



NAISSANCE 2009-10

The Big Fight of B-Schools - The Green Way

Naissance, the annual B-school fest organized by the community of SDMIMD, Mysore was held on 29th, 30th and 31st of January 2010. In the backdrop of global warming and the Copenhagen summit, SDMIMD decided to make its own contribution towards saving our planet and spreading awareness about global warming and related issues. The theme of the fest was 'GO GREEN', which the students implemented by using waste materials like old newspapers, used cardboards, thermocol, etc. for decorating the campus. Special 'mess-made gum', prepared from a mixture of maida and water, was used instead of the adhesives readily available in the market. Low energy consuming LED lights were also used. These simple, yet effective, ideas conveyed the message that all we require is determination to save our Mother Earth.

Renowned musician and composer **Mr. Raghu Dixit** inaugurated the fest along with **Mr. C. K. Sabareesan**, Chief Finance Officer, Automotive Axles Ltd. on the evening of 29th January. Mr. Raghu Dixit held the audience spell-bound with his compositions on the guitar. His performance geared up the spirit of over 180 participants who came from premier B-Schools of India, like IIM-K, BIM, SIBM, SIIB, KIAMS, XIME, etc. to participate in the fest.

Naissance kicked off with an ice-breaking ceremony of cultural events which had the participants entertaining the host. The late evening events gave the participants the real feel of the campus. The next two days was filled with various brainstorming games which brought out the best manager strategies of the current era. XIME Bangalore emerged as the Overall champions.

From the EDITORS...

Dear Reader,

A very happy New year! We hope and pray that this new year brings us all joy, prosperity and good health.

Gandhiji said "Be the change you want to see". Global warming and environmental balance are much discussed topics and they stop just there - with discussions. SDM-ites took a tiny step forward to show their commitment towards saving Mother Earth in Naissance 2009-'10. The lessons learnt, rather preached, during the three-day fest should be followed for life and that would be a giant step forward for our community.

It is the part of the year where we ring out the old and ring in the new. For the outgoing batch of 2008-'10, we wish them good luck for a wonderful corporate career and for the incoming batch of 2010-'12, we wish them a wonderful, fun-filled SDM life.

As we pass on our responsibility of this newsletter to our gifted juniors, we wish them all the very best and may they scale greater heights!

Your suggestions and criticisms are always welcome. Do write to us at: bstreetbuzz@sdmimd.ac.in

INSIDE

- Achievers' Corner
- From the Corporate World
- SDM Snippets
- Campus Chronicles
- Sports Quotient
- Crazy Bytes
- Say Cheese
- CP Police

ACHIEVERS' CORNER



Karnataka Ratna for Dr. D. Veerendra Heggade, Chairman, SDMIMD

On the auspicious occasion of Makara Sankranti, Govt. of Karnataka announced 'Karnataka Ratna' award for the year 2009 to Shri Dr. D. Veerendra Heggade, Dharmadhikari, Shri Kshetra Dharmasthala for his selfless and valuable service to the society. It is indeed a proud moment for SDMIMD.



KARNATAKA RATNA



Dr. R. Jagadeesh included in the 'Marquis Who's Who in the World'.

The biographical details of Dr. R. Jagadeesh have been included in 27th Edition of "Marquis Who's Who in the World 2010". The publication includes those individuals who have demonstrated outstanding achievement in their own fields of endeavour and who have, thereby, contributed significantly to the betterment of contemporary society. Dr R. Jagadeesh is a Professor in the Operations department.



THIRD PRIZE FOR PAPER PRESENTATION

Resilient India Inc. - the Way Forward:

Mr. Alok Kumar Dash & Mr. Robin Garg of PGDM batch 2009-11, won third prize for their paper titled 'Resilient India Inc.-The Way Forward', presented at the Annual B-School fest "Sanskriti 09" conducted by Institute of Public Enterprise, Hyderabad. The paper was selected among 25 entries from other B-schools across India including the prestigious IIMs.

MOUNT CARMEL FEST

New Year at SDMIMD kicked off with more than just one reason to celebrate. The performance of SDMIMD in the Management fest at Mount Carmel Institute of Management, Bangalore was one of them. The fest 'Diakrisi 2010' was organised on 21st and 22nd January 2010. A team of twelve students from PGDM batch 2009-11 proved their mettle at the various events. Pratik Choksi and Chandan Singh won first prize in the Retail Event. Another first prize was bagged in the HR event by Priya Surendran and Priyanka A.P. While Jayakrishnan and Rajkumar displayed their acumen in the Business Quiz by holding on to second spot, a team of Kushdeep, Prakash and Shivangi turned the heads around by winning third position in the team-building event. Now this surely is a good way to start a new year!

Standing (L to R): Kushdeep Mahani, Priyanka A. P., Priya Surendran, Shivangi Singh, Jayakrishnan R., Prakash S. Prabhu
Sitting (L to R): Pratik H. Choksi, Rajkumar D., Chandan Singh J.



VISITORS TO CAMPUS

- MR. BHATNAGAR, Country Head, Arcelor Mittal
- DR. ARUN SEN, Professor, Department of Information & Operation Management, Texas A & M University, USA
- DR. RABI N. MAHAPATRA, Associate Professor, Department of Computer Science, Texas A & M University, USA
- DR. RAM KESAVAN, Professor of Marketing, Discipline Coordinator, College of Business Administration, University of Detroit Mercy
- DR. V. PRAKASH, Director, CFTRI
- MR. NAGARAJ SRINIVASAN, Chief, Development centre, Infosys, Mysore
- DR. R. RAVICHANDRAN, President & CEO, Dockside Investment Management Pvt. Ltd, Chennai
- PROF. L. J. HARAVU, Director, KIIKM

FROM THE CORPORATE WORLD

DOING BUSINESS TANGO: - BUSINESS OPPORTUNITIES IN LATIN-AMERICA



Dr. R. Ravichandran, President and CEO, Dockside Investment Management Pvt. Ltd, Chennai, visited SDMIMD on 9th November 2009. He is also the Founder and Secretary General of Indo-Latin American Chamber of Commerce & Industry, Chennai. He delivered a lecture on 'International Business with special reference to doing business with Latin American countries'. He gave deep insights into the wide avenues the Latin American nations have to offer in business and as entrepreneurs how to tap those opportunities. The lecture was organized as a part of the Corporate Speaker Series.

VISIT FROM MR. BHATNAGAR, COUNTRY HEAD OF ARCELOR MITTAL

The country head of Arcelor Mittal, Mr. Bhatnagar was in campus on 1st January 2010. He shared his views on Entrepreneurship and Strategic management. He was eloquent about the story of Arcelor Mittal and Lakshmi Mittal. He emphasized on the fact that success comes to those who see opportunities where others see threats. The enthusiasm he expressed in answering the questions of the students was insurmountable.

INSIGHT INTO THE BURNING ISSUE OF GLOBAL WARMING



On 23rd December 2009, the campus of SDMIMD was intellectually abounded with an eminent scholar and scientist Dr. V. Prakash, Director of CFTRI, Mysore visiting SDMIMD for a lecture. Dr. Prakash enlightened the audience on the very burning topic of climate change concerning all of us. 'If climate change matters to us, we shall matter more to it', was how he chose to address a captive audience of more than 250. The time when Copenhagen was just afresh in our memories, his insights did make one think, in fact, made one think harder.

SDM SNIPPETS

WORKSHOP ON DRUPAL AND MOODLE

A workshop on Drupal and Moodle was organized by SDMIMD with the theme 'Bringing Content Management System and e-learning System into academic Institutions'. This three-day program conducted from 9th to 11th December was attended by many participants from all over Mysore, Mumbai, Hyderabad, Chennai, Mangalore and Kottayam. The sessions gave the benefit of hands-on experience on both Drupal and Moodle under the efficient guidance of Prof. Malathi Sriram and Prof. Mohammad Minhaj. Prof. L.J. Haravu, Trustee, Kesavan Institute of Information and Knowledge Management, Hyderabad delivered the Keynote address. The workshop was also a venue to share the success story of SDMIMD.

YOUNG PEX COMPETITION 2010 AND HR SEMINAR

At the onset of the second week of January, SDMIMD witnessed a series of intellects and distinguished visitors. SDMIMD organized the Seminar on "Upswing in the downturn - HR Agenda" and "Young PEX Competition 2010" in association with National Institute of Personnel Management (NIPM), Mysore. The Young Pex Competition was held for two categories-M.S. Rammiah was declared the winner in the academia category and SKS in the corporate category. The winning teams presented their papers at Infosys on 9th January. The student volunteers of SDMIMD warranted and bagged huge applause from the organizers for their immense help and cooperation in successfully organizing the event. SDM-ites once again proved their diligence and worth!





A DAY OUT AT A B-SCHOOL

Abhigyaan brought together the best minds from UG Colleges in Mysore

Abhigyaan, the annual competition for undergraduate colleges organized by SDMIMD, tests and brings out the managerial skills of undergraduate students. It also gives them exposure to a B-school environment. Held on 6th November 2009, Abhigyaan had over 120 students from various engineering and management colleges of Mysore vying for the top spot. Various events like debate, paper presentations, B quiz, Treasure Hunt, Mock press, Mad ads and Best manager were organized. While heated arguments ensued in the debate competition, students' creativity and advertising skills were put to test in Mad ads where the participants had to come out with commercials to woo their customers. Treasure Hunt found huge participation with 10 teams frantically running around the campus in search of clues and completing the tasks assigned to find the treasure. The organizers did not forget to give the participants their bit of fun at SDMIMD by opening up the dance floor for everyone to rock to the tunes of the DJ.

Ring out the old and ring in the new!

The month of December evokes images of festivities on campus, for Christmas here is more than a week-long affair. Ushered in with a creative narrative of the birth of Christ and the sound of carol singing, the evening had it all – brightly lit campus, complete with a beautifully decorated X'Mas tree and crib, a cheerful Santa Claus with his bag of goodies, cakes and juice to add to the celebrations and in the true spirit that the festival personifies, a gift for all! What followed was loads of fun and laughter as the games unfolded and enthralled one and all.

This memorable night was soon followed by more revelry as the New Year was welcomed amid cake-cutting and spectacular fireworks – a fitting end to the year that was and a warm welcome to the year to come.



NRP WITH NOTES... of a different kind!



Another facet to Dr. N. R. Parasuraman, Professor, Finance, SDMIMD

Prof. NRP, as he is fondly called, enthralled the city of Mysore with his musical abilities, on 18th November 2009. In yet another venture by Kala Anubhav, *Naadaamritha*, an evening of Carnatic music, was without doubt a roaring success. The accompaniments by established maestros such as Sri H.K Narasimha Murthy (Violin), Sri G.S. Ramanujan (Mridangam) and Sri V. S. Ramesh (Morsing) complemented the vocal dexterity of Prof NRP. Various ragas like "Aarabhi" and "Sreeragam" were performed. Representatives from the media were also present. The thematic leads provided by Prof. Sridhar K Chari enlightened the audience as to the nuances of classical music

2009 PRATIGAM



PRATIGAM 2009: BACK TO WHERE THEY BELONG

The air was thick with fond memories and reminiscences on the eve of 19th December 2009. Many old birds returned back to their nest, to their beloved friends and campus that evening. The party started off with a slew of cultural programs by both the alumni as well as the current batches. It was a heartwarming scene to watch and listen to the alumni talk about their fond memories at SDMIMD in the ice breaking session. As the competitive games gained momentum, one could see the alumni putting their best foot forward and gearing up to take home the title of Mr. and Ms. Pratigam. DJ night provided a grand finale to the first day of Pratigam when SDM-ites put on their dancing shoes and grooved the night away to the tunes of the DJ. In the Track Session held the next morning, the alumni interacted with the current batches and answered queries put forth by them. This was followed by competitive games and sports where the alumni tried to out-do each other and show their mettle. Pratigam 2009 concluded with a sumptuous lunch at the SDM mess, just like old times.

CAMPUS CHRONICLES



Blood Donation Camp

This year the students of SDMIMD took the initiative to celebrate Republic Day with a difference. The students came together at the Wellness Centre to donate blood under the efficient guidance of Dr. B S Manjunath of the Blood Bank, Cheluvamba Hospital, Mysore. The doctors expressed their astonishment as well as gratitude as nearly 66 students turned out for this noble cause.



Dhwani: A mesmerising musical treat

SDMIMD has always promoted Indian culture and art. In line with this tradition, Kala Anubhav, the arts and cultural committee, arranged for a Violin Duet Concert on 21st January 2010. The event, named Dhwani, saw brilliance on the violin by renowned maestros, **Sri Mysore Nagaraj** and **Sri Mysore Manjunath**. The duo gave a musical treat which had the Mysoreans mesmerised. They were accompanied by **Sri Tumkur B. Ravishankar** on Mridangam and **Sri S. Manjunath** on Ghatam.

SPORTS QUOTIENT

BADMINTON MATCH

The badminton match held between SDMIMD and Infosys added to the Sports legacy existing between the two. There were three individual and two doubles matches with each match comprising of three sets. Akshay, Joseph and Siddhesh from Infosys emerged winners in individual category. Pawan, Vishudha and Sumith gave a tough fight to the Infosians in the Singles matches. The teams comprising of Akshay-Siddhesh and Ravi - Naveen from Infosys up against Edwin- Nandan and Sumith-Pramod respectively were declared winners in the Doubles category.



CHESS TOURNAMENT

SDMIMD hosted the **Matrushree Ratnamma Heggade Memorial Corporate Chess Tournament** moderated by Chief Arbiter Mr. M. M. Bidappa on 24th January 2010. Grand Masters from Corporate Sector - Standard Chartered Bank, TCS, TVS, IDBI Bank, Thyssen Krupp Elevators, LIC of India, Income Tax Department, Social Welfare Department, Dept of Women & Child Welfare, AAC, Max New York Life Insurance and Amrita Business School, battled throughout the day exhibiting their ultimate grand master skills during the rounds. Mr. Sanjay N. of the Income Tax Department walked away with the first prize while Mr. Preetham Sharma of Amrita School of Business and Mr. Uttam Sharma from IDBI Bank became the first and the second runners up respectively.

CRAZY BYTES

As a young trainee in my first job, I was close to finalizing a large order for equipment with a very important customer.

For the final negotiations, my boss Mr. P.S.Miglani accompanied me for the meeting. Senior executives from the customer's side were present as the order was very huge. In the meeting a senior executive told us that our competitor had offered equipment which would match their specifications, performance, reliability and all other aspects and the offer was about 10% lower than ours. He asked, "If you were in my shoes what would you do?". Mr. Miglani looked at him straight in the eye and to my horror said, "If I were you I would buy it". My jaws dropped and my dream of becoming a hero in the company vanished into thin air. As we left the room, Mr. Miglani patted me on the back and said, "Don't worry". A week later we sealed the order on our terms.

I learnt my first major lesson in sales from an ace salesman and boss Mr. P.S.Miglani - Know what you have on offer and play straight and honest with the customer. Something I have not forgotten over the last 37 years.

SALES LESSON BY PROF. RAMESH VENKATESWARAN DIRECTOR, SDMIMD



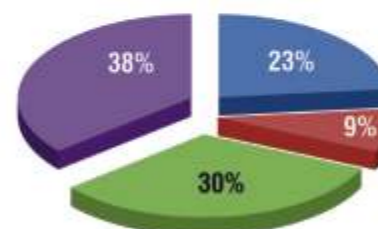
ALTERNATE DEFINITIONS

- **POST BUYER BEHAVIOUR** - The sudden reaction of a person, which includes giddiness, depression or even fatal heart failure, in response to the sight of his spouse's shopping bill.
- **MEETING** - It is a recursive terminology defined as the periodic process of meeting of team members with the sole objective to schedule the date and time of the next meeting.
- **MARKETING** - The art of convincing people to spend money they don't have for something they don't want.
- **CONSULTANT** - The person who borrows your watch to tell the time and then walks away with it.
- **STAR PERFORMER** - The intelligent employee of an organisation who counts stars during the night and peanuts during the day.
- **FAQ** - Frequently Avoided Questions

STUDENTS' POLL

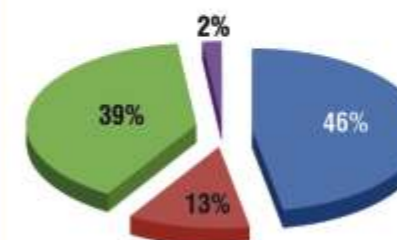
What do you feel about the grading system?

- Please do away with the grading system.
- It is brilliant as I am able to know where I stand among my batch mates.
- Fair enough, but there can be a better system.
- I don't like it since it encourages unhealthy competition among students.



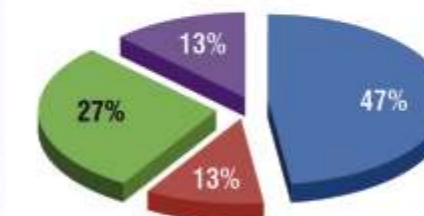
What is your favourite part of the day in the campus?

- The walk around the campus after dinner.
- The chit chat with friends after class.
- The 'astral body travel' during class.
- Meal time. Yummy!!!!!!!!!!!!



I go for a walk because...

- This gives me a chance to spend quality time with my friends.
- It gives me an opportunity to reduce the effect of potatoes in the mess.
- There is nothing better to do.
- I don't. Walking is such a waste of time.



SAY CHEESE

Makara Sankranti Celebrations



Enjoying the warmth of the fire during Lohri celebrations



Suryanamaskara for school children at the Wellness Centre



The Pride of India flying high during Republic Day celebrations

CP POLICE

CAUGHT !

ROBIN GARG



SHREYA AGARWAL & VIDYA NAGARAJU

CAUGHT !



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