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# THE YEAR IN REVIEW



SHRI DHARMASTHALA MANJUNATHESHWARA  
INSTITUTE FOR MANGEMENT DEVELOPMENT , MYSORE



PGDM BATCH OF 2012-14

## **THE YEAR IN REVIEW**

We present below the activities at the Institute during the year, with facts and figures relating to the flagship PGDM program, steps taken for special orientation, placements and the overall stature of the Institute.

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## FROM THE DIRECTOR

It gives me great pleasure in presenting before you the Annual Report of the Institute for 2013-2014. All of us at SDMIMD are heartened that we could hold a number of events during the year. What is more, the students of the Institute won a number of prizes and accolades.

I should acknowledge the efforts of the entire team of faculty and staff members who made sure that the year progressed to the satisfaction of all stakeholders.

As ever, let me express my gratitude to Dr. Veerendra Heggade our Chairman for his inspired leadership, and Sri D. Surendra Kumar & Prof. S. Prabhakar for their support and encouragement.

Let me thank all the well-wishers and supporters of the Institute. We solicit your continued patronage in our endeavour to live up to our Vision and Mission, and rise to be a highly sought-after centre of learning and values.

**Dr. N.R. Parasuraman**  
Director, SDMIMD

# NOTABLE INITIATIVES IN 2013-2014

## PGDM-PGCPM



A Dual Certification Program – Post Graduate Diploma in Management (PGDM) & Post Graduate Certificate Program in Management (PGCPM) – jointly offered by SDMIMD and AIMA-CME (Center for Management Education) was launched this year. This program is approved by All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India and is open for Executives, Working Professionals and Entrepreneurs; and it is structured to enable the participants to adapt to the changing requirements, challenges and opportunities of the corporate scenario.



## CRISIL Rates A ★★ to SDMIMD



SDMIMD has been rated A\*\* (A Double Star) by Credit Rating Information Services of India Limited (CRISIL) at the National level. The ranking by CRISIL assumes special importance in the light of the fact that the rating was awarded after a thorough inspection of the facilities in the Institute, the performance in respect of Admissions, Placements, academic rigor, and the feedback from alumni and students. The ranking brings the Institute on par with many leading B-Schools in the country.

## LAUNCH OF RUBANOMICS INITIATIVE

Rubanomics is an initiative to sensitize the student community to the uplift of rural youth. M/s Head Held High, Bangalore and SDMIMD entered into a Memorandum of Understanding on August 30, 2013, to further strengthen Rubanomics. In the years to come, SDMIMD hopes to strengthen student involvement in this initiative. It is also proposed to introduce special courses and orientation on Corporate Social Responsibility.

## STUDENTS EXCHANGE PROGRAM



SDMIMD has Student Exchange Programs with the MAYS School of Business, Texas A&M University, USA, Global Management Institute of Shanghai University, China and The British University in Dubai.

Students of SDMIMD have the enriching educational opportunity of participating in foreign exchange programs. SDMIMD has collaborated with high-profile, international management institutes of repute to conduct Student Exchange Programs every year for an understanding of management from an international perspective. These student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge when it comes to international opportunities.

SDMIMD has entered into a Memorandum of Understanding (MoU) with British University in Dubai with effect from November 2013. With this MoU, arrangements have been set for student exchange for a full term or a portion thereof, faculty exchange, and, special short-duration programs for students. As a part of SDMIMD's initiative to expose students to the international environment, a group of top 20 students will spend 10 days in Dubai and will be given special lectures and orientation at British University in Dubai.

## CONVERGENCE 3I – THE INDUSTRY INSTITUTE INTERFACE

As a part of its responsibility to keep the dialogue between industry and academia flow smoothly, the second version of Convergence 3i – The Industry Institute Interface was held on September 27, 2013.



## SDMIMD JOURNAL INDEXED IN EBSCO

SDMIMD has entered into an agreement with EBSCO Publishing - a Premier Scholarly Journal aggregator from US, in the area of Business and Economics. This agreement has made the institute scholarly pre-reviewed publication "SDMIMD Journal of Management" to be indexed in EBSCO Business Source Database. With this tie-up the journal has achieved another milestone in reaching out to the International academic community.

## HARVARD TIE-UP FOR CONTENT ACCESS

Harvard Business School Publishing and SDMIMD Mysore have entered into an agreement with a view to provide content access of Harvard Business Publications to student community of SDMIMD. With this agreement in force, SDMIMD will obtain electronic access to HBSP materials through single click service. What is more, many courses are now being run using Harvard's inspiring and challenging cases.

# EVENTS IN

## 2013-2014

MANAGEMENT DEVELOPMENT  
PROGRAMS (MDPS),  
CONFERENCES, SEMINARS,  
WORKSHOPS

### FOUNDATION DAY LECTURE



"Better businesses can be managed by continuous Innovations and focus on Skill Development. Lessons can be learnt from the rural folks on the nuances of business viz. customer needs & wants, pricing strategy, delivery of goods, repayment of debts and a perfect activity for profit. Financial and Social sustainability is the need of the hour." Thus spoke Dr. Harish Hande, Ramon Magsaysay Award Winner, Co-founder & Managing Director of Solar Electric Light Company (SELCO) Pvt. Ltd., delivering the Foundation Day Lecture of SDMIMD held on August 30, 2013."

## 2ND INTERNATIONAL FINANCE CONFERENCE 2013



SDMIMD campus had turned into a virtual "global finance village" on August 9 & 10, 2013, with the presence of Academic, Corporate Executives and Research Students from India and abroad on the occasion of 2nd International Conference on Emerging Trends in Finance & Accounting on the theme "Ideas for the Sustainable Corporate Growth".

Shri Koushik Chatterjee, Executive Director & Group CFO, Tata Steel, inaugurated the conference and delivered keynote address.

The conference witnessed presentation of 68 research papers by the participants from India and abroad, in the areas of finance and accounting. The discussions by prominent academicians and industry practitioners during technical sessions were the key highlights.

## SWAYAM THE ENTREPRENEURSHIP CELL OF SDMIMD

Swayam – The entrepreneurship cell of SDMIMD was inaugurated on the 12th of September 2013. The cell is intended to make students aware about the challenges involved in setting up an own business. During the year the cell actively engaged with select student groups to carry innovative idea to fruition.



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## 2nd INTERNATIONAL HR CONFERENCE

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The Institute had organized its 2nd International Conference on “Managing Human Resources at the Workplace”, on December 13-14, 2013. A galaxy of notable personalities, such as, Mr. Nishchae Suri, Head of People and Change Practice, Partner, KPMG India Private Limited, Mr. R. Venkatanarayanan, President – HR, IT & Education, Rane Holdings Limited, India; Mr. M. Krishna, Managing Director & Chief Financial Officer (CFO), AT&S India; Dr. Selvan D, Vice President, Capgemini, India; and Mr. Girish Karunakaran, President of Eurasia, SPI, India, graced the occasion.

The conference witnessed large scale participation and patronage from research scholars, academicians, management practitioners. More than 375 research abstracts were received in the various areas of Human Resource Management, out of which more than 260 papers were deliberated during the two days of the conference. More than 325 participants from India and countries, such as, Bangladesh, Cameroon, Iran, Saudi Arabia, Nepal, Nigeria, attended the conference. A variety of emerging concerns in the areas of HRM, such as, Organizational Talent Strategies and Retention, Work Life Balance, Training and Development, Motivation, Cross-Cultural Issues, Performance Management and Competency system, Compliance and Ethical Issues at HRM, Big Data analytics in HRM, and so on, were presented, debated and deliberated.

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## Annual Leadership Series (ALS 2014) talk

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“The challenge of inclusive innovation is to deliver high quality products, processes and services at an affordable price for poor people, from mobile to medicines. Such innovations should not just be affordable but extremely affordable”, thus spoke Padma Vibhushan Dr. R.A. Mashelkar, well-known for both his pioneering scientific research as well as his inspirational science leadership as Director General of Council of Scientific and Industrial Research (CSIR), at the Annual Leadership Series (ALS) 2014 talk organized by the Institute. Dr. Mashelkar stressed on use of 'inclusive innovation', which can provide equal access to millions of poor people despite income inequality, something that is implicit in Gandhian thinking, in his talk “Inclusive Innovation: the Global Game Changer”.

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## 3 DAY WORKSHOP ON GOOD GOVERNANCE

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Joining hands with the Mysore Chapter of the Institute of Company Secretaries of India (ICSI) our Institute organized a 3-Day workshop on good governance in September 2013.

## MDP ON STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES

A two day program on "Statistical Package for the Social Sciences (SPSS)" was conducted by Dr. G.S. Lakshminarayana and Prof. J. Balaji, SDMIMD faculty during May 15 & 16, 2013 at SDMIMD Campus. The program focused on providing hands-on experience to SPSS - the powerful software package widely used by Researchers and Students belonging to Psychology, Psychiatry and Behavioral Sciences disciplines.

## MDP ON FINANCE FOR NON FINANCE EXECUTIVES

A two day program on the topic "Finance for Non-Finance Executives" was conducted by Dr. Ullas Rao and Dr. N.R. Parasuraman, on May 17 & 18, 2013. The training was structured with an objective of imparting basic skill sets comprising accounting, financial management and cost management to the Non-finance working executives.

## MDP ON STATISTICAL PROCESS CONTROL

One day training program on Statistical Process Control (SPC) Using Excel was conducted by Dr. R. Jagadeesh, on May 18, 2013. The training module aimed at imparting concepts and theory of SPC using Microsoft Excel. The program provided hands-on experience on Excel; and, demonstrated on how to improve quality & to generate reports using Excel.

## INTERNATIONAL SYMPOSIUM ON GLOBAL BUSINESS



Coinciding with the visit of the special delegation of students and faculty from Mays Business School of Texas A & M University, USA, the International Symposium was organized on January 4, 2014.

Shri Arun Nayar, Director – Human Resources, Safran Engineering Services, Bangalore, delivered the keynote address. The inaugural session was followed by the interactive session between students of SDMIMD and Mays Business School, Texas A & M University, USA. Business quiz and the brain teasers were the part of the interactive session. The post lunch session was a Workshop on Functional Innovation Methodology by Innomantra Consulting Private Limited organized for the students of Texas A & M University. Mr. Deepu Chandran, Director, Innomantra Consulting Private Limited and Mr. Lokesh, Managing Director, Innomantra Consulting Private Limited, were the resource persons for the innovation workshop.

## MDP ON DATA ANALYSIS AND BUSINESS MODELING WITH MS-EXCEL

Two day Management Development Program (MDP) on Data Analysis and Business Modeling with MS-Excel was conducted by Prof. Mohamed Minhaj, on May 30 & 31, 2013. The program aimed at giving comprehensive introduction to MS-Excel; help the participants to understand the effective ways to use Excel for Data Analysis, Modeling, and Decision Making.

## WORKSHOP ON "STATISTICAL ANALYSIS OF RESEARCH DATA USING MS-EXCEL"

A hands-on Workshop on Statistical Analysis of Research Data using MS-Excel was held during July 13, 2013 at SDMIMD Mysore. Dr. G. S. Laxminarayana and Prof. J. Balaji, were the resource persons.

## WORKSHOP ON LITERATURE REVIEW

A systematic and comprehensive Literature Review is the foundation for a good research. A research will be 'Good' only when it advances our collective understanding on the research field. The collective understanding is possible with understanding the literature in the field. With this understanding a 2-Day Hands-on Workshop on Literature Review was held on December 19 & 20, 2013 at the Campus. 65 participants representing from the premier institutions, universities and corporate attended this workshop. The active involvement in the hands-on exercises of the workshop was very interesting. The resource persons provided a perfect blue-print for the literature review process and publication to the participants.

## FDP ON CORE ELECTIVES IN FINANCE

We conducted FDP on Core Electives in Finance on December 27 & 28, 2013. Faculty participants numbering 24 representing eminent B-Schools from Karnataka, and other parts of India participated enthusiastically in the two-day program. The program equipped the participants with effective and innovative pedagogical approaches across the electives courses in finance comprising of Financial Derivatives, Securities Analysis & Portfolio Management, and International Finance. The program was run using a combination of lectures and hands-on demonstrations. The program was very well appreciated by the participants. The program was coordinated by Dr. Ullas Rao.

## WORKSHOP ON WRITING EFFECTIVE LITERATURE REVIEW

A sequel workshop was held on January 9 & 10, 2014. The workshop provided hands-on exercises on literature gathering, organizing, analyzing and publishing the literature review. The hands-on training on Open source (Free Software) bibliographical constructions and management tools – Zoetero, JobRef and BibMe; and interactive session on 'How to Publish in Academic Journal' were also the part of this workshop. 60 participants from Karnataka and neighbor states representing premier universities, institutions and corporate participated in the workshop.

## FACULTY-COUNSELLING SEMINAR BY DR. K.R.S MURTHY

Dr. K.R.S Murthy gave his insight on the changing paradigm of management education to the faculty community during the special session held on July 16, 2013. Dr. Murthy talked on theories & practices from various disciplines, which has fused towards the contribution of management education. He stressed on combining the practice and analytical skill to uphold the uniqueness of management education. He opined that importing western B-School curricula and adapting to largely agrarian Indian economy may not yield results as desired.

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## INSTITUTE PROGRAMS FOR STUDENTS

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### ENTREPRENEURSHIP EVENT AT SDMIMD



SDMIMD E-Cell – 'Swayam' has taken several initiatives to inculcate entrepreneurial orientation among its PGDM students. These include setting up of an Entrepreneurship Cell and signing MoU with National Entrepreneurship Network (NEN). A Business Plan competition was announced and series of workshops for students by eminent entrepreneurs was organized as part of the run-up to the main event. Mr. Sid Mookerji, CMS, SPI, Mysore and Mr. Ravishankar, Founder – CEO, AIM HIGH, Bangalore, were part of the event as esteemed judges for the Business Plan competition. Team Beatrix won the First place; Team Green-O-Vision was in Second place; and, Team S Code stood in the Third place. SDMIMD Alumni and Entrepreneurs – Mr. Ravishankar, Mr. Rajeev Koyal, Mr. Vijay Kumar and Mr. H. Karthik were the panelists for the Panel Discussion organized during the post lunch session.

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## ORIENTATION PROGRAM FOR PGDM 2013-15 BATCH

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The beginning of the PGDM 2013-15 batch was marked with the motivational line from the book Road to Success – “If you will, it happens” quoted by Prof. S. Prabhakar, Honorable Secretary, Shri Dharmasthala Manjunatheshwara Educational (SDME) Trust, Ujire. Addressing the PGDM 2013-15 Batch during the inauguration of Orientation Program, Prof. Prabhakar stressed upon the budding managers to have will to be an entrepreneur. He stressed on charging oneself with positive energy before learning so that learning becomes complete. Dr. N.R. Parasuraman, Director, SDMIMD, Mysore, introduced the students to academic world of Management education at SDMIMD. Prof. S.N. Prasad, Chairman – Admissions, SDMIMD, welcomed the gathering and Prof. H. Gayathri, Deputy Director, gave an overview on 'Life at SDMIMD'.

## NCCMP PROGRAM

NSE Certified Capital Market Professional (NCCMP) program was conducted for the select students of PGDM 2012-14 batch in collaboration with the National Stock Exchange (NSE). The program was attended by the Finance specialization students.

## STUDENT ACTIVITIES AND ACHIEVEMENTS

### KHOJ 2013

### THE ANNUAL TALENT SEARCH



Khoj is an intra-collage festival which is organized every year after the new PGDM batch arrives at SDMIMD. The purpose of the festival is to identify talent among the freshers through various competitions and to formally welcome them to the PGDM Program. Khoj 2013 was held on June 23, 2013. It greatly helped the seniors to identify the talent among juniors. The new PGDM batch 2013-15 gave a fantastic show with impromptu speeches, colourful dances, skits and fancy dress shows.

### ABHIGYAAN 2013



The Two Day Annual event "ABHIGYAAN 2013", Management Fest for Undergraduate students was held during October 5-6, 2013 at the campus. Vidhya Ashram First Grade College Students emerged as overall champions by winning First Prizes in two events Sell Your Spark & Uncanny Enigma and a Second Prize in the event Dossier. Mr. Neeladri Das from Alliance University Bangalore won the Best Manager event Tycoon. The Prizes were given away by Mr. A.R. Dwarakanath, Trainer - Corporate Wellness & Executive - Public Relations of SDMIMD.

### ONAM CELEBRATION



It is normally said that it rains on auspicious occasions. It did so, when King Mahabali visited SDMIMD to bless the gathered SDMITes. Onam is a festival celebrated by the people of Kerala to welcome the arrival of their beloved king Mahabali, during whose reign Kerala prospered. Onam started off with the renowned Kerala lunch – 'Sadya' with around 14 dishes served on plantain leaf and 'payasam' to complete the meal. Later in the evening, the visit of the Mahabali was welcomed with the display of fireworks. The ladies looked stunning in the Kerala saree and the gentlemen complemented them by draping in traditional 'mundu'. A variety of games was lined up for the excited students. To name a few - 'chilli-eating', 'water balloons', 'Onathallu' and 'Uriyadi'. 'Thiruvathira' a traditional Kerala dance by the girls stole the show by its grace and simplicity. The celebration displayed pomp and grandeur and brought smiles to the onlookers.

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## INTER-COLLEGIATE DEBATE COMPETITION

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**First prize**  
**Ali Asgar Saeed**  
**L.N. Welingkar Institute of  
Management**



**Second prize**  
**Bhagyashree Bhandary**  
**St. Joseph's College of  
Business Administration**



**Third prize**  
**Mythri V. Shenoy**  
**Vidya Vikas Institute of  
Engineering and technology**

## DASARA CELEBRATION BY SDMITES



For SDMITes, Mysore dasara is special and rich experience. The festival changes the monotonous way of life, makes it a bit more colourful with many exciting things to look forward to. It is this spirit that makes the festival so special. SDMITes organized Saraswati Pooja. The best part of the whole evening was the devotional Carnatic song rendered by our Director Dr. N.R. Parasuraman.

## Kannada Rajyotsava Celebration



Festive look and activities made it different to SDMIMD Campus on 15th November 2013, Friday. The day was fixed to celebrate Kannada Rajyotsava. Chappara, Maavina Torana, Rangoli, posters and pictures of eminent personalities gave perfect scene for the occasion which gave a different look to the Mess and surrounding areas. SDMITes enjoyed the state's traditional food during lunch. It was a treat for non kannadigas too, as they took part in singing Kannada songs and fun games. The students enthralled the crowd at Basket Ball Court with songs and dance. Motor cycle stunt by Mr. Ahmed was a thrill to watch.

## KALANUBHAV 2013



Kalanubhav - a student body of SDMIMD organized a violin concert by Vidwan H. K. Narasimha Murthy on Monday, November 18, 2013 at 4:30 PM. Vidwan HKN was accompanied with Shri H.S. Sudheendra on the Mridanga and Shri G.S. Ramanujan on Ghatam. The cultural event was open to public. Kalanubhav - is a student committee with the objective of propagating all forms of Indian art to the students of the Institute. It was originally planned to have a violin duet by Lalgudi G.J.R. Krishnan and Lalgudi Vijayalakshmi, but on account of an emergency they could not perform.

## CINEMATICS 2014 PHOTOGRAPHY COMPETITION



"A picture is worth a thousand words" – the photo journey through India was presented in Cinematics 2014 photography competition held during February 7 & 8, 2014. This year the theme 'A journey through India - Rail, Road and River' attracted 100+ entries from all over India. The special introduction to this year Cinematics is the use of Social Media for publicity and evaluation. The entries were made available in the Institute Facebook page (<http://www.facebook.com/sdmimd>) and the likes and the comments were considered for final evaluation using Web Analysis tools. Sixty entries were shortlisted and displayed in an exhibition on the 7th of February. The event was adjudicated by a panel of three judges. The judges were: Mr. Murli, eminent photographer with The Hindu and Deccan Herald; Mr. Babu, reputed photographer from Mysore and Mr. Ravi, a photo journalist from Mysore. The jury both from the Social Media and the panel of Judges declared Mr. Sagar Koshti as first, Mr. Bharathkumar Hegde the second and third was secured by Mr. Soumyadeep Mukherjee.

## BLOOD DONATION CAMP

"The blood you donate gives someone another chance at life". SDMMites are always seen coming forward with great enthusiasm, to address social issues whenever the situations call for the same. Sunday, 17th November 2013, was a day with difference at Institute's Wellness Center, as students as many as 61 in number donated their blood to the Medical Team from Rotary Chandrakala Hospital Mysore.

## FOOD CARNIVAL 2014

SDMIMD is known for its varied activities. The Student Mess Committee organized Food Carnival on Monday, January 20, 2014. There were 13 food stalls in total where dishes from almost all the States of India were on sale. The stalls were judged by the chief guest Mr. Sharma, Ms. Achala Simha & Mr. Prithiv, members of the student mess committee. Kerala Kitchens emerged as winners of the food carnival 2014. Bong Connections stood second and third place was secured by Anokha.

## SDMIMD CONDUCTS VITTAAKSH 2013



The Finnacle team comprising of the PGDM students from the Finance stream successfully conducted Vittaaksh – a finance event comprising of competitions requiring application of theory and practices of finance. The event was inaugurated by Mr. Anil Joshi, Assistant General Manager (AGM), Postal Training Institute, Mysore. The event witnessed participation of more than 15 teams representing reputed B-Schools in India. The prominent institutions participated in the event included Welingkar, SIBM-Bangalore, MATS, and Christ Management School. The first-prize carrying a cash award of INR 15,000 was bagged by the team from Welingkar, Bangalore. The event was sponsored by India Post.

## CINEMATICS 2014 SHORT MOVIE COMPETITION



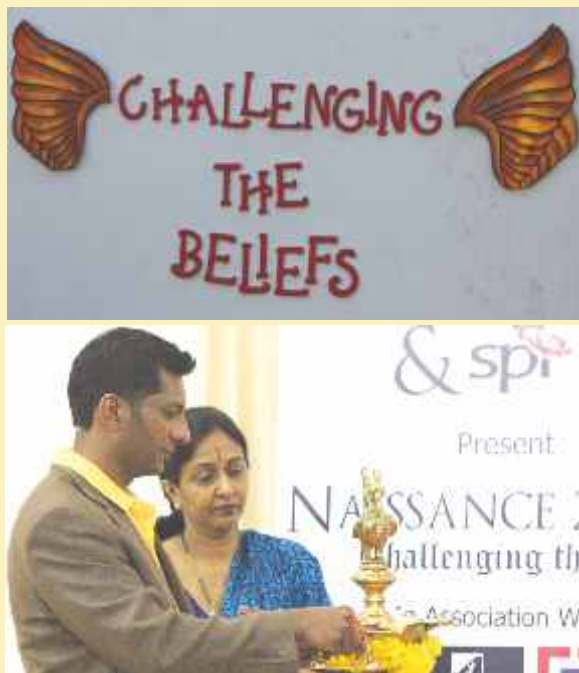
An annual event specially designed for movie lovers “Cinematics 2014 - Short Movie Competition” was conducted as a part of ongoing “Naissance 2014” annual management fest. Dr Kiran Thotambailu, a medical doctor by profession and well known Kannada film producer and Mr Harsha Shetty, educated at the Met Film School, London, were the invited Judges for the competition. “The Wheel” a Bengali film directed by Subhadipta Biswas & Arijit Mitra was adjudged the best and won the first position. ‘The Wheel’ centres on a similar auto-rickshaw journey that plays both in the physical and mental landscape of a young college girl. “U Turn” a Kannada film directed by Mr Madan Ramvenkatesh, bagged the second position. The other movies which were shortlisted were – Lemon Candy, a Musical film directed by Kannan Kodoth, “Che”, a Kannada film directed by Shashank Soghal, “Sanjay”, a Kannada film directed by Karthik Nayaka; “Mahatma” a Telugu film directed by Sudheer Kumar; “Ekulta Raja” a Marathi film directed by Junaid Imam; “Change for a Change” a Kannada film directed by Deepak Hassan; “D Square” a Kannada film directed by Madan Ramvenkatesh.

## SEMINAR ON TQM IN HOSPITALS & MEDICAL TOURISM

In order to expose the students to the practical dimensions of specific studies, a presentation session on TQM in Hospitals and Medical Tourism was organized on February 11, 2014. Key functionaries of the medical fraternity and leading doctors were invited to listen to the groups of students presenting their findings on hospital management.



# SDMIMD MANAGEMENT FEST NAISSANCE 2014



'Competition is global, thus we need people who have got idea, who are fearless to experiment, both entrepreneur and intrapreneur' thus said Mr. Girish Karunakaran, President Eurasia, Software Paradigms International Group LLC (SPI). He was speaking during the inauguration of 3-Day management fest – NAISSANCE 2014. Mr. Girish emphasized on being ethical, intelligent and energetic which are the core prerequisites for any MBA graduate to make an entry to the corporate world.

During his inaugural speech he talked about the industry-institute-interface between SPI and SDMIMD which has yielded quality results in various activities. Mr. Srinivasa Rao, Manager - Sales at SPI and the alumnus of SDMIMD, shared his experience as a student at SDMIMD and the challenges he managed at SPI in various capacities. Mr. Shahbaz Akthar, the Student Coordinator presented about the NAISSANCE 2014 and its theme to the audience. Dr. N.R. Parasuraman, Director of the Institute welcomed the gathering.

## AMAZINGYOU PEOPLE PHOTOGRAPHY EXHIBITION

SDMIMD is known to initiate the student activities and their team efforts, being able to manage things effectively and learn the art of bringing out the best by getting into the fathom of it. AmaZIngYOu is one such student initiative with an objective to encourage & showcase the talent of budding photographers in the campus. The photographers' team - 'photogs' as they are known at SDMIMD has Himanshu Singh Gurjar, Akshay Prasad, Omkar Rajyaguru, Debajyoti Chakaraborty, Tejus Sangameshwara, Ashwin S. Prasad, Jigar Shah, Barkha Agarwal, Shruti Kolagad, Aditya Jiddu, Vishnu A.A. as photographers; Ankur Sahni and Jigar Shah coordinating the activities. This project was conceived by Mr. Himanshu Singh Gurjar, who was inspired by the iconic photo of an Afghan Girl by Steve McCurry. This proved to be a stepping stone for the budding photographers coming together with a motive of clicking and bringing out the best photograph of people which can be cherished by them forever in their lives. Photos were displayed on February 15, 2014 at the Campus through a People Photography Exhibition.

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## STUDENT ACHIEVEMENTS

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### NIPM QUIZ



Shonit Mittal and Surya Prakash Hinduja of PGDM 13-15 Batch won the first place in Phase 1 of the 'NIPM's HR Business Quiz', held on August 17, 2013 at JSS Law College, Mysore. This achievement has made them eligible for the second phase of the event 'Southern Regional Quiz Competition', to be held in Coimbatore. Third and the final round - 'National HR Quiz Competition for HR students', will be held at Goa on Thursday, September 26, 2013.

## SDMITES LEAD IN BRICS QUIZ COMPETITION AT CHINA



The Association of BRICS Business Schools (ABBS) held their 5<sup>th</sup> Biennial Conference this year at Shanghai University of International Business and Economics, at Songjiang Shanghai, China on October 27, 2013. The conference was host to premier b-schools from BRICS countries. SDMIMD, PSG, XIME, Hindustan were the premier B-schools participated from India. As a part of this international meet, a quiz on the contemporary topics in business and management was conducted in teams of 4 comprising of participated b-school students from different countries. Syam Thomas of SDMIMD PGDM 12-14 Batch participated in the round about Russia and Alok Shenoy of SDMIMD PGDM 12-14 Batch participated in the round about China. The teams won first and second prizes respectively in this BRICS B-School Quiz competition. The Institute was represented at the BRICS B schools board meeting by Dr. R Jagadeesh.

## WINNER OF SPARSH 2014 ARTICLE WRITING COMPETITION



The Paper "Entrepreneurial Spirit and Socio-Economic Development" submitted by Nancy Sharma of PGDM 2012-14 to "Sparsh" Souvenir Article Writing Competition of Amrita School of Business, Kochi, organized as a part of National Level Business Fest 'Asthra 2014' during January 24 & 25, 2014 has won the First Place in the competition.

## IFLA AWARD TO DEEPAK NESARIKAR



Deepak Nesarikar of PGDM 2012-14 Batch received the IFLA award for securing 4th place among the top 6 papers, selected by KPMG India, the Talent Partner for the International B-School Open Paper Writing Competition organized by ABP Pvt Ltd. The other Top 5 papers were from IIMK, MICA, IIMC, XLRI and KJ Somaiya. Nesarikar's article "Empowerment & Social Businesses" was published in IFLA2013 Compendium. The Awards were given by Mr. Ambarish Dasgupta, Partner and Head-Management consulting, KPMG India; Mr. Sunil Kanoria, Vice Chairman, SREI Infrastructure Finance; and, Dr. Amit Mitra, Honourable Minister for Finance and Excise, Govt. of West Bengal.

## SDMITES EMERGED AS WINNERS OF DATA ANALYTICS COMPETITION



Deepak Nesarikar, Vijaykumar Kurdagi and Krishna Kumar won the All India Data Analytics Competition for B Schools. The competition was conducted by LatentView Analytics, a consulting and data management company which delivers analytics solutions to clients in financial services, consumer goods and retail sectors. There were 2123 participants in the competition from the premier b-Schools including IIMs. Deepak Nesarikar has won 6th Place among the Top 25 winners. Krishna Kumar and Vijaykumar Kurdagi were able to succeed on the 12th and 21st place respectively. The company has also offered Pre-Placement Interviews for the winners.

## First Prize in Flight of fancy 2013



Sudipta Pan of PGDM 2013-15 batch has won First Prize in Flight of fancy 2013 - Creative writing competition conducted under the aegis of Literati at Xavier Institute of Management, Bhubaneswar (XIMB).

## EXCELS IN PAPER PRESENTATION



Akshata Upadhyaya and Abhinav Pandey of PGDM Batch 2012-14 won first prize in inter college paper presentation contest conducted by ICICI Direct on the topic "Effectiveness of Social Media in Financial Services"

## GREEN

# Dimensions TO STUDENT MAGAZINE

[www.sdmimd.net/dimensions](http://www.sdmimd.net/dimensions)



Increasingly, many corporate IT departments have gone for green computing initiatives to reduce the environmental impact of their IT operations. SDMIMD also is not far behind in taking such Green ICT initiatives. SDMIMD student magazine Dimensions, is now in its electronic 'avataar' – e-Dimension - to contribute to its Go-Green initiative. Going green has presented opportunities to SDMIMD reduce carbon footprints by avoiding the printing of the student magazine

## NATIONAL WINNERS IN IBS BANGALORE AND TAPMI, MANIPAL B-SCHOOL FEST



Gaurav D. Jhunjhunuwala and Sriram Bhat won the National Management Fest TARKASH 2014's Finance Event – Hades Hermit. The winners challenged participants from other the premium B-Schools representing Christ, St. Joseph, SIBM, and others, in this event organized by ICAI Business School (IBS), Bangalore.

In the annual fest ATHARVA organized by T. Anantha Pai Management Institute (TAPMI), Manipal, SDMites Ashish Jain and Gaurav D. Jhunjhunuwala secured 3rd Place in the Finance Event – INFINITY beating the host team, NIRMA, NITIE, K.J. Somaiya and others.

## SOCIALLY RELEVANT PROJECTS

As in the previous years, we send students in groups to selected NGOs and social organizations for study, exposure and interaction. The primary goal of introducing SRP is to instill and develop ethics, social responsibility and philanthropy – values for which SDM Educational Trust is reputed. SDMIMD strongly believes in shaping students into responsible and good human beings along with good corporate leaders. In the current business milieu, wherein corporate social responsibility is gaining prominence, it is very important that management students are sensitized to societal issues and social responsibility.

Around twenty organizations participated in this year's SRP with Head Held High alone taking 74 students. Other organizations includes K.R. Hospital, Asha Kirana, Pinjrapole, Smt. Puttaviramma Residential School for Deaf Girls, RUDSET, Vasavi Shanthi Dhama, People for Animals, Pollution Control Board, Sneha Kirana, Women and Child Welfare Department, Mysore Parkinsons Support Group, Mother Teresa's Home, Pratham and many more.

## ACHIEVEMENTS BY SDMIMD PERSONNEL

### A USER-FRIENDLY TEXT BOOK



The new text book on Financial Management written by Dr. N.R. Parasuraman, Director, was released by the Chairman Dr. D. Veerendra Heggade. In his foreword, Dr. Heggade hailed the book as "an excellent work covering all critical areas of corporate finance and application"

### DR. R. JAGADEESH IN INTERNATIONAL JOURNAL EDITORIAL BOARD

Dr. R. Jagadeesh, Professor – Operations and the Editor, SDMIMD Journal of Management, was invited to be on the Editorial Review Board of the journal – Journal of Management Development, published by Emerald Publishing, UK.

Dr. R. Jagadeesh. is already a member of Editorial Board of Journal of Management Science and Practice (MSP) published by Bowen Publishing New York, an International peer-reviewed scholarly journal publisher.

### 86 PUBLICATIONS IN 2013-14

The reseach activity by the Faculty of the Institute showed a sharp increase, with as many as 86 papers getting published and/or presented in various conferences. The quality of the publications in the Institutes's in-house journals and cases study handbook came in for commendation from several experts.

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## AMERICAN LIBRARY ASSOCIATION (ALA) SPONSORSHIP TO DR. SUNIL M.V.

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Dr. Sunil M.V. received the sponsorship from American Library Association (ALA), USA provided to Librarians from the South-Asian Countries to attend the Online Courses. Dr. Sunil, Librarian attended the 45 days web course on "Fundamentals of Collection Assessment" conducted by Association of Library Collection & Technical Services (ALCTS) the training body of ALA and successfully completed the course.

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## SDMIMD – SOCIAL MEDIA ACTIVITIES

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[www.facebook.com/sdmimd](http://www.facebook.com/sdmimd)

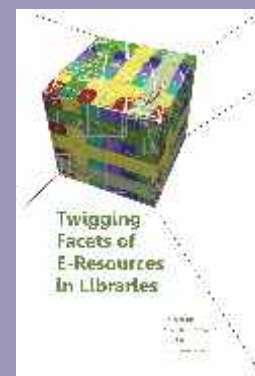


With an objective of improving the institute's brand awareness on the web, during this academic year several activities pertaining to web and specifically related to social media were initiated. It was felt that we could also reach out and engage our audience on social media. Although the institute had put up its Facebook page, twitter and youtube channels some time back it was not very active and was completely handled by our students. Earlier attempts to give impetus to our social media presence with Photography and Video competitions had a temporary result. Hence it was essential to engage the audience on a continuous basis to realise the true potential of social media. With the support of a social media marketing company and with active participation of students, the institute's social media presence was consolidated.

## SDM RESEARCH CENTER FOR MANAGEMENT STUDIES

Research and Publication activities of the institute are carried out by the Research Center For Management Studies (SDM RCMS), where both the faculty members and the students regularly contribute to the academic and scholastic activities by way of research-based articles and case studies in various applied and theoretical aspects of management. This year's editions of the Cases in Management and Contemporary Research in Management contain highly researched quality inputs from the faculty.

### SDMRCMS Publications 2013-14



## OTHER ACTIVITIES AND ACHIEVEMENTS

### 5 FIRST PRIZES IN DASARA FLOWER SHOW COMPETITION



Serene landscaping of the Institute never fails to impress people. Yet again in the Dasara Flower Show Competition, SDMIMD garden bagged 5 first prizes in various categories. The Best Educational Institute Garden award has been won successively for the last nine years.



The judges appreciated the efforts of the horticulture department staff and awarded the Rolling Cup (award) under this category. The Mexican Lawn covering the large area of the garden won the first prize in Best Lawn Category. The other categories in which SDMIMD stood FISRT are Best Ornamental Plants, Best Fruit Plants and the Annual Flower Yield.

### TRI COLOUR HOISTED AT SDMIMD



In keeping with the tradition at SDMIMD a flag hoisting ceremony was held on the 67th Independence Day Celebration on August 15, 2013. Prof. N.R. Govinda Sharma hoisted the tri-colour and addressed the gathering. . Further, for the function relating to the Republic Day held on 26th January, 2014, Prof. Malathi Sriram hoisted the flag and addressed the gathering.

# GUEST LECTURES IN 2013-14

*Control your Destiny or Somebody will*  
June 5, 2013

**Mr. Mahalingam .C**  
Executive Coach and HR Advisor, Bangalore

*Entrepreneurial challenges and innovation*  
June 06, 2013

**Mr. Anant R Koppar**  
Chairman & CEO  
KTwoTechnology Solutions, Bangalore

*SKDRDP and its implementation*  
June 06, 2013

**Dr. L. Manjunath**  
Executive Director  
Shri Kshethra Dharmasthala Rural Development  
Project (SKDRDP)

*Foundations of Leadership & Achievement –  
Glimpses from the Corporate World*  
June 07, 2013

**Mr. Sridhar Chari**  
Secretary  
Chamber of Commerce & Industry, Bangalore

*Industry readiness*  
June 07, 2013

**Mr. R. C. Jagadesh**  
Director – Operations & Technology  
Kluber Lubrication, Mysore

*Making Business Socially Inclusive and  
Sustainable*  
June 07, 2013

**Dr. R. Indira**  
Professor & Chairperson  
Director - Department of Sociology  
International Centre University of Mysore

*Corporate Expectations from Management  
graduates*  
June 07, 2013

**Mr. R. Venkatnarayan**  
President - HR, IT and Education  
Rane Holdings, Chennai

*"Toyota way" for Continuous Improvement  
(Kaizen) and Respect for people*  
June 08, 2013

**Mr. T.R. Parasuraman**  
Senior Vice President  
Toyota Kirloskar Auto Parts, Bangalore

*From Me to We*  
June 08, 2013

**Ms. Shilpashree**  
Head – Marketing & Communications  
Terex, Bangalore

*Achieving Goals*  
June 08, 2013

**Mrs. Uma Balakrishnan**  
CEO  
Axcend, Bangalore

*Industries expectation from young leaders*  
June 10, 2013

**Mr. Ram Mohan C.**  
Sr. VP – Head of Infrastructure Management &  
Tech Support  
MindTree Consulting, Bangalore



*Strategic Planning and Execution – Ring side view from the industry*  
June 18, 2013

**Mr. Ashraf Peeran**  
Director of Solution Architecture, Xerox Corporation, California, USA

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*Private equity investment*  
July 11, 2013

**Mr. Tom Delbrook**  
Global Chief Financial Officer and Head of Legal Services  
Software Paradigm International (SPI)

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*Challenges of Institutional Sales in Recessional Markets and Insights into Practical Aspects of B2B marketing in India*  
July 13, 2013

**Mr. Sandeep Pai**  
Area Manager (Karnataka and Kerala) – Volvo Buses India P. Ltd.

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*Quality Concept and Kaizen*  
July 17, 2013

**Mr. Manohar**  
Manager –Quality Assurance, L&T Construction Equipment Limited, Bangalore

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*ISO 9001 – 2008 Quality Management Systems – Requirements*  
July 29, 2013

**Prof. Anantha Prasad**  
ISO Consultant  
Mysore

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*Emerging Competency requirement for HR professionals in the global environment*  
August 24, 2013

**Mr. Praveen Kamath**  
General Manager & Global Head Talent Transformation, BPO/KPO, Wipro Corporation

*Emerging trends in finance and accounting lessons from Tata Steel*  
August 09, 2013

**Shri Koushik Chatterjee**  
Executive Director & Group CFO, Tata Steel

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*Strategic Finance*  
August 12, 2013

**Prof. Richard Ponarul**  
Faculty - California State University, USA

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*Ideas for sustainable corporate growth The Infosys example*  
August 09, 2013

**Shri Nagarajan Srinivasan**  
AVP & Head, Infosys Limited

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*Making meaningful sense of finance and accounting An outsiders perspective*  
August 10, 2013

**Shri Harish Machia**  
Practicing Management Consultant, Mysore

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*How to publish award winning research papers*  
August 10,2013

**Dr. Elango Rengasamy**  
Professor & Head - Banking & Finance, British University in Dubai

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*Lessons in Excellence from Ujjivan*  
August 10,2013

**Shri Samit Ghosh**  
CEO & Managing Director, Ujjivan Financial Services Pvt. Ltd.

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*Digital Marketing and Online Branding*  
September 21,2013

**Mr. Bejoy and Ms. Gunjan**  
Founders of E-SQUARED  
An innovative digital media firm.

*Don't go for the lower hanging fruit that might not be the sweetest. Don't choose your career based on the first salary*

September 21, 2013

**Mr. Ravishankar**

CEO, Aim High India, Bangalore

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*Bureaucrat to Entrepreneur*

September 27, 2013

**Mr. C. Balagopal**

Senior Advisor at terumopenpol ltd & Director at Enter Technologies Pvt Ltd

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*Lessons from the Real World of Corporate Life*

October 12, 2013

**Mr. Hari**

Amba Research

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*How to improve networking at college level?*

October 12, 2013

**Ms. Annapurna**

HR Head, Esilor India Pvt. Ltd., Bangalore

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*Nuances of Urban Development*

October 17, 2013

**Mr. Chandra Prakash**

President, Mysore Grahakara Parishat

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*Mortgage Backed Securities*

October 27, 2013

**Ms. Anjali Mullatti**

CEO & M.D, Finitatives Learning India Pvt. Ltd

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*Insight into Self-Branding*

November 16, 2013

**Ms. Lekshmi Bhargavi**

SDMIMD Alumnus, Vice President  
Toyota Financial Services India Ltd, Bangalore

*Dynamics of managing workforce in Manufacturing Sector*

November 17, 2013

**Mr. Dheeraj Shetty**

HR- Admin at JBF petrochemicals Ltd. Mangalore

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*Setting up New Accounts*

November 30, 2013

**Mr. Sanjay Srinivasamurthy and Mr. Sakeer**

SPI, Mysore

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*IT Outsourcing – trends and strategies*

December 04, 2013

**Mr. Shiva P. Chandra**

Co-Founder & CEO, MyShore IT Solutions, Mysore

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*How to face interviews & preparation of CVs*

December 29, 2013

**Mr. Sakeer Hassan**

Head - Business Development, SPI

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*Meeting the challenges of the market, the story of BEML*

January 10, 2014

**Mr. Muralidhara**

CGM, BEML

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*Stock Market & Trading*

January 16, 2014

**Mr. Amar Kumar Gupta**

Regional Manager - ICICI Direct Financial Learning Division

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*Values at Infosys*

February 11, 2014

**Mr. Vinu Sekhar**

HR Head for Mysore Development Center,  
Head of the HR function at the Global Education Center (GEC) & HR Head for Engineering Unit Infosys Technologies, Mysore

# SDMIMD student receives IFLA award in Kolkata



The award was presented to Deepak Nesarikar by Anil Dasgupta, partner and head management consulting at KPMG India, vice chairman of SREI Infrastructure Finance Sunil Kanoria and Dr Amit Mitra Honorable Minister of Finance and Excise, Govt of West Bengal is also seen.

**Aggrahara:** Deepak Nesarikar, student of 10th (IM) - Mulla Institute of Comprehensive PGDM 2012-14 Batch of SDMIMD, Ahmedabad (MICA), Xavier's Labour Education Institute (XLERI), Jharkhand placed among the top 5 papers selected by the K J Somaiya Institute of Management.

# Industry-Institute interaction at SDM-IMD

Convergence 3i, an interface event for interaction between final year degree students and industry executives has been organised by the Confederation of Indian Industry (CII), in partnership with SDMIMD, Mysore, under the aegis of the Industry-Institute Partnership Panel of CII, Mysore, on September 27 at SDM-IMD auditorium. The objective of the day-long programme is to expose the students to the expecta-

tions of corporate employers for their future career and sensitise the corporate employers about the aspirations of the students. This programme is open to all final year degree students. Ashok Rao, President of Automotive Axles Ltd, will deliver the keynote address while L. Krishnan, MD, Taegu Tec India, will be chief guest. Contact, 2517003 or 2516319.

# Global meet on HR begins at SDM-IMD

The award ceremony was held at SDMIMD, Mysore, on September 27. The award was presented to Deepak Nesarikar by Anil Dasgupta, partner and head management consulting at KPMG India, vice chairman of SREI Infrastructure Finance Sunil Kanoria and Dr Amit Mitra Honorable Minister of Finance and Excise, Govt of West Bengal is also seen.

# SDMIMD students win prizes in BRICS meet at Shanghai



SDMIMD students have secured top positions in the BRICS meet at Shanghai. The students were recognized for their academic excellence and leadership skills. The event was a significant milestone for the institution, showcasing the quality of its education and the capabilities of its students.



**FOREIGN GUESTS:** Students from Maya Business School (as) attend a symposium at SDM-IMD in Mysore on Monday.

TAR OF MYSORE Thursday 13th February 2014

# Seminar on medical tourism held at SDM-IMD



The seminar on medical tourism was held at SDM-IMD, Mysore, on February 13, 2014. The event was organized to provide students with insights into the growing field of medical tourism. The speaker discussed the various aspects of medical tourism, including its benefits and challenges.

# SDMIMD Management Fest NAISSANCE 2014

• Three-day management fest • Over 61 registrations from various B-Schools



**Aggrahara:** "Competition is global. Thus, we need people who have ideas, who are fearless in experiment. We need both entrepreneurs and managers," said, Girish Karanikar, President, Eminent, Software, Bangalore, (Institutional Setup) I.C.T. (IITP). He was speaking at the inauguration of the three-day management fest - NAISSANCE 2014 recently held at SDMIMD, Mysore. The fest was organized by SDMIMD.

NAISSANCE 2014 has attracted more than 61 registrations from almost 80 schools across the country, participating in various events - Best Managers, Marketing, Finance, Operations, Fun Nights, Entrepreneurship, Retail, Lachar's Ultimatum giving them a chance to win prize worth Rs. 20,000.

# CRISIL ranking for SDM-IMD

Three Dharmashala Mahanatheshwara-Institute of Management Development has been rated A\*\* (2 Double Star) at the National Level by Credit Rating Information Services of India Limited (CRISIL). The ranking by CRISIL assumes special importance in the light of the fact that the rating was awarded after a thorough inspection of the facilities at the Institute, and the performance with respect to admissions, placements, academic rigor, and the feedback from alumni and students. This is another feather in the cap of the Institute.

**Award** Three students of SDM-IMD have emerged as winners of All India Data Analytic competition held for B-Schools. Deepak Nesarikar, Vijaykumar Kurdagi and Krishna Kumar, students pursuing the two year full time residential PGDM Flagship program have bagged the prize. The competition was conducted by Latent View Analytics, a consulting and data management company, which delivers analytics solutions to clients in financial services, consumer goods and retail sectors.



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