

# 165 business graduates pass out at 18th convocation of SDM-IMD



The medal winners are seen with (sitting from left) SDM-IMD Vice-President Surendra Kumar, Director Dr. N.R. Parasuraman, Dr. Veerendra Heggade, Tata International Ltd. President B. Muthuraman and SDME Trust Vice-President Prof. S. Prabhakar.

Mysore, Mar. 23 (KMC)- "Apart from the bookish education imparted to the students, a special course on ethics and values in management is needed to check the phenomenon of falling moral and ethical standards in modern corporate management," opined Padma Bhushan Dr. D. Veerendra Heggade, Dharmadhikari of Sri Kshethra Dharmasthala and Chairman of Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD).

He was delivering the presidential address at the 18th con-

convocation of SDM-IMD held at the institute's premises in Siddharthanagar last afternoon, in which 165 graduates were presented medals and certificates.

Continuing, Dr. Heggade said that in order to sensitise students to the problems in society and help those less privileged than themselves, a course has been created at the SDM-IMD titled Socially Relevant Project, under which the students visit and interact with NGOs and charitable organisations and study their working.

Padma Bhushan B. Muthura-

man, Chairman of Tata International Ltd., delivering the convocation address, said that equality among the people was the key to nation's development and lack of opportunities to certain sections of the society was a hurdle in the way of progress. "Opportunities on the basis of merit are good. But social circumstances deny many of the right opportunity despite having talent," opined Muthuraman.

Emphasising on the aspect of the responsibility of industries towards the society, Muthuraman said that apart from making profits, which seems

establishments, they must share their profits with the community where they are established in.

Tata Steel Ltd, of which Muthuraman is the Vice-Chairman, is spending more than Rs. 1000 crore per annum on the 650 villages that it has adopted, said Muthuraman and told the young business graduates that social commitment was more important that the salary package they got from the company that employed them.

He also advised the young graduates not to rush things in

their lives.

"Life is a marathon, not a 100 meter sprint. I have seen many a 10 meter sprinters falling flat while perseverance and consistency pays," he said.

The programme began with the convocation procession entering the venue at about 3 pm. Dr. Heggade declared the convocation open.

Dr. N.R. Parasuraman, Director of SDM-IMD, welcomed and presented the annual report.

Dr. Neetu Ganapathy, Chairperson of PGDM program, presented the students for the graduation awards.

The medal winners are: Chairman's distinguished student gold medal- Natansh Sharma; Ankur Gupta Memorial gold medal for Best overall performance- S. Arun Shan; Gold Medal for excellent performance in marketing- Natansh Sharma; Ankur Gupta Memorial Alumni gold medal for excellent- Priya Batra; Gold Medal for excellent performance in systems- Neha Maheshwari; Gold Medal for excellent performance in Human Resources Management- S.K. Padmini and Gold Medal for excellent performance in operations- I. Zatakia Jayakumar.

Deputy Director Dr. H. Gayathri proposed a vote of thanks.



The graduates at the 18th convocation of SDM-IMD yesterday.

man, Chairman of Tata International Ltd., delivering the

to be the primary objective of the industries and business es-