



ABHIGYAAN – A Rostrum for young minds..!!

The intercollegiate undergraduate fest at SDMIMD saw participation from all over South India

Abhigyaan – the annual fest at SDMIMD for the undergraduates extended its reach this year, by offering participation to all top notch institutes pan South India. The fest is organized every year to give the undergraduate students a platform to showcase their skills and enable them to spend a day at a reputed B-school, experiencing in the process the way of would-be managers. It also provides a platform for the budding managers in SDMIMD to get a taste of event management. It included events like Quiz, Mock Press, Know Your Commodity, Debate and Symposium, and participation of over 100 students from institutes of Mysore, Mangalore, Bangalore, etc., made it a grand success. 'Know your Commodity' turned out to be the most popular one, thus attracting maximum participation. All the winners and runners up were awarded with trophies and cash prizes. The team from SDM College for Business Management, Mangalore bagged the maximum prizes and thus won the trophy for 'The Best Institute'.

From the Editors...

Dear reader,

Welcome to the pages of B-Street Buzz – the termly newsletter of SDMIMD. In this term, the institute saw the best minds from the undergraduate colleges come together to battle it out in Abhigyaan 2010, while the student committees like Gnosis – the knowledge management club and Dristhi – the movie club came up with brilliant events to celebrate the talents within the SDMIMD student community. The institute also saw many industry stalwarts visiting its campus.

SDMIMD was in a festive mood this term with almost all the festivities from across India being celebrated making the institute culture more vibrant. The student community came together to celebrate all the festivals from Onam to Navrathri with gaiety and fervour.

With only last few days left to bid adieu to a wonderful year 2010 was, lets wish that the coming year will also bring more flare and passion for our aspirations into our lives. Your suggestions and comments are always welcome.

Do write to us at bstreetbuzz@sdmimd.ac.in

INSIDE

Achievers' Corner

From the Corporate World

Campus Chronicles

Sports Quotient

Crazy Bytes

Say Cheese

ACHIEVERS' CORNER

'Laurels for SDMIMD at the AIMS'



Prof. M.R. Suresh, Professor in Marketing, won the AIMS (Association of Indian Management Schools) We School Innovation Award - Silver Medal, under Management Institution Category, for his innovative pedagogical work presented at the 22nd AIMS Annual Management Education Convention 2010 held from 26th to 28th August 2010 in New Delhi.



Santhosh K.S. of 2009-10 batch successfully impressed the jury with his marked views on the

paper titled 'Future of Management Education: Challenges and Opportunities' to bag the Silver Medal for the Best Student Paper Silver Medal in the 22nd AIMS Annual Management Education Convention 2010. He competed against eight other prestigious institutions from all over the country to emerge as the second best.

Accolades for SDMIMD students at National Fests



From left to right : Abhishek Saini, Vikram Arora, Amulya Kulkarni, Annika Albuquerque, Pooja Mishra, Sharad Kandoi, Aroon Sheshadri and Praveen Sharma with Prof. Ramesh Venkateswaran (Director, SDMIMD) and Dr.H.Gayathri (Dean Administration & Professor – Marketing)

The team of Sharad Kandoi and Annika Albuquerque of 2009-10 batch won the First Prize in the Marketing game at "CHRIZELLENZ", Management Fest of Christ University, Bangalore. They battled it out with 38 teams from reputed B-schools, including teams from the IIMs, to prove their acumen and mettle in Marketing.

The movie "PARADOX" by Praveen Sharma, conceptualized by Pooja Mishra, both of 2010-12 batch won the Best Short-Film Award under B-School Category at the National Short Film Festival held at IMT, Nagpur. The movie went National as it got selected for screening under the banner "SHAMIANA" at various festivals in the future.

Amulya Kulkarni and Abhishek Saini won the First prize for their paper "Issues in Training in International Trade", presented at the National Conference on International Trade at NITTE Meenakshi Institute of Technology, Bangalore.

SDMIMD team comprising of Aroon Sheshadri and Vikram Arora debated it out from 15 colleges including IIMs and IITs and emerged as runners-up at dwaNdwa, a debate competition organized as a part of Strides'10 at IFMR, Chennai.

Horticulture award for SDMIMD

In the recently held Dasara Flower Show Competition, SDMIMD Horticultural team has bagged 3 First Prizes under Educational Institute category - The Rolling Cup (The Sosale Siddiah Rolling Cup) for the Best Educational Institute Garden, Best Indoor Ornamental Plants and Best Campus Ornamental Plants.



VISITORS TO CAMPUS

- Mr. Dinesh Venugopal, Chief Corporate Development Officer, Mphasis
- Dr. GBRK Prasad, Associate Director, Dr.Reddy's Laboratories Ltd.
- Mr. Ajay Kapur, Director , Oracle Educational Initiative
- Mr. Krishna Sistla, Senior Director, Oracle Educational Initiative
- Mr. Sudheesh Venkatesh, Shared Services Lead-UK Operations of TESCO & VP HR, Tesco HSC Bangalore
- Mr. Shankarshan Basu, Professor ,IIMK
- Mr. S.S.S. Kumar, Professor IIMK
- Mr. Shyam Ranganathan, Dean, Centennial College, Toronto, Canada
- Dr. Prasanna Chandra, Director Centre for financial management

FROM THE CORPORATE WORLD



Growing the Inorganic way

A talk on Mergers and Acquisitions

Mr. Dinesh Venugopal, Chief Corporate Development Officer, Mphasis, delivered an insightful speech on 'Strategy and Mergers and Acquisitions' on 25th September 2010. The talk enabled the budding managers to appreciate the concept of M&A with examples from the journey of Mphasis so far. The speech was conducted as a part of 'Nexus- The corporate speaker series' by Gnosis - the knowledge management committee of SDMIMD.

The Road Ahead for the IT and ITES sector

A talk on Indian IT and ITES sector and the challenges ahead



On 15th October 2010, SDMIMD campus was intellectually abounded with an eminent speaker from the industry. Mr. Sudheesh Venkatesh, Shared Services Lead-UK Operations of TESCO & VP HR of Tesco HSC Bangalore was in campus and delivered a thought provoking lecture on the topic 'People practices that helped India make a mark in the IT & ITES sectors and the challenges ahead'. He took the audience on a journey through the evolution of the Indian IT sector and the road blocks ahead. The lecture was organized as a part of the 'Nexus – the corporate speaker series' by Gnosis, the knowledge

Increasing Return on Investment



Dr. GBRK Prasad, Associate Director, Dr. Reddy's Laboratories, Hyderabad, delivered a lecture on the vastly discussed topic of today, 'Value investing and innovative practices to increase returns on investments'. Dr. Prasad, with all his rich industry experience, gave deep insights on the new methodology of increasing returns on investments, which is the primary objective of every business. The talk was organized by the Finance Club of SDMIMD on

CAMPUS CHRONICLES



Chanakya

An event to test physical, intellectual and creative aspects

Chanakya, a Gnosis initiative was a fun filled three day event that saw originality and creativity at its best. The Scavenger Hunt stood true to its tagline 'dhoondte reh jaoge' as teams ran from pillar to post in search of the items given in the list. The second day promised high spirits among the audience through the quiz "Whose line is it anyways?" The six short listed teams battled it to the finals as the first year students emerged the winner. The final event, Mad Ads, continued to roll people with laughter as the participants put up a wonderful combination of advertisement concepts embedded with humour, originality and creativity. Participants created brilliant ads for a time span of five minutes and demonstrated it to the enthusiastic audience. The fierce competition was put to an end with the team Finance Freaks walking away with



Welcoming King Mahabali Onam Celebrations at SDMIMD

The celebrations at SDMIMD are known to add vigor and variety to the cosmopolitan environment of the institute. The spring of August brought with it the true colors and flavours of God's Own Country through the Onam celebrations. The Athapoo (Floral decorations), traditional feast, games, Onam songs, Thiruvathira (the traditional Onam dance) and Kummattikalli became a part of this spring festivity and brought out the true essence of Onam – the harvest festival of Kerala.

CAMPUS CHRONICLES



KHOJ2010

The hunt for the new stars of SDMIMD

“KHOJ” the talent hunt for the first year students was held on 16th August 2010. The event spanned across three days with the offstage events being held on 8th and 9th August and the onstage events on 10th August 2010. The three hour fun filled evening began with some scintillating dance performances followed by equally entertaining singing and mimicry performances. The “star attraction” the fashion show was well received by the audience. The anchors Ashish, Suma, Aashith and Swathy also entertained the

crowd with their quips. At the end of the performances, prizes were distributed and a keynote address was given by the director. Any event at SDMIMD goes incomplete without a sumptuous dinner and a DJ night. The new stars of the college swayed to the tunes of the DJ all throughout the night.

‘Durga Pooja’ at SDMIMD

Time and again SDMIMD corroborates its specialty of being an institute, which is known for its unique cultural diversity, and the way it celebrates the same. Thereby, as the tradition goes, this year too the festival of the Supreme Goddess, Durga Pooja was celebrated with fervour and gaiety. The students gathered to chant Durga Aarti during the whole of 9 days, in the evening hours, after which Garba classes began. On the 9th and the final day, everybody performed Garba and Dandiya dressed in their best ethnic attires and were served with the royal and traditional Gujarati meal for dinner. The auspicious occasion became all the more special with the participation of representatives of the SDMIMD student community from around 20 states of the nation.



CAMPUS CHRONICLES



A rendition of the soul

A concert by Shri Omkarnath Havaladar

SDMIMD was indeed privileged for having organised "Sur Sandhya", a Hindustani classical music concert, as a curtain raiser to the Dasara celebrations. The evening of 8th October 2010 came to life with the voice of the prodigious Shri Omkarnath Havaladar, the young and accomplished Hindustani vocalist. He is the son of the famous Dr. Havaladar – the distinguished Hindustani classical vocalist. At the young age of 23, Shri Omkarnath has won several national awards and has given performances in different parts of the world. He began the evening with a soothing song based on the raag 'Kalyani'. He was accompanied by Pt. M. Nagesh on the Tabla and Shri. Ashwin Walawalkar on the Harmonium. The audience was so impressed with the performance that they gave a standing ovation to the maestro. The concert was organised by Kala Anubhav - the student

SPORTS QUOTIENT

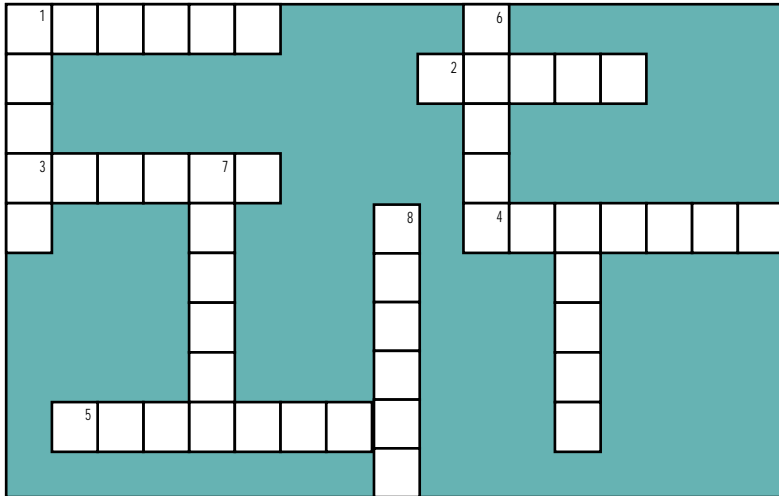


Sports Day at SDMIMD

The sportsman spirit engulfed the air as SDMIMD students actively participated in various events on the Sports Day held on 15th August 2010. The competition in 'Tug of War' was tough as the first year boys took to the might of the seniors to prove unity is strength. But the second year girls proved their might in the 'Tug of War' event for girls. The participating teams set a wonderful example of team work and combined effort through their performance in the Relay Race. The second year girls and first year boys won in the female and male relay events respectively. Volley ball remained an all time favourite as the senior boys vetoed the juniors attempt to win. Throw ball saw the athlete girls at their best as the seniors swept away the winner's trophy. The football event was won by the second year boys hands down. The Sports Committee headed by Mr Dwarkanath did a tremendous job in unfurling the energy and vigour rightly on the Independence Day.

CRAZY BYTES

No more management concepts or names of stalwarts from the field. Guess the names of the some of the stars of SDMIMD College to fill this crossword.



Across

- 1 The geek whose future is in Sydney (7)
- 2 Bright inside and shiny outside (5)
- 3 The best manager (6)
- 4 Where ever I go, the thunder follows (7)

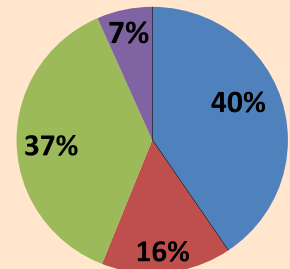
Down

- 1 The ultimate filler (5)
- 6 Captain CS (Hint: Merchant Navy) (5)
- 7 Raavan – the Bawarchi (6)
- 8 Narendra Modi, Lalit Modi, ____ Modi (6)
- 9 The garba girl (5)

STUDENTS' POLL

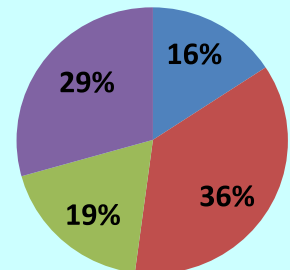
What did you miss the most during the holidays????

- (a) Home Sweet Home!!! I did not miss college at all
- (b) Classes, cases, projects, sleepless nights
- (c) Masti with friends
- (d) The weather of Mysore... So Cozy



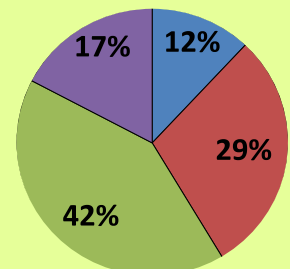
The side effects of social networking sites (like facebook)

- (a) Helps me in keeping in touch with my old pals –I'm loving it
- (b) More than reading book, I am on facebook - quite distracting
- (c) Gossip, games and masti with friends - some time out of the boring studies
- (d) [Unlabeled]



Issues which need special attention

- (a) DVH Inventory
- (b) Internet Connectivity in the Hostel
- (c) Construction/Drilling Noise
- (d) Quality of water



Answers to the crossword

Across
 1 Prakash
 2 Dilip
 3 Anesh
 4 Uthappa
 5 Monalisa
 6 Vibhu
 7 Sourya
 8 Gunjan
 9 Helly

SAY CHEESE



Praying for the blessings of Goddess Saraswathy on Ayudha Pooja



Saluting the nation on her birthday - Independence day celebrations



Guest Lecture by Mr. Shankarshan Basu from IIMK



Visit of Mr. Shyam Ranganathan
Dean of Centennial College, Toronto, Canada



Guest Lecture by Mr. S.S.S. Kumar of IIMK



Enjoying the Dhandya Ras

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