



The Newsletter

Ranked 29th among the non IIM B schools in the country and 12th in South India in B School Survey 2016 of Silicon India.

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Let Noble Thoughts Come to Us From Every Side Rigveda 1-89-1

Quarterly Newsletter - September 2016 of Bharatiya Vidya Bhavan's M P Birla Institute of Management

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Paradigm of Leadership and Management

From Chairman's Desk



My dear friends,

I am sure all of you who have joined us now have undergone an orientation programme which will help you identifying your goals. We can work as hard, as efficiently and as dutifully as we might possibly be able to, but it will be of no avail if you aren't working towards your goal. The intention of the program is to develop workplace skills and graduate attributes desired by top recruiters. The program focus is

specifically on building participants' abilities towards leadership; providing you with opportunities to develop your leadership skills and to enhance your leadership potential; helping you to advance your personal, professional and career potential; to build your self confidence and develop your interpersonal skills . Leadership and management must go hand in hand. Today, the value comes increasingly from the knowledge of people and workers are no longer considered just another resource. Hence, management and leadership cannot be easily differentiated. People look up to their managers, not just to allocate them a work, but build in them a purpose. And managers must nurture their subordinates

not merely to achieve the bottom line, but to develop talent and inspire them to perform. It is in this context that Peter Drucker identified the emergence of the "knowledge worker". Today manager's task is to lead people and convert the strengths and knowledge of every individual to enhance productivity. When there is a talk of leadership, this saying of Stephen R. Covey is quoted more often - *If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster.* I wish you all the best and hope you will emerge as good leaders and managers by the end of these two years and ensure your career ladders are on the right wall.

N. Ramanuja



Sri. N. Ramanuja speaks at the symposium on BREXIT EU Trade & India at MPBIM

Symposium on BREXIT, EU, Trade and India

The question of Britain exiting EU or BREXIT is as much political as it is economics. To discuss the after effects of BREXIT, a Symposium on BREXIT was organized on 8th July 2016 at M P Birla Institute of Management in order to discuss the impact of BREXIT on the world economy and India in particular. The symposium was inaugurated by Shri. N. Ramanuja, Chairman, Bharatiya Vidya Bhavan Bengaluru Kendra & MP Birla Institute of Management, and was presided over

by Mrs. Susheela Subrahmanya, Chief Editor, Southern Economist. Dr. N. S. Viswanath, Director and Principal, MPBIM welcomed the gathering. The objective of the symposium was to discuss the impact of the Brexit referendum on global economy and India's preparedness to meet such challenges.

The symposium was attended by thirty three delegates from various prestigious academic institutions from Bangalore, Mysore, Tumkur

and the industry. There were thought provoking concept papers touching upon the various aspects of BREXIT out of which seven were presented. Key note address was delivered by Sri. N. Ramanuja, Chairman, M P Birla institute of Management, who lauded MPBIM for coming out with such topical issues. Prof. Hema Harsha, who anchored the programme, gave brief introduction to the symposium and shared the program objectives.



Director's Corner



Indian economy entered the phase of transition due to Balance of Payment (BOP) position in 1991. The situation deflected the trajectory of the economy by shrewd political leadership. While the primary objective was to tide over the crisis, the prescription changed the economic landscape of India. Liberalization, Privatization & Globalization (LPG) policy became the base for the growth of the economy moving towards value creation & hence national wealth.

The economy is experiencing sporadic growth in services resulting in lower shares of Agriculture & Manufacturing sectors. There is strategic approach in making economy move in holding the growth rate. The temporal growth of services is sustained by thrust on Infrastructure, Education & Health sectors. The Government is making efforts to revitalize the Agriculture & Manufacturing Sectors. There is still a gap in the strategies in taking the economy towards double digit growth. What policy & strategic changes need be introduced to prop up growth in

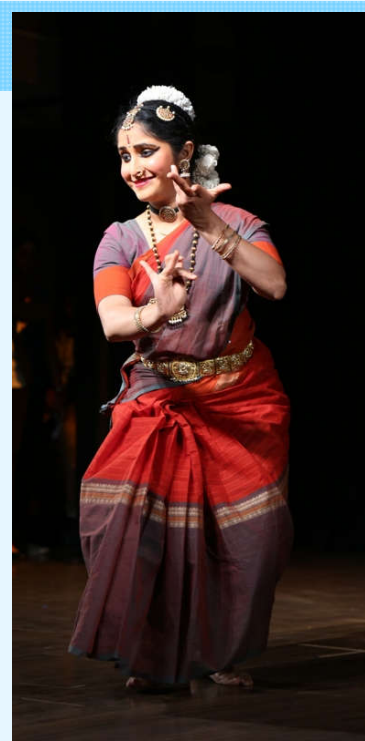
India's growth story.. some questions

these two sectors? Can we think of broader policy guidelines to States to enable planning for growth from below? Should we aim at encouraging Medium & Small Scale Manufacturing Industries (MSMEs) to develop niche units to generate employment with growth? Can one search for growth potential in these two sectors? What businesses are to be encouraged for meeting demands of the local market & hence Global? What efforts are needed to establish sectoral linkages to address the problem of interdependence?

What post harvest skills are needed to enable production efficiency? What products are needed to meet the changing life styles of consumers? How should insurance products be identified & developed to meet challenges of life? How should India derive its policy for entry into International Business, given that growth so far has not made one India brand & one Indian origin Global company?

These are some questions which could be themes for investigation by temporal analysis of India's Growth across sectors for the past 25 years.

- Dr. N S Viswanath



Preethi Prasad performs at the inauguration of 2016-18 batch on 7th September 2016

KVP Quotes

MPBIM is.....



Confucius said 'better a diamond with a flaw than a pebble without'. MPBIM as a lapidary, cuts these rough diamonds and transforms them to maximize fire, sparkle and brilliance. MPBIM follows this diamond formation process with an intensive academic executive programme, live project experience, six sigma inculcation and executive-driven initiatives. It believes that, the only way to discover the limits of the possible is to go beyond them into the impossible. At MPBIM, one can learn to approach corporate life with a holistic approach- there are no problems, only opportunities; there are no strangers, only friends you have not met. MPBIM not only gives you a wealth of knowledge and values but also something very special- the fact that though fruitful and meaningful mutual interactions one can transform not just one's own life but also of those around oneself. MPBIM believes admirably that change in one's own corporate life is always changeable.

- Dr. K V Prabhakar

FDP on Choice can't be Chance.... at BPBIM



Master of Business Administration (MBA) is typically a two year programme that aims at making a candidate proficient in all the subjects of management and enable a student to consider his/her career goals and professional development before choosing a specialization. It also aims at Promote Career Development, Induce career change, Enhance knowledge Skills and abilities development and Lead to personal development. Towards this One day Faculty Development Programme on "**Choice Cannot Be Chance... A Plan For Strong Finish**" on 23rd July 2016 was conducted by Dr. N S viswanath Director & Principal MPBIM and Prof. S. Ramgopal at Bhavan's Priyamvada Birla Institute of Management, Mysore. Dr. N R Parasuraman Director SDMIMD, Mysore inaugurated the event and Sri. N Ramanuja presided over the function.



Sri Ramanuja gives his presidential address at the 6th Annual Convocation of Bhavan's Gandhi Centre for Computer Education and Information Technology held on 3rd September 2016. MPBIM has partnered with Bhavan in this initiative aimed at providing computer education to deserving youth and also senior citizens.

Events at Bhavan's Priyamvada Institute of Management, Mysore



Inauguration of 2016-18 batch of PGDM at BPBIM



BPBIM students at SDMIMD for **Convergence 31** Industry Institution coordination Workshop..



Celebration of Independence day at BPBIM

Panel Discussion Strengthening of Ethical & Moral Values in Governance

A panel discussion on **Strengthening of Ethical & Moral Values in Governance** was organised by IIPA Bangalore Chapter, C-LAMPS and MPBIM Bangalore at MPBIM on 24th September 2016. Panelists were **Prof. Vasanthi Srinivasan**, IIMB, **Prof. Sandeep Shastri** Pro. Vice Chancellor, Jain University, **Dr. Meenakshisundaram** IAS(Retd) Former Additional Chief Secretary, Govt. of Karnataka and **Sri. B L Sridhar** IAS (Retd) Former Additional Chief Secretary, Govt. of Karnataka . **Ms. Sowmya Aji** Asst. Editor Economic Times was the moderator. **Sri. S V Ranganath** IAS (Retd.) Former Chief Secretary Govt of Karnataka gave the preliminary Remarks and **Sri. S Ramanathan** IAS (Retd.) Former Secretary, Govt. of India and Sri. S V Ranganath gave concluding remarks. **Dr. H R Venkatesha** welcomed the gathering and **Dr. N S Viswanath** proposed formal vote of thanks. The event witnessed active participation from the audience.

When a society witnesses deteriorating ethical and moral values, it is reflective of current political and social thought. Opening the discussions, Sri S V Ranganath outlined the cause of degradation in ethical & moral values in governance and said first thing the society sees in such a situation is corruption.

The discussion touched upon the dynamics of moral and ethical values in the society which cannot be universalized. Corruption is not a new phenomenon and has been prevalent from times immemorial. Chanakya refers to different facets of corruption in his Arthashastra. The issue is now getting highlighted due to revolution in communication technology and increased awareness among people. Ms. Sowmya Aji, who moderated the discussions spoke about ethics in Journalism and questioned the value system which needs to be understood in right perspective.

The distinguished panelists from administration and from academia made brilliant presentations. During a lively interactive session after the presentations by the panelists, value education and normative behaviour as an essential part of upbringing of an individual and strict adherence to societal norms as the basic instrumentality with which corruption can be fought were highlighted. The issue of Adhar card and educating the people to bridge the digital divide in the society among the haves and have-nots of the society was dwelt upon. In the concluding remarks Sri. S Ramanathan and Sri. S V Ranganath pointed out that involvement of people is very important. While technology with human face can bring about change and there is a need to develop human values. **Lakshmi Bellave** and **Sagar Singh** of MPBIM were the rapporteurs.



News in pictures.....



Release of July 2016 Newsletter

Chairman honoured by Kalki Manava Sevalaya

Freedom Fighter Sri Venkatachaliah honored



Inauguration of international workshop on Disaster management at BPBIM on 18th July 2016



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

National Conference on
Marketing Communications
in Globalised Environment

Friday, March 10, 2017
10.00 AM – 5.00 PM

Research papers welcomed

Chairman presents medals to the winners of BUSINEZZ QUIZ conducted by **Business standard**, at MPBIM. The prize winners at the event were: 1st Prize: Girish Kumar 2nd place-Abhay Godse and 3rd place shared by Farhan Ahmed & Chandra Lokesh. **Hearty Congratulations** to all the winners!!!! .

Inauguration of Batch 2016-18

Inauguration of 2016-18 batch was held on 7th September 2016. During the event the student executives presented a report of academic and non academic activities at the Institute. The event began with an impressive invocation by Megha and a delectable Bharatanatyam number by Preethi Prasad. Students made a presentation on **Life of students at MPBIM** and introduced faculty members to the new student executives and their parents. Welcoming the students and their parents, Director and Principal, Dr. N S Viswanath asked the students to use the infrastructure effectively to ensure their growth and said that they need to conduct themselves appropriately in the Institute.

"Dream high and dream with ambition" was the call given by Dr. G S D Babu, Director M.P Birla Institute of Fundamental Research, in his inaugural address. Dr. Babu is a well known astronomer in the country and hails from Andhra Pradesh. He has a Masters Degree in Astro Physics from University of Hyderabad and Doctorate from Bangalore University. Dr. G. S. D. Babu, was among the first ever Indian astronomers to have set foot on the icy continent of Antarctica for carrying out a unique solar astronomy programme from the permanent Indian station called Maitri during the 1989-90 expedition. He was also the leader of the first six-member team that ventured on an expedition to a place called Hanle, a high altitude desert area in the Ladakh region of the Trans-Himalayan ranges. Recalling his experience over the years as an administrator, he recounted his earlier days when he had no formal training as a manager and had to learn all by himself. He said though managerial qualities come by instinct, to make mark in business, one needs to undergo a structured programme which will take him/her farther in the career. He said the learning will be significant struggle, which has to be undergone with joy. Dr. Babu in his address was appreciative of the faculty who he said exuded confidence and advised students to emulate them.

Chairman welcomed the fresh batch of students. He greeted the teachers on the occasion of Teacher's Day and praised the efforts of senior professors for their contribution to MPBIM. Recalling the early days of MPBIM and tracing its growth, he said that it was gratifying to note MPBIM's 29th place on All India Ranking. He urged the students to participate more and more in the institutional programmes and said Kulpati Dr. KM Munshi's birthday i.e., 30th December would be celebrated as Vanamahotsava Day. He urged the students to be in touch with the faculty for enhancing their knowledge. He pointed out that, soon MPBIM would sign an MOU with SEAN DEE of University of Kassel Germany for conducting programmes under disaster management which would open up opportunities for overseas deputation for the faculty and students.

Hemanth Kamath and Swathi Shanbhag of senior batch shared their experiences at MPBIM and urged the students to make best use of the facilities provided at the institute.



MPBIM has always encouraged students to initiate activities in the best interest of College through Student Council and being the CEO was indeed a great opportunity than challenge for me. Leading this melting pot filled with diverse personalities and taking them together to cause change was a significant learning for me and this has changed my mindset as a leader. This position has imbibed deep sense of confidence in me which stood as a major takeaway from MBA. The beauty of this responsibility is that it makes one feel to break all boundaries and do something new..... **Manohar M CEO, Student Council 2015-16**

Editorial Panel

Dr. N S Viswanath

Director & Principal

Sudhindra Gargesa

Joint Director (Admin)

Prof. Rohini G Shetty

Faculty Editor

Student Newsletter Team

Sneha, Mamatha & Masroor



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