

Customised Management Development Programme at SDM-IMD



A group photo of the last batch of participants who took part in the Customised Management Development Programme.

Mysuru, Feb. 22- Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD), Mysuru, in collaboration with J.K. Tyre & Industries Ltd., had organised a Customised Management Development Programme (CMDP) spread over five batches from Dec. 15 to Feb. 12.

The programme, with 132 participants (mainly experienced executives — engineers / functional experts) representing J.K. Tyres - Vikrant Tyre Plant (VTP), Mysuru and Chennai Tyre Plant (CTP), Chennai, was designed with the objective of grooming

the overall managerial capabilities of the Team Members mainly those identified as Talents / High Performers by the company.

The curriculum was jointly developed by the SDM-IMD Faculty in consultation with the Management of J.K. Tyres considering the business challenges faced and expectations from these executives.

The customised programme designed for four-days exposed the participants to all the essential areas of Modern Management comprising modules/concepts from Finance, Marketing, Human Resources Manage-

ment, Operations, Strategy and Information Technology.

The participants were also exposed to practical sessions/talks on Brand Management, Conversion Costs and Manufacturing Excellence from in-house experts from J.K. Tyres.

Dr. N.R. Parasuraman, Director, SDM-IMD, spearheaded the programme along with Umesh K. Shenoy, VP-Works and B.S. Srinivasa, CGM-HR/IR of J.K. Tyres. Dr. Ullas Rao, Associate Professor - Finance, SDM-IMD and Gowri Prakash, Sr. Manager - HR, J.K. Tyres coordinated the programme.