M.P. BIRLA INSTITUTE OF MANAGEMENT
Associate Bharatiya Vidya Bhavan
Affiliated to Dr. Manmohan Singh Bengaluru City University & Approved by AICTE
#43, Race Course Road, Bangalore- 560001

BIRLITES
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LET NOBLE THOUGHTS COME TO US FROM EVERY SIDE

- RIGVEDA 1-89-1



FROM CHAIRMAN'S DESK



My dear students,

As I reflect on my journey in the industry, one lesson stands out clearly: the difference between breakthrough success and disappointing results often lies in having a clear strategy. Over the years, I have seen that organizations achieve meaningful growth only when their marketing efforts are guided by a well-defined direction, one that clearly identifies the target audience, the value offered, and the way the organization positions itself in the marketplace. When this foundation is strong, teams remain aligned, resources are used wisely, and every marketing initiative contributes to measurable outcomes. In today's environment, emerging technologies such as artificial intelligence and integrated work management platforms are making it easier to connect strategy with execution. These tools help organizations automate workflows, track performance, and ensure that daily actions support broader strategic goals. Yet, despite all technological advancements, one principle remains timeless and that is *Strategy.*

Throughout my career, especially during a time when manufacturing evolved rapidly from general-purpose machines to advanced automation and robotics, I firmly believed in the power of value-based marketing. I realized early that customers do not wish to be "sold to." What they truly seek is a clear understanding of how a product or service improves their lives or strengthens their businesses. Value-based business focuses on the benefits customers receive, be it functional, economic, emotional, or social. When organizations consistently communicate and deliver that value, they earn trust, loyalty, and long-term relationships. My own approach was always simple: understand the customer's needs, identify their pain points, and offer solutions that create real value for their business.

Today, the emergence of Generative AI is redefining competitive advantage and challenging leaders to transform technological potential into real business performance. While many organizations are experimenting with AI, only a few have successfully translated strategy into large-scale execution. The real opportunity lies in identifying high-impact applications, implementing technology responsibly, and building the capabilities and governance required to sustain innovation and growth. Knowledge sharing creates confidence, and confidence builds lasting relationships.

To all my dear students reading this, remember, Success is never defined merely by activity; it is ultimately measured by the impact it creates. Organizations that align their strategy with genuine customer value will always stand apart in a competitive world. As future leaders, your responsibility will be to ensure that every strategy you design ultimately helps create value for customers, organizations, and society.

Best wishes
Er. N. Ramanuja

VICE CHAIRMAN'S MESSAGE

LEADING WITH COURAGE IN UNCERTAIN TIMES



Dear Birlites,

As we move through 2026, one quality stands out as essential for every aspiring leader and that is 'courage'. We are living in a time of rapid change where technology, new ideas, and global challenges constantly reshape the way we study, work, and interact with one another.

In my interactions with many of you on campus, I often see small but meaningful examples of this courage. It appears when a student raises a thoughtful question during a class discussion, even when unsure of the response. It is visible when groups of students take initiative to organize projects, lead club activities, or present innovative ideas in seminars. In such an environment, leadership is not defined by certainty, but by the ability to move forward even when the answers are not immediately clear. Courageous leadership means willing to take the risk, to learn, adapt, and take thoughtful steps even when the path ahead feels unfamiliar.

Courage also means resilience. Not every effort leads to immediate success. There will be moments when plans do not work out, when results fall short of expectations, or when challenges feel overwhelming. Yet it is precisely in such moments that leadership begins to take shape. Choosing to learn from setbacks, to persevere with renewed determination, and to remain committed to personal growth reflects the true character of a leader.

History also offers us inspiring examples of courageous leadership from the Indian corporate world. The leadership of HMT Limited once made the bold decision to develop indigenous watch manufacturing in India when the country largely depended on imports. Through collaboration with Citizen Watch Co., the iconic HMT Janata watch became a symbol of reliability and accessibility for millions of Indians. These are examples to remind us that leadership often involves making decisions that may seem uncertain in the moment but are guided by vision and purpose. Whether in industry, institutions, or society, progress begins with the courage to act and the determination to pursue meaningful goals.

As you continue your academic journey at MPBIM, I encourage each of you to embrace opportunities with confidence and curiosity. Explore new ideas, participate actively, and support one another in your pursuit of excellence.

Best wishes
Sri. V. Muralidhar

PRINCIPAL SPEAKS



EMERGING TRENDS IN MANAGEMENT EDUCATION

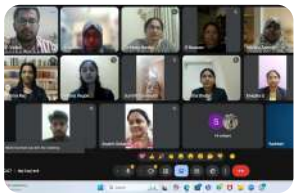
Management education has undergone a significant transformation in recent times due to various factors like a rapidly changing business environment, technological advancements, and industry requirements. The traditional MBA course, which has been considered a passport to success in management positions, is now being re-designed to meet the requirements of a rapidly changing business environment. Management education today is no longer restricted to knowledge acquisition in business principles; it has evolved to encompass analytical skills, leadership qualities, ethics, and flexibility in management students. One of the prominent trends in the management education industry is skill-based training. Management education today has to focus on bridging the gap between theoretical knowledge acquisition in business courses and practical knowledge. Management students today are not only required to have knowledge in business principles; they are also required to possess skills like problem-solving skills, communication skills, and decision-making skills.Therefore, management institutions are re-designing their courses to ensure that they are more practical in nature.

Another notable development is the incorporation of technology and digital learning into management education.Technology and digital learning are now an integral part of management education.MBA students are motivated to learn new areas of knowledge like sustainability, entrepreneurship, financial technology, and global business practices so that they can succeed in a competitive environment. The management education segment is also witnessing an increased focus on research, innovation, and ethical leadership.It is essential for management education to cultivate leaders who not only drive business success but also actively contribute to strengthening the nation's social and economic fabric. It is only by improving the quality of management education, fostering industry-academia relationships, and encouraging lifelong learning that we can ensure that MBA graduates are equipped to face the challenges of the future with confidence.

In addition to these changes, there is a growing emphasis on experiential learning through internships, live projects, and industry collaborations, which provide students with real-world exposure. Globalization has further pushed management programs to adopt an international perspective, encouraging student exchange programs and cross-cultural learning opportunities. Soft skills development, including emotional intelligence and adaptability, is also gaining importance as organizations seek well-rounded leaders. Moreover, the rise of data-driven decision-making has led to the inclusion of business analytics and artificial intelligence in management curricula. Finally, continuous upskilling and executive education programs are becoming essential, as professionals need to stay relevant in an ever-evolving business landscape.

Dr. S. Sathyanarayana

WORKSHOP - VISUAL COMMUNICATION MADE EASY WITH CANVA





On 5 January 2026, **Mr. K. P. Vishnu** conducted an engaging online workshop on "**Visual Communication Made Easy with Canva.**" The session was designed to enhance participants' digital design capabilities and strengthen their visual storytelling skills. The workshop introduced participants to Canva, demonstrating how user-friendly design tools can simplify visual communication and help improve creativity, productivity, and professional presentation skills. Participants got hands on learning experience in designing posters and documents using Canva. The speaker emphasized the growing significance of effective visual communication across academic, branding, and professional domains.The workshop was attended by students and faculty.

UNION BUDGET 2026-27





On 6 February 2026, **Wealth Wizards-The Finance Club,** conducted a Seminar on the **Analysis of Union Budget 2026**. This event created a vibrant platform for policy discussion, sectoral analysis, and financial interpretation. The session's standout moment was the enthusiastic participation in the budget analysis, where both faculty and student teams delivered insightful and well-structured evaluations of different segments of the Union Budget.

Interpreting a policy document is no easy task, and the students rose to the challenge with commendable preparation, and presentation. Adding rich academic depth to the seminar, faculty members shared insights on key Budget segments, covering macroeconomic direction, sectoral priorities, fiscal discipline, and market implications. Their perspectives helped bridge the gap between policy intent and real-world financial and strategic outcomes. The seminar reflected experiential learning in action, combining policy analysis, financial reasoning, and critical thinking, and aligned well with the institution's focus on student-centric and value-added academic initiatives.

Dr. Deeksha Srinivasa, an accomplished academician with Bengaluru City University, judged the students' presentations on the theme. **Hima & Yashaswini** were adjudged as winners and two teams comprising of **Shreevatsa & Deepika**, and **Shashank & Chalapathi** were awarded as runners-up. Principal **Dr.S.Sathyanarayana** distributed the certificates to all the winners. MPBIM congratulates all the students for their sincere effort and participation.

EXPERIENTIAL LEARNING: ROLE OF AI



On 6 Jan 2026, **Dr. Uday Tate,** Professor of Marketing at the Lewis College of Business, Marshall University, USA, delivered an Expert Talk on **"Experiential Learning: Role of AI"**. The session focused on the growing importance of experiential learning in management education and the transformative role of Artificial Intelligence in enhancing learning outcomes.



Dr. Tate highlighted how AI-driven tools enable personalized learning, real-time feedback, and data-driven decision-making, and emphasized upon integrating AI with experiential methods such as simulations, case-based learning, and real-world problem-solving. The interactive session provided global perspectives on how AI can be effectively leveraged in education and professional environments, helping students understand the skills needed to succeed in an AI-driven business landscape.

DIGITAL WELLNESS : AHARA, VIHARA AND VICHARA



A talk on **"Digital Wellness: Ahara, Vihara and Vichara"** was delivered by two speakers-**Dr. Hema Harsha** and **Ms.Kshama Rangan,** Founder, Kshamata Innovation Foundation on 21 Jan 2026.

During the session, Dr. Hema, linking the theme to Indian traditional knowledge system, spoke about the relevance of holistic well-being, emphasizing the importance of mindful digital consumption (Ahara), balanced lifestyle practices (Vihara), and positive thought processes (Vichara).



Ms. Kshama complemented the discussion by addressing practical aspects of digital wellness, sharing strategies to maintain mental, emotional, and physical well-being in the digital world. Interacting with the participants, the speaker explored options to manage a healthy digital lifestyle. The talk provided meaningful insights and encouraged participants to adopt healthier and more mindful digital habits.

CUSTOMER LIFETIME VALUE: THE MISSING LINK BETWEEN MARKETING AND FINANCE



On 4 Feb 2026, **Mr. Neeraj Suryakant Kakkad**, an alumnus of batch 2002-04, currently working as VP at Investment Wealth Advisors Pvt Ltd., addressed the students on **"Customer Lifetime Value(CLV)**: **The Missing Link Between Marketing and Finance"**. He provided a comprehensive and insightful understanding of how CLV serves as a strategic bridge between marketing decisions and financial performance.

Mr. Neeraj explained the shift from a transaction-focused approach to a long-term relationship perspective, emphasizing customers as measurable financial assets rather than mere revenue sources.



Through practical frameworks, the speaker highlighted the importance of retention, relevance of the LTV–CAC ratio, and the role of data-driven decision-making in optimizing marketing investments. The talk was highly engaging, relevant, & intellectually stimulating, enabling students to appreciate how integrating marketing analytics with financial logic leads to sustainable business growth and strategic clarity.

FROM THEORY TO BOARDROOM: STRATEGIC DECISION MAKING IN CORPORATE



Dr.Chitra A.R, Founder, Taliru Foundation, addressed the students on 05 Feb 2026 and spoke on the topic **"From Theory to Boardroom: Strategic Decision-Making in Corporate"**. She provided meaningful insights into real-world decision-making. Drawing from her extensive corporate experience and her current role as the founder of an NGO, she shared practical examples highlighting how strategic decisions



evolve across different organizational contexts and the challenges one could face while encountering it. She suggested practical strategies to navigate complex challenges and arrive at effective solutions, and emphasized the importance of critical thinking, adaptability, and informed decision-making in boardroom scenarios.

AI IN BUSINESS ANALYTICS: TURNING DATA INTO DECISIONS



A talk on **"AI in Business Analytics: Turning Data into Decisions"** was delivered by **Dr. Preethi Mahadev**, AIML Specialist, Infosys, Mysore, on 07 Feb 2026. The session explored the integration of AI with Business Intelligence (BI) systems, showcasing how AI-driven BI enables predictive analytics and real-time reporting, helping organizations move from data collection to intelligent decision-making.



The speaker guided students through the concept of prompt engineering, explaining different prompt types and how they influence AI outcomes. The session was hands-on with live exercises, making learning engaging and practical. The talk concluded with an enthusiastic question-and-answer session, allowing students to clarify concepts and connect theory with real-world AI applications in business.

JOHARI WINDOW-A TOOL FOR PERSONAL AND PROFESSIONAL DEVELOPMENT



On 14 March 2026, an Expert talk on the theme "**Johari Window"** was organized for junior batch students. Johari Window is a tool for personal and professional development focused on enhancing students' self-awareness and personal development. The session explored how the Johari Window model enables individuals to gain deeper self-awareness by identifying their strengths, weaknesses, and hidden traits through feedback and self-disclosure.



The speaker, **Ms. Shilpa Krishnamoorthy,** a L & D professional, shared practical insights on the four quadrants - Open, Blind, Hidden, and Unknown areas, and their role in improving communication and relationships. The talk emphasized the importance of openness, trust, and constructive feedback in personal and professional growth. The session empowered students to enhance their communication effectiveness, foster meaningful relationships, and leverage self-awareness.

PREDICT, PERSONALIZE, PROFIT & PROTECT: THE NEW ERA OF DATA-DRIVEN BUSINESS



On 16 March 2026, **Mr. Karthik,** Strategic Partnership, Cognizant, addressed the students on the theme **"Predict, Personalize, Profit & Protect: The New Era of Data-Driven Business."** The session provided valuable insights into how organizations leverage data analytics to forecast customer behavior, support strategic decision-making, and deliver personalized customer experiences.



A significant focus of the session was on data protection and responsible data usage and management. The speaker emphasized the importance of ethical data management and the need for organizations to ensure security and privacy while utilizing data. The session was interactive with student participation through questions and discussions, particularly on balancing innovation, profitability, and privacy in the era of Big data and Artificial intelligence.

DATA MANAGEMENT - PRACTICAL INSIGHTS INTO MDM AND RDP



On 16 Feb 2026, **Ms. Parvathi Amarnath,** Manager, Data Stewardship and Analytics at Adobe, addressed the students on "**Master Data Management (MDM) and Reference Data Practices(RDP)"**. Speaking about Big Data, IoT and data management, she highlighted its importance in ensuring better data quality and data governance.



Discussing Business use cases, she shared practical industry insights into implementation challenges in data management, and best practices in the corporate, making the discussion highly engaging and relevant for students. The talk enhanced the understanding of students in the area of structured data management and its importance in today's evolving digital ecosystem.

POSH AT WORKPLACE

A **POSH (Prevention, Prohibition and Redressal of Sexual Harassment at Workplace) Act, 2013**, awareness session was conducted on 04 March 2026 for the junior batch students. The program aimed to promote understanding of workplace ethics, gender sensitivity, and the legal provisions related to the prevention and redressal of sexual harassment. The session was facilitated by **Dr. Hema Harsha**, a senior academician at MPBIM and a certified POSH and Internal Committee (IC) consultant.





During the session, the speaker emphasized the importance of fostering a safe, respectful, and inclusive environment in both academic and professional settings. The training session comprehensively covered the definition and scope of sexual harassment, clearly explaining its various forms, including physical, verbal, non-verbal, and digital misconduct. A detailed overview of the POSH Act, 2013 was provided, highlighting its purpose, key provisions, and the legal safeguards available to individuals.

MPBIM is dedicated to fostering a safe, inclusive, and respectful learning environment for all.

NEWS IN PICS





Students presenting at Union Budget 2026





Students participating in various quiz competitions.





Marketing exhibition

VISIT TO SREE OLD AGE HOME





On 31 January 2026, **Abhudhaya – Rotaract Club of MPBIM** organized a community service visit to **Sree Old Age Home.** Fifteen Rotaractors, accompanied by **Dr. Hema Harsha** and **Dr. Anu A. Natraj**, spent quality time with the residents, engaging in meaningful conversations, sharing stories, and participated in activities that brought joy and strengthened connections.

The students donated essential items, groceries, clothing, and medical supplies, to support the daily needs of the elderly residents. They also served a sumptuous meal, fruits and snacks. This initiative provided a meaningful experience of empathy, compassion, and social responsibility, reflecting MPBIM's commitment to nurturing ethically grounded and socially conscious leaders.

VISIT TO SANRAKSHAN



On 24 January 2026, students of MPBIM visited **SANRAKSHAN**, a Bangalore-based non-profit organization that provides residential care for 60 girls from high-risk communities under the Juvenile Justice framework. During the visit, the students organized a "Best out of Waste" competition, where the girls designed creative attire from recycled materials and showcased their creations in an enthusiastic fashion walk.



The students contributed groceries, stationery kits, snacks, and refreshments to the girls. MPBIM extends its appreciation to Mr. Mohammed Suhaib of Affectionate Hands for coordinating the visit to Sanrakshan Rainbow House. The participating students were deeply moved by their interactions, gaining a profound understanding of empathy, selfless service, and gratitude, and realizing that even small acts of kindness can create a meaningful impact in shaping brighter futures. Students were accompanied by **Dr.Sumitra Sreenath** and **Dr.Karpagam B.A**.

YOGA FOR MENTAL WELL-BEING





The **Business Analytics Club Metamates,** under the Student Mental Wellness initiative of IQAC, organized a session on "**A Yogic Path to Calm, Clarity, and Daily Well-Being**" on 10 Jan 2026, for first-semester students. The session focused on promoting mental well-being and emotional balance.

The program was conducted by **Mr. Goutham V.** of Affectionate Hands, Bengaluru, who guided students through yoga practices, Pranayama, and relaxation techniques. Invited guest **Ms. Divyalakshmi**, an alumna of MPBIM, inspired students to incorporate yoga into their daily routines, while **Sri V. Muralidhar,** Vice Chairman, encouraged them to embrace yoga and meditation as part of a balanced lifestyle. The session highlighted the significance of integrating these practices into everyday life for overall well-being.

MIND MATRIX 2026 -INTRACLASS COMPETITION



Mind Matrix 2026, the quiz competition held on 04 February 2026, saw enthusiastic participation from senior batch students. The event featured three dynamic rounds, challenging participants with a diverse mix of questions on data interpretation, logical reasoning, business scenarios, analytics concepts, and the latest trends in the data and analytics domain.



Participants were tested with real-world case studies, problem-solving challenges, and rapid-fire rounds that evaluated their knowledge, accuracy, and speed. The competition fostered teamwork and critical thinking, making it a highly engaging experience for all. At the end of all rounds, Team **Insight Agents** emerged as the winners, and **Brainy Bytes** secured the runners-up position. Principal **Dr. S. Sathyanarayana** congratulated the winning teams, presented the certificates, and encouraged students to actively participate in, and organize quiz competitions to stay updated with the latest developments in the Business Analytics field.

BIZSPHERE 2026 – A CELEBRATION OF YOUNG BUSINESS MINDS





On 13th Feb 2026, **HR CLub Agnitio** conducted **Bizsphere 2026,** an exciting business quiz competition designed exclusively for the junior batch students. The quiz was structured across four challenging rounds, each testing different dimensions of business knowledge, from current affairs and corporate insights to logical thinking and rapid-fire challenges. The participants showcased remarkable confidence, teamwork, and analytical skills throughout the competition.The event brought together enthusiasm, strategy, and sharp business acumen, creating an atmosphere filled with energy and healthy competition.

The winners of the competition were **Hima** and **Chaitra Hanagandi**, while **Ketan Fasalkar** and **Priyanka** secured the runners-up position. Principal **Dr. S. Sathyanarayana** congratulated all the participants and presented the certificates to the winners and runners-up .

MPBIM acknowledges the active participation of all students and applauds the organizing team for ensuring the success of Bizsphere 2026.

MARKETING EXHIBITION - NIRMANA-FROM IDEA TO SHELF



Marketing Exhibition **"Nirmana–From Idea to Shelf"** was an experiential learning initiative organized by the **Marketing Mavericks Club** on 14 February 2026. The exhibition showcased the complete journey of a product from ideation and concept development to branding, positioning, pricing, promotion, and final market placement. "Nirmana," meaning Creation, reflected the essence of marketing as a discipline that transforms ideas into tangible value for consumers and organizations. The exhibition provided students with a platform to apply classroom concepts to real-world business scenarios, encouraging creativity, strategic thinking, and customer-centric innovation. The exhibition was inaugurated by **Chairman Er. N. Ramanuja**. Six teams displayed and explained their innovative product ideas.

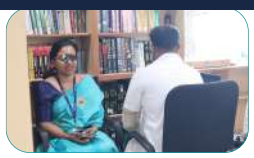
Dr. Charan Kumar, from Karnataka Electricity Regulatory Commission, and **Mr. Girish Kumar Raju**, a Competitive Intelligence Specialist at HP Enterprise, evaluated the products and decided the winning idea.



The team comprising of **Ketan, Prasanna, Adarsh, Chaitra, Anjali, Harshita, Chalapathi** and **Poorvika**, were declared as **Winners**, for the product idea - **Easy Dip Tea.**

The **Runners' up** award was won by **Rakesh, Janavi, Mishal Mustafa, RamanGowda, Yeshaswini** and **Dileep** for the product idea - **Recycled Cardboard Desk Organiser**.

BLOOD DONATION & HEALTH CHECK UP CAMP







The foundation at MPBIM is the value system which recognizes that education extends beyond academic excellence to include social responsibility and community engagement. In line with this philosophy, on 17 Feb 2026, **IQAC of MPBIM**, in association with **Rotary Blood Centre Aasare** and **Rotary E-Club of Bengaluru Sakhi**, organized a **Blood Donation and Health Check up camp**. The initiative was coordinated by the Rotaract Club of MPBIM along with all the clubs at MPBIM. The camp aimed to promote voluntary blood donation, health awareness, and social responsibility among students and staff.

Twenty one units of blood was collected by the end of the day. In addition to blood donation, students, faculty, staff and others, received free general health check-up and eye examination.

The event was graced by Chairman **Er. N. Ramanuja**, and Principal **Dr. S. Sathyanarayana**, along with faculty and staff, and witnessed enthusiastic participation, reflecting the institute's commitment to community service and humanitarian values.

Dr.Sathyanarayana, expressed his gratitude to all the blood donors and thanked all the sponsoring Rotary clubs, doctors, and support staff who conducted the camp seamlessly.











DATA TO DECISIONS: POWER BI DASHBOARD CHALLENGE





On 24 Feb 2026, **The Business Analytics Club – Metamates** organized a competition on **"Data to Decisions: Power BI Dashboard Challenge"**. The Competition provided students with a wonderful opportunity to showcase their skills in creating dashboards using Power BI. Students presented their dashboards, and explained the story behind their data, the insights they uncovered, and the decisions their analysis could support.

The competition was judged by **Mr. Darshan Desai**, Senior Consultant at Infosys, Bengaluru. Two students were recognized for their outstanding work. **Amruth Sagar M** received the **"Best Overall Dashboard"** award for an impressive combination of design and functionality, while **Yogesh** won the **"Best Analytical Insight"** award for presenting meaningful and impactful conclusions from the data. Mr. Darshan, addressed the students and shared practical insights about current trends in Business Intelligence and the growing importance of data-driven decision-making in today's corporate world.

WORKSHOP-FINANCIAL STATEMENT ANALYSIS





On 25 Feb 2026,**Wealth Wizards-Finance Club,** organized a Workshop and Competition on **"Analysis and Interpretation of Financial Statements"** for I Semester students. The session featured **Ms. Rashmi Uday Vadavi**, Chartered Accountant, as the guest speaker and judge, who shared valuable industry insights and evaluated the participants' analyses with professional rigor. Six teams presented structured financial evaluations of selected companies, showcasing data-driven interpretation, quality of earnings assessment, and analytical reasoning. **Sri. V. Muralidhar**, Vice Chairman and **Ms. Rashmi** gave away the certificates to the Winners and Runner-Up.

The Winning team comprised **Yashaswini, Ramangowda, Shashank, Priyanka, Sowmya,** and **Arsitha Raj** and the Runners-up team comprised **Byresh, Rakesh, Chalapathi, Nidhi,** and **Poorvika**.

MPBIM congratulates all the winners and encourages students to participate in such activities.

INVESTITURE CEREMONY OF STUDENT CLUBS (AY 2026–2027)



From Planning to Purpose: A Day That Marked New Beginnings at MPBIM. The **Investiture Ceremony of Student Clubs (AY 2026–2027)** was more than a formal event. With the formal induction of student coordinators for the **HR, Marketing, Finance, Business Analytics, Economics, and Tech Clubs,** MPBIM entrusted the students, both senior and junior coordinators, with the responsibility to take learning beyond classrooms and into real-world collaboration. The gracious presence and guidance of **Er. N. Ramanuja, Chairman,** and **Dr. S. Sathyanarayana, Principal**, reinforced the belief that leadership is nurtured best when institutions invest trust in their students.
Senior Club coordinators presented the Action Plan for the semester, listing out all the events planned under respective clubs.

Chairman and Principal congratulated all the student coordinators and urged them to actively engage in activities enriching their student life on the campus. Er.N.Ramanuja addressed the students and shared an uplifting message, encouraging students to explore new ideas, take initiative, and work collaboratively as they begin their journey in the clubs. He highlighted that these platforms go beyond academics, offering a space to nurture talents, build self-confidence, and make a positive difference. Motivating students to remain dedicated and creative, he suggested that even small efforts can grow into significant accomplishments, leaving everyone inspired to engage wholeheartedly. MPBIM congratulates all the nominated club coordinators and conveys best wishes to all the clubs.


AGNITIO


WEALTH WIZARDS


MARKETING MAVERICKS

The faculty Chair and students coordinators of each club are:

Agnitio- HR Club

Faculty Chair- Dr. Hema Harsha; Student coordinators: Moulya & Chethan (Seniors); Poorvika & Aditya(Juniors)

Wealth Wizards- Finance Club

Faculty Chair-Dr. Pushpa B.V; Student coordinators: Deepika & Poorvika (Seniors); Chalapati & Rakesh(Juniors)

Marketing Mavericks- Marketing Club

Faculty Chair- Dr. Sumitra Sreenath; Student coordinators: Sreevatsa & Yogish Kumar(Seniors); Nidhi& Shashank(Juniors)

Arthaveda- Economics Club

Faculty Chair- Dr.Venkatesh; Student coordinators: Kishan Shankar & Chandan MS (Seniors) Vijay Gowda & Sunitha (Juniors)

MetaMates- Analytics Club

Faculty Chair- Ms.Vijayalakshmi S; Student coordinators: Amrut & Shashvathy (Seniors); Hima & Shobith (Juniors)

Antarjaala-Tech Club

Faculty Chair- Ms.Manjula; Student coordinators: Vishal & Megha (Seniors); Bhuvan M S & Janavi (Juniors)


ARTHAVEDA


METAMATES


ANTARJAALA

BUSINESS LEADERSHIP FORUM



The last **Business Leadership Forum** for the semester was organized on Feb 19 2026. **Mr. Benjamin Sujit Kumar**, Senior Manager, Sales, at Valvoline Cummins India Pvt Ltd, addressed the junior batch students on **"Turning customers into profits: Driving growth in the Digital era."** He emphasized that today's customers are informed and experience-driven, necessitating a shift from traditional selling to meaningful relationships across digital platforms like social media and e-commerce.



In this informative session, Mr. Kumar discussed concepts such as customer lifetime value and the profitability of product line extensions, citing Reckitt Benckiser as a prime example of successful rural market strategies, customer loyalty, and premium customer development. Drawing from his personal experience, he encouraged students to cultivate both digital proficiency and strong interpersonal skills to excel in today's sales landscape. The talk concluded with key takeaways on converting customer relationships into long-term loyalty and driving sustainable business growth.

INDIAN KNOWLEDGE SYSTEM (IKS) SESSIONS

INTEGRATING IKS WITH MARKETING MANAGEMENT





On 31 Dec 2025, **Mr.Jithamitra,** HR at Deloitte, addressed the students on **'Integrating IKS with Marketing Management'**. He spoke on how ancient Indian wisdom can be effectively applied to contemporary marketing practices, and emphasized core values such as ethics, sustainability, and trust as essential solutions to modern marketing challenges.

He highlighted the concept of Vasudhaiva Kutumbakam, underscoring the idea of viewing customers and society as one extended family, closely aligning with marketing principles. The session reinforced that the integration of ethical values and sustainability into marketing strategies can lead to stronger customer relationships, and value-driven leadership, demonstrating the enduring relevance of IKS in modern business contexts.

ANCIENT WISDOM, FUTURE TALENT: INDIAN KNOWLEDGE IN MODERN L & D





On 05 Feb 2026, an invited talk on **"Ancient Wisdom, Future Talent: Indian Knowledge in Modern Learning & Development"** was held for HR specialization students. The talk was delivered by **Dr. Sumitra Sreenath**, a senior academician at MPBIM. She explored Indian philosophical traditions, connecting it with contemporary Learning & Development practices.

Throwing light on the Gurukool systems, the speaker highlighted that ancient Indian knowledge systems provide powerful frameworks which are highly relevant in modern Learning & Development practices. She explained transformational coaching through Bhagavad Gita, with an illustration of how Krishna guides Arjuna with clarity, purpose, and perspective. Students gained a deeper appreciation of how timeless Indian knowledge systems can be meaningfully integrated into modern L & D practices.

IKS AND ITS RELEVANCE TO CONTEMPORARY MANAGEMENT PRACTICES





METAMATES–Business Analytics Club organized a talk on 08 Jan 2026 for junior batch students on **"Indian Knowledge Systems and Its Relevance to Contemporary Management Practices"**. **Ms. Bindu Nambiar,** Management Educator and Consultant addressed the students and highlighted how IKS can impact modern management practices in areas such as leadership, ethical decision-making, strategic thinking, and sustainable organizational models.Through practical illustrations and frameworks, the speaker emphasized the relevance of values-based leadership, integrity, and strategic foresight in addressing contemporary business challenges.

IKS: INTEGRATING BUSINESS STRATEGY AND PEOPLE PRACTICES





On 26 February 2026, **Arthaveda – the Economics Club**, hosted a talk on **"Indian Knowledge Systems: Integrating Business Strategy and People Practices".** The session was delivered by **Mr. Girinarayan G**, a senior HR leader and strategic thinker, who explored how concepts like Dharma, Artha, and Karma can influence ethical leadership, strategic decision-making, and purpose-driven business practices, enabling organizations to achieve sustainable and socially responsible growth.

"GENESIS"-OPEN HOUSE AT MPBIM







The open house at MPBIM , **"Genesis",** was successfully conducted on 28 March 2026, hosting 48 students and 3 faculty members from **Swastika College, Mangaluru.** The visit aimed to provide insights into higher education opportunities, institutional practices, and student development initiatives at MPBIM. The program commenced with a warm welcome, followed by an address from the Principal of MPBIM.

Dr. S. Sathyanarayana provided an overview of the diverse opportunities available to students after completing BBA and BCom, emphasizing various avenues for higher education and career progression.

Dr. Anu A Natraj, delivered an engaging session on experiential and activity-based learning in higher education, highlighting the innovative teaching methodologies practiced at MPBIM to enhance student engagement and practical understanding. The session was further enriched by interactions with alumni **Ms.Divya, Mr.Vishal,** and **Ms.Anushree** who shared their academic journey, learning experiences, and career achievements, offering inspiration and guidance to the visiting students. **Dr. Pushpa B.V.** addressed the gathering, elaborating on the student council structure and various club activities, showcasing the institution's commitment to holistic student development.

The program concluded with an informative session by **Mr. Prashanth Hebbar, Admission Counsellor**, who provided an overview of MPBIM's history, growth, and current academic landscape. The Open House at MPBIM concluded on a high note, leaving undergraduate participants inspired and better informed about the opportunities that lie ahead.



On 05 Mar 2026, **Dr. S.Sathyanarayana** was invited as the **Guest of Honour** at **Sheshadripuram College,** Bengaluru, to deliver a session on **Research Methods** for MBA students and faculty members.

Dr. Hema Harsha, was invited as **Resource person** to address the students and faculty at **NSB Academy on** 06 Mar 2026, on **"Work Smart-Awareness on POSH for Future Managers".**





Dr.Hema Harsha and **Dr.Pushpa B.V**, conducted a training program for **Taliru Foundation** on 17 March 2026, on the topics **"Motivation and Personal Development" and "Financial Awareness"**



On 10 Jan 2026, **Dr. Hema Harsha** was invited as **Session Chair** for the Human Resource Management track at the **National conference** held at **GSSS Campus, Mysore,** with the theme "Innovative Strategies for Sustainable Business Practices in the Digital Era



PAPER PRESENTATIONS

- **Dr. Sathyanarayana S,** *Moderation Effect of Price Sensitivity on the Relationship Between Responsible Retailing Practices on Consumers Purchase Intention Mediated Through Perceived Green Value,* at the International Conference - People, Planet & Profit: The New Paradigm of Sustainable Commerce held on 12 & 13 Mar 2026 at Mount Carmel College.
- **Dr.Hema Harsha,** *Digital CSR and Inclusive Development- A Conceptual Framework* at the International Conference - People, Planet & Profit: The New Paradigm of Sustainable Commerce held on 12 & 13 Mar 2026 at Mount Carmel College.
- **Ms.S.Vijayalakshmi ,** *Transforming the Value Proposition: An Empirical Study on Awareness, Health, and Environmental Drivers in the Transition to Organic Edible Oils,* at the International Conference - Innovate, Adapt, Lead, and Sustain (IALS 2.0): Shaping the Future of Business – Bridging Borders, organized by International Executive School, Strasbourg, France, & Sharada School of Business Studies, on 20 & 21 Feb 2026.
- **Dr. Pushpa B.V,** *Youth, Brands, and Digital Fatigue: Rethinking Social Media Engagement for VIKSIT Bharat 2047,at* 19th Edition of the International Conference (KRISYM 2026). Kristu Jayanti Institute of Management, in association with Trinity Western University, Canada in collaboration with the EuroMid Academy of Business and Technology, Qatar,16-17 Jan 2026.
- **Dr. Sathyanaryana S, Dr. Pushpa B.V, & Dr.Hema Harsha** *Balancing Green Finance innovation and Regulatory Compliance: The Role of Green-finance practices and sustainable firm Performance* at International Conference on Sustainable Innovation in Business: Integrating Academia, Industry, and AI for Future Resilience held at CMS JAIN, Bengaluru on 27 & 28 Feb 2026.
- **Dr. Sathyanarayana S & Ms. Pallavi** *Resource Based View: Moderating effect of top management Environmental commitment on the relationship between Circular economy practices and Sustainable performance mediated through Green innovation capability* at International Conference on Sustainable Innovation in Business: Integrating Academia, Industry, and AI for Future Resilience, held at CMS JAIN, Bengaluru on 27 & 28 Feb 2026.
- **Dr. Sathyanarayana S & Ms. Pallavi** *Sustainable Performance through Circular Economy Practices: Evidence from Green Innovation Capability and top management support* at the National Conference on Innovative Strategies for Sustainable Business Practices in the Digital Era, held on 10th Jan 2026 at GSSS College, Mysuru.

PUBLICATIONS

- **Sathyanarayana S, (2026).** *Quantitative Analysis: Diagnostics, Consequences and Remedies. Asian Journal of Probability and Statistics*. Volume 28, Issue 1.
- **Sathyanarayana S, (2026).** *Reliability Measure in Social Science Research: Some Conceptual Issues.* Asian Journal of Economics, Business and Accounting. Volume 26, Issue 2.
- **Sathyanarayana S, (2026).** *Managing Macroeconomic Stability Amid Trade Hostility: India's Response to U.S. Tariff Actions.* International Journal of Business and Management Invention (IJBMI), 15(2).
- **Sathyanarayana S, Hema Harsha, Pushpa BV** (2026). *Uncovering diversity, inclusivity, and equity (DIE): The role of resilience and leadership influence. Empowering Inclusive Innovation* – Koppa, Shah and Appadoo (Eds). © 2026 The Author(s). Tylor and Fransis, Routledge.
- **Hema Harsha, Sathyanarayana S, Pushpa B.V**(2026). *Generational Shifts: Insights for Corporates on Emerging Trends*. Southern Economist,Volume 64, Issue Number 21,March 2026
- **Pushpa B V, Sathyanarayana S, Hema Harsha** (2026).*Balanced and Priority-Driven Fiscal Strategy: An Analysis of India's Union Budget 2025-26.* International Journal of Business and Management Invention (IJBMI), Volume 15, Issue 3, March 2026
- **Venkatesh T.K** (2026). *Education in the Digital Age: Opportunities and Challenges for 2035*. International Journal of All Research Education and Scientific Methods, Volume 14, Issue 3, March 2026.

BEST PAPER AWARD

- Paper on *ESG Adoption as a Strategic Capability in MSMEs & SSIs and its Impact on Organizational Outcomes,* presented by **Dr. Sathyanarayana S, Dr.Hema Harsha, & Dr.Pushpa B.V** won the Best Paper award at the National Conference - Innovative Strategies for Sustainable Business Practices in the Digital Era, held on 10 Jan 2026 at GSSS College, Mysuru.
- Paper on *The Effectiveness of AI-Driven Sustainability Nudges on Pro-Environmental Behaviour: An Empirical Study on Adults in Bengaluru.* presented by **Dr. Sathyanarayana S** won the Best paper award at the International Conference on Sustainable Innovation in Business: Integrating Academia, Industry, and AI for Future Resilience held at JAIN – CMS Lalbagh Road, Bengaluru on 27 & 28 Feb 2026.

MPBIM congratulates the faculty on their achievements!

STUDENT ACTIVITIES & ACHIEVEMENTS



MPBIM students volunteered at **Kala Dhwani 2026-India's Folk & Tribal Art Heritage** organised by **Infosys Foundation,** in partnership with **Bharatiya Vidya Bhavan**, Bengaluru. During the event, which was held between 30 Jan to 01 Feb 2026, students witnessed all the events and interacted with people from the art and music industry.





I semester students participated in the **National IP Yatra 2025–26,** a workshop organized by **KLE Tech MSME Intellectual Property Facilitation Centre (IPFC),** held on 19 and 20 Feb 2026. Students gained valuable insights into the practical applications of Intellectual Property Rights (IPR) in innovation and entrepreneurship. The workshop provided hands-on exposure to the patent process, including idea conceptualization, prior art search, drafting, filing, and examination.



Ms. Hima and **Ms. Yashaswini,** I Semester MBA students, participated in **SUMMIT 2026**, a Management Fest organized by the Community Institute of Management Studies, Bangalore, on 06 Mar 2026. They secured **Second Prize** in the **Finance Event**. MPBIM congratulates the students for their achievement.



MPBIM congratulates **Ms. Yashaswini V. and Ms. Hima C. S** for representing the Institute at **AGAMYA- National Level Research Colloquium** held at **St. Joseph's College** on 24 February 2026. Under the guidance of **Dr.Hema Harsha**, they presented a research paper titled: *Empowering Women to Drive Societal Enrichment: Comparison of Frameworks.*



Chairman, **Er. N.Ramanuja**, along with Principal, **Dr.S.Sathyanaryana**, launched the book ***Not Loud, Still Unapologetic***, written by **Mr. Girish, alumnus, MPBIM**. The book captures silent struggles, everyday bias, and the strength it takes for women to speak up in the patriarchal society. MPBIM is proud of Mr. Girish's achievement and congratulates him on the publication of his first book.



EMPLOYABILITY SKILLS TRAINING

TRAINING ON POWER BI





As part of the **Skill Enhancement initiative,** MPBIM conducted a training program on **Power BI** for III semester students from 27 Jan to 04 Feb 2026. The training was facilitated by **Mr. Asim,** from Protech Savvy. Meeting the industry expectations, the training was to equip students with essential data visualization and analytical skills, enabling them to effectively analyze and interpret business data.

The training program aimed to enhance data-driven decision-making in real business contexts. It involved hands-on learning, for creating interactive dashboards and generating meaningful reports, while gaining proficiency in key data visualization techniques for clear and impactful business communication. The training was successful in strengthening analytical thinking and problem-solving abilities, thereby bridging the gap between academic learning and industry expectations in the field of Business Analytics.

Placement Corner

Congratulations



Alumni Spotlight



NEWS IN PICS



Chairman at Nirmana-Marketing Exhibition





Students Volunteering at various NGOs



Students with Dr. H Sudarshan, a social worker

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