



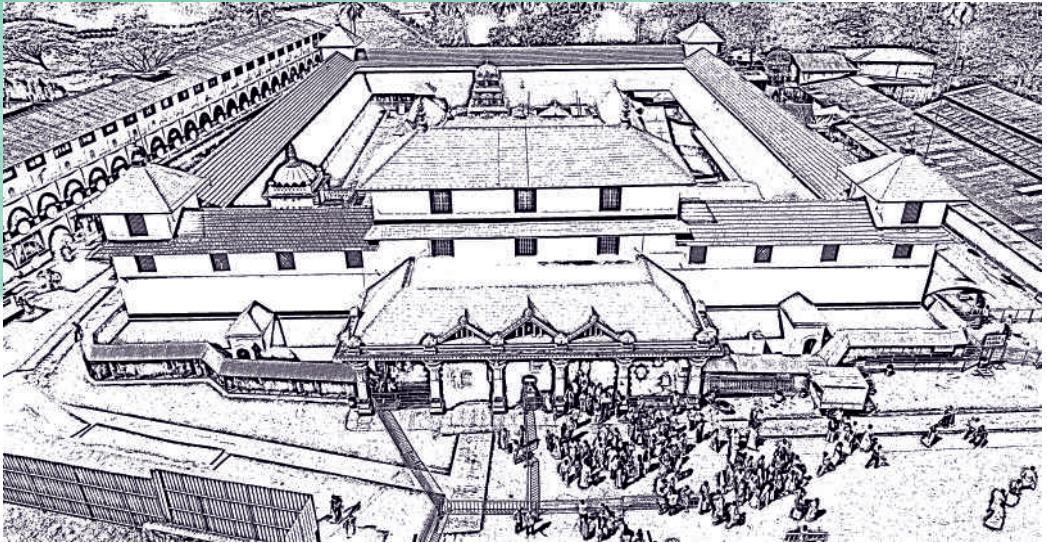
Annual Report 2020-21

Honouring a Commitment



Shri Dharmasthala Manjunatheshwara
Institute for Management Development





Dharmasthala

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical, Dental, Law, Ayurveda and Naturopathy colleges. Part of the 600 year old Dharmasthala Temple, the Trust under the able leadership of our Chairman, Padma Vibhushan Dr. D. Veerendra Heggade, has played an active role in bettering the lives of socially and economically disadvantaged people in Karnataka. The sister organisation, Shri Kshethra Dharmasthala Rural Development Project (SKDRDP) empowers the lives of over 40 lakh members through 4.77 lakh self help groups by offering microfinance, thus enabling their families to live a life of dignity and self-sufficiency.

Annual Report 2020-21



Shri Dharmasthala Manjunatheshwara
Institute for Management Development





Inside

Rising to the Occasion	-	01
Chairman's Message	-	02
Director's Message	-	03
Governing Board	-	04
Faculty	-	05
Accreditation & B-School Ranking	-	06
Academic Programs	-	08
Batch Profile of the 2-year PGDM 2020-22	-	10
Placements PGDM 2019-21	-	11
SDM RCMS	-	12
Intellectual Output	-	14
Participation in Government Initiatives	-	15
International Tie-ups	-	16
Student Exchange Programs	-	17
Faculty Exchange	-	19
2019-21 Group photo	-	20
Campus News	-	22
Conferences	-	24
Annual Events	-	25
Invited Key Talks by our Faculty	-	26
Celebrations	-	27
Management Development Programs (MDPs)	-	28
Webinars	-	31
Invited Talks	-	34
Students' Achievements	-	36
Alumni Corner	-	38
Prerana - Alumni activities during Covid-19	-	40



Rising to the Occasion

SDMIMD was able to demonstrate a timely sense of adaptability and resilience on being confronted with the universal pandemic. Classes for the 2nd year students were started on schedule in June 2020 through the Microsoft Teams platform. For this purpose, special equipments were set up in the campus to enable the faculty to use interactive illustrations in class and also giving them the flexibility of delivery in the online class in a way that simulates the face-to-face class to the extent possible. Consequent to the early start and the holding of sessions on schedule, students became prepared for their placements in good time.

We replaced the conventional series of guest lectures with series of online lectures from academics/practitioners from around the world. First year classes were held online from Aug 2020 as scheduled. Even before this, they were given the benefit of several webinars run by our faculty.



Chairman's Message

The hallmark of SDMIMD's journey has been the way alumni have performed in the world of business, post their qualification. Many of them hold high positions in industry and several are successful entrepreneurs. Amidst all this, they have maintained their humility and values and we are proud in having facilitated their success in some way.

Management education has been going through a host of changes over the years. Regulatory issues, challenges from severe and sometimes unethical competition, and changing aspirations of the student community have all contributed to this state of affairs. We, at SDMIMD, have pledged to keep ethics, values, and social responsibility at the top of our orientation, side by side with the best various individual subjects have to offer. In this, I should complement the faculty team for demonstrating willingness to change curriculum and pedagogy as per changing needs.

Let me wish all the best for our students - past and present. As we pursue higher goals and aspirations, we solicit the continued support of the corporate community and other well-wishers.

May Lord Manjunatheshwara bless you all.

Dr. D. Veerendra Heggade
Dharmadhikari, Sri Kshetra Dharmasthala
Chairman, SDMIMD



Director's Message

The year 2020-21 suffered from the impact of the pandemic. SDMIMD is one of the few institutes to quickly adapt to the new situation and we started our classes and orientation on time through an enriched online mode. As a result of this, while students did miss the campus atmosphere, they did not lag behind in their academic takeaway.

In recent years, our Institute has attained international stature thanks to the two reputed overseas accreditations – from EFMD and ACBSP. Earlier this year, we completed 25 years of academic contributions to the management sector and took the opportunity to have a dispassionate review of the impact we had made on the stakeholders and society. This impact study culminated in SDMIMD getting the BSIS label from EFMD, which held forth in detail the specific contributions the school has made to its students, alumni, the corporate world, the research community, and the society at large. Further, the Indian wing of the international QS rankings and ratings – QS I Gauge- has rated SDMIMD in the topmost DIAMOND category, giving credence to our belief that we are imparting world-class education and holding on to our avowed mission of generating leaders with business excellence coupled with strong Indian values.

We derive our thrust on social responsibility, ethics, and values, from our parent Dharmasthala Trust. With 600 years of strong philanthropy, the Trust and particularly its head and our Chairman, Dr. D Veerendra Heggade have been a source of unending inspiration. Dr. Heggade has personally involved himself with the development of our Institute and is our guiding force.

Our faculty team has been working on constant innovations in offerings and pedagogy, and make the students ready for the challenges of corporate life. We remain thankful to our corporate associate companies, professional organizations and well-wishers for the support we have received in our endeavours. We solicit your continued involvement in the years to come.

Dr. N. R. Parasuraman
Director, SDMIMD



Governing Board

Dr. D. Veerendra Heggade

Dharmadhikari, Shri Kshetra Dharmasthala
Chairman, SDMIMD, Mysuru

Sri. D. Surendra Kumar

Vice President
SDM Educational Trust, Ujire

Prof. S. Prabhakar

Secretary
SDM Educational Trust, Ujire

Dr. Prasanna Chandra

Professor (Retd.), Indian Institute of
Management, Bangalore
Director, Center for Financial Management
(CFM), Bangalore

Dr. Anant R Koppa

Chief Mentor
Kushagramati Analytics Pvt. Ltd., Bangalore

Prof. Pradeep A. Rau

Chairman & Professor of Marketing and
International Business
George Washington University
Washington, D.C., USA

Sri. R. Venkatanarayanan

President-HR, IT and Education
Rane Holdings Ltd., Chennai

Sri. K. Ganesan

Vice President-HR
Tata Consultancy Services (TCS), Chennai

Sri. Kamal Bali

President & Managing Director
Volvo Group India, Bangalore

Dr. Saji Gopinath

Professor
Indian Institute of Management Kozhikode(IIM-K)

Sri. K.R. Viju Parameshwar

Former President & CEO
Klubber Lubrication India Private Limited, Bangalore

Sri. Sid Mookerji

CEO / Founder
Silver Spirit Investments LLC, Atlanta, USA

Dr. R. Indira Ramarao

Rtd. Professor of Sociology & Former Director
International Center, University of Mysore, Mysuru

Sri. Nishit Jain

Special Advisor Asia,
European Foundation for Management
Development (EFMD) Global Network, New Delhi

Sri. Pavan G Ranga

Managing Partner - N R Group
CEO, Rangsons Technologies, Mysuru

Dr. Raj Agrawal

Director, Centre for Management Education
All India Management Association, New Delhi

Dr. Vasanthi Srinivasan

Professor
Indian Institute of Management, Bangalore
(Nominated by the AICTE Government of India)

Dr. Julian Gaspar

Professor Emeritus
Mays Business School, Texas A&M University
Adjunct Professor, International Business & Finance
Busch School of Business, Washington

Dr. N.R. Parasuraman

Director & Professor - Finance
SDMIMD, Mysuru

Dr. H. Gayathri (Ex-officio)

Deputy Director & Chairperson-Academics
SDMIMD, Mysuru

Sri. C.V. Sridhar (Ex-officio)

Assistant Professor
SDMIMD, Mysuru



Faculty

Dr. N.R. Parasuraman

B.Com, LLB, FCS, FCMA, Ph.D
Director & Professor - Finance

Dr. H. Gayathri

MBA, Ph.D
Deputy Director & Professor - Marketing

Dr. Nilanjan Sengupta

M.A., Ph.D.
Professor - Human Resources

Dr. Mousumi Sengupta

M.A. in HRM, GradIPD, Ph.D.
Professor - Human Resources

Dr. M.R. Suresh

PGDRM, Ph.D
Professor - Marketing

Dr. Prasad S.N.

ME, PGDM, MDBA, Ph.D
Professor - Strategy and General Management

Dr. R. Sugant

BE, MBA, Ph.D
Professor - Marketing

Malathi Sriram

MCA, P.G. Diploma in System Analysis, M.Phil
Associate Professor - Systems

Dr. Neetu Ganapathy

M.Sc., MDBA, Ph.D
Associate Professor-Systems

Mohamed Minhaj

MCA, M.Phil
Associate Professor - Systems

Dr. Srilakshminarayana.G

M.Sc., Ph.D.
Associate Professor - Quantitative Methods

Dr. M. Sriram

MBA, FCMA, M.Com, MPhil, Ph D
Associate Professor - Finance

Dr. Jayakrishnan S

PGDM, PGCAM & PR, FPM
Associate Professor - Marketing

Dr. Venkatraja B

MA, Ph.D
Associate Professor - Economics

L Gandhi

M.A., M.B.A., M.Phil.
Assistant Professor - OB/HRM

S. Kannadas

MBA, M.Phil
Assistant Professor-Finance

Dr. Anand Sasikumar

MBA, MS
Assistant Professor - Operations

Dr. S Saibaba

MBA, MFM, MA, MPhil, Ph.D
Assistant Professor - Marketing

Dr. K Riyazahmed

B.Com (CSCA), MBA, Ph.D
Assistant Professor - Finance

C.V. Sridhar

BE, MBA
Assistant Professor

Dr. Sunil M.V

M.LISc, Ph.D
Assistant Professor

Adjunct Faculty**Dr. Elango Rengasamy**

Associate Professor of Finance & Head of Management
Studies Department, Middle-East College, Muscat, Oman

Dr. Stephen ARO-GORDON

Muscat College, Department of Business and
Accounting

Dr. Radhakrishnan S

Telfer School of Management, University of Ottawa

Mr. Mohan Krishna

Consultant, Mysuru

Prof K.K.Ramesh

Former Professor
Indian Institute of Management, Kozhikode

Accreditation

Accreditation and the entire process thereof addresses all the issues pertaining to management education. In particular:

- How the vision and mission of any given B-school gets translated into action plan
- How courses are devised and run
- Outcome management and evaluation of students
- Student and stakeholder satisfaction matrix
- Quality control
- Faculty development and research
- Facilities and infrastructure
- Strategies for the future

SDMIMD has been accredited by two leading international agencies – EFMD and ACBSP. The processes involved going through the rigour of course-outcome management, enhancing research output and having proper quality control in place. On the national front, the National Board of Accreditation (NBA) has continued to accredit the Institute.

Late in 2019, we have also gone through the process of assessing the impact that the Institute is making on its various stakeholders by a new certification program of EFMD called Business Schools Impact System (BSIS). The evaluation involved critical study of detailed reports on various areas of impact and an independent assessment by an expert team. SDMIMD is now one of a small number of Institutes the world over which has its impact certified and acknowledged by an international agency like EFMD.



EFMD Program Accreditation

Recognizing the quality of management education and internationalization, Global accreditation body European Foundation for Management Development (EFMD) has renewed the prestigious EFMD Program Accreditation to SDMIMD's flagship PGDM program. SDMIMD is the first Indian B-school to receive EFMD Program Accreditation.

ACBSP

SDMIMD received the International accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA, for the 2-Year Residential flagship programme – Post Graduate Diploma in Management (PGDM). The accreditation is valid for 10 years. SDMIMD is the first and only B School in India to get dual accreditation from EFMD and ACBSP. These accreditations help students to learn from an environment that meets global quality standards and international orientation.





QS I Gauge

Recognizing the overall excellent practices at SDMIMD, QS I Gauge, the Indian wing of the global ranking agency QS, has rated us in the highest Diamond category.

These rankings and accreditation are a vindication of our efforts towards total quality. These have certainly helped us in our visibility and consequently better acceptance by the corporate houses and admission-aspirants.



BSIS

The BSIS Impact quality stamp to SDMIMD has added another feature to the cap with 2 International Accreditations. The BSIS impact has made SDMIMD to identify, measure and assess the impact on society at large.



NBA

The renewed accreditation by National Board of Accreditation (NBA) has continued to inspire us to maintain the best practice.

B-School Rankings

Apart from being accredited nationally and internationally, SDMIMD has been consistently ranked among top B-schools.

Chronicle

28th among Top B-Schools (Overall Ranking)
9th among Top B Schools in South Zone

Competition Success Review

10th among Top (Private) Leading B Schools of Super Excellence

MBA Universe

35th among leading B Schools

Outlook-ICARE India

29th among the Top 100 Private B-Schools
11th among the Top 50 Private Standalone Institutions

The Week

56th in overall ranking of 179 B-Schools
40th in overall ranking of 159 Private B-Schools

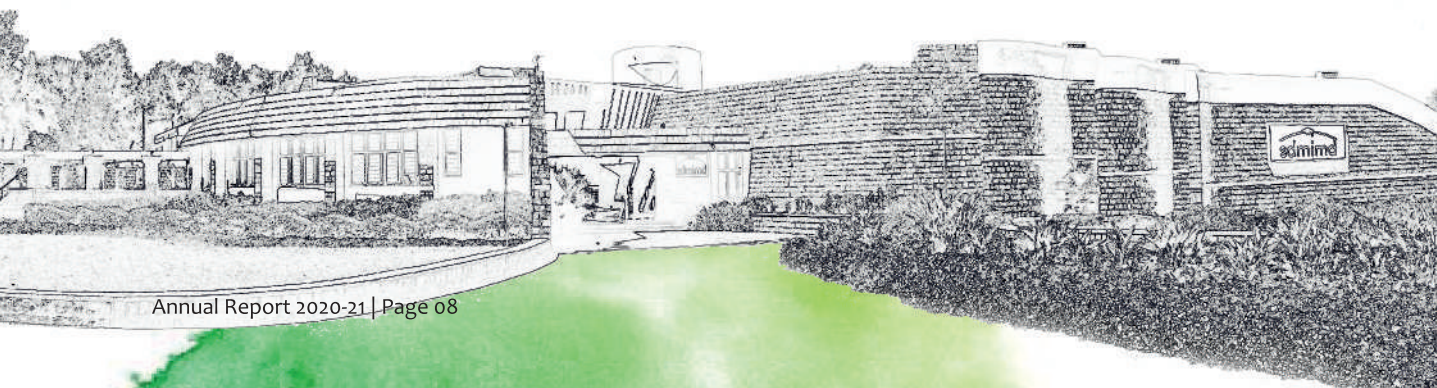


Academic Programs

Orientation Program for the new PGDM batch

We commenced the online orientation of the new batch students of PGDM 2020-22 on 10th August 2020. Even before this, students were exposed to management thoughts and ideas by the following talks held online.

- Analytics and the Role in Management by Prof. Minhaj
- Preparation for Placements by Dr. R.Sugant
- Finance in Management by Dr. M. Sriram
- Strategy in Management by Dr. S.N. Prasad
- Importance of costing in management decision making by Prof. S. Kannadas
- The Role of Data Analytics in Decision Making and Opportunities by Dr. Srilakshminarayana. G
- Management Information Systems by Prof. Malathi Sriram
- Dynamics in Leadership by Dr. Nilanjan Sengupta
- Managing Sustainability by Dr. M.R. Suresh
- Stress Management by Dr.Mousumi Sengupta
- Impact of COVID-19 on Consumer Behaviour by Dr.H.Gayathri



Commencement of One-Year PGCM 2020-21 Batch

The AICTE-recognized One-Year Post Graduate Certificate in Management (PGCM) for the Batch 2020-2021 commenced on August 10, 2020. Inaugurating the program, Dr. H. Gayathri, Deputy Director and Academic Head of the Program welcomed the new batch and introduced the courses offered in different terms and the process involved. The Academic Head introduced the educational service delivered by the SDM Educational Trust and spoke about student etiquette at SDMIMD.

First Annual Convocation of One-Year PGCM 2019-20

SDMIMD organized the First Annual Convocation of the All India Council for Technical Education (AICTE) approved One-Year Full-Time - Post Graduate Certificate in Management (PGCM) Program (2019-20 batch) on January 27, 2021, through Virtual Mode.

Dharmadhikari of Shri Kshethra Dharmasthala and Chairman of SDMIMD Dr. D. Veerendra Heggade, presided over the convocation function. Dr. Heggade awarded the Post Graduate Certificate in Management (PGCM) to the 11 students of the batch and honoured the Gold Medal for Overall Excellent Performance to Mr. Bhargav G Upadhyay.

In his convocation address, Dr. Heggade stated that SDMIMD has been striving to build up overall personalities and character in the students. He desired to have students excel in their corporate or own ventures and concurrently hold aloft Indian values and ethos.



PGCM Batch 2019-20



Aimen Javeed



Anush M



Bhargav G Upadhyay



Clifford Prasad



Dikshith M



Drishya J V



Santhosh Kumar



Arun Varma



Navaneeth Sri Visakh

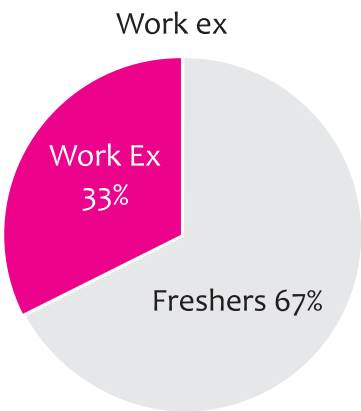
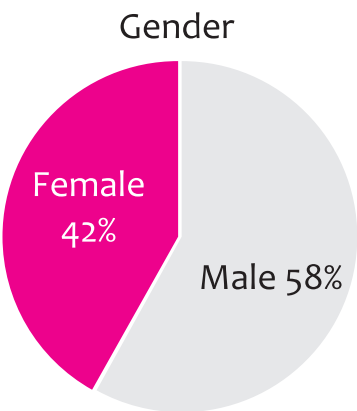


Pushkaraj Indrajeet



Sagar Jevoor

Batch Profile of the 2-year PGDM 2020-22

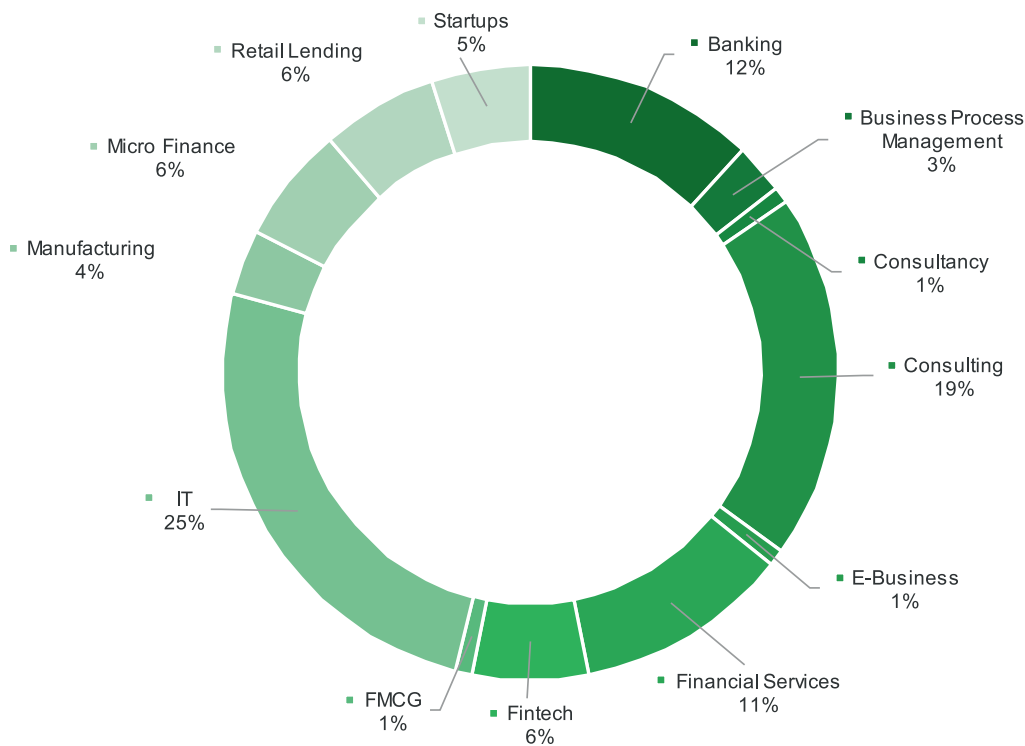


SDMIMD has good diversity which enhances classroom learning and campus living.
PGDM Batch 2020-22 has students from 17 states



Placements PGDM 2019-21

Sector-wise Breakup



Top Recruiters

- Deloitte
- Ernst & Young GDS
- Morgan Stanley
- Infosys
- Oracle
- Tata Consultancy Services
- Tech Mahindra
- TTK Prestige
- Marico
- HDFC Limited
- Odessa Technologies
- Naukri.com
- BFIL

Average Salary	7.7 lakhs p.a
Highest Salary	10 lakhs p.a
Median Salary	7.4 lakhs p.a

SDM RCMS

Doctoral Program

The Doctoral Program [Ph.D.] of SDMIMD conducted by SDM Research Center for Management Studies (SDM RCMS) is recognized by University of Mysore, Mysore, in the area of Management.

During 2020-2021, three (3) research works under the guidance of SDMIMD Faculty Members were submitted to the University of Mysore, Mysuru, for the Evaluation and Award of the Doctoral Degree.

- Performance and Risk measurement of select mutual funds: with special reference to passive investments across tenure by Mr. Vighnesh S. Goankar (Research Scholar) Dr. N. R. Parasuraman (Research Guide)
- Improvements in measuring Systematic Risk in Indian Capital Markets with reference to Beta by Mr. Vikram A. G (Research Scholar) Dr. N. R. Parasuraman (Research Guide)
- A Comparative Analysis of Promotional Strategies of Major E-Commerce Players in India by Mr. Ajay B. Jamnani (Research Scholar) Dr. H. Gayathri (Research Guide)

SDMIMD JoM: 10 Years in Scholarly Publication

Started in 2010, the stature of the SDMIMD Journal of Management (SDMIMD JoM) has risen in the Peer-Reviewed Scholarly Publication World. The journal has gained rising readership and wider popularity and it is evident from the high Index Copernicus Value (ICV 2018) of the journal (95.57). SDMIMD JoM is indexed in EBSCO, J-Gate, i-Scholar, Copernicus, Cosmos and UGC list. Currently, the journal has applied for the UGC Care List. The journal also hopes to get enlisted in the Scopus and ABDC in the near future.

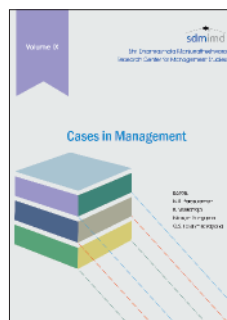
SDM RCMS Publications



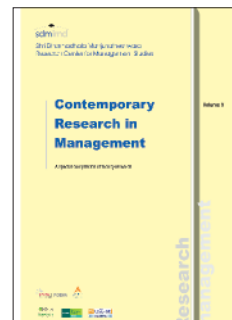
SDMIMD Journal of Management



Excerpts of Select Summer Internship Reports



Cases in Management



Contemporary Research in Management

Case Studies of SDMIMD Faculty Published by the AIMA Case Research Centre

Prestigious case repository and online case publication platform of the All India Management Association (AIMA), New Delhi, The India Case Research Centre, in the year 2020, published four case studies with the teaching notes authored by the Faculty of SDMIMD.

- Matching the Parameters of ITC by Dr.N.R.Parasuraman
- The Rise and Fall of Yes Bank: Significance of the Issues for the Indian Banking System by Dr.S.N.Prasad
- To Say Yes or No to Yes Bank Ltd by Dr.M.Sriram
- Smart Retail through Market Basket Analysis by Prof.Mohamed Minhaj

SDMIMD Case studies with Administrative Training Institute (ATI)

Our Institute has a tie-up arrangement with the Administration Training Institute (ATI) for joint research. Pursuant to this, several areas were identified for specific study by SDMIMD faculty. The following case studies were completed during the year:

Gayathri H. and Prasad, Raghav K. (2020). Elms sports (ELMS) a Public Private Partnerships (PPP) with the Sports Authority of Gujarat (SAG) at the existing sports complex at Nadia-Gujarat.

Suresh M. R. and Vijay Krishnamurthy (2020). Sports city by Naya Raipur Development Authority.

Sunil M. V. and Suresh M. R. (2020). Rajiv Gandhi super speciality hospital, Raichur.

Sunil M. V. and Malathi Sriram (2020). PPP in Solid Waste Management: case study of integrated solid waste disposal management and landfill facility in Mysuru, Karnataka.

Neetu Ganapathy (2020). Satya Bharti Adarsh Senior Secondary Schools program.

Prasad S. N. (2020). Gujarat Solar PPP project at Gandhinagar & Vadodara.

Prasad S. N. (2020). PPP-Integrated agricultural development, Maharashtra on maize (part of the PPP-IAD, World Bank, aided initiative by the Govt. of Maharashtra).

Minhaj, Mohamed. (2020). Shared investment and risk PPP for providing Fibre Optic Internet at Westminster, Maryland.

Sunil M. V. and Srilakshminarayana G. (2020). Trin-Trin: public bicycle sharing system.

Sugant, R. (2020). International healthcare and facility.

Anand Sasikumar & Jayakrishnan S. (2020). Stoney CNG Bus Storage and Transit Facility- bringing sustainability in transportation.

Intellectual Output

8

Edited Books

27

Book Chapters

12

International Journal Articles

14

National Journal Articles

19

Case Study

13

Applied Research

Applied Research 2020

1. Sengupta, Mousumi, Sengupta, Nilanjan & L. Gandhi. (2020). Role of emotional intelligence: A perception study among the students in B-Schools.
2. Sengupta, Nilanjan and Prasad S.N. (2020). Children with Special Needs : A Case of Khushboo Welfare Society (KWS), India
3. Gandhi L., Sengupta, Nilanjan & Sengupta, Mousumi (2020). A Study on the entrepreneurial and Training Challenges encountered by the Women Self Help Groups.
4. Srilakshminarayana. G., Sengupta, Nilanjan and Sengupta, Mousumi (2020). A Study on Identifying the Factors Associated with the E-learning: Using Meta-Analytic Approach.
5. Prasad S.N., Sengupta, Nilanjan & Sengupta, Mousumi (2020). SIRI Gramodyoga Project of SKDRDP: A Study on the Current State and the Possible Future.
6. Prasad, S. N. and Gandhi, L.(2020). Rural Development and Self Employment Training Institute (RUDSETI), an Initiative of the Dharmasthala Trust, Canara Bank and Syndicate Bank: An Introductory Study.
7. Jayakrishnan. S and Srilakshminarayana. G. (2020). Understanding store atmospherics and its effect on store choice.
8. Srilakshminarayana. G. (2020). A Study on the Tail Behaviour of the Stock Prices of Nifty 50 Stocks Using Extreme Value Theory (EVT)
9. Sugant, R. (2020). Net Promoter Score - An evaluation of top companies in select services sector in India.
10. Sriram M. (2020). A Study on Management of Currency Exposure - Evidence from Disclosures of Indian Companies.
11. Sriram M. (2020). Determinants of RoE using DuPont Analysis - A Study of BSE 500 companies.
12. Venkatraja, B. (2020). RUDSETI's Training Module on Beauty Parlour Management: A Study.
13. Minhaj, Mohamed (2020). Leveraging collaborative knowledge base of Wikipedia for text analytics.

Participation in Government Initiatives

SDMIMD participation in Government promoted or sponsored programs.

Unnat Bharath Abhiyan (UBA)

The following villages are adopted by SDMIMD, under Unnat Bharat Abhiyan. Alanahalli, Chamundibetta (OG), Bhugathagalli, Vajamangala and Hadajana.

Ek Bharath Shreshth Bharat

Ek Bharat Shreshtha Bharat (EBSB) program aims to enhance interaction & promote mutual understanding between people of different states/Union Territories (UT)s.

ATAL Community Innovation Center (ACIC)

Atal Community Innovation Centre (ACIC), a new initiative under Atal Innovation Mission (AIM), is directed to encourage the spirit of innovation through solution driven design thinking to serve the society.

AICTE Training and Learning (ATAL) Academy

To plan and help in imparting quality technical education in the country and to support technical institutions in fostering research, innovation and entrepreneurship through training in various

emerging areas.

AICTE Quality Improvement Schemes (AQIS)

AICTE Schemes for Promoting Interests, Creativity and Ethics among Students

Ministry of Education (MoE)s Innovation Cell

The Ministry of Education through its Innovation Cell launched the Institution's Innovation Council program in collaboration with AICTE for Higher Educational Institutions to systematically foster the culture of innovation and start-up ecosystem.

Clean & Smart Campus Award

The award aims to seek engagement with all stakeholders, primarily the student community to draw their attention towards immense scope and potential that Technology can offer to achieve objectives like cleanliness, sustainability, environment etc.

AQIS - Research Promotion Scheme (RPS)

RPS Promotes Research in identified thrust areas in Technical Education.

ANSSIRD & PR

SDMIMD now has a tie-up with the Abdul Nazir Sab State Institute for Rural Development & Panchayat Raj (ANSSIRD & PR), an Institute under the Ministry of Rural Development & Panchayat Raj of the Government of Karnataka to facilitate 'relevant research' in development sector that have policy implications and societal significance. Some major studies based on the data collected by ANSSIRD are in the process of completion by SDMIMD faculty.

RUDSETI

SDMIMD has a tie-up with the Rural Development & Self Employment Training Institute (RUDSETI), an initiative of Sri Dharmasthala Manjunatheshwara Educational Trust and supported by Syndicate Bank and Canara Bank. The collaboration is intended to study the RUDSETI model and impact of its interventions on the rural livelihood.



International Tie-ups



Shanghai University, China



Business Analytics Institute, France



Texas A&M University, USA



Heilbronn University, Germany



British University in Dubai



Montpellier Business School, France



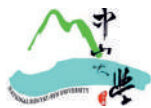
University of Bordeaux, France



EAE Business School, Spain



ESC Pau, France



National Sun-Yat-Sen University, Taiwan



University of Montevideo, Uruguay



La Rochelle Business School, France



Universidad Sergio Arboleda, Colombia



University of Dundee, UK



Abu Dhabi University, UAE

Student Exchange Programs

As part of the students exchange program 27 select students will be visiting seven different international foreign universities for a whole term of study in this academic year. During the program SDMIMD students will be studying with many international students and get taught by several faculty from different nationalities. The experience of having different pedagogy is invaluable for their growth. Besides the facility to do cases and projects with students of other nationalities and background affords cross-cultural understanding. Further, the evaluation technique used in these schools enables students to be on their toes and prove their mettle.



Texas A&M University, USA



Rashmi M R



Abinaya



Karthikeyan n



V. Anushka



University of Bordeaux, France



Haritha Haridasan



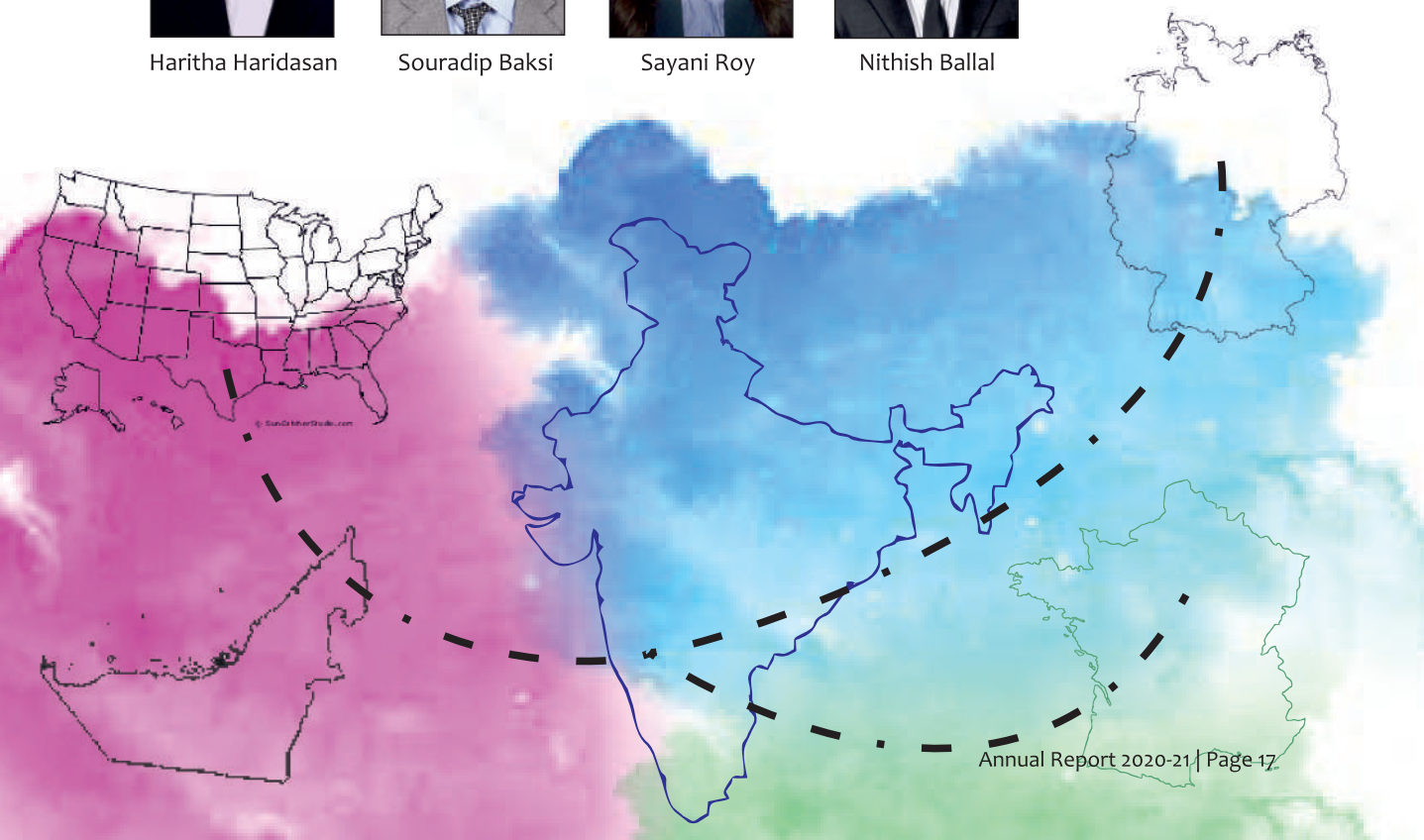
Souradip Baksi



Sayani Roy



Nithish Ballal





Vardhineedi



Padmavathi Behara



Sree Sowmya



Kanak Maheshwari



Bavithra K



Anjali V C



Charulekha C



Soumya



Shubham Dubey



Neeriksha M



Vinaya Prasad S



Akshay Soni



Sri Harsha



Nishkala Gowda



Pratheeksha Chandra Babu



Sanjana Vijaykumar



Seetalakshmi Hegde



Vineeth Bharadwaj



K M Prajwal K V

Faculty Exchange

Our Faculty teaching in Overseas Universities



Dr. N.R. Parasuraman was invited to conduct a 12-hour special orientation for the students of Shumba MBA, University of Shanghai. The course was on Accounting for Managers and was held in December 2020.



Dr. S.N. Prasad held an online 15-hour course on Sustainable Human Resources Management for ESC, PAU, France, during November 2020. This is the third year running that Dr. Prasad is conducting this course in PAU.

Faculty from Foreign Universities

Prof. Sheb True

Dean, College of Graduate & Professional Education
Associate Vice Provost, Division of Global Affairs
Kennesaw University, Atlanta

Dr. Ullas Rao

Associate Professor of Finance, UG Programme Director for
Business & Finance,
Edinburgh Business School, Heriot-Watt University, Dubai

Dr. Stephen Aro-Gordon

Department of Business and Accounting, Muscat College

Charlotte Fontan Sers

Economics Professor,
ESC Pau Business School, France

Dr. Lee Schlenker

Professor of Business Analytics and Community Management &
Principal Consultant of the BAI, France

Dr. Elango Rengasamy

Head of Finance and Banking Program, Faculty of Business,
The British University in Dubai (The BUd), Dubai.





Campus News



Release of the “25-Years commemorative volume”

On the glorious occasion of the completion of 25 Years, SDMIMD brought out a photo book depicting achievements and milestones. “SDMIMD 25 Years of Honouring a Commitment”, the photo book was released by Chairman of SDMIMD Dr. D. Veerendra Heggade and first copy was presented to Sri D. Surendra Kumar, Vice President, SDMIMD, on August 6, 2020 at Dharmasthala. The photobook presents the journey of SDMIMD right from commencement of operation in 1993 and evolving into a mighty institution of higher learning.

Originally, the plan was to have the book formally released during the 25th annual convocation, but this could not be done because of the Covid pandemic.

Dr. N.R. Parasuraman participation in EFMD Accreditation Board



Over the last year and a half, Dr. N.R. Parasurman, has been an active member of the EFMD Program Accreditation Board, whereat proposals for accreditation from various schools around the world are discussed and approved. He was also a member of the Peer Review Team for appraising the accreditation proposal of the French - Vietnamese Centre for Management Education's two post-graduate programs.

EFMD Global Network Webinar Address by Dr N.R. Parasuraman

Dr. N.R. Parasuraman, Director & Professor - Finance, SDMIMD, Mysuru, was a panel member on "How to transform challenges into opportunities to maximise the impact" organized by EFMD Global Network, in August 2020. Dr. N.R. Parasuraman addressed on the regional perspectives of B-Schools sharing the specific experiences, challenges and insights into the impact assessment process, particularly in pivoting during the period of crisis.

Recognition to Dr. N.R. Parasuraman

Dr N.R. Parasuraman, Director, SDMIMD, received ‘Certificate of Recognition’ for the “outstanding commitment and contribution to the management education globally during COVID-19 pandemic situation”. from EFMD Global. This was for “driving excellence in adoption of technology for the teaching & learning process and participation in academic responsibilities”.

Virtual International Workshop on Capital Budgeting (1st VIWCB 2020)

Dr. N.R. Parasuraman, Director, SDMIMD was invited to deliver the keynote address in the first Virtual International Workshop on Capital Budgeting on 24th November, 2020. The workshop was organized by Department, Business & Accounting, Muscat College, Sultanate of Oman. Dr. N.R. Parasuraman in his address, spoke on “Capital Budgeting under Conditions of Uncertainty-Innovative approaches in Focus Management Development”.



Honorary Member

Dr. Mousumi Sengupta received the invitation to be the Honorary Member of the National Council for Higher Education, Women's Indian Chamber of Commerce & Industry (WICCI). WICCI is supported by the massive global networks of ALL Ladies League (ALL), Women Economic Forum (WEF) and SHEconomy with 250,000 members and supporters globally, including 60,000 in India. Women's Indian Chamber of Commerce and Industry (WICCI) operates via its manifold councils across 150+ sectors and a coordinating hub of the Secretariat.

NCCMP Training Session at Mumbai



A one day training programme on Capital Market Operations was organized at Greshma Shares and Stocks Ltd., Mumbai on December 20, 2020, for the final year PGDM students. The hands on training was for the students who had enrolled for NCCMP (NSE Certified Capital Market Professionals) examination. The practical session was part of the NCCMP examination process. The training program was coordinated by Dr. M. Sriram, Associate Professor-Finance.

Program on Communication and Interpersonal Skills

As a part of skill enhancement initiatives, SDMIMD organized a special program for SDM MMK final year students on February 10th and 11th, 2021 emphasizing communication skills. Dr. S.N. Prasad, Professor, SDMIMD was the resource person for this program and highlighted the significance of communication and interpersonal skills.

Conferences

International e-conference on “Adapting to the new business normal- The way ahead”



Over the last decade, SDMIMD has been organizing multiple international conferences every year. Keeping the COVID-19 situation in mind, SDMIMD organized the first International e-conference on “Adapting to the new business normal- The way ahead”, on 3-4 December 2020. During his keynote address, eminent international academic and researcher, Dr. Moez Bennouri, the Director of the MSc Programs, Montpellier Business School, France, spoke on the issue of female leadership in organizations. In the context of Corporate Governance in the current business scenario, he emphasized on the significance of the involvement of female leaders at the top management level. The keynote was followed by paper presentation session. More than 100 participants and paper presenters took part in the conference.

In a panel discussion on “Adapting to the new business normal” distinguished corporate personalities, such as, Mr Ravikumar, Head – HR, Feedback Consulting; Mr Hemant Galagali, Associate Director – Enterprise Digital Strategy, IQVIA Inc; and, Mr Divakar Gupta, Global Product Manager, Expedia; shared their experiences on the various challenges at work, in the present time. Dr. R. Sugant, Professor, SDMIMD acted as moderator, during the panel discussion. Mr. Anujeet Varadkar, CEO, Svatantra Microfinance, delivered the valedictory address.

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SDMIMD collaborates with the University of Dundee for Research Conference



SDMIMD collaborated with the conference host University of Dundee, UK, as a partnering organization in hosting the University of Dundee School of Business (UDSB) International Partners Research Conference 2020 focused on the issues related to socio-economic development, held during November 24 & 25, 2020.

Prof. Orley Ashenfelter, Professor of Economics, Princeton University, delivered the keynote address on "Comparing Real Wages: the McWage Project". Prof. Ashenfelter shared his views on the topic with different dimensions focusing on labour economics, econometrics, and law & economics.

The conference experienced presentations of more than 60 research papers on the conference theme received from across the world.

Annual Events

Budget Conclave 2021

SDMIMD in association with CII, Mysuru and Mysuru Chapter of The Institute of Company Secretaries of India, organized Union Budget Conclave 2021- Post Budget analysis through virtual mode on February 03, 2021.

Dr. N.R.Parasuraman, Professor and Director, SDMIMD in his initial remarks outlined the current status of Indian Economy. The panellists comprising of, Mr. Amit Kumar, Chairman CII Mysuru, Mr. Pavan Ranga, Vice Chairman, CII Mysuru, Mr. S. Ranganathan, Convener, CII Finance and Taxation Panel, Smt.Vijaya Rao, Chairperson, Mysuru Chapter of The Company Secretaries of India were unanimous in the opinion that the budget was growth-oriented.

Annual Leadership Talk 2021



SDMIMD organized the 12th edition of Annual Leadership Talk (ALT) 2021 on Thursday, February 11, 2021 on Virtual Mode. Prof. Barry O'Mahony, Dean, College of Business; and, Professor of Services Management, Abu Dhabi University, delivered the talk on the topic 'Future of Work-Creating Possibilities-Using Workplace Digitization'. Dr. O'Mahony stressed that achieving customer satisfaction and to develop customer loyalty is the core in every service-oriented venture. Invitees from corporate & academia, faculty members, staff, alumni, and students were present.

International Women's day - Panel Discussion

On March 8, 2021 SDMIMD organized a virtual panel discussion on "Women in Leadership". The panel comprised of four women leaders from diverse backgrounds: Dr. B. R. Mamatha IAS, Joint Director General, ATI, Dr. Arti Behl, Consultant Psychiatrist, Apollo BGS Hospitals, Ms. Savitha Mallappa, Director, rProcess Outsourcing Services Pvt. Ltd. and Dr. Mousumi Sengupta, Professor, SDMIMD. The panel discussed various issues such as the panelist's leadership journey, the role their family played, difference in leadership styles between men and women, decision making and the barriers in leadership. Dr. Neetu Ganapthy coordinated the event and moderated the session.

Startup Charcha

Startup Charcha, 2021, culmination event of various entrepreneurship activities, was organized by SWAYAM - The eCell of SDMIMD on March 12, 2021. A panel discussion on "How Start-ups Succeed and Why they Fail?" was conducted as part of the event with Mr Saurabh Shah, Vice President, Idea Lemon Institute for Entrepreneurship, Nagpur; Mr R. Nataraj, PhD Scholar, SDMIMD; and, Ms Meghana R. PGDM Student, SDMIMD; as members. The discussion was moderated by Dr. Prasad S.N., Professor - Strategy, SDMIMD.



Convergence 3i 2021

The annual event of academics and industry interface - Convergence 3i was organized on March 16, 2021. The virtual event was kickstarted with the presentation on Mr Chandramouli, CEO, Feedback Insights on the topic 'Modern Workplace Culture'. The talk was followed by the Panel Discussion on "Expectations of the Employers from the Job Aspirants in the Post Covid Era". Mr Chandramouli, CEO of Feedback Insights, Mysore; Mr Kshitij Mathur and Ms Jyothsna D. from PGDM 2020-2022, were the panel members. Dr. Prasad S.N., Professor - Strategy, SDMIMD, moderated the panel discussion.

Invited Key Talks by our Faculty

- **Dr. N.R. Parasuraman** delivered the Keynote address during the 13th International Accreditation Conference organized by SEAA Trust, New Delhi on November 3-7, 2020.
- **Dr. N.R. Parasuraman** delivered the Keynote address at All India Council for Technical Education (AICTE) sponsored FDP on delivering Outcome – Based Education (OBC) in Management Education: Objectives, best practice and Measurement of Outcomes, Saintgits Institute of Management Pathamuttam, Kottayam, Kerala on 7th December 2020.
- **Dr. Mousumi Sengupta** was invited to deliver a lecture on the topic 'Strategic Human Resource Management - An Analysis amongst pandemic', during a National level webinar, at St. Joseph's College, Hassan, on August 19, 2020.
- **Dr. M. Sriram** was Invited by CFTRI as a resource person to conduct training on 'Essentials of Financial Statements', 'DPR (Detailed Project Report) and its essentials' as part of the Entrepreneurship Development Programme (EDP) for Training of Trainers (TOT) of District Level Trainees (DLTs) of Karnataka State under PM-FME Scheme. The sessions were delivered over two days March 2-3, 2021.



Celebrations



74th Independence Day

The faculty and staff members of SDMIMD celebrated with pride, the 74th Independence Day in the campus.

Dr. M. Sriram, Associate Professor-Finance, unfurled the national flag and highlighted few issues and challenges which need to be resolved if one has to really celebrate independence with unbridled happiness and joy. The talk focused on secularism, climate change and Swatch Bharat Abhiyan.



Celebration of 72nd Republic Day

SDMites celebrated the 72nd Republic Day by adhering to the norms of the new-normal. Prof. S. Kannadas, Assistant Professor - Finance, hoisted the tri-colour flag and addressed the gathering. Prof. Kannadas spoke about the importance of adopting a new-normal life in the Post-COVID-19 situation and how India performed a leadership role in managing the crisis by offering 2 vaccines to the world to come out of it.

Management Development Programs (MDPs)

Gearing up to the challenges posed by pandemic, SDMIMD adopted all its programs to online mode, thereby demonstrating the agility and capability to adapt to the new challenges and technology

Operations Area



MS Excel for Effective Decision Making

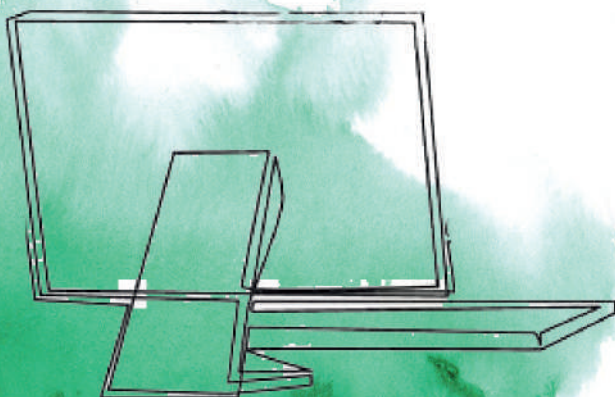
The online MDP on 'MS Excel for Effective Decision Making' was held on Thursday, July 2, 2020. Prof. Anand Sasikumar, Faculty, Operations, was the resource person.

Predictive Analytics for Business Decision Making

A 2-Day MDP on Predictive Analytics for Business Decision Making was organized on August 19 and 20, 2020. Dr. Srilakshminarayana G., Faculty – Quantitative Methods, was the resource person.

Statistical Methods for Machine Learning

A 2-Day MDP on “Statistical Methods for Machine Learning” was organized on October 8&9, 2020. Dr. Srilakshminarayana G., Faculty-Quantitative Methods, was the resource person.



General Management Area



Case Method

SDMIMD and the Public Private Partnership (PPP) Cell of the Administrative Training Institute (ATI), Mysuru, jointly conducted a 2-day MDP on Cases Methods during August 12 & 13, 2020 at ATI, Mysuru. Dr. M.R. Suresh, Professor of Marketing, SDMIMD, was the resource person.

Business Perspectives of PPP (Public-Private Partnership)

SDMIMD in association with Administrative Training Institute (ATI), Mysuru, organized a 2-Day Training Program on 'Business Perspectives of PPP (Public-Private Partnership)' during July 9 & 10, 2020. Dr. Sunil M.V. Assistant Professor, SDMIMD, Mysuru, coordinated the program.

Dimensions of Leadership

A One-Day MDP on Dimensions of Leadership was delivered by Dr. M.R. Suresh, Professor-Marketing and Dr. S.N. Prasad, Professor-Strategy, on September 22, 2020, through online mode.

Communicating Effectively in the Virtual World

An MDP on "Communicating Effectively in the Virtual World" was organized on December 18, 2020. Dr. Neetu Ganapathy, Associate Professor-Business Communication and Information Systems, was the resource person.

Finance Area



Corporate Finance - A Primer

The 2-Day MDP on 'Corporate Finance - A Primer' was organized on July 17 & 18, 2020. The faculty resources from the Finance were Dr. M. Sriram, Associate Professor and Prof. S. Kannadas, Assistant Professor.

Project Appraisal and Financing

An MDP on Project Appraisal and Financing was organized on August 13-14, 2020. Faculty resource from SDMIMD Dr. N.R. Parasuraman, Director & Professor, Finance; Dr. M. Sriram, Associate Professor, Finance and Prof. S. Kannadas, Assistant Professor, delivered the sessions.

Finance for Non-Finance Professionals

The 2-Day MDP on Finance for Non-Finance Professionals was organized on September 3 & 4, 2020. The faculty resource persons from the finance area were Dr. M. Sriram, Associate Professor and Prof. Kannadas S., Assistant Professor.

Behavioural Finance

A One-Day MDP on Behavioural Finance was held on September 19, 2020. Prof. S. Kannadas was the faculty resource person.

Marketing Area



Managing Difficult Customers

SDMIMD organised a 2-Day MDP on “Managing Difficult Customers” on July 23 & 24, 2020. The program was facilitated by the faculty resource from SDMIMD - Dr Mousumi Sengupta, Professor, OB & HR; & Dr R. Sugant, Professor, Marketing.

Mastering the Art of Selling

An MDP on Mastering the Art of Selling was organized on October 15 & 16, 2020, for the corporate executives. Dr R Sugant, Professor-Marketing & Chairman – Career Services and Professor, Marketing, was the resource person for the Online MDP.

Systems Area



Business Data Analysis with Microsoft Excel and Power BI

A 2-Day Management Development Program (MDP) on Business Data Analysis with Microsoft Excel and Power BI was organized on July 27 and 28, 2020. Prof. M. Minhaj, Associate Professor-Systems, was the resource person.

Human Resources Area



HR for Non-HR

An MDP on 'HR for Non-HR' was organized on August 7, 2020. The faculty resource were Dr. Mousumi Sengupta, Professor – HR/OB and Dr. Nilanjan Sengupta, Professor – HR/OB.

Six Thinking Hats and Management Games for Employee Excellence

An MDP on Six Thinking Hats and Management Games for Employee Excellence was held on September 4, 2020. Prof. L. Gandhi, Assistant Professor, OB&HRM, was the faculty resource Person.

Emotional Intelligence for Effective Leadership

An MDP on Emotional Intelligence for Effective Leadership was delivered in online mode on September 11, 2020 by Dr. Mousumi Sengupta, Professor – HR/OB and Dr. Nilanjan Sengupta, Professor – HR/OB.

Team Building and Conflict Management Strategies

An online MDP on Team Building and Conflict Management Strategies was organized on September 25, 2020. The faculty resource persons were Dr. Mousumi Sengupta, Professor – HR/OB and Prof. L. Gandhi, Assistant Professor – HR/OB.



2022 Batch, organized as a part of the Orientation Program.

Webinars

How MBA will help entrepreneurs?



Mr Sukumar Rangachari, Mentor at IIMB, was invited to deliver a webinar to the PGDM 2020-2022 Batch on August 14, 2020. Mr Sukumar discussed in the session with the agenda - How MBA will

help the entrepreneurs?: How MBA broadens the horizon?

Integrity of a workplace



‘Being a professional, it requires ethical behaviour that drives interactions with other employees, customers, and leadership. Ethics extends beyond issues of right or wrong; it maintains the

integrity of a workplace’ thus opined the Executive Dean of University of Dundee School of Business, Prof. Morris Altman, in the webinar scheduled on August 14, 2020, for the PGDM 2020-

Workplace Learning and Development



Mr. Sreejith Pilassery, Country General Manager, India & South Asia, Horizontal Talent; and Ms. Satabdi Deb, Corporate Trainer, were the invited speakers for the Webinar on the topic ‘Workplace Learning and Development’ on August 26, 2020.

Strategy



Prof Sheb True from Kennesaw University, Atlanta delivered a webinar series talk on ‘Strategy’ organized for PGDM 2019-21 Batch. Prof. Sheb True discussed about strategy as a continuum

with adequacy at one end and leadership at the other end. Further he opined that companies need to decide where they should be in strategic continuum considering 3 dimensions of product positioning viz., brand, price, and performance.

Business Marketing



Mr Chandramouli, CEO, Feedback Insights, was the speaker for the webinar series on the topic ‘Business Marketing’ conducted for the Marketing Specialization students of PGDM 2019-

2021 Batch. Mr. Chandramouli deliberated on business marketing opportunity assessment.

Cost of Capital



Prof. Jorge Arturo León And Vélez Avela from University of Panamericana, Mexico, delivered a webinar for Finance Specialization students of PGDM 2019-21 Batch on the topic ‘Cost of Capital’

discussing on how to estimate the cost of capital of a company's specific division. The case discussion centred around a star hotel which had divisions such as restaurant, lodging and event Management.

Start-up environment



Swayam - the e-Cell of SDMIMD organized a webinar by Mr A.G. Vikram the Doctoral Researcher of SDM RCMS, focused on the Start-up environment, definition of Start-ups and issues faced by Start-ups.

Mr Vikram also outlined examples of successful but not well-known start-ups in different sectors in Bangalore.

Adapting to New Normal



Ms. Preethy Unnikrishnan, Head, Human Resources – Strategic Growth Business, Tata Consultancy Services, delivered talk on “Adapting to new normal” to PGDM & PGCM Students of 2020 Batch on October

10, 2020. She elaborated the challenges TCS faced in onboarding 40,000 employees virtually and how TCS successfully overcame the challenge by using technology and human-centric approach.

Leadership in the New Normal



Mrs Shilpa Nag, IAS, Director, Abdul Nazeer Sab State Institute for Rural Development and Panchayat Raj (ANSSIRD & PR), Mysore in a webinar spoke on “Leadership in the New Normal” on

October 21, 2020 to the PGDM 2020-2022 Batch. The session had insights on the challenges and opportunities created from the COVID-19 pandemic and emphasized on the need for benevolent leadership in all walks of life to manage the health and business sectors in the new normal.



Aligning functional and behaviour skills for career development



Dr Sandhya G Krishnan, Global Head of Millennial Council for Innovation Transformation and Global Diversity, Cognizant Technology Solutions, was the invited speaker for the webinar scheduled on

October 23, 2020, on the topic ‘Aligning functional and behaviour skills for career development’ for the PGDM and PGCM 2020 Batch.

Alternative Financial System



Dr. Ullas Rao, Associate Professor of Finance, UG Programme Director for Business & Finance, Edinburgh Business School, Heriot-Watt University Dubai, was the invited speaker for the

webinar scheduled on October 24, 2020, on the topic ‘Carving out an alternative financial system: Gleanings from Financial Economics’ for the Finance Specialization students of PGDM 2019-2021 Batch. As a prelude to the invited talk, Dr. N. Kamakodi, Managing Director and CEO, City Union Bank Ltd., addressed the students on the theme ‘Current Trends in Banking Sector’. Dr. Ullas Rao focused on introducing the alternative financial systems prevalent across the globe. Further, the speaker discussed on how India can adopt to a new financial system which will address the ever challenge NPA and problems in the banking sector.

Digital HR & COVID



Dr. Selvan Dorairaj, Vice President – Learning & Development, Cape Gemini, was invited to be the speaker for the webinar on 'Digital HR & Covid 19' organized on Thursday, October 29,

2020. Addressing the PGDM and PGCM 2020 Batch, Dr. Selvan discussed on the various initiative taken by the several companies to go digital and the use of Artificial Intelligence (AI) in everyday corporate process.

National Educational Policy and Holistic Institution



The National Education Policy 2020 seeks to have a 'Holistic Institution' with multiple disciplines, mutual learning, and respect to other disciplines. It is time to unlearn and relearn among these Higher

Educational Institutions to implement NEP 2020 to reduce inequality & socio-educational gap in the country' thus said noted Sociologist and reputed Dr. R. Indira during the Webinar on Implication of NEP 2020 under SDMIMD-Unnat Bharat Abhiyan (UBA) banner on November 18, 2020.

Invited Talks

Leadership



Mr Amit Kumar, Business Unit Head, L&T Ltd., Mysuru; and Chairman CII-Mysuru Chapter, delivered the invited talk on 'Leadership' held on July 4, 2020.

Research Quality and Visibility



Dr. I.R.N. Goudar, Ex. Scientist 'G' and Head ICAST, National Aeronautical Laboratory (NAL) spoke on 'Strategies to Enhance the Quality and Visibility of Research in the Context of NIRF' to the

faculty members on Friday, January 22, 2021, online.

Change is the Only Constant



Mr N Rajanarayanan, VP, Marketing and Investor Relations, The Federal Bank, delivered a talk on "Change is the Only Constant" on August 11, 2020, as part of the orientation program for

the PGDM 2020-2022.

Self-development



Prof. Ashly H. Pinnington, Dean of Research, The British University in Dubai, delivered an orientation talk to the new batch Program on August 11, 2020, on the topic "Self Development".

Talent Management



Mr David Watkins, Senior VP-Group Talent, Transformation & Engagement, OC Oerlikon Management AG, Switzerland, was the invited speaker for the talk 'Talent Management'

scheduled on August 11, 2020 for the PGDM 2020-2022.

A World of Immense Possibilities



Mr Ganesh Krishnamurthy, Director, Tax and Regulatory Services, PwC & Co LLP, was the speaker for the invited talk scheduled on August 12, 2020, for the PGDM 2020-2022.



Values & Quality



Mr Vishal Krishnam, Associate Director – Deals PwC Pvt Ltd., delivered a talk on August 12, 2020, to the new batch of the PGDM Program on the topic Values & Qualities

Digital Transformation



Mr Allan Mitchell, Global Head ABB / EL Academy, was invited to deliver the invited talk on August 13, 2020, during the Orientation Program 2020 organized for the PGDM 2020-2022 on digital transformation of industries.

Talent Management Practices



Mr. Selvakumar Varadharajan, Chief Executive, Laymen Agro Ventures Private Limited, was invited to deliver the talk on “Talent Management Practices for Entrepreneurs Managers” on August 25, 2020.

Security Analysis, Investment Banking, and Mergers & Acquisition



Dr. Neetika Batra, a expert from corporate delivered a talk on Security Analysis, Investment Banking, and Mergers & Acquisition to Finance Elective students of PGDM 2019-2021, on September 9 & 10, 2020,

Global Financial System - Yesterday, Today and Tomorrow



Dr Stephen Aro-Gordon, Adjunct Faculty of SDMIMD and Professor, Department of Business and Accounting, Muscat College (University of Stirling Management School in Oman) delivered talk on the topic ‘Global Financial System- Yesterday, Today and tomorrow’ on Friday, November 27, 2020.

The Indian Economy Path



Ms Rajni Thakur, Chief Economist at Ratnakar Bank Ltd., Mumbai, delivered a talk on 'Tracing the recovery path for the Indian economy' on November 7, 2020.

Students' Achievements

SDMIMD Toastmasters Club listed among Top 10

The Toastmasters Club at SDMIMD has been recognised as one of the Top 10 Clubs among 150 clubs in District 121, which consists of clubs in Karnataka and Kerala.

Club DataTech

The students' Data Analytics club of SDMIMD was established with an objective to act as a backbone for all the data analytics related activities at the Institute. Club DataTech provides students an opportunity to assimilate, learn, and distribute wisdom related to the contemporary developments in data analytics.



Pathways Program

Toastmaster Sebu T, VP Membership completed Level 3 of 5 under the Visionary Communication path in Toastmasters Education. The learning on the Visionary Communication path focuses on building public speaking and strategic leadership skills by developing an understanding of the different leadership and communication styles and planning communications.

Best HR Manager in Q4Z Competition



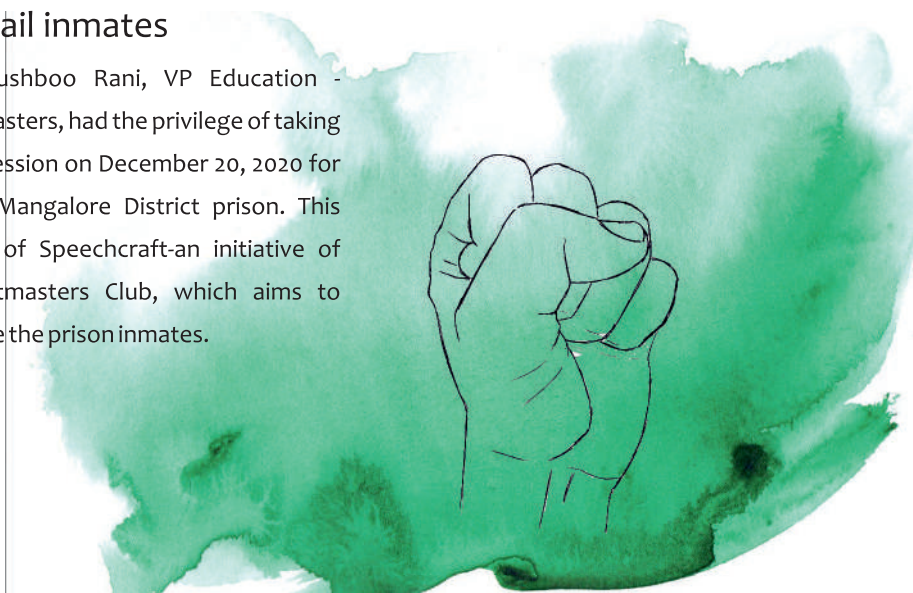
Ms Khushboo Rani of PGDM 2019-2021 has won the 'Best HR Manager' title in the Intercollegiate Q4Z Competition held on September 26, 2020, organized by PSG Institute of Management, Coimbatore. The event was organized

as part of the 'Human Resource Professional Day'. As a part of the competition, in event 'Best HR Team' designed for selecting the Future HR Leaders and Management professionals, the team of SDMites including Ms Akanksha Joshi, Mr Abhishek Nayak and Mr Aman Sharma bagged the Runner-Up position.

Session for Mangalore Jail inmates



Toastmaster Khushboo Rani, VP Education - SDMIMD Toastmasters, had the privilege of taking an Educational Session on December 20, 2020 for the inmates of Mangalore District prison. This effort was part of Speechcraft-an initiative of Mangalore Toastmasters Club, which aims to uplift and educate the prison inmates.



Telangana Govt Grants to SDMite Best Idea



Mr. Rahulraj of PGDM 2019-2021 has been granted Rs. 1.6 lakhs for his idea by Telangana Government. The idea was presented at the National Social Summit on the theme of 'Social Entrepreneurship Competition' organized by the Indian Institute of Technology (IIT) - Roorkee. The idea presented by Mr. Rahulraj was selected as one of the Best Top 4 Ideas in the Competition.

SDMite participates in India-Zimbabwe & India-Malta Cultural Confluence



Mr. Sai Sri Harsha of PGDM 2020-2022, was selected by the Confederation of Young Leaders (CYL) to participate in the India – Zimbabwe and India-Malta Cultural Confluence held on December 19, 2020. During the Confluence, Mr. Harsha interacted with H.E Dr. G. M. Chipare, Ambassador of Zimbabwe to India and H.E. Mr. Reuben Gauci, High Commissioner of the Republic of Malta, and discussed the relations between India and these countries with regards to trade, culture, and strong cordial relations.

SDMites win First Place at HRMind 2020



Ms. Sanjana Vijaykumar and Ms. Seetalakshmi Satish Hegde of PGDM 2020-2022 batch participated in HRMind 2020 - online HR Quiz, organized by B.K. School of Professional and Management Studies, Gujarat University, held on September 27, 2020. The SDMites team secured the first position, among 341 participants including participants from IIMs and other top B-Schools.

Paper Presentation at IRTM 2021 Conference



Ms. Shyamli Soundale of PGDM 2019-2021 participated and presented the paper 'Factors influencing customer satisfaction of wireless mobile services during the Covid-19 pandemic led lockdown' co-authored with the faculty members Dr. R. Sugant and Dr. G. Srilakshminarayana of SDMIMD, at the International Conference on Interdisciplinary Research in Technology and Management (IRTM 2021) organized by Institute of Engineering & Management (IEM), Kolkata and University of Engineering & Management (UEM), Kolkata during February 2021.

First Place in FINOMENA 2020



Ms. Chaithanya Janardhanan Kalikkote of PGDM 2020-2022 participated in FINOMENA 2020 the annual management fest organized by Sri Sri University, Cuttak, and won the 1st Prize. The online event was organized on December 4 & 5, 2020.

Second Place in IGNITE 2020

Ms. Chaithanya Janardhanan Kalikkote of PGDM 2020-2022 won second place in IGNITE 2020 the annual management fest organized by Club Silicon, SDMIMD. The online event was organized on December 12, 2020.



Alumni Corner



Talk ‘Future of E-commerce in India’

Mr. Vipin Prasad, Managing Director, Joining Dots Inc., delivered webinar on the topic the ‘Future of E-Commerce in India & Growing your Business Online’ on October 27, 2020, for the PGDM and PGCM 2020 Batch. The talk was based on several personal experiences of the speaker.

Talk on Overview



To sensitize and to introduce the placement avenues in this nish area a webinar on the topic “Overview of Cybersecurity and its growth prospects” was organized for PGDM and PGCM students of 2020 Batch on October 22, 2020. The interactive and informative talk was delivered by Mr. Rajesh Krishna, Founder, Securaa.io and Ms. Rashmi Vikram, Head - International Alliances, RSA Security.



Webinar on Spend Management

Mr. Badrinath Waiker, Solution Manager, SAP Ariba, delivered webinar on the topic “Spend management in the context of global supply chain and procurement” to the PGDM 2019-2021 Batch on October 17, 2020. The session revolved around understanding spend management in the context of COVID-19.



Industry Perspective On-Campus Hiring

Mr. Abhijith M K, Global Business Head, Utthunga technologies, delivered a Webinar on the topic ‘Industry perspective on-campus hiring’ on December 12, 2020. Mr. Abhijit M K discussed the need for skill requirements in different professions and importance of being industry ready.

Panel Discussion on Impact of Covid



‘Impact of COVID19 on jobs and placements and how to emerge successful’ was the topic for online panel discussion organized on June 6, 2020 for the PGDM 2019-2021 Batch. Alumni members of SDMIMD’s PGDM program Ms. Hamsini Ramamurthy, Zonal HR Manager, Aditya Birla Group (Cement Business); Ms.

Deepti Rao, Associate Director (Compensation & Benefits), IQVIA; and, Mr. Sandesh Murchy, Lead-HR, Oracle; were the panel members. The discussion was moderated by Dr R. Sugant, Chairman – Career Services and Professor – Marketing, SDMIMD, Mysore.

Panel Discussion on Succeeding in the New Normal



A panel discussion was organized on ‘succeeding in the new normal’ on September 26, 2020, for SDMMites of PGDM & PGCM programs.

SDMIMD Alumni members - Mr Niranjana Naik, National Sales Head, Bosch Energy & Building Solutions; Mr Santhosh Kumar T.V., General Manager - Business Head, Middle East, Havells India Ltd; Mr Pavan Kumar SH, HR Business Partner, Hitachi ABB Power Grids; and, Mr Srinivas K., Director & Head of Sales Operations, RapidValue, presented their view on the topics. Dr. R. Sugant, Professor – Marketing and Chairman – Placement Services, SDMIMD, anchored and moderated the virtual panel discussion.

Talk on “The New Normal”



Mr Asif K.A., Second Vice-President, Northern Trust; and alumnus of SDMIMD’s PGDM 2005-07 Batch, was the speaker for the Webinar on topic ‘The New Normal - Making Sense in The VUCA World’ scheduled on July 18, 2020. The

session covered different components of VUCA (Vision, Understanding, Clarity, Agility) and how Northern Trust has successfully managed with VUCA 2.0.

Prerana - Alumni activities during Covid-19

Prerana – SDMIMD Alumni Association, came forward to support people facing hardship during Covid-19 lockdown through various philanthropic activities in coordination with several organizations. The activities involved distributing surgical masks, food packets, groceries kits and also monetary support.



Handing over masks to Mr. Chethan Vishwanath, President of Rotary Main. The masks would be distributed to various sections from Daily wage workers to Street vendors.



Distribution of Masks to Vontikoppal police station authorities this morning!! They we're extremely thankful to SDM Alumni Association for the masks as they were in need for daily petrolling.



Distribution of mask to Jayanagar Govt hospital and Ashokpuram area.



On behalf of Prerana – SDMIMD Alumni Association Dr. N.R Parasuraman, Director, SDMIMD handed over the cheque of Rs 60000 to Edin Synergy to meet the needs of old age and orphan centers.



Distributing transparent masks designed for the person with hearing and speaking disability. The masks were handed over to the Director of All India Institute of Speech and Hearing (AIISH) Dr. M. Pushpavathi on June 9, 2020,



Distribution of groceries to Ashadayaka Seva Trust – Orphan Children, Street Children and labour rehabilitation Center in Mysore on June 11, 2020.



Groceries requirement for a month and equipment's like pressure water filter (with hot water for drinking purpose) cooker, mixer, etc., was offered to Prakruti Charitable Trust (R) Sri Sai Kamadenu Old Age Home, Sriangapatna on June 8, 2020.



Prerana in association with Edin Synergy Mysore, extended support to Jana Seva Trust's – Chiguru, home for the mentally challenged and destitute women and children in Mysore, to install water filter. Further, as per the request to meet the kitchen needs pressure cooker was provided on June 23, 2020.







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