



# THE B-STREET BUZZ

Term Newsletter from SDM Institute for Management Development

ISSUE: 1. Feb 2009

Mysore



## From the EDITOR...

Dear Reader: Welcome to the pages of the first issue of 'The B-Street Buzz'. An initiative by the students of SDM IMD, 'The B-Street Buzz' is a newsletter, which will be published every trimester. The aim of this newsletter is to introduce its readers to the events and activities on campus. These events include guest lectures by prominent visitors, student and institute driven initiatives, and updates of activities on campus. For the student community of SDM IMD, the newsletter will act as a platform to showcase their talent and express their views. In order to ensure that the newsletter meets your diverse needs and is up-to-date we invite your ideas and comments. Finally, we hope that this newsletter can serve as a medium of continuous interaction between SDM IMD and all its stakeholders.

Do write to us at:

[newsletter@sdmimd.ac.in](mailto:newsletter@sdmimd.ac.in)

## CANDLE LIGHT MARCH

*A beacon to uphold integrity*

It was a solemn occasion for all present at SDMIMD on the eve of 19<sup>th</sup> November 2008. It was the third death anniversary of Mr. Manjunath Shanmugam, an alumnus of Indian Institute of Management (Lucknow), who laid down his life fighting against corruption in 2005. The students saluted this hero's brave deeds by conducting a candle light march around the campus. As the sun set over the Chamundi Hills, the young managers took a solemn oath to preserve their integrity in the hardest of times, to help India fight corruption and other such evil practices.

A sales officer of the Indian Oil Corporation Limited (IOCL), he acted against a petrol pump owner for adulteration. He was killed for this act of integrity on November 19, 2005. SDMIMD is one of the 15 B-schools who took part in the Manjunath Trust Initiative that stands for the grit and courage that Manjunath possessed.

Manjunath Shanmugham Trust has also instituted the national Manjunath Shanmugam Integrity Award that seeks to honour and encourage those working to uphold the values of truth and honesty in Indian public life. The award carries a cash prize of Rs. 1 lakh and a citation.



Campus Chronicles

From the GNOSIS Forum

From the Corporate World

Crazy Bytes



## ...From the Corporate WORLD

### *Nuggets Of Wisdom From The Virtuoso*

Imagine a group of science students being addressed on Genetics by Watson and Crick. This is what the second year students were treated to when none other than Dr. Prasanna Chandra deigned to deliver a talk on "The Ten Commandments of Investing". Dr Chandra, one of the pioneers of the area of finance, has over three decades of teaching experience in postgraduate and executive education programmes, twenty of these years being spent in Indian Institute of Management, Bangalore as a Professor of Finance. He has graced a lot of committees including the Capital Issues Advisory Committee, the SEBI Committee On Derivatives, Interconnected Stock Exchange Of India, Bangalore Stock Exchange Limited and many more. Dr Chandra dug into his inexhaustible treasury of experience to talk about the wise ways to save and invest money. He went on to elaborate upon the benefits of being long term investing based on risk appetite which is bound to ensure that these investments are relatively unaffected by fluctuations. "The ten commandments", as they are wittily referred to as, are listed below:

1. Start saving early and save regularly.
2. Know how the various asset classes compare.
3. Accord top priority to a suitable insurance cover and a residential house.
4. Define your investment goals and assess your risk tolerance.
5. Specify your target asset mix.
6. Develop a sensible portfolio strategy.
7. Diversify adequately.
8. Do not forecast stock prices.
9. Periodically review and rebalance your portfolio.
10. Invest in additional real estate, if possible.

### *The race to the Oval Office*

Mr. Wesley Robertson, Information Officer, US Consulate addressed the students on the then hot topic – "U.S. Presidential Elections" on 10<sup>th</sup> September, 2008. Mr. Robertson explained the various phases involved in the process and also the complexities involved in this process. He also answered a few queries regarding studying abroad, especially in the U.S. "Camp-Us", the newsletter of the Gnosis Forum was released on this occasion by our Director, Prof. Ramesh Venkateswaran. Mr. Robertson received the first copy.



### *The 21<sup>st</sup> Century Service strategy*

"Customer is the King". To be successful, any firm must satisfy its customer. Mr. Sebastian Patscheck, Country Manager, EU, Bosch and Mr. Shankara Prasad, All India Service Manager, Bosch addressed the students on the "Importance of Service in B2B and B2C Industry" on the 21<sup>st</sup> of September. Useful insights into the strategies employed by Bosch to meet their customers' expectations were given.

### ACHIEVERS' CORNER



#### DR. N. R. PARASURAMAN

It takes a real genius to effortlessly explain the most complex concepts in the simplest way possible. And to be a genius in an intricate subject like Finance is no small feat.

Dr. N. R. Parasuraman, Professor of Finance at SDM-IMD has authored a book titled "Fundamentals of Financial Derivatives", published by Wiley, India. The book was named one of the top ten business best sellers.

We extend our warm wishes and hearty congratulations to him!



#### PROF. NEETU GANAPATHY

She presented a paper at the European Conference on Information Management and Evaluation held at the Royal Holloway School of Business, University of London, London.

The Academic Conferences International organized the conference. In her paper, Prof. Ganapathy has proposed a framework for Enterprise Resource Planning (ERP) acquisition by Small and Medium Enterprises (SMEs).

### STUDENTS' ACHIEVEMENTS



#### ABHISHEK DADPE AND ARJUN PAI

There is no dearth of winners in SDM-IMD. Some prefer to go that extra mile to prove their mettle. The perfect

example is of Abhishek Dadpe and Arjun Pai of the batch 2007-09. They won second prize in the case study competition organized in Bhavans institute, Mysore.

#### ASHIKA B. AND HARI S.



They were the runners' up in the AIMA paper presentation organized at Coimbatore and were chosen to represent the south zone in the finals at Delhi.



## KALA ANUBHAV



### *The Flavour of Carnatic Music*

KALA ANUBHAV 2008 captured the essence of this statement in its true spirit. When the SDMites gathered in the institute auditorium on the 5<sup>th</sup> of September 2008, little did they know that 'Kala Anubhav' would fill their hearts with joy and their minds with peace. Kala Anubhav brought together four versatile artistes who had the audience completely enthralled for an hour and a half.

Vidwan M.K. Pranesh, on the flute, has performed in many prestigious sabhas across the nation. He has also performed in other countries like Nepal, Australia, Fiji Islands, U.K. and U.S.A. as the cultural ambassador of Carnatic Music. Vidwan Anoor Anantha Krishna Sharma, an eminent percussionist and a well-known violinist accompanied him, who has performed alongside many talented musicians, both young and old, like Dr. M. Balamurali Krishna, Sanjay Subramanya, Bombay Jaishree and many more. Vidwan S. Yashaswi, on the violin, and Vidwan G. Guru Prasanna, on the Khanjira, complemented them well and the four weaved a magic that was so profound that it had the audience mesmerized.

The pristine rendering by the artistes be it the *Navraga Malika Varanam*, "*Valachi Vachiyunnara*" or the Thyagaraja Kriti "*Enthoru Mahanu Bhavulu*" had the audience asking for more. The gamut of ragas performed in the recital included *Hamsadvani*, *Shankarabharanam*, *Vasantha* and many more.



## POPPADOM, PAYASAM AND POOKALAM



*Mahabali*, the benevolent Asura King of ancient Kerala, is said to visit his subjects once every year, in the month of *Chingam*. And this year around, he definitely didn't miss the few out here at SDM! What's more, he stayed along, captured quite a few more hearts and left the place a content man, with a promise to be back next year...for more. And why wouldn't he? There was nothing short of God's Own Country here!

Guys and girls strutted their stuff in ethnic wear, and were wowed by the *Pookalam* (floral carpet) presented by the very artistic Mallus. The mess wore a new look, what with the new décor of 'natural chandeliers' made of coconut fronds! And there was more on offer-lip smacking *Payasam* and other Onam treats, served with a smile. The *oonjaal* (swing) in front of the men's hostel served as a source of pleasure not only to the gals who came along to enjoy the ride, but also to the guys (who had a gala time watching!).

*Mahabali* himself made an appearance, and the fun and games that ensued had the audience thoroughly engaged. 'Break the Pot' had guys who were blindfolded trying to hit a pot hung above, and in 'Eat till you Drop' people slugged it out trying to eat as many bananas in 5 minutes. 'Adorn the Beauty' had contestants trying to put a *Bindi* on a beautiful lady (a picture only, of course) but while they were blindfolded. The games and fun finished off with our good ol' Tug of War between the seniors and juniors, with the latter emerging victorious. The grand finale to the wonderful day was a *Thiruvathirakkali* (traditional dance) performance by the beautiful damsels of Mallu land.

And thus fell the curtains to a wonderful Onam; one that truly embodied the spirit of the festival - of being united despite any differences, as everyone pitched in and co-operated.

Can't wait for *Mahabali* to make his trip next year!!



### RAMZAT RASOTSAV



#### *Lights, Dandiya, Sanedo...!*

Although it has different names in different parts of India, people from all regions celebrate it. From Kashmir in the north to Tamil Nadu in the south, and from Gujarat in the west to Sikkim in the east, it is celebrated with great enthusiasm as the conquest of good over evil." And the SDMITes demonstrated just how true this statement is. 'Secularism' and 'unity in diversity' are perhaps the most over-used and clichéd terms ever used but there is no other way to describe the overwhelming response to this simple festival.

On every one of the nine days, the yoga hall thronged with students who, in spite of apparent religious differences, were eager to be a part of the grand plan of togetherness. Of course, the Dandiya and Garba practice sessions were an added, if not main, attraction.

The much-awaited evening began with Prof J. M. Subramanya and his wife initiating the Maa Amba Puja. Food is of prime importance in any festival and this was done full justice by the scrumptious spread of Gujarati cuisine.

Special mention of the delectable Shrikhand is required owing to its unique and sweet flavour.

By this time, everyone was eager to try out their newly developed talents and skills in the traditional Gujarati dance forms. Young men and women, decked in all their finery, whirling to the devotional Amba Devi track-all in all, it was a sight to behold. The revelry, which went on till midnight, was a truly remarkable blend of devotion, entertainment and solidarity, which left a lingering impression on many minds.



### FASHION SHOW



#### *A Day of Fun, Frolic and Fashion...*

If there is anything that defines SDM-IMD, that is the ever buzzing string of activities that go on through out the year. Students' dashing around organising fests, management games, participating in national level competitions, is a common sight here. And that's what keeps the spirit of SDMIMD alive.

It was one such much-awaited Gala event that took place on the eve of 15<sup>th</sup> November, 2008. The campus was abuzz with people running around with a rainbow of clothes; the last minute alterations, the plethora of mix and match, the makeup, the search for high heels and accessories, the tension was palpable yet exciting. The young managers were trading their roles for fashionistas for a night.

As the budding fashion walked the ramp with the panache of professional models, the crowd could not contain their excitement at seeing the new avatars of their (in some cases, even nerdy) friends. The models were successful in exuding attitude and the chic style of the ultra mod generation. The élan with which the managers took on the ramp was truly worth a watch. The night showcased an array of very creative themes ranging from national integration, a take-off from the SDMIMD culture, to Gandhism and its relevance in the modern times.

The best team was selected by the efficient panel of judges, which consisted of Ms. Sonam Chug (National Level Golfer), Ms. Usha Panchanathan (renowned Bharatanatyam Dancer) and Mr. Sridhar (Former FTV Co-ordinator). "Glitters" dazzled the audience by their performance and hence bagged the "best team" award, while the best model award was bagged by Garima Singh, Rachna Priya and Sumit Jangid.

## ... CAMPUS CHRONICLES

### COLOSSEUM: THE VIRTUAL BATTLEFIELD

SDM INSTITUTE FOR MANAGEMENT DEVELOPMENT, MYSORE  
sdmimd PRESENTS  
**COLOSSEUM 08**  
... a Series of Online Games

**GLADIATOR**  
Warriors -  
Fighting on the battle field of Finance

**ARMAGEDDON**  
The Battle has to Begin Here  
(The HR Game)

**BLITZKRIEG**  
The Marketing Game where a battlefield is your mind... Defeat your enemies, encircle and attack them frontally to win the war

Prizes:  
1<sup>st</sup> Prize: Rs. 2000  
2<sup>nd</sup> Prize: Rs. 1000  
To be won in each category

Dates:  
1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>  
December 2008

Coming soon at SDM IMD NAISSANCE - All India B-School Management Fest  
8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> of January 2009  
www.sdmimd.net/naissance

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### A Series Of Online Games & Quizzes.....

The journey of a thousand miles begins with a single step. And one such step was taken here at our campus. A series of online games and quizzes were conducted by the students of SDM IMD during Dec. 1 – Dec. 3. The event was not only targeted at the B-School students, but included B-School aspirants as well.

Titans, the quizzes meant for B-School aspirants aroused the curiosity of many. 110 students participated in it. The events organised for B-School students included *Blitzkrieg*, the marketing game, *Gladiator*, the finance game and *Armageddon*, the HR game. Each game had two levels (a preliminary round and then the final). The event was well received by the students and included participants from 40 well known institutes like IIM-C, IIM-Shillong, NMIMS, SPJIMR, SIBM, XLRI, FMS, IIFT, SJMSOM @ IITB, DoMS @ IITD, IITM, IITR, NITIE, NIRMA, IFMR, SIOM, SIMSR (KJ Somaiya), IBS, GLIM, IRMA, IMT, IMI, Welingkar, SIMSREE, ITM, BIM, IMI, etc. Each team for the quizzes consisted of 2 members; and 75, 70 and 75 teams each appeared for the Finance, HR and Marketing games, respectively.

Teams from Dept. of Management Studies, IIT-Madras and IIM-C won the 1<sup>st</sup> and 2<sup>nd</sup> places in *Blitzkrieg*. Teams from IMNU (Nirma University), Ahmedabad and SIBM, Bangalore won in *Gladiator*, whereas teams from IIM-C and Welingkar, Mumbai took away the accolades for *Armageddon*.



### ABHIGYAAN



### When The Cubs Fought It Out...!

Abhigyaan, an annual inter-collegiate UG level competition provides a platform for students to showcase their general awareness, communication skills and analytical skills and compete with their counterparts from other institutions. Further it facilitates interaction with SDMITes and allows prospective management students a glimpse of life on campus. Abhigyaan 2008 conducted on 24<sup>th</sup> September saw enthusiastic participation of over 114 students from various colleges in and around Mysore, including NIE, Maharajas, SJCE, Marimallappa, Mahajanana, JSS Law College, Vidya Vikas, TTL, MMK and SDM, Teresian College, and Vidhyavardhaka College of Engineering. Events ranged from Debate, Block & Tackle to Quiz. Debate provided a stimulating discussion on the topic "A new democratic regime in the U.S. will affect outsourcing to India". The Quiz tested the general awareness levels of the participants with emphasis on the Business world. If the prelims quivered the grey cells of the participants, the final round made them work overtime. Block & Tackle gauged the candidates' mental alertness, confidence and knowledge by covering topics from 'IPL' to 'Terrorism', from 'Orkut' to 'Gay marriages', from 'Tata Nano' to 'India the next Super power' wherein each candidate had to speak on the spot on the pros & cons of each issue. In this winner takes all competition, NIE emerged as the overall champions. A highlight of the day was the official launch of the rock band of SDM-IMD, Live Wire. They entertained the audience by performing hit numbers from the movie "Rock On!" The mess staff was highly appreciated by the visitors for the excellent hospitality and delicious, hygienic food. Abhigyaan 2008 drew to a close with a promise that it would be back on a much grander scale and more challenging.

## CHANAKYA- MANAGEMENT GAMES

*"To win you've got to stay in the game."*

GNOSIS forum is a students' driven knowledge forum, which conducts various activities like case study contests, quizzes, student and corporate presentations.

The ability to adapt oneself to the changes taking place in the environment and to perform consistently well is a talent in itself. And it is only people with such ability who emerge successful. The Chanakya Management games organized by the Gnosis forum aimed at testing how prepared we were to take on the corporate world. On the sunny afternoon of the 17<sup>th</sup> of September, 17 teams, each consisting of 6 participants, came together to put their managerial skills to test. The game was divided into three rounds. Each round was elimination round. In each of these three rounds only a fixed number of members of the team were allowed to participate. No member could participate in more than one round. This ensured that all members had the opportunity to contribute equally to the success of the team depending on their on areas of expertise.

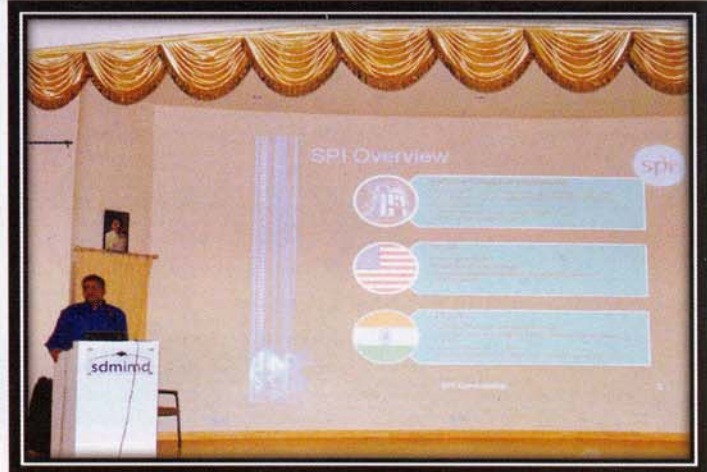
The first round, aptly titled "Treasure Hunt", required the teams to solve a riddle. The answer to the riddle was a clue to where the next riddle was hidden. These clues were hidden at various places in and around the campus. The seventh riddle was the answer to the Treasure Hunt. Any three members of each team participated in this round. Six teams were selected to move on to the next round.

"Snakes and Ladder" was the next round. For every correct answer, the team could move up the ladder by one step. They would then pick an option by lot and sheer luck determined whether they would climb to a greater height or end up being pushed back to the start line. Only one representative of the team was allowed to answer the question in consultation with the rest of the team. The questions were mainly based on current affairs. The top three teams proceeded to the final round.

In the final round, the teams were given caselets. The remaining two members of the three teams, GODs, FUEL and REBELS, had to come up with the most feasible solution and also justify the same. Prof. Malathi Sriram, Prof. J.M. Subramanya and Mr. A.R. Dwarakanath judged this round. The GODs team emerged winners.



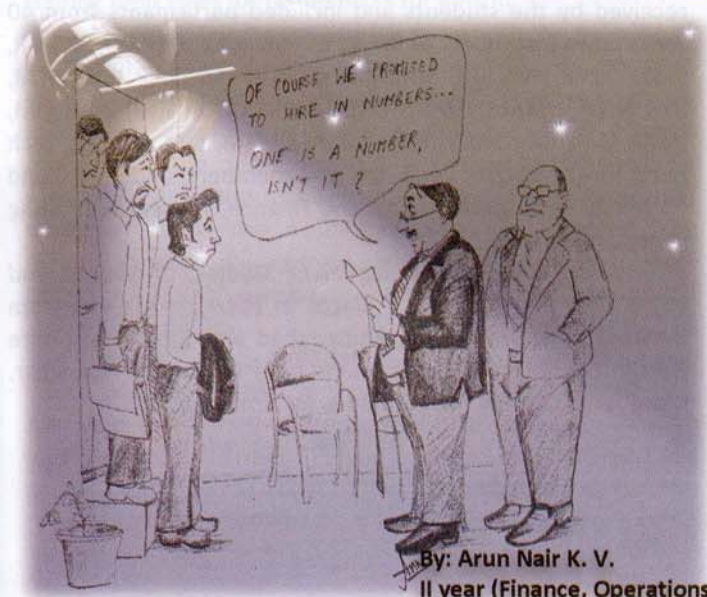
## SPI GUEST LECTURE



### *Baby steps to master strides*

The forum organized a guest lecture on the 25<sup>th</sup> of September. Mr. Siddarth Mookerji, CEO of Software Paradigms InfoTech Private Ltd, gave an insight into how to build and grow an enterprise. SPI is a SEI CMMi Level 5, an ISO 9001:2000 and a Six Sigma certified company. Mr. Mookerji shared his experiences on how he was able to build and implement strategies to make SPI more customer-centric and profitable. He threw light on the Global Delivery Model too.

## Kreative Korner



By: Arun Nair K. V.  
II year (Finance, Operations)

# HORRORSCOPE

**NOTE:** If you feel sensitive to criticism, insults, or have no sense of humour, then the Horrorscope exists especially for you.

**Aquarius:** You have just been asked to join the Deccan Mujahideens, after being identified as a complete disgrace to the nation. A trip to Siberia is a certainty on account of the human-interest project there, of which test subjects are pigs. You have lawyers clamoring to fight your case because "animal rights" cases pay the most these days.

**Pisces:** Because of your difficulty in making a quick decision, both your girlfriends are likely to dump you in the coming term. The sign of the fish, you tend to smell rotten most of the times. However, good times are ahead of you, in fact so ahead that I can see it only as a spot.

**Aries:** You are an observant person, which will probably be helpful in finding out that affair that your hubby is having with his secretary. However good news is, people usually tend to find you interesting, with that entire pink wig, fake eyelashes and leopard skin pants. Good going!

**Taurus:** The time has come for you to turn to God; spiritual "gurus" sure make a lot of dough these days. This term foresees a great deal of excitement in the form of the warden who catches u doing drugs.

**Gemini:** Hopping from person to person, you will meet an old grouchy soul. Your romanticism will take wings – and fly away. Bereft of charming skills, your promiscuity will take a hit. Disheartened and disillusioned, you will end up in a monastery.

**Cancer:** Moonlight becomes you beautifully. This is good, 'coz this term you finally land your dream job - tending to our lovely gardens, feeding the plants with your hysterical lunar laughter and crabby paranoia. Oh, did I mention that it's on night shift ??

**Leo:** Adoring friends, coz you just won the lottery, will soon surround you. Your ruling planet just spun out of the solar system, leaving your prospects rather grim. Your boss will recommend you for a promotion, after you catch him making a pass at the secretary.

**Virgos:** You are dependable and sincere. And boring... If that sounds like Surinder Singh Sahni "Punjab Power - lighting up your life ji" to you, am not surprised. Rejoice, for you get to treasure your bachelorhood this festive season.



**Libra:** You are charming and good-looking. Therefore, now is probably a good time to get that bulbous nose of yours corrected before it is "too late". You'd rather stab them in front rather than from the back.



**Scorpio:** Your veil of mystery will fall apart when people finally realize that there is nothing to be mysterious about. For those of you who are waiting to fall in love, its good going coz you will meet somebody dumb enough to take the plunge with you.



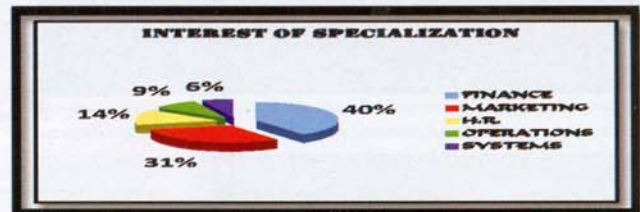
**Sagittarius:** You have been the black sheep of your family all along. However, soon this is about to change because they are planning to buy a new one. You are unlucky for your friends. But do not get disheartened. You are very lucky for your enemies.



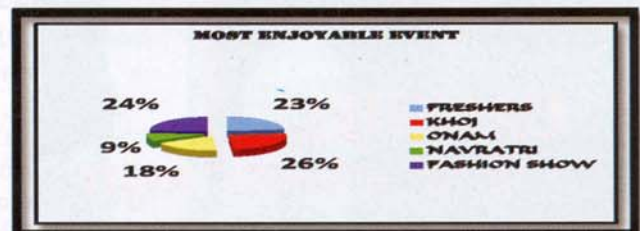
**Capricorn:** When you are not walking around saying, "teh, tch!" and swaying your head, you will get to crawl on your belly and digest insults. Good use of your adaptability, I would say. Learn to keep goat-leaping and don't stand too long – u will grow roots!

## STUDENTS' POLL

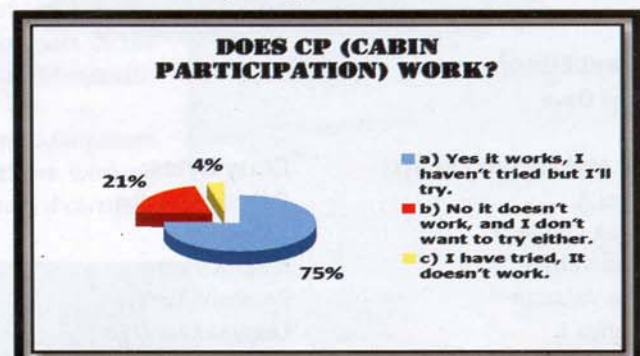
**Question 1: Which specialization are you interested in?**



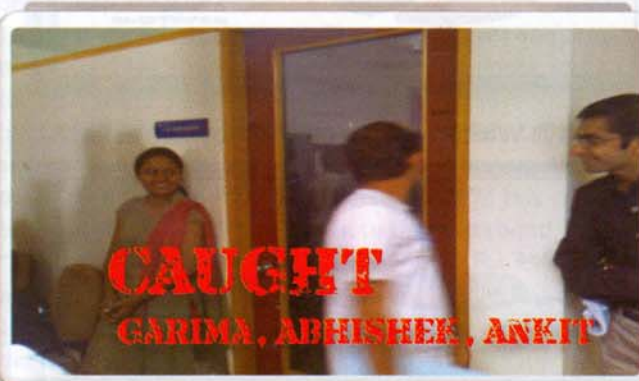
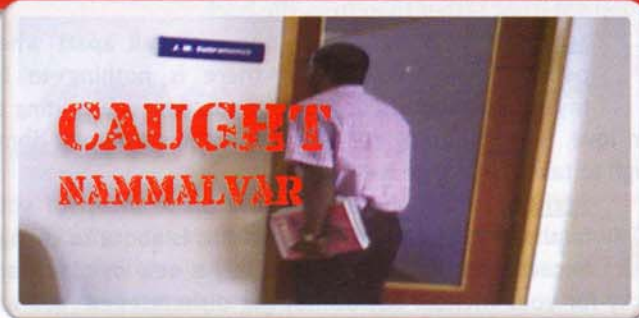
**Question 2: Which was the most enjoyable event?**



**Question 3: Does CP (CABIN PARTICIPATION) work? Does it reflect on your grades?**



CP (CABIN PARTICIPATION)-  
POLICE



CREDITS

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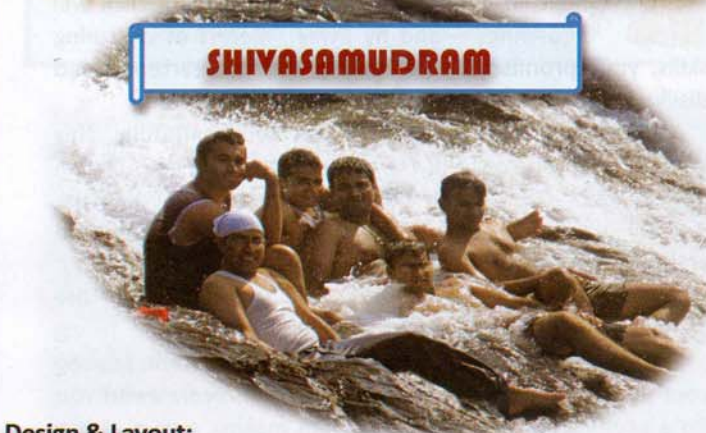
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Achievers' Corner:  
Jasveen Kaur Virk

Crazy Bytes:

Pritesh P. Lodha  
Kalyani A.  
Megha Varma  
Prashant Talreja  
Laasyaa Chadaga  
Vijitha Valsalan

some jolly moments



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