

THE B-STREET BUZZ

Term Newsletter from SDM Institute for Management Development

ISSUE: 2 March 2009

Mysore

From the EDITOR...

Dear Reader,

Our newsletter has been received well, and we would like to thank you for your support. We hope that we would be able to meet your expectations every time.

This term has been nothing short of exhilarating! While **NAISSANCE '08-'09**, an all India management fest conducted by us, was well received and appreciated, our students also participated in several management fests and emerged victorious. Festive occasions were celebrated with great fervour and gaiety, ranging from Christmas to Lohri. **Pratigam '08**, our annual alumni meet, saw many of the old faces back on campus. And the **Swarathma** performance added that extra zing into our campus life.

And now it is the Summer of '09 - the time to bid adieu to the Outgoing Batch of 2007-'09. They step out of this campus a transformed lot - with the passion to perform and the zeal to excel. The entire team of The B-Street Buzz wishes them good luck for all their future endeavours!

We welcome criticisms and suggestions. Do write to us at: newsletter@sdmimd.ac.in

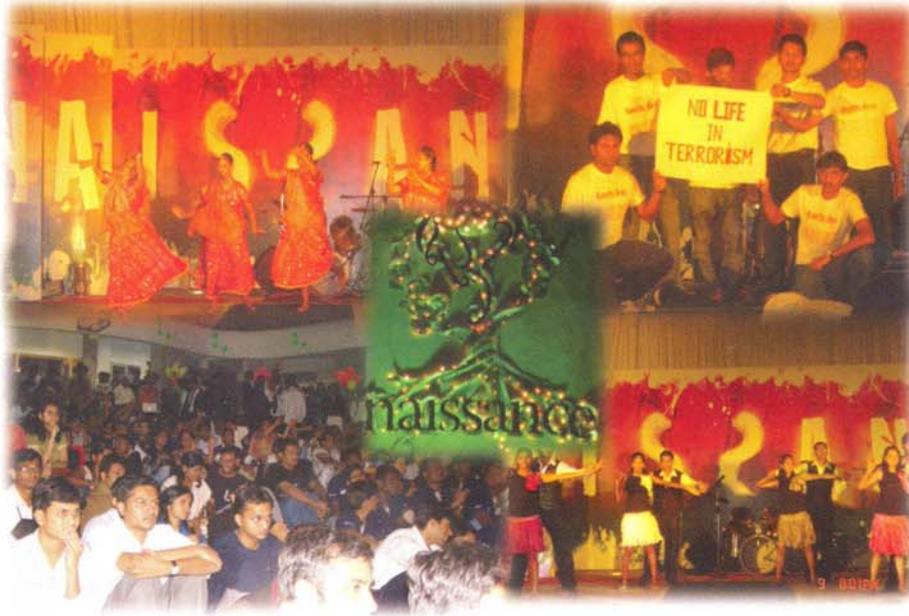
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THE CLASH OF THE B-SCHOOLS!

Naissance '08-'09 proved yet again that it's one of a kind!

The success of any fest can be measured in three ways. Firstly, by how entertaining it was for the spectators; secondly, by the learning that the participants have gained and finally, by the sense of satisfaction that the organizers feel. And when the scores of these three are as high as possible, the show can be said to have "rocked". **Naissance 2008-'09**, which was spread over three days from 8th to 10th January 2009, did just that! Naissance, which means birth, is a platform for B-school students to groom themselves into future managers of the business world by putting their learning and presence of mind to the ultimate test.

Naissance saw over 15 elite B-schools from all over India like Alliance Business Academy, ICFAI Business School, Indian Business Academy, Amrita School of Business, TAPMI and many more, vying against each other to bag the top honours. In the three-day fest, SDM IMD became the battleground for more than 150 participants eager to prove their mettle. And with prizes worth Rs. 1.75 lakhs up for grabs, who would give up without a tough fight! **Magistry**, the online quiz, was the hot favourite among B-Schools and Corporates alike. It had participation from Infosys, TCS, all six IIMs, IMT, IRMA, NMIMS, SIBM, SIOM etc.

The fest was inaugurated by Mr. Siddharth Mookerji, CEO, Software Paradigms InfoTech Pvt. Ltd. on the 8th of January. As the twilight set in, the Amphitheatre came alive thanks to the vibrant skits and graceful dances put up by the teams for the first event "**Regalio**". The DJ-nite provided a perfect finish to the electrifying day.

The Clash of the B-Schools!

The next day saw events of a more serious kind. If *Magistry*, the online quiz, tested the intellect, conviction and persuasive powers of each team as they not only had to compete with but also cooperate with their competitors, the operations game, *Dexterity*, tested their skills in forecasting, cost minimisation and optimum usage of resources. *D-Street* was a battleground for savvy investors. The future entrepreneurs presented their business ideas in *Equinox*, the B-plan Contest. The Corporate quiz, *Concurso*, made the participants rack their brains while *Humanoid*, the HR game, helped them flex their muscles in the "Outbound" activity. In *Savoir Faire*, the Finance Game, the participants had to "bid" to get a turn to answer and in *Ignite*, the Marketing game, the teams were surprised to learn that they had to find faults with the ads they had prepared. *Kriti*, the Systems game, had the contestants searching for hidden folders (virtual treasure hunt) while in *Alchemist*, the Best Manager event, they were stunned



The band 'Chilli Potato' came up with a splendid performance.

by the goof ups in the proposals which "they" had submitted!

After a tough day at the "field" for the participants, it was time for them to sit back and relax and let the hosts entertain them. If the graceful salsa for the melodious number "*Pehli Nazar Mein*" had the audience stunned, the medley of old Hindi numbers performed by the "Desi Girls" brought the audience up on their feet. The fashion show had the audience completely enthralled! The Rock show by the Bangalore-based band, *Chilli Potato*, was a perfect dessert after a sumptuous dinner. The finals for the various events were held on the third day.

ICFAI Business School, Bangalore emerged as the overall champions thanks to their victory in the *Alchemist* and *Regalio* events.

Naissance would not have been a success but for the efforts put in by all the *SDM*-ites. Hospitality, one of the hallmarks of *SDM*, was yet again appreciated by all. The fest ran smoothly thanks to the meticulous planning of the events and the co-ordination between the various committees. Many days of hard work and sleepless nights had finally paid off. *Naissance = TQM* - this compliment given by one of the participants says it all!

The three-day event was sponsored by Millipore, Maruti Suzuki, Reid & Taylor, Strides, Yo Bykes, Vodafone, VLCC and many more. The media partners were Star of Mysore and 93.5 S FM. *Naissance* bid adieu with a promise to return in a more exciting and grandiose manner. Watch out for the next edition!



Back To The Nest...

It was tears of joy and feelings of nostalgia at the 15th Alumni Meet: PRATIGAM '08.

Pratigam, which was held on the 3rd and 4th of January 2009, lived up to its meaning ("to visit again") with over 115 alumni returning to the campus. This being the 15th annual meet, special care had been taken to make it a grand success. The inaugural ceremony updated the alumni on the various activities on campus. This was followed by a series of excellent cultural programs that showcased the vibrancy of our students. The alumni enjoyed the show not just as mere spectators, as they too were engaged in various fun activities ranging from a mock fashion show to live performances. The exquisite setting of the Amphitheatre provided the ambience to set their mood going and the spectacular fireworks completed the show. The sumptuous banquet arranged in the basketball court complemented the mouth-watering high-tea of the evening and provided them with the energy to dance to the thundering music of the DJ night that followed into the wee hours of the morning. The sports events organized between alumni and students kept the momentum going the next day. The finale was a Track Session where a panel, consisting of some of the distinguished members of the alumni, interacted with the students and provided valuable insights into the corporate world. The decorations, the games, the food, and the culturals – everything helped them recall the flavour



Mr. Arun Padaki, President, Alumni Association, addressing the gathering.

of life on campus and jogged them down memory lane.

ACHIEVERS' CORNER

It's raining prizes this term!

For the SDM IMD family there was a lot to cheer about this season. It was not just because of the phenomenal success of *Naissance* but the number of prizes the students won. The urge to win and prove themselves took our students far and wide and what more, they achieved what they set out to do! SDM IMD won 5 OVERALL championships, definitely a feather in the cap! The students had to face stiff competition from their counterparts from IIM-L, IIM-B, XLRI, SP Jain, IIT Delhi, IIT Chennai, IIT Mumbai, IFMR, FMS, XIME, VIT, LIBA, NMIMS, ICFAI Business School Hyderabad, IMI Delhi, TAPMI, BIM, Alliance Business School and many more reputed B-schools. Kudos to all winners and participants!

Megabucks 09, IIT Kanpur (Jan. 08-11, 2009): (Behind: L to



R) Shashank Singh and Vinay Wadhwa (L to R) Kapil Kapoor, Ashish Chadha, Ashok Kumar and Anubhav Jain. Won 1st place in Strategy Ad and 2nd in Marketing &

Case study Contests.

Kurukshetra 09, Manipal Institute of Management, Manipal (Feb. 27-28, 2009): (Standing: L to R) Aquinas Prem S., Deepthi Poduri, Supriya H. G., Sushma N., Y. R. Ramakrishna, Vineeth K. B. (L to R) Swati Bansal, Shwetha Rao, Sudev D., Thrishul Mahesh and Nandini Shetty won the OVERALL Championship.



DIAKRISI, Mount Carmel College, Bangalore (Jan. 22-23, 2009): (Standing: L to R) Srinivas K., Sudev D., Chinmoy Abhijit, Arvind Patil, Tejasvi Nathan, Shreyas R. V., Anil Jagadish (L to R) Marimuthu P., Aquinas Prem S., Y. R. Ramakrishna, Harshil Dave, Nithin S. and Bhautik Shah emerged the OVERALL winners.



Archish 09, Indian Business Academy (IBA), Bangalore (Feb. 28-Mar. 01, 2009): (Standing: L to R) Debojyoti Banerjee, Abhishek Kumar Sinha, Nelson Jacob, Zubair Beg,



Saurav Chakladar, Amit Kumar Sharma, Abinash Padhi, Vinay Pujari (L to R) Rachana Priya A., Hardik Jain, Utsav Shah, Prashant Bayeti, Reema Kawatra, Rohith Kodgi, Suresh S. won the OVERALL prize.

Atharva 08-09, TAPMI, Manipal (Jan. 09-11, 2009):

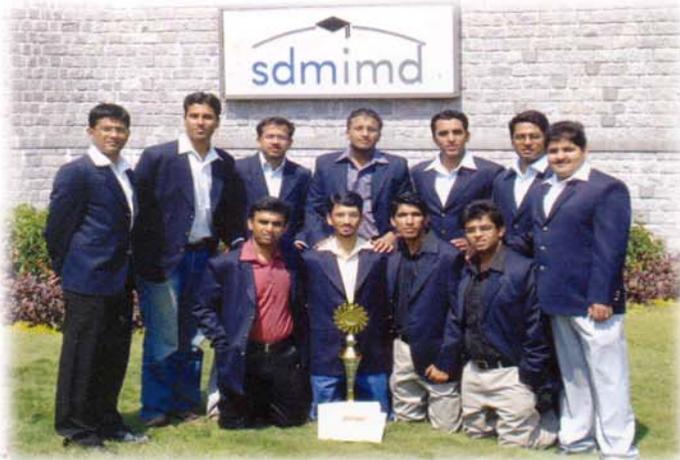
(L to R) Pratik Shah, Mahesh M., Prashant Talreja, Vishal Shanghavi, Pradeep Keerthi and Subrahmanya Rao N. S. Won 1st place in Retail & Finance Games and 2nd in Litrary Game.



ACHIEVERS' CORNER

Pragati 09, Amrita Business School, Coimbatore (Feb 13-14, 2009):

(Standing: L to R) Srinivas K., Tejasvi Nathan, D. Mallikarjuna, Y.R. Ramakrishna, Sudev D., Naveen Panwar, Anil Jagadish (L to



R) Nithin S., Shreyas R. V., Arvind Patil, Rohit Rao won the OVERALL championship.

Cura, NIT Warangal (February 6-7, 2009): (L to R) Hari Shankar Karanam, Ramesh Akula, P.N.K.Sagar, D. Mallikarjuna.



Won the 1st prize in paper presentation (Systems & Operations).



Abhyudaya 09, IFMR, Chennai (Feb. 04-05, 2009): (Standing: L to R) Kalpesh Vasvani, Suresh S., Subrahmanya Rao N. S. and Edwin V. (L to R) Prashant Talreja and Pratik Shah. Won 3rd Prize in Finance Game.



Perceptions 2009, M.S. Ramaiah Institute of Management, Bangalore (Feb. 28 - Mar. 1, 2009): (Top: L to R) Kapil Kapoor, Yashaswi M., Jithin, Mercy Susan Paulose, Ankit Duggal, Vinay Wadhwa (L to R) Jain Amit Manraj, Ankush Jain, Vishal Shah, Pritesh Lodha, Sagar Ostwal (Bottom: L to R) Pratik Shah and Prashant Talreja won the OVERALL Champions Trophy.



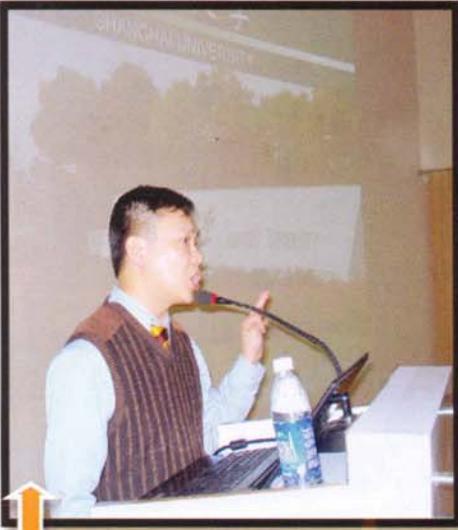
Magnum Opus 09, Benaras Hindu University (IT BHU) (Feb 19-22, 2009): Ramachandra Rao J. V. S. and Varun Kumar B. won Second Prize in Paper Presentation Contest.

CHRYSALIS 2009, LIBA, Chennai (Feb. 28 - Mar. 01, 2009): (Standing: L to R) Kevin Mathew Jacob, Siby Daniel, Ashish Trivedi, Shamil Sathar E. Nidhin V. C., Pramod D. N., Suraj Shekar, Maruthi Pani Kumar (L to R) Edwin V., Joseph Robert,



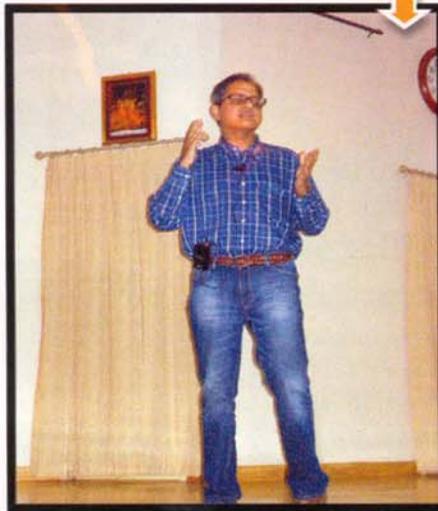
Mahesh M. and Anish O. Kuruvilla. Won 1st place in "Role N Play" event and 2nd place in "Pit Boss" event.

... From the Corporate World



January 30th 2009: Mr. Tony Koo addressed the students of SDM IMD on the International Student Exchange Program offered by Shanghai University. He spoke about the academic program, the facilities available and student life at the Shanghai University.

Dec. 21st, 2008: Mr. Ninad Karpe, Managing Director (India & SAARC) CAT Technologies Pvt. Ltd. had a captive audience during his talk - "How to sell a Ferrari to a Monk?" He presented new insights into various marketing strategies in his inimitable style.



Dec 27th 2008: Mr. Venkatesh Natarajan, GM - IT, Ashok Leyland, Hosur, in his talk "Leveraging IT for Competitive Advantage the Ashok Leyland Way" elaborated on the benefits of IT and provided a live demonstration of IT usage at Ashok Leyland.

... CAMPUS CHRONICLES

It was an evening of tears and cheers as the second year students walked into the auditorium on 11th January 2009 for their farewell. The batch of 2007-'09 was a nostalgic lot as they recollected their bittersweet memories in this beautiful campus. The festivities started off in the auditorium with the beloved faculty addressing their departing stars. The farewell video helped them relive their memories - the days gone by, the places, the people... by the end of it, one could see some of the seniors openly choke, while the others tried to hide their tears behind smiles.

On a lighter vein, we had the 'Not-so-Noble Awards' and the categories for the "awards" ranged from "The Loudest Person" to "The Best Hair". What made it hilarious was the fact that those having diametrically opposite characters walked off with the awards, which were mostly very "thoughtful". This was followed by a string of cultural events, which ended with the much beloved *Koole Boyz* doing their last performance on stage - a rib-tickling skit that cracked up everyone. Finally it was time for the mementos, which affirmed that every person in SDM IMD is special and has a place in our hearts. The night was still young as the seniors danced away to their last DJ night on campus...

FAREWELL '09

The highlight of the day was the 'Not-so-Noble Awards'.

DASVIDANIYA



SWARATHMA : THE SOUL OF MUSIC

The name itself sets a rather tall order, leaving one wondering if they can live up to it. However, the 2nd years were fairly bubbling with anticipation, knowing what we were all in for (owing to the band's previous performance in Naissance '07)



and what followed was no great surprise. Well, let's just say, they came (on 13th Feb.), they performed (with abandon) and they conquered (everyone in sight). "They" being the best Hindi rock band in the country. The bellowing masses who sang along (completely out of tune) to the tracks of *Jaana kahaan hai mujhe* and *Pathe saare* could be mistaken for nothing other than heartily appreciative. Swarathma proved that music transcends all barriers when they managed to get a largely non-Kannada crowd to lustily roar out *Aaguthidenodu*. All in all, it was every head banger's dream come true.

CAROLS, CAKES AND CHARITY

Come December, and one awaits the celebrations and merriment of X'mas. And X'mas at SDM was in full form - the X'mas tree, the Carol singing great day saw the shy singer. The eve began with a narration of the Then it was time 'choir' of our Spirit of Christmas rendition of Carols like *Silent Child*. Santa made true to his style, had his bag of goodies to give away!

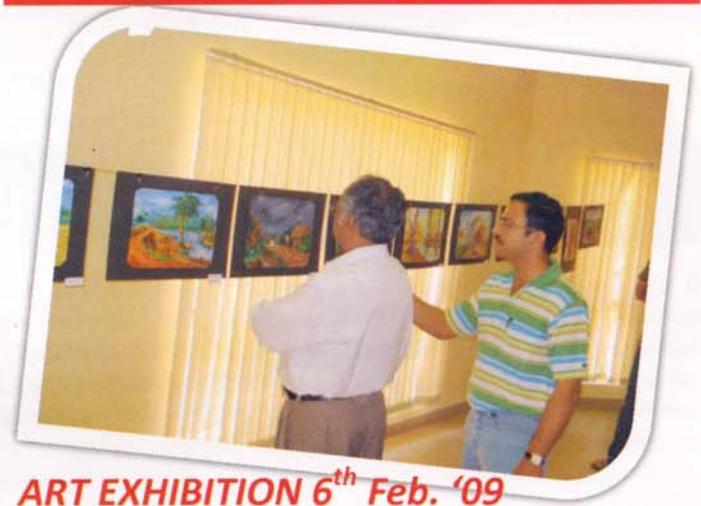


crib and the stars. sessions prior to the awakening of many a celebrations on X'mas simple yet poignant legend of Christmas. for the wonderful campus to kindle the with their enthralling popular Christmas *Night* and *Mary's Boy* a grand arrival, and



Cakes, juice and games followed. The evening ended on a wonderful note as the money collected from the games was being donated to charity... truly the Spirit of Christmas.

MEET THE PICASSOS OF SDM IMD!



ART EXHIBITION 6th Feb. '09

Budding artistes on our campus showcased their skills through an exhibition. The real life images portrayed by Arun Nair struck a chord in many a heart. His works, which were in oil as well as water, were mostly depictions of commonplace events, but they kept the onlookers captivated as they transformed into works of art with his strokes. Vineeth Narayan had his pencil sketches on display which mesmerized the viewers for its attention to detail and imagination. While a few were thought provoking, some others were "Imagination Blitzkrieg". Vriithi Chandramani had her works in water colour as well as sketches on display. The confident strokes could easily deceive one to believe that it was the work of a professional.

... CRAZY BYTES

Whacky WISDOM!

In 1933, Mickey Mouse, an animated cartoon character, received 800,000 fan letters. *But none of them were from mice!*

There are 35 million digestive glands in the stomach. *But still we suffer from constipation!*

Venus is the only planet that rotates clockwise. *But unfortunately clocks aren't sold in Venus.*

More than 90% of plane crashes have survivors. *And of them 90% are pilots with their respective parachutes.*

Coca-Cola was originally green. *But due to global warming and increasing carbon emission it is black now!*

Whales die if their ecosystem fails. *Females die if their economy system fails!*

Native Hawaiian women were not allowed to cook. *Because no insurance company exists in Hawaii!*

The age limit for marriage for boys in India is 21 and to vote is 18. *Because it's easier to manage a nation than a household!*

Management Fundas!

"You have done a great job." means "More work is to be given to you".

"We will do it." means "You will do it".

"We are working on it." means "We have not yet started working on the same".

"Tomorrow first thing in the morning." means "It's not getting done, at least not tomorrow!"

"We are on the right track but there needs to be a slight extension of the deadline." means "The project is screwed up, we cannot deliver on time".

"After discussion we will decide. I am open to others' views." means "I have already decided, I will tell you what to do".

"We had slight differences of opinion." means "We had actually fought".

"Well, family is important; your leave is always granted. Just ensure that the work is not affected." means "Well you know..."

"We are a team." means, "I am not the only one to be blamed".

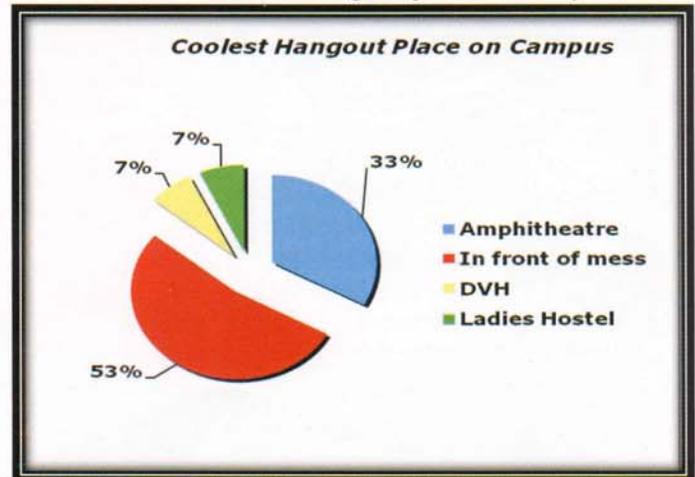
"That's actually a good question." means "I do not know anything about it".

"We need to find out the real reason." means "Well, I will tell you where your fault is".

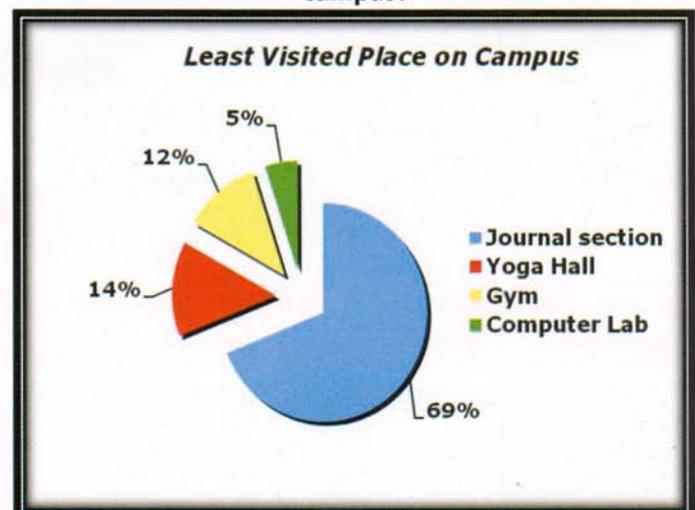
"All the Best!" means "You are in trouble".

STUDENTS' POLL

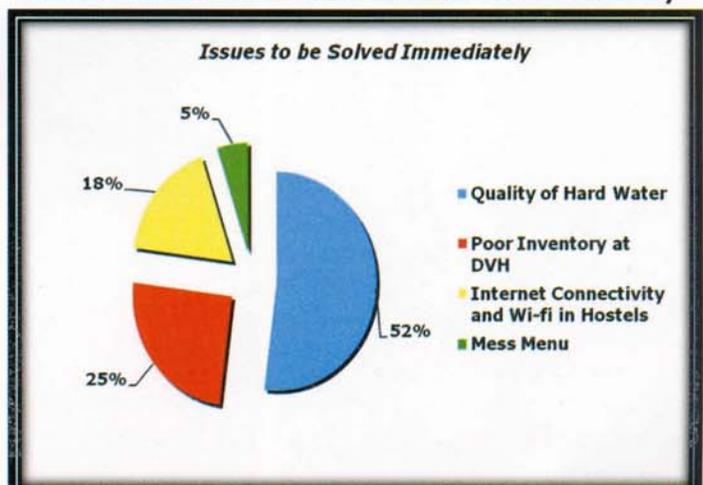
Which is the coolest hangout place on campus?



Which of these places have you visited the least on campus?



Which of these issues needs to be solved immediately?



Say CHEESE!



25th Jan. 2009:
Grandmasters from
the corporate world
in action at the
Matrushree
Rathnamma
Heggade Memorial
Corporate Chess
Tournament in SDM
IMD.



17th Jan. 2009: SDM IMD Cricket Team at
Infosys, Mysore for a friendly match.



Pongal o Pongal!



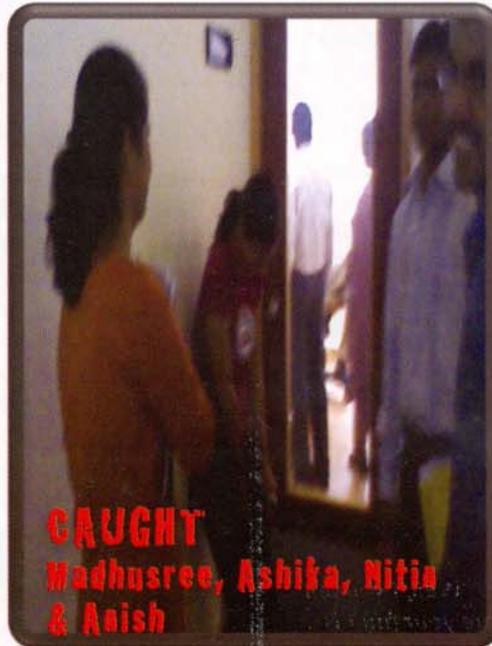
Enjoying the
warmth of
the fire
during Lohri
Celebrations



GP (GABIN PARTICIPATION) POLICE!



CAUGHT
Prashant Talreja



CAUGHT
Madhusree, Ashika, Nitin
& Anish

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