



---

Seventeenth Annual Convocation  
March 22, 2012

**WELCOME ADDRESS**

Ladies & Gentlemen, Good evening.

On behalf of the Chairman, Governing Council and all of us here at SDM Institute for Management Development, I have great pleasure in welcoming you all for the Seventeenth Annual Convocation of the Institute.

I extend my welcome to the distinguished invitees, members of our governing council, the proud and at the same time relieved parents of the graduating students, members of the media, our well wishers and friends, our alumni and of course all our students who would be looking forward to the new chapter in their lives.

It is indeed an honour to have with us this evening as our Chief Guest Mr. S.Ramadorai. He hardly requires an introduction. Rising from the position of Junior Engineer in TCS, to being its highly acclaimed and successful CEO from 1996 to 2009, Shri. Ramadorai was able to lift the company to international heights. Shri. Ramadorai is a Fellow Member of the Indian National Academy of Engineering and Fellow of the Institute of Electrical and Electronics Engineers. There are several other qualifications that Shri. Ramadorai enjoys, but I am not listing these for want of time. He has also been a recipient of a number of awards and titles. In 2006, Mr. Ramadorai was awarded the **Padma Bhushan**. In between, he won Business India's "**Business Man of the Year**" award, the Lifetime Achievement Award from the Indore Management Association, and the Distinguished Achievement Award from the Indian Institute of Science, Bangalore, and again to name a few accolades that has come his way. After stepping down as the CEO of TCS in 2010, Shri. Ramadorai has been continuing his association with the company that is dear to him, as Vice Chairman. Recognizing his proficiency and ability to put to action ideas, the Prime Minister has appointed him as Advisor to the national Skill Development Council, which is a Cabinet level post.

Shri. Ramadorai is also closely associated with the world of academics, and that makes his being the Chief Guest today all the more pertinent.

But apart from all these, there are two specific aspects to Mr. Ramadorai's personality that I would like to highlight. The first is the great humility that is part and parcel of his personality. All the positions, awards titles and recognitions sit very lightly on him. Secondly, he has proved himself to be a great author. His highly successful book "**The TCS story and beyond**" is a wonderful reading on practical decision-making, attitudes to work, and general commitment. The incidents he narrates there and the opinions that other senior executives in TCS have about his style, show us what a great person he is.

A special thanks to you sir, for taking time off to be with us here on this very important day. We really appreciate the gesture. I believe the graduating batch is indeed fortunate to have Mr.S.Ramadorai as the chief guest for their convocation.

The Chairman of the Governing Council of SDMIMD, Dr. D. Veerendra Heggade is the guiding force for this institution. His unwavering commitment to quality education, social welfare and ethics are well known to people in various parts of the country. Dr. Heggade has steadily expanded the scope and

direction of the activities of the Dharmasthala Trust over the last 4 decades that he has been in charge. Recognizing his valuable contributions to the nation as a whole, the Government of India awarded him the Padma Bhushan in the year 2000. Millions of people have been benefitted by the various innovative schemes of Heggadeji and Dharmasthala. What has been the hallmark of Heggadeji and Dharmasthala has been the very quiet and understated way in which these initiatives are taken – with little fan fare or noise.

We all have a lot to learn about management styles from him.

On behalf of all of us at SDMIMD I extend a hearty welcome to Dr. Veerendra Heggade.

---

## Highlights of the Events at the Institute during 2011-12

---

- PGDM program accredited by the National Board of Accreditation for 3 years from December, 2011
- Successful completion of the NCCMP program in collaboration with the National Stock Exchange
- Maiden International study tour for I year students conducted – students went to Thailand and had academic and social interaction
- 3 students from the II year batch completed their term in Texas A & M university as a part of the exchange program
- A delegation of students and faculty visited the Institute from Texas A & M visited the Institute in January, 2012, as a part of the annual exercise
- International Symposium on various aspects of Doing Business in India was conducted at the Institute in January, 2012
- The **2-day HR conference on Management at the Work Place**, was held successfully in December, 2011, and evoked very encouraging participation from academics
- BRICS International students' meet was held in February, 2012, and students and faculty from China, Russia and Brazil participated in the event.
- The year saw a great upsurge in Faculty publications with a total of 8 international papers and 39 national papers published in the year
- Centre for Research of the Institute began its activities and spearheaded a special publication on select Summer Internship reports
- A dedicated issue of internal faculty research has been brought out by the Centre for Research, to be released by the Chairman on the Convocation day
- With reallocation of administrative and teaching duty, the Institute's dependence on Guest Faculty has fallen considerably.
- Students –both I year and II year- were able to bag a number of prizes and awards in events and fests organized by other B schools, including the overall Championship in the events held by the Manipal Institute of Management and Amrita School of Business
- New social media initiative was taken up and met with very good response
- Large number of special lectures and talks were organized, including the annual leadership talk by Shri. Balasubramaniam
- Faculty from the Institute were invited for special lectures/courses in other major Institutes, including the IIMs
- Constant interaction with growing alumni
- Library and computer center becoming better equipped
- Training and consultancy efforts by the Faculty showing encouraging signs of improvement
- Socially Relevant Projects by students

## Broad Special Plans for the Year/s to Come

---

- *International Marketing Conference*
- *Special Finance Conference*
- *Special HR symposium*
- *Improving on the International Symposium*
- *Centre for Research to seek approval of a good University as a high-quality Ph.D centre*
- *Special Applied research under Centre for Research*
- *Short-term programs for corporate executives*
- *Socially Relevant Project - improvements*

I wish to place on record my sincere appreciation of the great work put in by my faculty colleagues and staff members during the year. With increased intake there was pressure on the system, but their efforts made things easy. All this would not have been possible without the support and guidance from the Chairman, Vice President and Secretary, and the faith they have shown on us. I would also acknowledge the support from the corporate world, the press and the public, in our various endeavors. We hope to have more of all this in the years to come.

## THANK YOU

---

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