



16th Annual Convocation- 8th April 2011

Chairman's Speech

The Chief Guest for this evening, Padma Bhushan Shri K V Kamath, Members of the Governing Council of the SDM Institute for Management Development, Director and Members of the Faculty, my dear students, parents and other distinguished invitees:

It is with great pleasure that I stand here before you today to preside over the 16th Convocation of the Institute. This is a great time for the SDM Institute for Management Development, the flagship institute amongst the 40 educational institutions promoted by the SDM Educational Trust. I am pleased to inform you that the enhancement of intake for the PGDM programme to 180 students from the present 120 students has been approved by the competent authorities and will be implemented from the academic year 2011-12. In doing this there were debates concerning quality versus quantity. How do we maintain the quality while increasing the intake? Does the macro-environment support such a change? The decision to augment the intake has been a considered decision. Augmentation of the infrastructure, both physical and intellectual, required to accommodate the additional students is in place for all of you to see.

I think we could not have got a better person than our chief guest of the day, Shri K V Kamath, for this historic moment. Shri Kamath is an alumnus of the Indian Institute of Management, Ahmedabad. He has served as Managing Director and CEO of ICICI and continues to serve as its Non-Executive Chairman. He has served in senior leadership position at the Asian Development Bank. He was the President of the Confederation of Indian Industry (CII).

Convocation is a day every student worth his salt looks forward to. In this case, it is the culmination and fructification of the efforts over the past two years. Today, the proud graduates will pass out the hallowed portals of this great institution and rightly, I see smile on their faces. I congratulate the young graduating women and men on their achievement and wish them all the best.

You are privileged; you have a management education which is one of the best in this part of the world, a good salary, challenges and opportunities ahead. You have all the competence needed to take the world head-on.

With privileges come responsibilities. The institute therefore takes pride in training the students in social responsibility through its unique Socially Relevant Projects.

As future leaders of business, you have an onerous responsibility. We have put behind us the gloomy clouds of recession and the prospects are looking up. But along with this we hear and experience innumerable scams and frauds. Lack of ethics or putting profit before principles seems to be at the centre of all these strife. I recollect delivering the Bhogilal Memorial lecture at Mumbai, with the topic “Ethics in Business Management”, in 1998. The talk was presided over by Shri Nani Palkiwala. Though the talk is more than a decade old, the topic is perhaps even more relevant today than it was. I had raised questions as to whether morality and ethics be sacrificed for short term gains? Are we modern day followers of Charvaka, who had preached, to quote,

भस्मी भूतस्य देहस्य पुनरागमनं कुतः ?
यावज्जीवेत् सुखं जीवेत् ऋणम् कृत्वा घृथम् पिबेत् ।

The sloka translates to, “Who has seen one rise from the funeral ashes? When alive, seek pleasure; enjoy ghee even if you have to raise a loan”. In these days of materialism, this seems to be the accepted norm but is it appropriate?

I believe and therefore ask of you to follow the path of ethics blended with competence and this, I assure you, is a sure recipe for long lasting prosperity or Shreyas rather than short term Preyas. In putting these thoughts into operation, Business Ethics is not only taught as a core subject to the students at SDMIMD but is an integral part of their education.

The Indian system of yoga helps in building overall personality which is so essential for managers. To quote the Bhagavad Gita, “Yogah karmasu kausalam”, meaning yoga is dexterity in action. Yoga is not just asanas but a whole system of physical and moral discipline. It comprises of yama, niyama, asana, pranayama, pratyahara, dharana, dhyana and samadhi, comprehensively called the astanga yoga or the eight limbed yoga. To illustrate, Aparigraha is not coveting that which does not belong to one-self. If these were to be followed, there would have been no scope for the scams and frauds that visited the country and world at large? The change in the ethical psyche is a slow process and has to be initiated early enough in life. There is a thinking to make Yoga compulsory in schools and colleges recognizing its importance in physical, mental and spiritual health. SDMIMD, as always, is a pioneer and has implemented Yoga ever since its inception.

I wish you once again the very best and conclude with my prayer to Lord Manjunathaswamy and all the deities of Shree Kshetra Dharmasthala to give you truly happy and fulfilling lives ahead.

Thank You.

Dr.D.Veerendra Heggade

Chairman, SDM Educational Trust, Ujire