

Birlites The News Letter is launched

"There is no power greater than the power of information and what could be a more powerful tool than a source of information".



The News Letter

Gleaming in this wonderful sunny Bangalore summer, with lot of enthusiastic faces waiting for the event, the Birlites was launched with the blessings of Sri. N Ramanuja, Chairman, Sri. A. Krishnamurthy, Director MPBIM, Principal Dr. Nagesh Malavalli, and Dean Dr. N.S Viswanath. Energy exhibited by the students and the facilitators during the launch was truly mesmerizing.

This student empowerment was celebrated on 23th May 2013, the day of Birla Fest. Birla Day was an Intra college fest which was organized to bring out the innate talent of students in the field of culture and art. This was a perfect day for the launch of the college Newsletter **"BIRLITES – The Newsletter"**. The intention of the News Letter has been to make every member of M.P. Birla feel empowered with information.

A platform worth displaying student's skills in extracurricular activities, the first issue of the newsletter highlighted students achieving laurels in the field of scholastics and culture, besides featuring two articles by the students. Some students showed their excellence in research by participating in International Conference at IIM-B, while others by marking their win in culture, photography, quiz followed by management events including HR, Finance and Marketing.



Saria Nazneen one of the student editors proudly poses with the first issue

The budding interest of students makes it imperative to spread a word of their achievements. After all, it is only with all the hard work come bright results.

With the motto of empowering students, the newsletter made a great difference to the outlook of students. The students feel enriched with ideas and thoughts. The launch opened up vistas for open expression and free dialogue. Students gathered up and had a wonderful time sharing knowledgeable content.

It was a great day for everyone who was the part of the event looked forward to have such releases in the due course of time. Saria Nazneen and Riccha Kapoor, the proud student editors expressed their gratitude to every one who helped bringing out this newsletter. They informed that coming issue will feature more information with management oriented articles.