

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

Quarterly News Letter (8)
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Priyamvada



Er. N. Ramanuja
Chairman

BVB, Bengaluru & BPBIM, Mysuru

Chairman's Choice Quote :

"Basic healthcare for all can be provided at very low cost if the society, including the political and intellectual leadership can get its act together"

- Amartya Sen, Nobel Laureate

Healthcare for the Poor

On February 1, 2018, Union Finance Minister **Arun Jaitley** announced a National Health Protection Scheme (NHPS) offering a hospitalisation coverage of Rs.5 lakhs a year to 100 million poor and vulnerable families or 500 million Indians. "This will be the world's largest Govt. Funded Healthcare Programme".

Kannada Rajyotsava Celebrations



As part of Kannada Rajyotsava celebrations, BPBIM felicitated Sri T.S. Chayapathi (Publisher of more than 1000 Kannada books under Talukina Venkannayya Smaraka Grantha Male) along with his wife Smt. Pushpa Chayapati. Sri T.S. Chayapathi was conferred the title 'Shreshtha Kannada Prakashaka'.



Dr. Neel Kulkarni was felicitated for his contribution to the field of Yoga, by evolving an entirely new system of yoga called Adhiyoga. He was bestowed with title 'Nava Sutra Yogacharya'. Sri N. Ramanuja, Chairman, Bharatiya Vidya Bhavan, Bengaluru & Chairman, Bhavan's Priyamvada Birla Institute of Management, Dr. A.V. Narasimha Murthy, Chairman, Bharatiya Vidya Bhavan, Mysuru & Resident Director, Bhavan's Priyamvada Birla Institute of Management, Sri K.B. Ganapathy, Vice-President, Bharatiya Vidya Bhavan and Dr. A.T. Bhashyam, Treasurer of Bharatiya Vidya Bhavan were present on the occasion. A Quiz programme was also held on this occasion for our students. All the students and faculty participated in the programme.



Editorial Committee

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



“NAISSANCE’18”

National-Level B-School Management Fest

Our students participated in the “**NAISSANCE’18**”, a National-Level B-School Management Fest organized by SDMIMD, Mysuru on 12th and 13th Jan. 2018. Ms. Meghana got the Best photographer award and a cash prize of Rs.10,000/-.

Award winning photographs are shown below:



Darkness Photography



Hand Photography



Object Photography

Book Release

“**Patanjali Code**”, a book on Patanjali Yoga Sutras written by Dr. Neel Kulkarni, Founder, Adhiyoga – Authentic Yoga System was released on 20th November 2017 at BPBIM Campus. Sri K.B. Ganapathy, Editor in Chief, Star of Mysore released the book. Sri N. Ramanuja, Chairman, Bharatiya Vidya Bhavan, Bengaluru & Chairman, Bhavan’s Priyamvada Birla Institute of Management, Mysuru was the chief Guest. Dr. A.V. Narasimha Murthy presided over the programme. Dr. A.T. Bhashyam spoke about the book.



Talk on Career Development

Prof. Sudhakar Kulkarni gave a talk on ‘**Career Development**’ at NIE First Grade College, Mysuru on 17th February 2018. He spoke on the importance of higher education and the skills required for a student to be employable in the current job market.



Perspectives on Career Development

Dr. K.V. Prabhakar is an experienced academician, Director, Professor and former Dean of Gulbarga University, Karnataka. He was also acting Vice-Chancellor of Gulbarga University. He has guided over 30 Doctoral candidates. He is now an Adjunct Professor at M.P. Birla Institute of Management, Bengaluru. He gave a talk on “**Perspectives on Career Development**” on 9th January 2018. He spoke on the opportunities in different fields of management and suggested to cultivate voracious reading habits and keep updated with the current affairs. He also encouraged students to learn techniques to develop leadership skills.

Felicitations to Dr. A.V. Narasimha Murthy

Dr. A.V. Narasimha Murthy, Former Head, Department of Ancient History and Archaeology, Mysore University, Chairman, Bharatiya Vidya Bhavan, Mysuru & Resident Director, Bhavan’s Priyamvada Birla Institute of Management, was felicitated by Kannada Sahitya Parishat during the Kannada Sahitya Sammelana in Mysuru on 25th November 2017 in recognition of his services in the field of Kannada Literature.

Further, Dr. A.V. Narasimha Murthy, was conferred the title ‘Adarsha Seva Ratna’ by Adarsha Seva Sangha (Regd.), Mysuru on 20th November 2017, in appreciation of his Yeoman Services to literature and culture.

Entrepreneurship & Idea Generation Workshop

With the intention of strengthening the collaboration between several Bhavan's Management Institutes, Sri N. Ramanuja, Chairman, BPBIM visited Bhavan's Management Institutes at Kolkata and Bhubaneshwar. Sri N. Ramanuja inaugurated **'Entrepreneurship & Idea Generation Workshop'** at BCCM, Bhubaneshwar sponsored by Magma Foods Pvt. Ltd., Cuttack, held on 07.11.2017. Addressing the gathering, Sri N. Ramanuja said that 'Inspiration' is the key to unlock new exciting concepts and the best part is that the sources of inspiration exist all around us. One cannot teach the other to get inspired. Inspiration is mind's frame of reference. Method and technique will help develop on one's idea, but it seldom sparks the inspiration process. Inspiration has to sprout from within. The workshop was organized by Wadhvani Foundation in collaboration with National Entrepreneurship Network.



Eminent Visitor

BPBIM was glad to welcome Dr. G.V. Subramanian, Director, Bharatiya Vidya Bhavan, Kolkata on 16th February 2018 to the institute. Dr. G.V. Subramanian took the campus tour and interacted with the students of our School. Sri N. Ramanuja, Chairman - BPBIM, Dr. A.V. Narasimha Murthy, Resident Director - BPBIM, Dr. A.T. Bhashyam, Director – BPBIM and professors of the institute had a discussion on various initiatives and activities carried out at the institute for imparting quality education to the students.



Industry Visit

Indian Machine Tools Manufacturers Association (IMTMA) provides a platform for Indian Industries to showcase their products and to promote their brand and business. This is also a platform for Indian Academics – R&D Institutes to showcase R&D capabilities in the field of sheet metals and metal machining.

It is an opportunity for the students to get acquainted with the manufacturing industries and interact with the industrialists, watch live demo of machine working.

Our PGDM (2017–19) students along with faculty visited IMTEX on 29th January 2018 at Bengaluru, as part of their industrial visit.



Passion: Unleash your Personality - Workshop

Mr. Nagathihalli Jayaprakash, a popular TV host conducted one day workshop on 27th October 2017, on **"Passion: Unleash your Personality"**. Students from several colleges in the city attended the workshop. Students were given hands on experience to develop their overall personality through management games and activities. Sri K.B. Ganapathy, Chief Editor, Star of Mysore, inaugurated the session.



Campus Placements

BPBIM had organized a pool campus on 11th January 2018 for **ICICI Securities Limited** at our campus for recruiting Senior RELATIONSHIP MANAGER. Mr. Prakash Salian, South India Chief of ICICI and Ms. Geethanjali, HR Manager, ICICI, Bengaluru conducted the interviews for students of various colleges. Mr. Mohan Kumar H.K. and Mr. Chethan S. of our institute got selected.



Twenty Two by 7 Solutions Pvt. Ltd., visited our campus on 19th January 2018 to recruit management trainees for Selling IT Infrastructure solution. Ms. Kavitha and Mr. Shashi Kiran, HR of the company conducted the interview process. Ms. Sushmitha and Mr. Karthik Kashyap got selected.



Mr. Madhu is selected for **Spandana Spoorthi Finance Ltd.**

Ms. Shashi. R.K. is selected at **Simpli Learn Solutions**

Outbound Learning

BPBIM not only concentrates on academic growth of the students, but also encourages learning through adventurous activities. Students were taken on BPBIM's exclusive GOAL Program at Garwale, a small village in Kodagu from 14th -18th December 2017.

At the Garwale Out-bound Adventurous Learning program, students in solitude experienced the closeness to nature and peaceful environment away from the buzzing city life. Here various management concepts like team building, leadership, effective communication, conflict handling etc, were taught through activities.

