

Twentieth ANNUAL CONVOCATION

CHAIRMAN ADDRESS

By

SHRI D VEERENDRA HEGGADE

The Chief Guest of the evening, Sri. R. Seshasayee, Members of the Governing Council of the Institute, Director and Members of the Faculty, my dear students, parents and other distinguished invitees:

Let me thank Shri. R. Seshasayee for consenting to be our distinguished guest of the day. Shri. Seshasayee is a busy corporate leader, involved in a number of activities relating to affairs of business and society. It is very appropriate that we should be having him here today for this function of the Institute.

Our country is preparing itself for a phase of high growth and development. India has been accepted internationally as a quality provider of goods and services. Professionals from our country are in great demand the world over. The continued high level of interest in India from corporate bodies abroad indicates that we enjoy is perhaps a good indication of the increased wealth creation within the country. Amidst all this, the challenge lies in sustaining the tempo and also enhancing our worth in the light of intense international competition. Business today is faced with the need to identify its individual competence and competitive ability with international standards of excellence. For this purpose, corporate leaders have to endeavor to formalize new strategies and communicate these to the managers and successfully implement them.

In this, the role of management education cannot be overemphasized. Managers today are required to know the nuances of business, the changing economic and strategic framework, as well as be skilled in multiple facets of management. Times have changed with respect to the contents and form of professional education too. Now apart from a sound theoretical and academic grounding, a good curriculum is required, to have a dose of practical exposure, along with presentation and report-preparation skills. Management Institutes the world over have been changing their orientation to suit the new demands. In India too we witness the change in approach and expectations.

This is the 20th Convocation of the Institute. My mind goes back to the discussions we had when we set up this Institute. It is a matter of great satisfaction that we have gone a long way in meeting our dream of making this Institute a centre of high learning, which is

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recognized and accepted by the student community and the corporate world alike. It is heartening that the Institute has grown in stature and recognition

The faculty team at SDM-IMD are fully aware of the changing demands from industries and have been taking regular steps to meet the challenges. First and foremost, the Institute's course contents and curricula are revised year after year based on interaction with industry, and with academic experts to strike a balance between all the things that a manager should know and all that he should know very well. Also, the extent and style of practical training is also reviewed regularly. Further, students undergo specific courses as part of a number of other courses, to hone their skills on report writing and presentation skills. Students who have passed out of the Institute are occupying high positions in Industry both in India and abroad. We are heartened to note that our students are not only well placed but also able to command high salaries. We know that we are on the right track when we get frequent messages from many of the old students expressing their happiness and gratitude for what they gained at SDM-IMD.

This continuous growth process, in line with the best of B-schools in the world, must be bench marked against the most highly rated ones. When we compete in this environment the learning will be multifaceted and enormous. With this in mind the Institute has initiated a process for getting International accreditation from two reputed agencies – ACBSP of USA and EFMD of Europe.

One disturbing factor in modern corporate management is the phenomenon of falling moral and ethical standards. The more one hears about the scandals and frauds that result in swindling of millions, the more one is convinced that this has a lot to do with the lack of ethical and moral foundation in the managers' education. SDM-IMD, as indeed all the institutions coming under the Dharmasthala Trust, are paying special attention to meet this problem. We, in this institute make conscious and deliberate efforts to ensure that the ethical and righteous approach is never lost sight of. This also is embedded in our deep-rooted Indian values. The institute conducts special programs and courses to emphasize the need for balancing the high speed of modern corporate life with sober Indian values. A special course on Ethics and Values in Management is held wherein the various facets of this are demonstrated. The institute invites eminent teachers of Indian values in management and gives opportunities to our students to interact with them.

On this happy occasion, I only wish to reiterate to the outgoing students the need to keep our nation's interests high in their agenda and through their dedication and hard work being about development and maintain high ethical standards. I hope that they will be worthy ambassadors of the institute and will carry the message of the Institute far and wide. On

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our part, we wish to tell you that you are always a part of this family and are always welcome to visit us, interact with us and give us your suggestions based on your corporate experiences. Let me wish each one of you a very bright future.

In verse 15 of Chapter 9 of the Bhagavad Gita, the Lord says that focus is the most important aspect of work, - and this involves dedication and a firm belief in the universal application of the principles. It is this quality that is required of the manager today. I hope you all live up to it.

Today I would like to acknowledge the excellent guidance and support given to me in building this Institute by the Vice President of the Trust Shri. Surendra Kumar, as well as by the Secretary, Prof. Prabhakar. Let me also acknowledge the contributions of the members of the Governing Council and Advisory Board.

I am happy to record here the excellent service rendered by the Director Dr. Parasuraman for the last few years. He has fully dedicated himself to the Institute and brought it to the present prestigious position. The academic rigour he has implemented, the several national and international level conferences organised have raised the status of the institution. The extra-curricular activities arranged regularly have kept the students engaged and busy and have contributed much to the development of their personality.

All the learned faculty also have been working as a team and are working hard to impart their knowledge and imbibe a sense of loyalty and integrity to the young students of this institute.

I congratulate them for their attachment to the Institute and for their dedicated services.

I whole heartedly congratulate our Governing Body members and Advisory Body members for their continuous support, advice and suggestions to keep the Institute abreast of times. Special mention about the contribution and valuable tips given by experienced members Mr. Muthuraman, Mr. Jairaj, Mr. Bhaskar Bhat, Mr. Guru, Dr. K.R.S. Murthy, Dr. Prasanna Chandra, Mr. Ananth Koppar, Mr. Viju Parameshwar, Mr. Ganesan, Mr. Sid Mookerji, Dr. Saji Gopinath and Mr. Aroon Raman.

With their vision of a good management institute, I am sure our SDMIMD will become more relevant keeping in tune with fast changing times

As I look back over the years, first a couple of decades ago when we started the Institute and then to all the years of transition, I am filled with a feeling of great satisfaction. I am fully aware that the new challenges in industry as well on the front of managerial education give rise to issues for the Institute to work and improve on. I am sure that with the continued support of all of you, that will continue to be achieved in the days to come.

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Let me conclude with my prayer to Lord Manjunathaswamy and all deities of Shree Kshetra Dharmasthala to bestow good fortune on all of you.

Thanking you,