



WELCOME BATCH 2010-12

SDMIMD family is proud to welcome its new members: the batch of 2010-12. New comers are sure to add to the aura of SDMIMD with their brilliance and dynamism.

SDMIMD is known for the cosmopolitan environment it offers, and this time the students represent 19 states ranging from Kashmir to Kerala and Assam to Gujarat making the campus even more vibrant.

There has been an increase in the CAT percentile compared to that of last year. The score has increased from an average of 84 percentile to an 85.58 percentile this year, the highest being 97.58 percentile. Around 35% of the total intake constitutes people with noteworthy work experience. The gender ratio is 33% which is better than many premier management institutes in India.

The new comers are no way behind in talents as well. The achievements that the students had showcased in their undergraduate programs are credible. Some of these achievements even include representing India in International seminars and conferences. SDMIMD is overwhelmed by the presence of these talents and do believe that they will keep the flag of this reputed institution flying high in the times to come. The intake of the SDMIMD student community is going to be increased from 120 to 180 and the institute believes in providing a platform to grow and nurture the budding dynamic managers of future India.

From the Editors...

Dear Reader,

It is always a pleasure for us to lead the first issue of the academic year. The beginning is always full of life and enthusiasm. Ideas will be really fresh and actions will be fast. We always try to make the new issue better than the previous. It has always been a challenge but it is this challenge that makes us live our life as editors. Sometimes it is the great power of responsibility which pushes us to the edge and makes us strive not to fall.

The new batch of 2010-12 has brought in enormous energy and hopes into the campus. A warm welcome to all of them. We are highly excited to welcome on board the new BSB team members from the first year batch. Another great news is about the management's decision to expand the institution intake from 120 to 180. Growth is inevitable and we are sure it is going to be a great success.

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

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ACHIEVERS' CORNER

The SDMIMD Family gets bigger and brighter!!!!

With the beginning of the new academic year, the sophomores were introduced to three great minds who have become a part of the reputed SDM family.



Dr. Nilanjan Sengupta, M.A. (JNU, New Delhi) PhD. (Visva Bharati University, West Bengal) joined as a permanent faculty, offering courses in Human Resource. He has more than 17 years of work experience as an educator and practitioner in the field of management. He has been associated with international bodies like The World Bank, E.C. and IFAD (Rome) and OXFAM (India) in a number of international and national projects. He has an impressive track record of publications with more than 30 papers in national and international journals, conferences and seminars and 5 books in the areas of management and social sciences, respectively.



Dr. Mousumi Sengupta, M.A. in HRM (Thames Valley University, London, UK), Grad IPD (Institute of Personnel and Development, London, UK), PhD (IIT, Kharagpur) joined SDMIMD as a permanent faculty in Human Resource department. Dr. Mousumi has more than 12 years of work experience as a consultant, teacher, researcher and trainer. One of the books, which she has co-authored, titled "Emotional Intelligence: Myth or Reality" has won the Second Prize in the ISTD Book award 2007-2008.



Prof. J. Balaji, who was recognized as the Best Lecturer in Statistics (Year 2004) by the management and students of INTI College, Malaysia, is now a member of SDMIMD family. Prof. Balaji holds a M.Sc in Statistics from Loyola College, Chennai and has around eight years of work experience in the varying fields of IT solutions, marketing, business development, customer relationship management and education.

Battling out at "Kurukshetra"!!! – Winners at the Manipal Institute of Management B-fest



Mid-February was party time for the SDMites. The bus back from MIM's B-fest named "KURUKSHETRA" brought laurels along with it. The group of 14 students who went for the fest were declared the Overall Runners-Up Champions. Kushdeep and Sameera won the first prize in Operations game, Manisha Giria and Aparna G won second prize in the HR event and Pratik Choksi and Chandan bagged the second prize for the B-Plan proposition. Congratulations to all the winners!!!!

Top Row (From left) : Molkanti Primal, Rohan Alexander, Shirshendhu Sengupta, Jani Druman, Kushdeep Mahani

Bottom Row (From left) : Rajkumar D, Pratik Choksi, Sameera K, Manisha Giria, Aparna G, Chandhan Singh, Kirpa Nidhan Singh

VISITORS TO CAMPUS

Mr. Sandesh Swamy : Honourable Mayor of Mysore

Mr. K. G. Umesh : Head HR, Himalayan Drug Company

Dr. Amita Prasad : Director General, ATI Mysore

Ms. Uma Shashikant : Director, The Centre for Investment Education and Learning

Mr. K.R. Viju Parameshwar : CEO and President of Kluber Lubrications Pvt Ltd

Mr. Stephen Farrell : Flourish Training and Consultancy, UK

FROM THE CORPORATE WORLD



Wealth Management as a career

A talk by Ms. Uma Shashikanth

Economics and Finance came once again in the spot light with an impressive delivery of thoughts by Ms. Uma Shashikanth, Knowledge Management Consultant, on 18th July 2010. Her eloquence and experience clearly paved the way for the confused and hungry minds, groping for opportunities in the competitive financial world outside. She addressed a variety of issues regarding the structure of the market and how financial products are devised to suit the market needs. She spoke about "Wealth Management" and how it can be applied to our daily life situations. She focussed on the untapped resources and the voids that can be filled up by opting for "Wealth Management" as a profession. She shared her reminiscences and took leave reminding us the corporate mantra, "Work smart, not hard!" The talk was organised by the Finance Club of SDMIMD.

Think Big, Act Bold

The story of the Himalayan Drug Company



An Indian Brand that has gone all the way to make it big in the global scenario is a truly inspiring story for any budding entrepreneur. SDMIMD was indeed privileged to provide the platform for Mr K G Umesh, Head HR, of Himalayan Drug Company, to narrate this astounding achievement, on 16th June 2010 as a part of the orientation program. The real time examples about the Himalayan Drug Company and how it has given confidence, that an Indian brand can make it global understanding the customer perceptions and continuous improvement was the key take away for all the future managers.

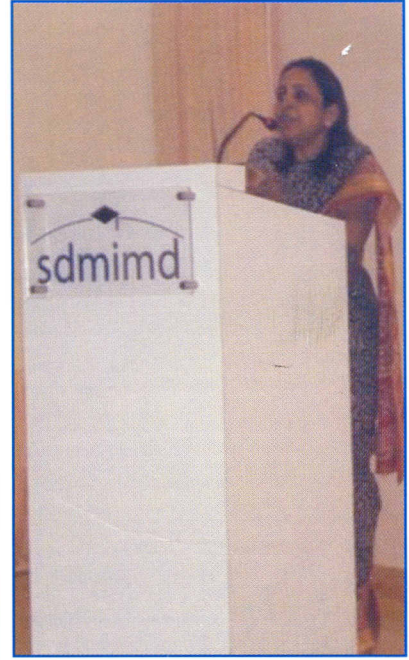
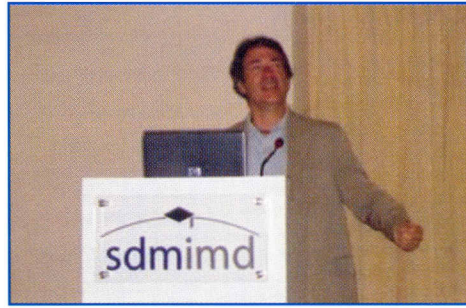
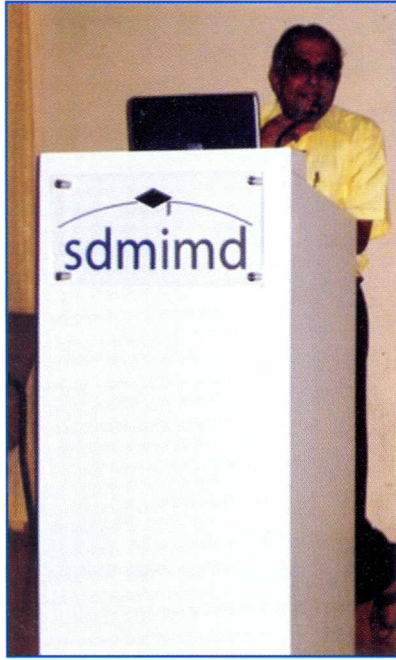
Sustainability

The driver of innovation



SDMIMD took its commitment towards knowledge development a step forward by inviting Mr. Sanjai K, Regional Head, Asia Pacific and Japan, SAP Global Delivery, as the guest speaker. His presentation titled "Sustainability- how it is driving innovation within organizations" enlightened the budding managers about sustainability, innovation, and the much in vogue terms of the business like carbon credits, carbon footprints, inter alia. His precise and lucid examples aroused immense interest amongst students. Nevertheless, he also addressed the curiosity of students, by talking about the steps that have been taken in this direction by veterans of the business world and what all remains to be done. The talk made the listeners aware of a few very stark facts as well, which otherwise would not have seemed pertinent.

Orientation Program for Batch 2010-12



The new comers of the batch 2010-12 were given a warm welcome and a full-throttle orientation program to equip them with all the tools required not only to enable them to go through the tedious management studies but also to prepare them for the corporate life beckoning them. The orientation program extended for a week from 14th June 2010 to 23rd June 2010. The orientation program included eminent speakers from various walks of life who came to share their experiences which indeed threw some light about the etiquettes required for a professional life.

The Induction program was inaugurated by **Mr. K. R. Viju Parameshwar**, President and CEO, Kluber Lubrication India (P) Ltd on 14th June 2010. He delivered the key note address along with laying emphasis on achieving one's goals and objectives. His speech was inspiring and hopefully set the tone for the year ahead.

Mrs. Amita Prasad, Director General of Administrative Training Institute (ATI), Mysore attended the orientation programme and she laid emphasis on being a responsible citizen. Her speech was enriched with anecdotes from her personal as well as professional life.

Mr. Siva Kumar delivered a well-received talk on "Kaveri – source to sea" on 21st June 2010. **Mr. Stephen Farrell** of Flourish Training and Consultancy added more value to the orientation programme by addressing the widely discussed topic. "The importance of social consciences in successful business".

The students were also provided a platform for interaction with the SDMIMD alumni, who have made a mark in the corporate world, to know about the various career opportunities available.

CPBM for Working Executives takes - off

The Certificate Program in Business Management (CPBM), the Executive version of the Post Graduate Diploma in Business Management, the flagship program offered by SDMIMD to cater to the requirements of working executives commenced on 14th July 2010. The nine-month program aims at imparting cutting-edge knowledge in the areas of Marketing, Finance, Systems, Human Resource Management, Business Communication and Operations.

Effective Business Negotiation Skills Workshop

As the business environment is now about creating effective relationships with your partners of business and convincing them, it is vital for managers to train themselves with negotiation skills. With this objective, SDMIMD conducted a Workshop on "Effective Business Negotiation Skills" on 24th July 2010. The workshop was coordinated by **Dr. H. Gayathri**, Professor in Marketing. The one-day workshop was well received by the corporate world.

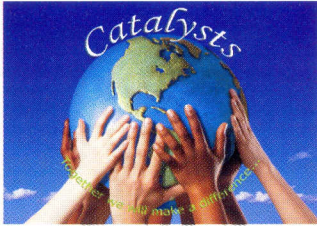


CAMPUS CHRONICLES

Brand Mela at SDMIMD

The SDMIMD campus experienced much bustle in the past two months owing to the great brand mela carried out by the second year students as a part of the curriculum of the 'Brand Management' course. Each student team launched their brand to be sustained for two months; the theme of the brands varying from entertainment to environment conservation, student help groups to social cause groups. Students did stand out in planning and executing innovative ideas for which they received accolades from the faculty and staff of SDMIMD. Some of the brands born as a part of this exercise are SDM Dabbawalas, Smile, Criya, Catalyst, Minds & Memories, Conserve, Beatniks, Pirates, Help and Infobuzz.

The branding exercise gave the students the best platform to test their marketing, planning and execution skills.



HARD SELL – Selling the real hard way...!!!!



With proliferating enthusiasm, after the infusion of new members, Gnosis- The committee dedicated to knowledge development at SDMIMD, inaugurated this academic year's events on 12th July 2010. HARD SELL provided a rostrum to check out on one's marketing and convincing skills. The participants were supposed to advertise unusual combinations like, selling a coffin as a wedding gift to your wife, a fan with no wings and so on. The Winners- "Easy Meat", constituting of Dilip Thatti, Srinivas and Somanna of the second year proclaimed the first prize. The ease with which they portrayed humour was well-appreciated by the judges. The teams Go Green and Swaying Sellers also received special appreciation for putting up a good fight. The crux of the event was in discovering ulterior and appealing usages for the same stereotyped product. The participants learnt a great deal as to what seems lucrative to the customers.

CAMPUS CHRONICLES

SADMA fest – Food on FIRE..!!

Knowing ground realities is what management education is all about. Continuing in the same league, students of Sales and Distribution Management (SADMA) had to put up a food fest on 24th July 2010, as a part of their curriculum. SADMA course is offered to the second year marketing students by Prof. Rakesh Godhwani. The whole event gave the organizing students a nuanced insight into the processes of sales and distribution, and the tips and tricks to lure customers. Marketing also became an important constituent when customers had to be attracted. Team KUCH BHI topped the charts in sales while RAM BHAROSE made maximum profits. It was indeed a fest for the foodies..!!



Freshers' Day: An ice breaker for the first year

The campus came to life to celebrate the much awaited 'Freshers' Day' with energy and enthusiasm on 1st July 2010. The evening started with skits promising unlimited entertainment. The students left no doubts with the audience about their acting skills. Few performances by seniors, to welcome the first years, amused the audience as well. The whistle was then blown for the most popular show for the night- The Best Manager Finale. Participants struggled to impress the judges with their hard core managerial skills and smiles under stress. The team Retro walked away with the prize for the best skit while Aneesh Sharma was crowned as the Best Manager of the 2010-12 batch. No event at SDMIMD is complete without a sumptuous dinner followed by hard rock DJ party. The night went on to act as stress buster as everyone sang and danced out their heart till midnight. The jingle continued to ring until late night and everyone had one thing in common- Rock & Roll!!!



CRAZY BYTES

An Unusual Job Application

NAME : Greg Bulmash

DESIRED POSITION: Company's President or Vice President. But seriously, whatever's available. If I was in a position to be picky, I wouldn't be applying here in the first place.

DESIRED SALARY : \$185,000 a year plus stock options and a Michael Ovitz style severance package. If that's not possible, make an offer and we can haggle.

EDUCATION : Yes.

LAST POSITION HELD : Target for middle management hostility.

SALARY : Was less than I'm worth.

MOST NOTABLE ACHIEVEMENT : My incredible collection of stolen pens and 'post-it' notes.

REASON FOR LEAVING: It sucked.

AVAILABLE FOR WORK : Of course. That's why I'm applying.

PREFERRED HOURS : 1:30 – 3:30pm., Monday, Tuesday and Thursday.

DO YOU HAVE ANY SPECIAL SKILLS? Effective Delegation skills.

MAY WE CONTACT YOUR CURRENT EMPLOYER? If I had one, would I be here?

DO YOU HAVE ANY PHYSICAL CONDITIONS THAT WOULD PROHIBIT YOU FROM LIFTING UPTO 50lbs? 50lbs. of what?

DO YOU HAVE A CAR? I think the appropriate question here would be "Do you have a car that runs?"

HAVE YOU RECEIVED ANY SPECIAL AWARDS OR RECOGNITION? : I may already be the winner of the Publishers Clearinghouse Sweepstakes.

DO YOU SMOKE? On the job, no, on my breaks, yes.

WHAT WOULD YOU LIKE TO BE DOING IN FIVE YEARS?: Living in the Bahamas with a fabulously wealthy dumb blond super model who thinks I'm the greatest thing since sliced bread. Actually, I'd like to be doing that now.

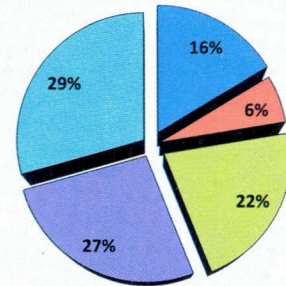
DO YOU CERTIFY THAT THE ABOVE IS TRUE AND COMPLETE TO THE BEST OF YOUR KNOWLEDGE? Yes. Absolutely.

SIGN HERE: Aries.

STUDENTS' POLL

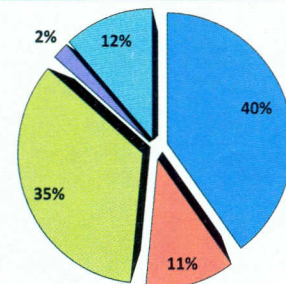
Is 'Dual Specialization' good for me ?

- (a) Yeah, I can be a jack of all trades
- (b) Yeah, it increases my job prospects.
- (c) Nah, does not provide in depth knowledge in any subject
- (d) Fair Enough, but more electives should be permitted
- (e) No comments. I am confused!!!!



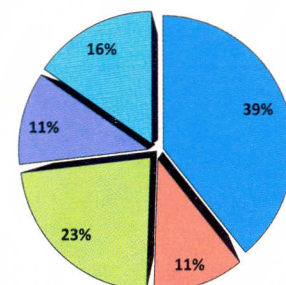
The reason why you chose MBA as your career path

- (a) Sheer Interest
- (b) Better job prospects and satisfaction
- (c) More Money
- (d) Entrepreneurship
- (e) I don't know why I am here!!!!!! (confused)



The strength of the SDMIMD student community is going to increase from 240 to 360 and you feel

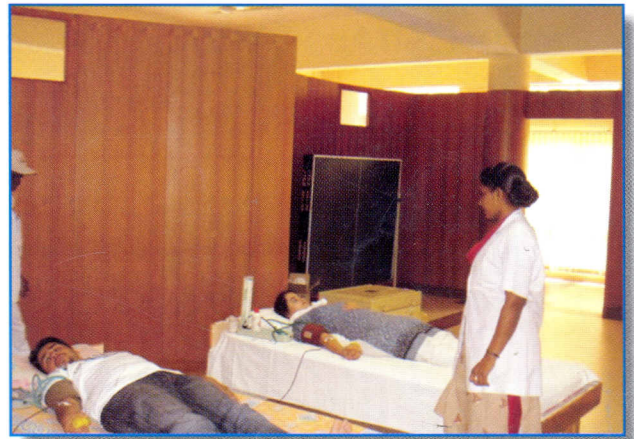
- (a) I will love the hustle bustle in the campus
- (b) More friends, more diversity
- (c) I dislike crowd in the campus
- (d) 240 and 360 are the same for me (Who cares!!!!!!)
- (e) More SDMIMD ites in the management field. I will love it!!!!



SAY CHEESE



A trip to where history sleeps...



Blood Donation Camp organised by the SDMIMD students



Visit of Sri Sri Kukke Subramanya Swamiji



Students distributing books to the kids in the Govt. Higher Primary School, Siddartha Nagar, Mysore, which was adopted by SDMIMD



Visit of Mr. Sandesh Swamy, honorable Mysore Mayor, to SDMIMD

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