale	Devaraja
Corizo	Lakshmish
Sanjay P	Nikhil P N
Ramya L N	Shrenik G M
Sushil K	City Union Bank
Abhinava Kashyap M P	Lakshmi Devi M
Intellipast	Madhu kumar K M
Rakshit Roy	Mathada Ananda
Rakshita G	Vishnu K P
Shadow Fax	Nikhil H R
Deepika R	Nikhil P N
Fly Reality	Prajwal P Jingra
Rakesh Ravindra Pai	Prakash G L
Prajwal P Jingra	Varun M Rao
	Vinod Kumar M N

Top Campus Recruiters at MPBIM

