

SDMIMD fest begins

Special Correspondent

MYSORE: The three-day management fest — NAISSANCE 2014 — organised by the Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) began on its campus here on Friday.

NAISSANCE 2014 has attracted more than 61 registrations from various B-schools across the country, with teams participating in events such as 'best manager', marketing, finance, operations, entrepreneurship and retail. The events are scheduled during February 6 to 8.

Girish Karunakaran, president, Eurasia, Software Paradigms International Group LLC (SPI) inaugurated the event. He noted: "competition being global, we need people who have ideas and are fearless to experiment."

MBA graduates should be ethical, intelligent and energetic; these qualities are the core prerequisites for an entry into the corporate world. During his inaugural speech, he talked about the industry-institute-interface between SPI and SDMIMD, "which has yielded quality results in various activities."

Srinivasa Rao, manager (sales), SPI, and an SDMIMD alumnus, spoke about his time at SPI and recalled his experiences.

The valedictory ceremony will be held on Saturday at 4.30 p.m. on campus. Mysore Commissioner of Police M.A. Saleem will be the chief guest.