

Bharatiya Vidya Bhavan, Mysuru Bhavan's Priyamvada Birla Institute of Management, Mysuru

Quarterly News Letter (5)
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Priyamvada



Er. N. Ramanuja
Chairman

BVB, Bengaluru & BPBIM, Mysuru

Chairman's Choice

This time my choice quote is

*"By embracing technology
we can build a cashless society.
This will be a big transformation"*

- Narendra Modi

Prime Minister

During his Mann Ki Bath

Inauguration of Batch VI PGDM of 2016-18

The Batch VI PGDM of 2016-18 was inaugurated on Friday, 9th September 2016. The programme was inaugurated by Dr. Muthukumar, President & Whole Time Director, Automotive Axles Ltd, Mysuru & Chairman CII, Mysuru. Sri N. Ramanuja, Chairman BPBIM and Chairman, BVB Bangalore presided over the programme. Dr. A.V. Narasimha Murthy Chairman, BVB, Mysore and Resident Director of BPBIM, Dr. N.S. Vishwanath, Academics Director BPBIM & Dean MPBIM Bangalore, Dr. A.T. Bhashyam, Director BPBIM were present on the occasion.



Editorial Committee

- Er. N. Ramanuja, Chairman, BPBIM - Patron
- Dr. A.V. Narasimha Murthy, Resident Director, BPBIM - Chairman
- Dr. A.T. Bhashyam, Director, BPBIM - Member
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- Mrs. Vani H.A. - Member
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- Prof. Sudhakar Kulkarni - Member
- Prof. K.L. Ramadas - Editor



Ganapathi Pooja

Sri Ganapathi Pooja was organized by teachers and students of BPBIM on 10th September 2016 to seek the divine blessings for the institute. Students rendered devotional songs. Prasadam was distributed.



Teacher's Day

Students of our institute celebrated teacher's day on September 5th, 2016 by cutting a cake. Students expressed their reverence to all the teachers.



Onam

Harvest Festival, ONAM, of Kerala God's own country, was celebrated in the BPBIM campus during September 2016. Students showcased their talent by drawing PHOOKOLLAM, floral Rangoli and served Phaladakka, a savoury of Kerala.



Short Pitch Cricket

Inter collegiate cricket tournament was played on 5th November, Saturday at BVB school ground. Students and faculty participated.



SAP Training

BPBIM had organized a session on SAP software on 3rd of October 2016. An introduction to SAP and its various models were delivered by Ms. Deekshitha Shankar, a SAP Consultant who is also an Alumni of BPBIM.

Adhiyoga Training

Bhavan's Priyamvada Birla Institute of Management, Mysuru conducted ADHIYOGA lecture and demonstration sessions by Sri. Neel Kulkarni from 3rd October to 6th October 2016 at its campus. The program was inaugurated by Dr. A.V. Narasimha Murthy, Chairman Bharatiya Vidya Bhavan, Mysuru and Resident Director of BPBIM. Dr. A.T. Bhashyam proposed vote of thanks.



Workshops & Seminars

Workshop on Innovation Management

Bhavan's Priyamvada Birla Institute of Management, Mysuru In association with Visvesvaraya Trade Promotion Centre, Department of Industries & Commerce, Govt. of Karnataka had organized a Workshop on Innovation Management on Business Opportunities with Internet of Things and Information Technology on 19th September, 2016. **Smt. Prabhavathi Rao**, Program Coordinator, WTO & IPR Relay Cell, Visvesvaraya Trade Promotion Centre, Dept. of Industries & Commerce, Govt. of Karnataka and **Sri D.P.K. Muthukumaraswamy**, Innovation Leadership Consultant, Innomantra Consulting, Bengaluru were the speakers. Dr. A.V. Narasimha Murthy Chairman, BVB, Mysore and Resident Director of BPBIM, Dr. A.T. Bhashyam, Director BPBIM were present on the occasion.



Feedback from Students

Placement Drive

HIL had organized a placement drive on 25th October in our campus. HIL Limited formerly known as Hyderabad Industries Limited is a flagship group of CK Birla Group. They are into construction materials, machinery, industrial supplies and components. Many students from various colleges attended the drive in addition to our drive.



Expert Talk

Expert Talk on ill effects of Modern Day Fast Food

An Eleven Year old child Prodigy Master. Abhigya Anand delivered a lecture on ill effects of Fast foods on modern day living and recited Bhagavadgeetha at our institute on 23rd September 2016. The young prodigy's profile samples the best of Indian culture that can be compared to traditional Sanskrit scholars, and he is also fluent in English and Sanskrit.

Some of his thoughts included how caste based community was developed to perform specific duties and he adds that, in no place in the ancient scripture do they mention the superiority of Brahmins or the inferiority of Shudras.

He also mentioned that cows are like mothers and cow's milk can leverage as the best medicine and a cure for many diseases.

His talks cover the five `evils' in our kitchen namely refined salt, sugar, oil, packaged milk and GMO crops along with all the toxic ingredients found in packaged food. Abhigya has also written a set of 10 books called `Adstormers' focusing on all toxic consumer products which contain complete information on the description and dangers of all toxic ingredients through caricatures sketched by him.

He has been a globe trotter and goes to a government school for the sole purpose of socializing with other children. He is home schooled by his mother Mrs. Annu and father Mr. Anand. His sister Ms. Abhideya Anand is also coming up like her brother.

BPBIM students enjoyed the session.



Expert Talk on Mind Power

BPBIM had organised an expert talk on "Manobala" (Mind Power) on 17th of October 2016. Dr. H.T. Chidananda, a doctor specialized in psycho-counselling delivered a lecture on improving the mindpower, which is very much required in today's stressfilled life style. Dr. A.V. Narasimha Murthy Chairman, BVB, Mysore and Resident Director of BPBIM & Dr. A.T. Bhashyam, Director BPBIM were present on the occasion.

Expert Talk on Value Based Education

Dr. Shesha Iyer, Director, S.P. Jain Institute of Management, Mumbai delivered a talk on value based education and Indian traditions and culture to the students of BPBIM on 17th October 2016.

The Big Picture - Impact of Demonetization

by Mrs. Vani Prasad

At the stroke of the hour on midnight of 9th November 2016, India **lost 86% of its monetary base**. The print, electronic and social media has been praising Prime Minister's masterstroke by which he has reportedly destroyed the base of corruption in India. In this single move, the Government has attempted to tackle all the **three issues affecting the economy i.e. a parallel economy, counterfeit currency in circulation and terror financing**. There is no doubt that Prime Minister has pulled out a major coop and substantially enhanced his reputation as a strong leader.

Views and Counterviews:

The idea of demonetization is good but it has to be taken into consideration that most of the **black money is kept in the form of land, buildings or gold or kept abroad**. What is in cash constitutes only 4% of the total amount of black money on which taxes are not being paid. Out of this, a lot of money is in circulation in everyday transaction like if someone is building a house; the bill is not paid through banks for sand, bricks etc. This money goes into the other systems though it has been drawn from bank. These things will come under control with this step.

Small farmers, sellers, merchants, daily wage labourers and traders are suffering because of lack of proper planning, intelligence and foresight such as recalibration of ATM machines. **There was need to pile up enough 100 Rupee notes and other smaller denomination notes in the market before taking this step**. It is being said by critics that this step was taken only to bolster the image of the Prime Minister as he has been unable to deliver on GDP growth, inflation and bringing the black money from abroad.

Demonetization is an established practice in monetary policy to tackle black money. The Prime Minister has explained why this is a financial surgical strike. It was meant to be suddenly implemented. In the past, demonetization has taken place twice but it fails because the idea is to tackle the black money existing in circulation. This is not to tackle corruption per se or the Government is not saying that 100% corruption will be tackled. **If announcement and time would have been given, this step might not have**



been successful in controlling black money and counterfeit currency in circulation coming from Pakistan, Nepal or other countries.

People are facing problems because the limit of withdrawal has not been kept at a higher level. If this would have been kept at a higher level, there were chances that the recycling of black money might begin. The illegal money in circulation has to come to the banking channels.

It is also being said that what is being attempted is replacement of currency and not demonetization itself which was unnecessary. This is a terrible setback for the international standing of the Indian economy. At this time, the economy is struggling with slowdown. There is demand sluggishness in the economy leading to practically no private sector investment and stagnant industrial growth. If we look at the farm sector, this is the harvest time. Farmers generally deal in cash and India is also largely a cash economy.

The cash transactions in this economy are far more than the total number of electronic transactions done on a daily basis. In the tribal heartland of the country, the poor people through middlemen are getting their currencies exchanged for Rs.300 or Rs.400 because of lack of proper information which is hitting them.

The black money in circulation is like a steroid in the economy which keeps the demand going gives a feeling that everything is working well. **The problem is that investment is not taking place in the economy and the rate of growth of capital formation is down. The only way to bring this up is to divert more funds into investments which will happen when the cost of capital comes down.**

Conclusion:

So far, it can be said that this is a historical step and should be supported by all. One should look at the bigger picture which will definitely fetch results in the long term. This is what the people have been asking for a long time which has finally happened.