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## Director SDMIMD honoured by EFMD Global for service rendered during Pandemic



Image SDMIMD Press Release Dated Wed Jan 20 2021 at 3 17 PM

Dr NR Parasuraman, Director, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), was awarded a 'Certificate of Recognition' for "his outstanding commitment and contribution to the management education globally during COVID-19 pandemic situation". European Foundation for Management Development (EFMD) Global has recognized his driving excellence in the adoption of technology for the teaching & learning process and participation in academic responsibilities.

## In the NEWS

Ours is one of the few Institutes in the country which quickly started the academic program on online mode. We started this on schedule in June 2020 itself while many leading schools including IIMs started classes online only by August. We set up studios on the campus for simulating face-to-face sessions to the extent possible. This included setting up a writing facility and multiple cameras to enable Faculty to stand up and deliver classes if so chosen. Further, in the normal course, we would have had around 50 guest lectures from various industry captains and senior executives. Given the COVID situation, we replaced this with a host of lectures by Executives, Deans from Universities in abroad and Alumni.

With a high emphasis on globalization, international accreditation, and quality improvement processes, SDMIMD Mysore is one B-school that has made rapid strides in the last few years. As a result of all-round program improvements, SDMIMD has also achieved 100 per cent placement with marquee recruiters onboard. Since March 2020, this B-school took many steps to continue its march during COVID 19 pandemic.

The institute has effectively used the open-source software(s) for learning management system for resource sharing, evaluation, participation, submissions of assignment and other curricular activities. Further, SDMIMD has deployed effective tools for online course delivery, meetings, academic events like a conference(s), inspection visits, and other academic activities. Speaking on the recognition received Dr N.R. Parasuraman said 'I was appointed as a member of the EFMD Program Accreditation Board late last year; and have been regular in attending the meetings and participating in the decisions regarding accreditation to various B-schools round the world. I also acted as a Peer Review Team member in accrediting an overseas University. All these happened from March 2020 on virtual mode. Perhaps this recognition is for these efforts to promote quality management education'.

Sharing his plans for SDMIMD, Dr Parasurman said there are several plans on the anvil. First and foremost is the progressive aligning of the program to social, ethical and sustainability dimensions by drawing heavily from the ethos of our parent Dharmasthala Trust. These will involve more projects, more practical exposure, and general sensitisation of the students towards these lofty ideals. Secondly, we wish to develop the 1-year PGCM program to a higher level. For this, we are in the process of finalizing arrangements with the National Stock Exchange, and a leading entrepreneurship support body Silicon Road Inc. for orienting students towards specializations in Investment Finance and/or Entrepreneurship. Thirdly, we are working on new blended offerings to cater to the corporate requirements. Lastly, we wish to work on the exciting possibilities of international study and collaboration, including multi-country degrees.