



SDMIMD used social media as the theme for the big fight among the B-Schools this year

Naissance 2011, the annual management fest at SDMIMD was held on 6th, 7th and 8th of January 2011. This year the whole event revolved around the concept of social media. From the mode of registration to the naming of the games, from the online contest on Facebook to the real time updating of results and social status, the organisers leveraged on the social media in every possible way. The events conducted were Matador (The best manager), Kotler2Twitter (the marketing event), The Hub (the retail event), Tagged (HR), Expound (Paper Presentation), B-Emperor (Entrepreneurship), Technagar (Systems), Concorso (B-Quiz) and Dashboard (Operations).

The three day event of Naissance was inaugurated by Mr. Vikram Muthanna, the Managing Director of the news daily – Star Of Mysore on 6th January 2011. The event saw participation from colleges like IIT Madras, Alliance University, Christ University-Kengeri, Manipal Institute of Management & Christ University Bangalore among others.

The evening of the first day was brought to life by the scintillating performance of the Bangalore based music band 'Swarathma' while the students of SDMIMD entertained the audience on the second day evening with various cultural events. All the participating colleges sent in their best teams for Naissance 2011 and Christ University Bangalore won the overall champions trophy.

From the Editors...

Dear Reader,

Welcome to the pages of B-Street Buzz-the termly newsletter of SDMIMD.

Social Media is the new buzz word in the world of marketing. The advent of the media like Facebook, Flickr, Twitter etc have revolutionised the online space. The students of SDMIMD went one step further by organising the management fest Naissance through the effective usage of the web. The 3 day fest indeed has set an example for other colleges on how to harness the power of the social media.

Its time to bid farewell to some members of SDMIMD family at the same time welcome some new people. For the outgoing batch of 2009-'11, we wish them good luck for a wonderful career and for the incoming batch of 2011-'13, we wish them a wonderful fun filled SDMIMD life.

As we pass our responsibilities of this newsletter to our gifted juniors, we wish them all the best and may they take it to greater heights.

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

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ACHIEVERS' CORNER

SDMIMD students win laurels again in National Management Fests

Our students **Ragunandan Ravichandran**, **Sanjay Somashekar**, **Pooja Mishra** and **Praveen Sharma** won the 2nd place in 'Marketing Advertising & Designing' competition at Quark 2011 - BITS Pilani, K.K. Birla Goa campus.

The team consisting of **Sumasree BS** and **Aparna Gopal** won the first place in the HR event in Pratigam 2011 at Amrita School of Business. **Manisha Giria**, **Vijet Shetty** and **Anirudh Sonthalia** won the Second place in the Marketing Event.

Two of SDMIMD student teams won the first and second prize at iATROSCAN- a B-plan contest hosted by

Department of Management Studies, Adhiyamaan College, Hosur in association with the Next big idea, IIMB, Intel, DST & NSRCEL. The first prize was won by **Apoorva M S** & **Arunkumar S** for their B-plan titled 'Farmgrown'. The second prize was won by the team comprising of **Carl Fernandes** and **Debottam Saha** for their B-plan titled 'Myfashion, an online fashion consultancy and E-tailing service'.

Rohit R and **Jani Dhruman**, won the first prize in the IT event at the management fest, DIAKRISI conducted by Mount Carmel Institute of Management on 25th and 26th November 2010.

Kushal Bhathija, **Divya Ventakesh**, **Gaurav Dwivedi** and **Sowmya Balasubramanian** won the first prize at IIM[A] for "Nestle Marketing Case Study presentation". SDMIMD team. beat the teams from IIM A, IIM B and SP Jain .



Left to Right : Kushal Bhathija, Dhivya Venkatesh, Jani Dhruman, Prof. Ramesh Venkateswaran(director), Rohit Ramaswamy, Sowmya Balasubramanian and Gaurav Dwivedi

Visitors to Campus

- **PROF. K.V.RAMANI**, Public Systems Group, Centre for Management of Health Services, IIM[A]
- **MR. STEPHEN BORTE**, Global Quality Manager, SPI, Mysore
- **MRS.BRINDA ADIGE**, Director, Global Concerns India.
- **DR.JUSTIN PAUL**, renowned author and an Associate Professor at the IIFT
- **MR.DEEPAK SHARMA**, Co-founder & Director, Kanvic Consulting Pvt. Ltd
- **PADMASHREE DR. H. SUDARSHAN**, Honorary Secretary, Karuna trust

Health is Wealth



Prof. K.V. Ramani, Public Systems group, Centre for Management of Health Services, IIM[A], delivered an insightful speech on 'The Role of Health Care in Socio-Economic Development' from the Indian Perspective on

2nd December 2010. The talk brought to light the current state of the health care sector with examples from the speaker's experience and observation in the fields of e-governance, healthcare logistics management and healthcare informatics. The speech was conducted by Gnosis- the knowledge management committee of SDMIMD.

Human Trafficking- A Major Concern



Mrs. Brinda Adige, Director, Global Concerns India, through her speech on "Human Trafficking", sensitized the students to the issues of violence against women and children on 29th December 2010. She

showed the harsh face of reality and the ways in which those could be curbed. Her narration of her experiences during the designing and implementing of a state wide system of police response to issues of violence against women and children and People Friendly Police saw the auditorium applaud her efforts.

Leadership for Nation Building



On the evening of 11th February 2011, SDMIMD was a part of an enriching and insightful session by Padmashree Dr. H. Sudarshan, Honorary Secretary, Karuna trust, who delivered the talk on "Leadership for Nation Building" at the SDMIMD Auditorium. The speaker with his marked experience of working with the tribals could throw light on the importance of

incorporating the traditional medicine with modern medicine. The activities he has taken up to improve the health of the rural people received standing ovation from the audience. The speech was conducted by Gnosis as a part of 'Nexus- Corporate Speaker Series'

Visit by BRICS Students



The student representatives of BRICS countries visited SDMIMD, this winter on 27th & 28th of November 2010. During the two-day visit, they not only relished the Indian delicacies, but, were also shown a glimpse of the Indian culture and diversity with the aid of cultural performances made by students of SDMIMD. The group also went on to see the wonderful places in and around Mysore, before they departed on 29th November 2010. The warmth exuded from both the sides, will be cherished forever.

Texas A & M Students Visit SDMIMD!



The already strong ties between the Texas A & M University, which happens to be among the top 20 Business Schools across USA, and SDMIMD, got all the more strengthened when the students from the university, accompanied by the faculty members visited the institute, as a part of their Industrial tour to India. The group visited firms like Infosys and SPI, to make themselves aware of the Indian way of working, apart from local sight-seeing. The students got involved in a lot of interactive sessions with the students and faculty of SDMIMD during their weeklong stay in Mysore, from 8th - 15th January 2011. They also had a Yoga session at the Institute's wellness centre to get insights into the way of staying healthy and fit.

CAMPUS CHRONICLES

Jingles all the way !



The festival marking the birth of Jesus Christ, Christmas, was celebrated with pomp and show in the SDMIMD campus. The whole evening had it all for the season - a campus beautifully decorated with ribbons, bells and pictures completed with an X'mas tree and crib, and the Christmas carols sung by the choir group. Santa Claus also graced the occasion with his presence and distributed cakes and chocolates. However, the real fun began after dinner, when the games unfolded and gifts started showering in.

Pratigam 2010: When Nostalgia found its way



Coming back and reliving the old days spent at one's Alma Mater is always a feeling to be cherished, and it was very well evident from the gestures of all the Alumni, who attended Pratigam 2010, the Annual Alumni Meet of SDMIMD. Many cultural performances were put up to kick off the party. Also, Mr. & Miss Pratigam was organized to heat up the competition among the alumni. Everybody got reminiscent of their good old days and their favorite hangout spots reminded them of the pranks they had played. The meet enabled interaction between different batches and built bonds between them. The whole event was spearheaded by the Alumni Networking Team of SDMIMD (ANTS) under the guidance of Prof. MalathiSriram.

Saluting the Nation



What binds the diverse populace of India together is the pride of being an Indian, and the moments which give us a chance to relive the same pride are special indeed. However, such National Festivals reach a different rung at SDMIMD when representatives of around 20 states salute the tricolor in unison, on the occasion of 61st Republic Day of our nation. The flag hoisting was followed by the Institute's Director Prof. Ramesh Venkateswaran's

address. Also, Dr.N.R.Parasuraman and a few student volunteers made their speeches imbuing in one and all, the deep rooted sense of patriotism. Thereafter, the prizes were given away to the winners of various sports events, conducted the year round. The ceremony ended with the distribution of sweets and the carriage of some profound thoughts.

CAMPUS CHRONICLES

The North and the South unite at SDMIMD! Lohri and Pongal Celebrations

SDMIMD family is built on the concept of Unity in Diversity. The feeling, here, got all the more intense when two major festivals of India, Lohri from North India, and Pongal from South India were celebrated back to back. On 14th January 2011, Lohri was celebrated with rural brazen simplicity, which comprised of the

dinner, followed by dance and bonfire. The next morning began with the Pongal Pooja followed by kite flying as part of the tradition. The two day long fun came to an end with the serving of typical delicious South Indian meal, whose aroma bound us all again with a common thread of love



Farewell for Batch 2009-11

It was an evening of tears and cheers as the second years walked into the auditorium on 12th February 2011 for their farewell. The festivities started off with the beloved faculty addressing the departing stars. The whole batch became a nostalgic lot when they recollected all the bittersweet memories spent in the campus and the farewell video set to the mood to relive their

memories – the days gone by, the places, the people and so on. The mementos affirmed that every person in SDMIMD is special and has a place in everyone's heart.

The evening was set on fire by the scintillating performance of the sophomore girls and the skit by the team 'Badmaash Launde'. The night was still young as the seniors danced away to their last DJ night on campus.



CAMPUS CHRONICLES

Speakers Club at SDMIMD

In line with the Toastmasters Club, the Speakers Club of SDMIMD was formed with the aim to inculcate in management students the rigor and speech quality that marks leaders worldwide. Not only will the students learn to deliver better speeches, they will also learn to organize speech sessions, think on their feet for impromptu topics, conduct quality research for prepared topics and much more. The club is sure to bring another critical dimension to the lives of students at SDMIMD.



Sports Quotient

Cricket Match with Infosys

A 20:20 friendly cricket match between Infosys Technologies and SDMIMD was played in the Infosys Mysore campus on 22nd January 2011. The students gave a tough fight to the Infosys team by making 118 runs but with the loss of all 10 wickets. Infosys won the match by 8 wickets.

Mathrushree Ratnamma Heggade Memorial Chess Tournament 2011



Annual chess tournament “**Mathrushree Ratnamma Heggade Memorial Chess Tournament 2011**” was organized on 23rd January 2011, at SDMIMD. The tournament was open to UG/PG students, Corporate Executives, Govt and Pvt Employees. Five rounds of Swiss League were held by city’s Arbiter Mr.M.M. Biddappa. The grand masters displayed their combat skills at the Institute’s Wellness Center.

First Prize was won by Mr.K. Vijayakeerthi, 7th semester E&C Student of SJCE Mysore, Mr. SanjithSaha of South Western Railway won the Second Prize and the third prize was won by Mr.K. Shantharam of ICICI Chikmagalur Branch. Fourth and Fifth prize were bagged by Mr.S.M. Raviprakash of Life Insurance Corporation of India, Mysore (also Treasurer of Mysore District Chess Association) and Mr. Uttam Sharma of IDBI Bank, Bangalore respectively. The winners were awarded cash price and trophies.

CRAZY BYTES

Jumbled words

Given below are a list of 4 management thinkers and final word is related. Seek help with the hints given below:

1) LHAAPARD

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2) IEGMND

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3) ROKLET

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4) BERERGZH

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Final Answer

Japanese answer to quality improvement:

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Hints

1. Indian marketing Guru: Bottom of Pyramid
2. Father of Quality Evolution
3. Marketing thinker from Kellogg's School
4. Author of Motivator-hygiene Theory

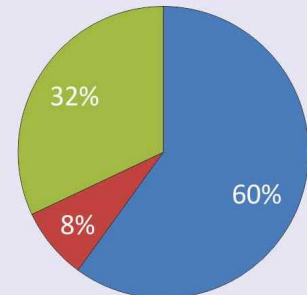
ANSWERS

- 1) Prahalad 2) Deming 3) Kotler 4) Herzberg
Final answer Kaizen

STUDENTS' POLLS

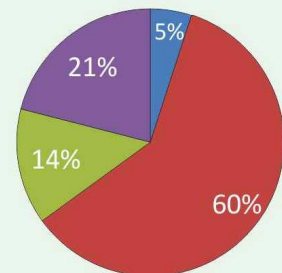
Whenever I go out in the evening.... I would

- (a) Eat out (I got a chance to stay away from mess utilize it)
- (b) Will come back for dinner (I love mess food)
- (c) I'll enquire what the mess has served that night then decide (only some things served are avoidable)



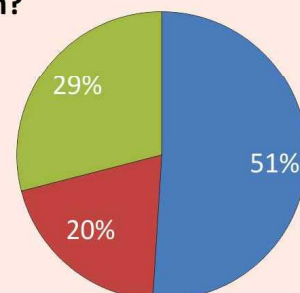
When do you face a money crunch?

- (a) In first week of the month (mess bill is not out yet and hence can't ask money from home)
- (b) After third week of the month(after I pay the mess bill)
- (c) Always (I am a spend thrift can't manage my money)
- (d) Never (I am filthy rich)



What do you prefer to do when you have a boring lecture after lunch?

- (a) I attend the class and relax in the class (why bunk when I can get sleep and attendance)
- (b) Bunk the class and sleep in my room (not sincere but ethical)
- (c) I am a sincere student I attend the class and try to generate some sort of interest (sense) out of it



SAY CHEESE



A talk by Dr Justin Paul, Associate Professor, IIFT ,
on 'Organic & Inorganic growth strategies'



Lohri celebrations at SDMIMD



SDMIMD cricket team before the Match with Infosys in the latter's Mysore campus



Speech by Mr. Stephen Borte, Global Quality Manager, SPI,
Mysore on the 'Communication and Creativity lead to Quality'



The band Swaratma performing live for Naissance 2010-11

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