



B S T R E E T B U Z Z

The all new **BSTREET**

BUZZ brings you:

- Faculty Bytes
- Reader's section
- Jargons unveiled
- Ad-Busters
- Achiever's corner
- SDMIMD snippets

*“I don't analyze my bank balance,
I don't analyze my life. They are
two things there is no point in
analyzing” ~*

Prof. Ramesh Venkateswaran





Prof. Jojo Joy N
MA (CIEFL), PGDM (XIMB)

Prof. Jojo Joy has 5 years of teaching experience in India and abroad. He also had a brief stint (1.8 years) with the industry where he headed a mobile banking firm. He teaches Sales & distribution management, Consumer Behaviour, Retail and Rural marketing.



Dr. Sri Lakshminarayana. G.
M.Sc., (PhD)

Prof. Sri Lakshminarayana has three years of teaching experience. He is a Gold medalist in Master's Program and has fellowship recognition from University of Mysore and University Grants Commission (UGC) during his Doctoral Program. He teaches Quantitative techniques and Operations research.

CENTER FOR ADVANCED LEARNING

The "Centre for advanced learning", a student initiative was established on 16th of June 2011 so that students can apply classroom lessons into the real world of management.

The mission of 'CAL' is to "learn, share and achieve" and it provides a platform to apply "Classroom learning" in the real world scenario, thereby students learn by sharing knowledge and come closer to their ultimate goal of being "The Best Manager".

The three branches of CAL are:

Student activities: - CAL organizes case study competitions where participants apply various concepts in solving real life cases. The first case study competition was on the adoption model of the Mysore zoo.

Helping hands: - This branch of CAL focuses on creating awareness on social and ethical responsibilities among management students.

E - Cell: - The Entrepreneurship cell aims to bring out the creativity and entrepreneurial skills inside each student. The various events organised by E-cell are focused towards learning.

ACHIEVERS' CORNER



From left to right: Ragunandan VR, Srikan C Rai, Prof. Ramesh Venkateshwaran, Swosti Panda and Vaishnavi S

SDMIMD students Ragunandan VR, Vaishnavi S, Swosti Panda and Srikan Rai attended the **Association of Brics Business Schools (ABBS) Case Competition** held in **Guangzhou China on 26th March**. They competed with teams from India, China, Brazil, Russia and South Africa. Swosti Panda and Srikan Rai from the second year won the second prize for their case on the **SKDRDP** Initiative.

Swosti Panda from second year won the "Gold medal" in the "Best Student Paper Award" category for her paper titled "Ethics, values and culture building in management education" in the 23rd **AIMS** (Association of Indian Management schools) annual management education convention held at Bhubaneshwar, Orissa.

Amulya Kulkarni attended the **INTERNATIONAL YOUTH FORUM SELIGER 2011** which seeks to set up a global platform to bring young minds together.

VISITORS TO CAMPUS:

- B.R. Pai, M.D., Vijaya foundation
- Aroon Raman, chairman, CII
- K.Balasubramanian, Director,PTI
- Prof.Sukesh Kumar B.R., IBS Bangalore
- R.Sridharan, Institute of company secretaries of India
- Dr. Sriram, University of North Carolina
- Mr.R.S.Dasa, ISKCON Mysore
- Mr.Adivit Sahadev, CEO, ODigMa
- Prof. Lilach Nachum, Baruch College
- Mr.Ravi Kandikonda, O&M

B-STREET BUZZ

TERM NEWSLETTER FROM SDM INSTITUTE FOR MANAGEMENT DEVELOPMENT

ISSUE: October 2011

A visit to Dharmasthala: Induction to the SDM family!



The newly joined batch of 2011 was introduced to the SDM tradition with a trip to Dharmasthala, as a part of the induction program. The two day trip was packed with learning, fun and was an experience worth remembering for them. During the course of the two day trip, the students visited the Shri Dharmasthala Manjunatheshwara Temple, the Yoga and Nature Care Centre at Ujjire, the Ratna Manase Kannada School run by SDM, Chennakeshava temple at Belur, the Car Museum and Manjusha Museum. In the Annapoorna hall of Shri Kshetra Dharmasthala, cooking is done with the help of modern amenities and utensils without compromising on quality and hygiene and thousands of pilgrims are fed every day. The students were amazed at the quality of the food, the cleanliness of the kitchen and how efficiently the kitchen was managed. The students also had the honour of interacting with the SDM trust's chairman Dr. Veerendra Hegde. His humility and patience left the students dumbstruck. The visit to the magnificent Chennakeshava temple at Belur gave an insight into the vast reservoir of culture, heritage and mythology in Karnataka. The two day trip educated the students about the various charitable organizations run by the benevolent SDM trust and also threw light on the rich cultural heritage of Karnataka. There surely couldn't have been a better way to welcome the batch 2011-2013.

FROM THE EDITORS:

Dear reader,

Welcome to the pages of B Street Buzz- the termly newsletter of SDMIMD. Leaders are changing everywhere. Fresh minds are now stepping into the shoes of the yesteryears' leaders.

The man who revolutionized the way we see technology –Steve Jobs passed the baton of leading Apple to Tim Cook. Similarly Narayan Murthy -the pioneer of software revolution in India stepped down from the throne of Infosys. At SDMIMD too our charismatic director Prof. Ramesh Venkateswaran handed over the job of heading the institute to Prof. Nurani Parasuraman. B street Buzz interviewed the charismatic director. He gave us insights into what life and success mean to him.

The recent times have been witness to many events which have had enormous impacts. America being downgraded, the iPad creating ripples all across the world have been the talk of the town. B Street Buzz makes a humble attempt to put together all of these events in our new section "*The Buzz in the B-Hive*"

From this edition onwards we will also bring you the "*Readers' Section*", wherein we will have contributions from all of you, latest in the world of business, technology, B Schools and lots more. We hope you enjoy this issue. Your criticisms and opinions are welcome.

Do write to us at

Bstreetbuzz@sdmimd.ac.in

FROM THE CORPORATE WORLD

Mr. Advit Sahdev, CEO of ODigMa (Online Digital Marketing), Bangalore, delivered a talk on "Opportunities in Social Media" at the SDMIMD Auditorium on 25th July, 2011. He educated the audience on how social media is predicted to be the next big thing in marketing circles. He enthralled the audience with examples of how social media marketing works. He educated them about how Odigma uses the power of Facebook to brand companies. He also told the audience about the various career opportunities available in the world of social media. He thus concluded by saying that social media is a platform for companies to advertise in the most innovative and effective way.



Mr. Advit Sahdev, CEO of ODigMa



Mr. Ravi Kandikonda, Partner, CRM ,Oglivy & Mather

Analytics- a perspective

How do you statistically relate two things as distinct as Soccer World Cup and Engine oil? Students at SDMIMD discovered this and much more about analytics and CRM as Mr. Ravi Kandikonda, Partner, Head, Global Hub for Analytics and CRM at Oglivy and Mather delivered a talk on the topic "The Evolution and Growing Importance of Analytics in Industry" on 2nd of August. The speaker also stressed upon a big idea that advertisement firms look out for; citing wonderful examples like NIKE Trackball campaign and i ball concept for Lenovo. The speech was conducted by Gnosis as a part of 'Nexus-Corporate Speaker Series'.



Mr. Sriram Kalyanaraman, Director, Media Effects Lab

"The Media Effects Approach to Communication Technology"

The speaker is the Associate Professor and Director, Media Effects Laboratory at the School of Journalism and Mass Communication, UNC. He elaborated on the essence of the effects of media in everyday life. There are 3 components to media: how media makes us think, how it makes us feel and how it makes us behave. The crux of the talk, however, was Human Computer Interaction which he felt should be replaced by the term Human Technology Interaction because the desktop computer has graduated into PDAs and cell phones are enabled with the latest technology. Perception of information varies between individuals. The degree of interactivity of the windows has a direct bearing on the absorption of information. Personalization is the order of the day. Nonetheless, a major challenge is the level of customization that users expect. The talk was relevant to the changing media scenario and Mr. Sriram made it interesting by actively involving the audience in the discussion.

FACULTY BYTES

THE MAN FOR ALL SEASONS!

With Prof Ramesh Venkateswaran stepping down as the Director of the SDM Institute for Management Development, B Street buzz tries to explore the other side of one of the most admired and loved faculty of the institute. A tete-a-tete with the "Man for All Seasons" as he is popularly known!

With his trademark charisma he starts with telling BSB about what is going on in his life

RV: Well, Life has been hectic, very hectic. I just finished teaching a class at JIM-B, conducted training programmes and have been involved in the NPC 'Customer' to improve customer service, And I'm playing Golf.

BSB: You have achieved significantly in your career both horizontally and vertically. Have you analyzed your career like that?

RV: I've never analyzed my life or career; I have always tried to be in the present. Just do what you are doing with whatever energy you have; the path just takes you and throws up opportunities. I don't analyze my bank balance, I don't analyze my life. They are two things there is no point analyzing.

BSB: What would u have been if not an academic or a corporate honcho?

RV: I would have probably gone into serious sports. I used to play serious sports in college. May be into sports administration, I was a qualified tennis umpire, may be into one of those ATP circuits, who knows! No idea!

BSB: What is the biggest challenge you think today's manager faces?

RV: I think the biggest challenge in today's world is actually there are two: May be they are linked may be there are not, I don't know! The first thing is integrity, to be true to your conscience, it's the biggest challenge. Then the task is to know what you want from life and what you are capable of doing rather than chasing somebody else's dream. The real challenge is to find happiness, I think you people will find it very difficult.

BSB: What is 'Marketing' for you?

RV: Marketing is "getting your ideas across to people in a manner that makes sense to them".

BSB: What is the one thing positive and the one thing negative about our Generation?

RV: Nothing bad in the generation, the gap always remains. 100 yrs ago, it was the same. The positive side: you people have such phenomenal opportunities; you have many choices!

Negative: The real challenge that you will face is trying to figure out what you all want!

BSB: The one brand you have always admired and you always will?

RV: Apple! I'm a Mac fan! What do I do! I think it's brilliant. That's all there is to it!

Favorite five

Movie: Sholay (If you want me to be different)

Song: Imagine (John Lennon)

Actor: Rod Steiger

Book: Ah there are so many! Good question, my favourite book right now, I'm reading Harry Potter and The philosopher's stone!

Cuisine: Anything vegetarian

BSB: If you could be a superhero, what powers would you want?

RV: Oh god! I don't want to be a superhero. Why do you want it? What do you get out of it! I don't know. I am not even sure it's a good thing. I am a very laidback fellow. Superheroes come with a lot of pressures on them if at all, I would like to be Rajni, because he always wins at the end, nothing seems to bother him.

BSB: What do you miss the most about Mysore?

RV: The college, the students, spending time with all of you!

BSB: What do you think about BSB?

RV: I think it's a nice peppy magazine and I think you should continue it in a peppy way.

It's a great initiative and it should be more frequent if possible.



Rapid fire

Sustainability: Oh God! That's a long word!

Corruption: Kill it!

Love: Let there be lots of it!

Apple: Wow!

Man for all seasons: The ultimate! Brilliant!

Facebook: Scary!

-Interview by Dhivya V.

Campus chronicles



Dancing to the beats on Khoj night

KHOJ and Fresher's Day

As the new academic year rolled out, apprehension and scepticism gave way to some out of the ordinary talent show by the fresh bunch of students. The Fresher's Day was clubbed with the Talent Hunt event "Khoj". As part of the fresher's day, the 1st year students were divided into several groups and given topics to base their skit on. This event brought out the hidden talent in many students and proved to be a platform for interaction amongst them. The on-stage events of Khoj saw the birth of numerous talented singers and dancers and the theme-based

fashion shows were a treat for the eyes. For the stage-shy ones, opportunity came in the form of off-stage events spread over 3 days Rangoli, Face-painting, Tattoo Painting, Calligraphy, Poetry writing, Creative story writing, Best out of waste, Painting/sketching to name a few. The long eventful day came to an end with the entire college dancing away into the night.

Hard sell- "Selling" the hard way!!

Have you ever thought of selling rock music cd's to Shri Shri Ravishankar, or selling sand to an Arab or a mini skirt to Mayawati? The students of SDMIMD did all this and much more in "Hard Sell". The event was organized by Gnosis- the knowledge management team of SDMIMD. Students from both the second and the first year showed up in large numbers to participate in the event. They entertained the crowd with their active imagination. The event was judged by Prof. Jojo Joy and Prof. Lakshminarayana. The teachers provided valuable feedback to the contestants. The first



The winners of Hard sell with Prof. Jojo Joy

place was won by team Gagnets comprising of Rahul, Harini, Azeem and Nijo and the second place was won by team Jobless comprising of Ankur, Aashith, Arunkumar and Harsh. The event turned out to be fun as well as a learning experience and has been etched in everyone's memory.

Management quotes: if you pick the right people and give them the opportunity to spread their wings and put compensation as a career behind it- you almost don't have to manage them.

-Jack Welch

Campus chronicles



Team games on sports day

Sports Frenzy at SDMIMD!!

On the bright Monday of 22nd August 2011, SDMIMD celebrated sports day. The sports committee along with Mr. A R Dwarakanath conducted the sports day very well. The day comprised of team games such as football, volleyball, cricket and basket ball where the 1st years and 2nd years played against each other and displayed wonderful performances. The 1st year students won the football and volleyball matches while the 2nd year students won the cricket and basket ball matches. The day also included team and individual events like Tug of War, Three

Legged Race and Relay Race. In the Tug of War event, 2nd year boys won against the 1st year boys while 1st year girls defeated the 2nd year girls. In the individual events, the 400 metre Race (boys) was won by Prasad Krishna, the 200 metre Race (girls) was won by Elizabeth Betsy, the 200 metre Race (boys) was won by Shylesh V. The crowd was as involved in the events as the participants themselves, with unflinching enthusiasm, none of which would have been possible without the sports committee and Mr. Dwarkanath.

Forex Maze Coz Numbers Matter!!

"The Finance Club" of SDMIMD, Mysore re-launched itself as "FINACLE" with a new twist in 2011. The Finance club was established in 2008 to enhance the knowledge base of SDMites in the fields of Finance and Economics. Its inaugural event "FOREX MAZE" conducted on the 3rd of August was a virtual currency exchange event.

The event was a huge success with over 40 teams participating. The scene resembled "Dalal Street" of the early 1990's with people scurrying around to get the best of conversions possible before the rates fluctuate. The auditorium brimmed with enthusiastic finance lovers engrossed in their own worlds to get the best rates. In the end, team Tarun A and Arjun S from the second years and team Ashiq N and Krishna KJ from the first years emerged as clear winners in an event that brought all the finance wizards of SDMIMD together.



Th new logo of "Finacle"

Management is efficiency in climbing the ladder of success. leadership determines whether the ladder is leaning against the right wall.

-Stephen Covey

The Buzz in the Business-Hive!

European crisis & Downgrading of Italy!

With the euro staggering from one crisis to the next, the 17 euro-zone nations are facing some tough times. A sharp contraction in global economic activity blew up public finances in the Euro Zone, specially the peripheral economies of the Euro Zone. Greece is likely to default as they tried to agree on a scheme to encourage private and public sector bond-holders to swap existing Greek bonds for new, longer-maturing bonds, thereby giving the country more time to pay them back.

Standard & Poor's cut Italy's credit rating A/A-1 in a surprise move that increased strains on the debt-stressed euro zone, and the International Monetary Fund stated that Europe's leaders were failing to act decisively to resolve the crisis. Italy's one-notch downgrade, citing poor growth prospects and political instability, was ominous for the global economy and would add to mounting strains on European banks as talks to avoid a Greek default drag on.

IMF Cuts India's 2011 Growth forecast on 'Sluggish' Investment:

The International Monetary Fund cut its India growth forecasts for this year and next because of weak investment and a faltering global economy. Corporate investment in the second half of the fiscal year ended March 31 dropped 43 percent compared with the first six months of the year, according to India's central bank. The IMF reduced its forecast for global expansion and predicted "severe" repercussions if Europe fails to contain its debt crisis or if U.S. policy makers reach an impasse over a fiscal plan.

The key challenge for policy makers is to bring down inflation, which is running close to double digits and has become generalized. The IMF said that in economies like India and Vietnam, the real cost of capital is at "historical lows" because of "elevated inflation" and that inflation expectations are "inching up."

"In these economies, the monetary tightening phase needs to be sustained for as long as the baseline scenario prevails," the IMF said.

Legacies left behind!

N R Narayana Murthy today stepped down as Chairman of Infosys, bringing the curtains down on his 30-years of illustrious innings at the helm, even as he sought to inspire the new leadership team and the employees to take the company to greater heights. Murthy will hand over his role to KV Kamath, who has been an independent director on the Infosys board since May, 2009. The iconic leader has a vision of seeing Infosys as a USD 600 billion company in the coming years.

Tim cook taking over Steve jobs!

With the man who got synonymous with Apple stepping down as the CEO, and the Apple INC. stocks losing their value, Tim cook is in a tight spot to keep up with the expectations that a legacy has left behind! As experts put it "Cook is not Jobs. But he did learn from the master. And as acting boss, he has already presided over a string of successes"!

Markets & Markets

Top 5 sectors to invest in India:

Power sector
Food processing Sector
Banking & Finance
Infrastructure
Oil & gas

Fun Section

ADBUSTERS!

- ◆ **Brand: Tide Plus, Agency: Leo Burnett.**
 - The tide plus advert is of a 60 year old woman dancing and it finally ends with a “Chaunk gaye!!??” Looks like the ad maker’s creativity has reached support level to test the resistance level of the viewer.
- ◆ **Brand: CEAT Tyres, Agency: Ogilvy India:**
 - A solid addition to the ‘Be Idiot proof campaign’! (Look for the expression on the baby’s face after the breaks have been hit. It’s damn cute!).
- ◆ **Brand: Bingo Tedhe Medhe, Agency: Ogilvy India:**
 - All we can say is Bingo has done it again, and this time it has taken on Kurkure. Watch out Juhi (JWT that is)!!
- ◆ **Brand: Tanishq, Agency: Lowe Lintas:**
 - Well! Tanishq has finally reached out to its most trusted segment, and beautifully captured the great Indian middle class sentiment.

(PS: B-street buzz isn't remotely responsible for whatever feeling you experience, after watching these ads, we just mean fun!!)

JARGONS UNVIELED!

GOOD COMMUNICATION SKILLS:

Management communicates, you listen; figure out what they want you to do.

SOME OVERTIME REQUIRED:

Some time each night and some time each weekend!

COMPETITIVE SALARY:

We remain competitive by paying less than our competitors.

SELF-MOTIVATED:

Management won't answer questions!

FLEXIBLE HOURS:

Work 55 hours; get paid for 37. 5.

-By the

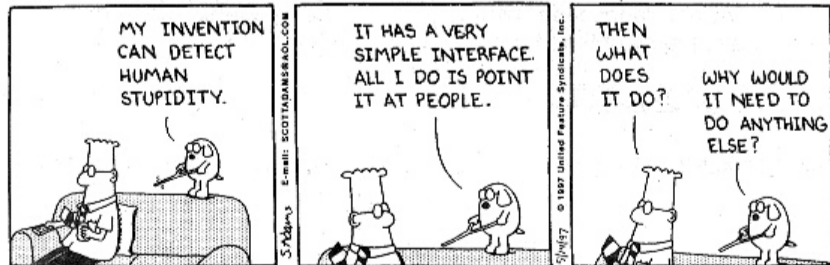


“On Facebook, 273 people know I'm a dog. The rest can only see my limited profile.”

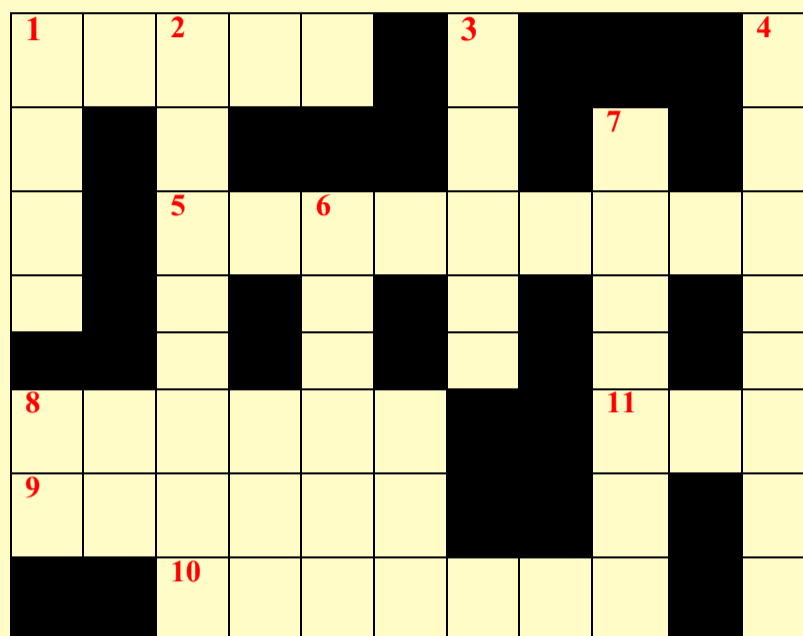


DILBERT

by Scott Adams



Crossword



- | | |
|---|--|
| <p>1. Last name of character who said:”
You either die a hero, or live long
enough to see yourself become the
villain” (4)</p> <p>2. Power to you.(8)</p> <p>3. Before beta.(5)</p> <p>4. Someone who gives sermons(8)</p> <p>6. A 1983 Amitabh film (<i>hint: it
almost cost him his life</i>) (6)</p> <p>7. First name of the Arrested MD of
Everonn Education limited (7)</p> <p>8. Makers of Cadillac.(1,1)</p> | <p>1. The sacked CEO, who downgraded US (first
name only) (5)</p> <p>5. False (9)</p> <p>8. From a company to verb. (8) (hint: fastest,
reliable, information source)</p> <p>9. Seth Rogen in Kung Fu Panda (6)</p> <p>10. To lift up (7)</p> <p>11. Out Of Home (1,1,1)</p> |
|---|--|

Brought to you by:



- | | |
|--|---|
| <p>Across</p> <p>1) Deven</p> <p>5) Deceptive</p> <p>8) Google</p> <p>9) Mantis</p> <p>10) Elevate</p> | <p>Down</p> <p>1) Dent</p> <p>2) Vodafone</p> <p>3) Alpha</p> <p>4) Preacher</p> <p>6) Coolie</p> <p>7) Kishore</p> |
|--|---|

Answers

Readers' section

POEM BY AYANTIKA BANERJEE

A piece of bread is all that he wants,
With a piercing look that is meant to haunt-
People like us from the blessed nations,
And fill us with pity, sympathy and inspirations.
But fickle is what we are meant to be,
Sympathy is replaced by greed, lust and ego as
soon as can be,
As we change the channels, we change our
thoughts
Is it television or us that's the real idiot box?
The bones protruding from the fragile frames,
Are images enough to put us to shame..
And yet we stand tall with our heads held high,
in the pursuit of the "sought-after" star studded
sky.
"Survival of the fittest" is the pledge that we
stand by,
But cant we venture to wipe those bony cheeks
dry?
We are made of flesh and blood, and aren't
robots
Humanity is the best religion, let's give it a
shot..

POEM BY AASHITH GAURAV

Awake each morn on purpose
Resolve if you should but know it within-
This day is yours, this hour yours to
keep;
Let into each moment a little joy, a little
spirit,
Let little moments sweep off the ground
beneath your feet,
Let little hopes embolden you when the
soul is weak,
Let a little love in when someone calls to
you,
Let a little love out when you gaze into a
human soul
For these little moments are yours to
keep,
And hold for long beyond all else.
No peaks of tomorrow or conquests big,
Will ever find fit in your heart inside,
Little moments will those small gaps fill,
Little joys in life will show you meaning.



Captured by Chaitra B



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