



Shri Dharmasthala Manjunatheshwara
Institute for Management Development



ANNUAL REPORT

2022-23



Dharmasthala

The word 'Dharma' traditionally means religion, ritual, duty, righteousness, and alms. It also implies justice, truthfulness, freedom from fear, faith, solace, fulfillment and peace.

Dharmasthala is the perfect embodiment of the word “Dharma” for it displays every shade of meaning with which this word is inspired from.

- ★ To those that come for worship, Dharmasthala represents religious tolerance wherein caste, creed and faith of pilgrims are no bars.
- ★ To those that come for justice at Dharmasthala without any legal formality or argument Shri Heggade dispenses justice, acting in the tradition of his ancestral role as the Heggade and as representative of the presiding deity.
- ★ To those that come in need, Dharmasthala is an Oasis, where succour, solace and hope abound in the serenity of the temple and in the free hostels that provide food and shelter.
- ★ And, to those that come in curiosity, Dharmasthala is a miracle of paradoxes. Here different faiths co-exist in harmony just as traditions make room for experimental services. High or low, rich or poor, devout or atheist, at Dharmasthala all are equal.

Having expanded the meaning of Dharma to encompass the advancement of society at large, Dharmasthala has played an active role in bettering the lives of communities far and wide. Its initiatives have aimed at renewing the faith and hope within, so that people may be helped to help themselves.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust. Under the inspiring leadership of our Chairman, Dr.D.Veerendra Heggade, the trust has played an active role in empowering people and bettering the lives of communities in Southern Karnataka.

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CHAIRMAN'S MESSAGE



At SDMIMD, as a part of the curriculum and while discussing practical cases in class, it has been made imperative that learning should concentrate on the wider dimensions of decisions. Companies and the executives working in these are part of a broad social system for which the country is committed. Every action of a company, and in turn of the executive, should be aimed at fulfilling this vision. So, while the concepts are driven home and decision-making skills transmitted, we ensure that the students also connect these to ethical and social dimensions. Further, every institution of repute should invite proven leaders known for their straightforward approach to speak about the importance in the long run of fair play and overall value creation. The sensitization that students get in the process will really help them in becoming rounded individuals. I am glad that there is a conscious effort in this direction at SDMIMD.

We look forward to continued interaction and support from all our corporate partners and other well-wishers.

May Lord Manjunatheshwara bless you all.

Dr. D Veerendra Heggade

Dharmadhikari, Sri Kshetra Dharmasthala,
Chairman, SDMIMD

DIRECTOR'S MESSAGE



Ever since the inception of the Institute, our Management program, has been running with a high level of academic rigour. Starting with the elaborate yearly process of framing curriculum to conform to international and national standards, to constantly equipping faculty with tools for changing pedagogy SDMIMD pays great attention to even minor details of the program. Each course has several components of continuous evaluation enabling students to progress as they go along. The examination standards are high and students are exposed to projects, case studies and role play apart from a cross-functional orientation.

Based on the realization that more needs to be done for sensitizing students to the changing social reality, and true to our vision and mission, we have a special orientation for our students, which we call "Socially Relevant Project" (SRP), through which students get a first-hand exposure to the practical working of not-for-profit social organizations and the challenges these entities face. Since a mere visit will hardly do, we have made the project a continuous one entailing a full report and assessment. We have been able to see first-hand the impact these have made on the students.

SDMIMD has now international tie up arrangements with 17 reputed overseas universities of repute. All these schools have a high reputation in their own countries. Our arrangements encompass international term exchange of students and faculty exchange for courses and seminars. The reciprocal visits by students from abroad are coupled with mini social projects and corporate visits and are usually done by teaming our students with theirs.

All in all, with the goodwill of all our corporate and academic partners and other well wishers, we have been progressing in the direction that our Chairman Dr. D. Veerendra Heggade wanted when he founded the Institute – create global leaders with a strong sense of ethics and values.

I appeal to all our well-wishers – from the corporate, academic and business sectors – to continue to help us in our march towards total excellence.

Dr. N.R. Parasuraman
Director-SDMIMD

GOVERNING BOARD

Dr. D. Veerendra Heggade

Dharmadhikari, Shri Kshetra Dharmasthala
Chairman, SDMIMD, Mysuru

Sri. D. Surendra Kumar

Vice President
SDM Educational Trust, Ujire

Prof. S. Prabhakar

Secretary
SDM Educational Trust, Ujire

Sri. Kamal Bali

President & Managing Director
Volvo Group India, Bangalore

Prof. Pradeep A. Rau

Chairman & Professor of Marketing and
International Business
George Washington University
Washington, D.C., USA

Dr. Julian Gaspar

Adjunct Professor, International Business & Finance
Busch School of Business, Washington

Sri. Nishit Jain

Special Advisor Asia,
European Foundation for Management
Development (EFMD) Global Network, New Delhi

Dr. Raj Agrawal

Director, Centre for Management Education
All India Management Association, New Delhi

Sri. R. Venkatanarayanan

President-HR, IT and Education
Rane Holdings Ltd., Chennai

Dr. Bhimaraya Metri

Director
Indian Institute of Management (Nagpur)

Dr. R. Indira Ramarao

Rtd. Professor of Sociology & Former Director
International Center, University of Mysore, Mysuru

Shri. Nagaraj Ijari

Former Senior Vice President
Global Head - HiTech Business Unit
Tata Consultancy Services

Shri. T.R. Parasuraman

President and Whole Time Director
Toyota Industries Engine India Pvt. Ltd.

Sri. Pavan G Ranga

Managing Partner - N R Group
CEO, Rangsons Technologies, Mysuru

Dr. Vasanthi Srinivasan

Professor
Indian Institute of Management, Bangalore
(Nominated by the AICTE, Government of India)

Dr. N. Muthukumar

President & Chief Operating Officer
Meritor HVS (India) Limited

Dr. H. Chaturvedi

Director at BIMTECH and Alternate President - EPSI
Noida, Uttar Pradesh

Mr. Niranjana N Naik

President - Prerana (SDMIMD Alumni Association)

Dr. N.R. Parasuraman

Director & Professor - Finance
SDMIMD, Mysuru

Dr.(Lt Col) Prasad SN

Deputy Director
Professor-Strategy & General Management
SDMIMD, Mysuru

Prof. C.V. Sridhar

Assistant Professor-General Management
SDMIMD, Mysuru

FACULTY TEAM

Dr. N.R. Parasuraman

LLB, FCS, FCMA, Ph.D
Director & Professor - Finance

Dr. (Lt Col) Prasad SN

ME, PGDM, MDBA, Ph.D
Deputy Director
Professor - Strategy and General Management

Dr. Mousumi Sengupta

M.A. in HRM, GradIPD, Ph.D.
Professor - OB & HRM

Dr. M.R. Suresh

PGDRM, Ph.D
Professor - Marketing

Prof. Mohamed Minhaj

MCA, M.Phil
Professor - Systems

Dr. Neetu Ganapathy

M.Sc., MDBA, Ph.D
Associate Professor-Systems

Dr. Srilakshminarayana G.

M.Sc., Ph.D.
Associate Professor - Quantitative Methods

Dr. M. Sriram

MBA, FCMA, M.Com, MPhil, Ph D
Associate Professor - Finance

Dr. Venkatraja B.

MA, Ph.D
Associate Professor - Economics

Dr. Nanda Kishore Shetty

PGDPM, Ph.D
Associate Professor - Marketing

Dr. L. Gandhi

M.A., M.B.A., M.Phil., Ph.D
Associate Professor - OB & HRM

Prof. S. Kannadas

MBA, M.Phil
Assistant Professor-Finance

Dr. S. Saibaba

MBA, MFM, MA, MPhil, Ph.D
Assistant Professor - Marketing

Dr. K. Riyazahmed

MBA, Ph.D
Assistant Professor - Finance

Prof. C.V. Sridhar

MBA
Assistant Professor-General Management

Dr. Sunil M.V.

M.A., M.LISc, Ph.D
Head-Academic Administration
Assistant Professor-General Management

Dr. Mamta Hegde

PGDBM, MBA, Ph.D
Assistant Professor -OB & HRM

Adjunct Faculty

Dr. R. Indira

Rtd. Professor of Sociology & Former Director
International Center, University of Mysore, Mysuru

Dr. Elango Rengasamy

Associate Professor of Finance & Head of Management
Studies Department, Middle-East College, Muscat, Oman

Shri. Rangan Mohan

Independent Director
Integra Software Services Private Ltd

Dr. Radhakrishnan S.

Telfer School of Management, University of Ottawa

Dr. Stephen Aro-Gordon

Muscat College, Department of Business and Accounting

HIGHLIGHTS

TCS ION & SDMIMD EDUCATIONAL PARTNERSHIP



The First batch of the 5-year agreement with TCSION for value-adding supplementary courses and internship, was completed during the year. Joint certificates by TCSION and SDMIMD are being awarded to the students. This association has been found to be of great value for students. Supplementary courses were run by TCSiON in the following areas; Financial Reporting and Analysis, Fundamentals of Data Analysis, Information Technology for Management, Advanced-Data Analysis, Operations Management, Marketing Research, Project Management, Strategic Management, Understanding Information Systems in Organizations, MIS and Essentials of Business Analytics. In addition, all the students underwent a 100-hours of online internship in Crowdsourcing Content and its Influence on Digital Marketing Customer Feedback and Analysis, Excel Records Processing Using RPA, Market Research on Effectiveness of Infomercial Vs Commercial and Millennials' attitude towards interview and jobs in Engineering

SPECIAL LECTURE SERIES IN COLLABORATION WITH BCIC (UNDER THE AEGIS OF INDUSTRY ACADEMIA INTERFACE)



SEMINAR ON DISCOVER DESIGN THINKING - INNOVATION WAY

As part of the special lecture series in association with Bangalore Chamber of Industry and Commerce (BCIC), Mr Lokesh Venkataswamy, Discover Design Thinker, CEO & MD, Innomantra Consulting, delivered an online lecture on Design Thinking - Innovation Way" on 30th September 2022.



SEMINAR ON LEADERSHIP DIMENSIONS

Mr Viju Parameshwar, the Former President & CEO of Kluber Lubrication, delivered a lecture on 'The Leadership Dimensions' on November 15, 2022. Special invitees, members of BCIC, students of PGDM Batch 22-24 and faculty members participated.



ACADEMIC DIMENSIONS IN PRACTICE

Prof. S Sadagopan Founder, Former Director, IIIT Bangalore, on November 29, 2022 delivered an online talk on "Academic Dimensions in Practice". BCIC members, students and faculty were present.



A RELOOK ON TOURISM PROSPECTS-A STUDY

An online talk on "A relook on tourism prospects of Karnataka - A Perspective Study" was presented by Wg. Commander Mr. G Srikumar, Former Vice President (Aerospace & Defence), Keynes Technology Ltd on January 19, 2023.

ESG ORIENTATION : ESG AND EMPLOYEE CENTRIC INITIATIVES ARE CORE' – SRI. KAMAL BALI



"Environmental, Social, and Governance (ESG) concerns and setting the goals of a company thereon have become prevalent. An investment in ESG is seen as an investment in humanity and a way to build a better future for our future generations. Corporations that weave ESG impact deeper into their culture and way of life are very likely to experience higher growth, strong brand reputation, enhanced customer engagement, stronger stakeholder trust, and effective employee recruitment and retention" said Sri. Kamal Bali, President & Managing Director, Volvo Group India, during the distinguished address delivered as part of the Orientation Program for the new batch on July 6, 2022. ESG orientation has taken full shape at SDMIMD. 161 students from PGDM 2022-24 batch have enrolled. They will undergo a total 200 hours of broad study on different aspects of ESG. This will culminate in a certificate to them on successful completion.

SDMIMD AND INFOSYS MOU FOR SPRINGBOARD PLATFORM



A Memorandum of Understanding (MoU) for an academic partnership between SDMIMD and Infosys Ltd., was handed over to Dr N.R. Parasuraman, Director, SDMIMD, by Sri. Sundar K.S., Associate Vice President, Infosys Ltd., on February 6, 2023, at SDMIMD, Mysore. A microsite of SDMIMD was launched on the Infosys Springboard platform on the occasion.

Mr. Sundar presented the courses onboarded on the platform for the SDMIMD's ESG Modular Specialization and

the seminar courses designed for the flagship program - Post Graduate Diploma in Management (PGDM). Dr Sunil M.V., Head - Academic Administration, outlined the immediate plans for use in the current year at SDMIMD. This was followed by the orientation of the Infosys Springboard to the students from Mr. Sundar K.S. and Mr Biligiri Ranga. This association is expected to enable SDMIMD to have a string of supplementary offerings for the benefit of students.

ACCREDITATION

SDMIMD has been accredited by two leading international agencies – EFMD and ACBSP. The processes involved going through the rigour of course-outcome management, enhancing research output and having proper quality control in place. Further, the National Board of Accreditation (NBA) renewed its accreditation of the PGDM Program for a further period three years till June 2024.

It may be recalled that, late in 2019, we have also gone through the process of assessing the impact that the Institute is making on its various stakeholders by Business Schools Impact System (BSIS). The evaluation involved critical study of detailed reports on various areas of impact and an independent assessment by an expert team. SDMIMD is now one of a small number of Institutes the world over which has its impact certified and acknowledged by an international agency like EFMD.



EFMD Program Accreditation

Recognizing the quality of management education and internationalization, the global accreditation body **European Foundation for Management Development (EFMD)** has awarded the prestigious EFMD Program Accreditation to SDMIMD's flagship PGDM program. SDMIMD is the first Indian B-school to receive EFMD Program Accreditation. It may be recalled that the originally accreditation was accorded in 2017 for 3 years and renewed for a further period of 3 years in 2020. The process for further re-accreditation is on with the completion of the peer review visit in November 2022.



ACBSP

SDMIMD received the International accreditation from **Accreditation Council for Business Schools and Programs (ACBSP)**, USA in 2016. The accreditation is valid for 10 years. SDMIMD is the first and only B School in India to get dual accreditation from EFMD and ACBSP. These accreditations help students to learn from an environment that meets global quality standards and international orientation.



QS I Gauge

Recognizing the overall excellent practices at SDMIMD, **QS I Gauge**, the Indian wing of the global ranking agency QS, has rated us in the highest Diamond category.

These rankings and accreditation are a vindication of our efforts towards total quality. These have certainly helped us in our visibility and consequently better acceptance by the corporate houses and admission-aspirants.



BSIS

The Business School Impact System (BSIS) impact label to SDMIMD has added another feather to its cap with 2 International Accreditations. The BSIS impact has made SDMIMD continuously identify, measure and assess the impact on society at large.

NBA

The renewed three year accreditation for PGDM program by **National Board of Accreditation (NBA)** has continued to inspire us to maintain the best practice. The present accreditation is valid till 2024.



B-SCHOOL RANKING

Apart from being accredited nationally and internationally, SDMIMD has been consistently ranked among top B-Schools. Here are some top rankings of SDMIMD.



MBA Universe Ranking

MBA Universe B-School Ranking Survey has ranked SDMIMD at 39th rank among 85 B-schols (including both government and private b-schools).

Business World B-School Survey 2022

Business World B-School Survey 2022, has ranked SDMIMD in the 26th place among the Top B-Schools in India concerning the private B-School category. The institute has tied for 45th among 183 Top B – Schools in the overall ranking.

The Chronicle - B-School Survey 2022

The Chronicle - All India B-School Survey 2022 has ranked SDMIMD 25th among the Top 50 B Schools (Overall Ranking).

The Education World B-School Ranking 2022

The Education World B-School Ranking 2022 has ranked SDMIMD in 22nd among 64 Top Private B Schools in India; 4th among 13 Private B Schools in Karnataka; and, 7th among 10 Private B Schools in 'Infrastructure' category.

ACADEMIC PROGRAMS

INAUGURATION OF THE PGDM 2022-24 BATCH



The PGDM 2022-24 Batch program was inaugurated on July 4th, 2022. Dr. N.R. Parasuraman, Director, SDMIMD, presided over the event. Dr. L. Gandhi, Chairman - Admissions, SDMIMD, welcomed and introduced the batch. Dr. S.N. Prasad, Deputy Director, faculty, staff, and parents of the new students were present. The new batch underwent a week-long orientation program. Dr. Parasuraman asked the students to dedicate the 2 years of PGDM to a new beginning and use the academic & general facilities of the Institute for holistic development. He briefed the students about the new course offering in collaboration with TCSiON and the modular specialization in Environmental, Social, and Governance [ESG] introduced this year.

BUSINESS LANDSCAPE FOR PGDM 2021-23 BATCH

Business Landscape, a knowledge expansion exercise was conducted by the SDMIMD faculty for the students entering the Second Year after their corporate internship. The week-long program from June 2, 2022, included an introduction about contemporary topics on - Life-changing Technologies in India; FinTech, and EVs et al. The introduction to each topic was followed by a panel discussion by groups of students. The Business Landscape Course was conceived and anchored by Dr. Prasad SN and involved several faculty members of SDMIMD.



ORIENTATION PROGRAM FOR PGDM 2022-24 BATCH

An Orientation Program was organised for the students of PGDM 2022-24 batch from July 4th to July 13, 2022. The students were introduced to different dimensions of management. Industry leaders, faculty and alumni were part of this program.



Sri. Kamal Bali



Mrs. Indra Prem Menon



Mr. Sreenidhi G S D



Dr. Jacob Crasta



Mr. Vipin S Prasad



Mr. Ravi Shankar



Mr. Manas Martha



Mr. Tejasvi Nathan



Ms. Padma Shree G S



Mr. Niranjana N Naik



Mr. Naganagouda S.J



Mr. Sandesh Murchy



Mr. Harinath Gopalaswamy



Mr. Harsha Adya



Dr. R. Indira Ramarao



Mr. Chitradip Pramanik



Prof. D. Parashivamurthy



Mr. Abhijit Korti



Dr. Mousumi Sengupta



Prof. C.V. Sridhar



Dr. M.V. Sunil

Sri. Kamal Bali, President & Managing Director of Volvo Group India, delivered a distinguished address on various trends that is shaping the world of business & commerce, on July 6, 2022.

Mrs. Indra Prem Menon, President, Lakshmanan Isola Private Limited, delivered an invited talk to orient the new students and introduced the corporate work culture and well-being to the students on July 6, 2022.

Mr. Sreenidhi G S D, Founder and CEO of Cynefian Private Limited, as part of the invited talk, shared his success story of the rural initiative focused on upskilling the rural youth of Gudalupet in making them corporate-ready on July 6, 2022.

Dr. Jacob Crasta, Founder Chairman, CM Envirosystems, Bangalore in his talk brought in various positives and challenges for a young entrepreneur and an executive in the corporate world on July 7, 2022.

Mr. Vipin S Prasad, SDMIMD Alumnus & CEO, Joining Dots, Bangalore introduced the new batch to E-Commerce, Opportunities & Challenges on July 6, 2022.

Mr. Ravi Shankar, SDMIMD Alumnus & CEO, Aim High consulting, Bangalore delivered a motivational talk on July 8, 2022.

Mr. Manas Martha, Senior Vice President – Human Resources & CHRO. TTK Prestige Ltd. Bangalore, delivered a talk on the roadmap that management students should follow on July 8, 2022.

Mr. Tejasvi Nathan, SDMIMD Alumnus & VICE PRESIDENT | Human Resources, Swiss Re Global Business Solutions India Private Limited, Bangalore, delivered a talk on Expectations from MBA students – From Corporate sector on July 8, 2022.

Ms. Padma Shree G S, SDMIMD Alumnus, Mysore handled a session on Emotional intelligence is a key to our success on July 6, 2022.

Mr. Niranjan N Naik, President, Prerana – SDMIMD Alumni Association & Senior Consultant at Prominent Mind Bangalore, introduced the new batch to Prerana – SDMIMD Alumni Association on July 9, 2022.

Mr. Naganagouda S.J., Vice President and Head - Human Resources, Global Edge, Capgemini, delivered the invited talk focused on the changing trends of HR in the VUCA World as part of the Orientation Program 2022 on July 9, 2022.

Mr. Sandesh Murchy, SDMIMD Alumnus & Director, HR services at Oracle, Bangalore delivered an interesting session on Changing HR trends in post covid times on July 9, 2022.

Mr. Harinath Gopalaswamy, SDMIMD Alumnus & CEO- Fintelligence Bangalore, delivered a talk on Opportunities in the finance sector – Overview on July 6, 2022.

Mr. Harsha Adya, Managing Director, Würth Elektronik India Private Limited, Mysore, as part of the invited talk addressed the students on "Building your brand on the world stage" on July 13, 2022.

Dr. R. Indira Ramarao, Rtd. Professor of Sociology & Former Director, International Center, University of Mysore handled a workshop on Indian Society in Transition on July 5, 2022.

Mr. Chitradip Pramanik, SDMIMD Alumnus and Manager – Marketing & PMO, EqualizeRCM, Mysore, delivered the talk on 'Getting ready for the Corporate World' on July 7, 2022.

Prof. D. Parashivamurthy, Motivational Speaker, NLP Trainer, and Faculty at Government First Grade College for Women, Mysore, spoke on the topic 'Winners make it happen, Losers let it happen' on July 5, 2022.

Mr. Abhijit Korti, SDMIMD Alumnus & AVP – Digital Banking, Jana Small Finance Bank, delivered an orientation talk on 'Evolution of Digital Payment in India' on July 9, 2022.

Dr. Mousumi Sengupta, Professor-HR & OB, delivered a briefing session on ESG initiatives and also conducted a workshop on Personality Profiling on July 7, 2022.

Prof. C.V. Sridhar, Assistant Professor – General Management handled a workshop on Imperatives in Social Responsibilities on July 6, 2022.

Dr. M.V. Sunil, Assistant Professor – General Management, conducted a workshop on Design Thinking on July 5, 2022.

STUDENTS' VISIT TO DHARMASTHALA

PGDM 2022-24 batch students visited Dharmasthala as part of the orientation program. Students got an opportunity to see firsthand the numerous social activities in Dharmasthala and interact with the Chairman of SDMIMD and Dharmadhikari of Dharmasthala, Dr. D Veerendra Heggade.



PROFILE OF PGDM 2022-24 BATCH

Gender Diversity

Female 36%



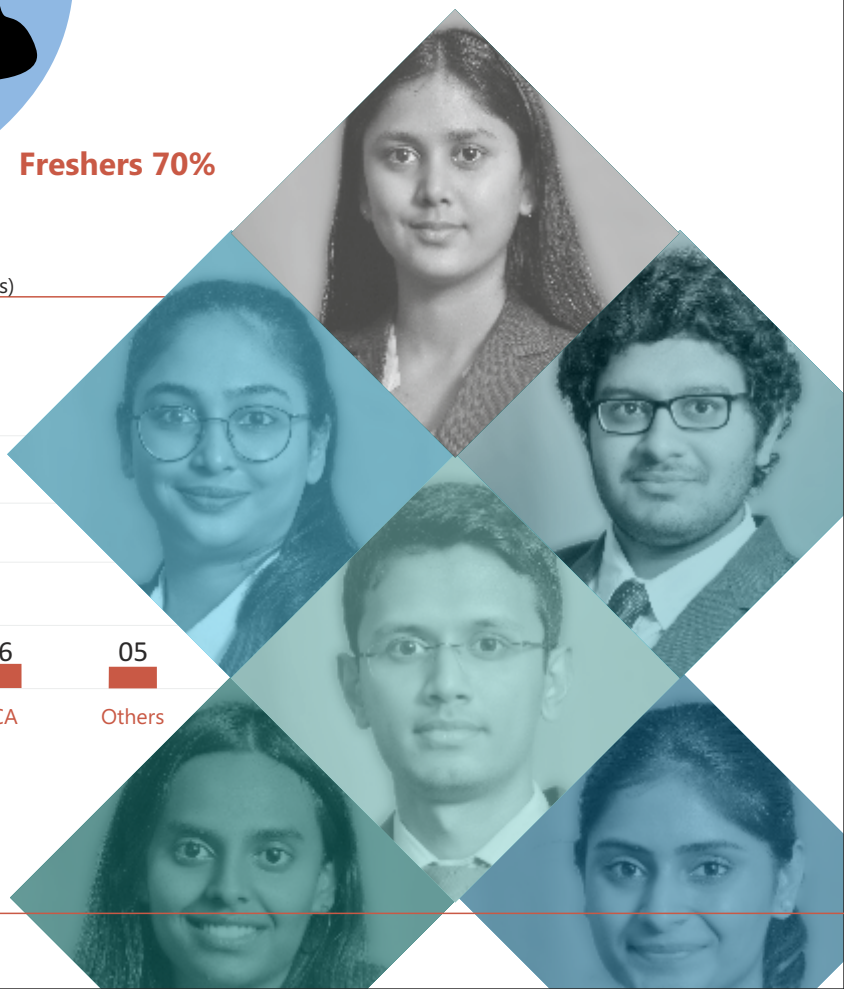
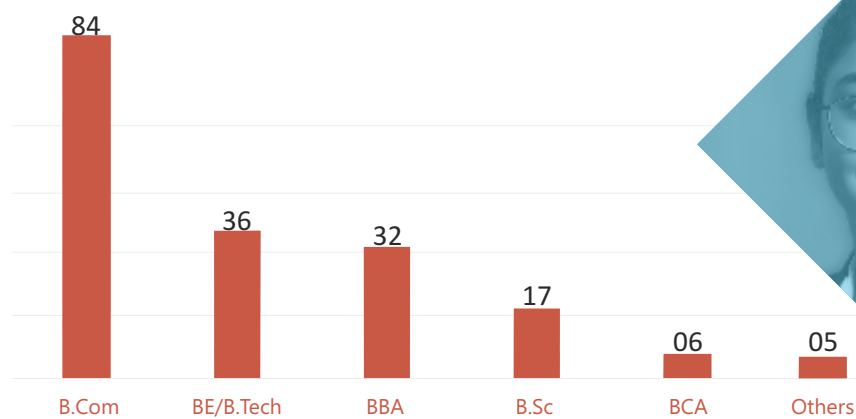
Male 64%

Students with
Work Experience
30%



Freshers 70%

Education Diversity (Figures show actual numbers)



PLACEMENTS - 2021-23 BATCH

The placement process for the PGDM 2021-23 batch has been completed with all the eligible students having been placed. Top brands like Schnieder Electric Capgemini, Oracle, Wipro, Infosys, TTK Prestige, Loreal have participated. New companies Tietoevry India, Ultratech have been added this year. The students have been placed in varied roles such as Management Trainee, Consultant, Business Analyst, Credit Analyst, Regional and Area Sales Manager. It has been a noteworthy performance by our students, wherein the Institute has seen many leading companies visiting the campus.

KEY HIGHLIGHTS

- 11 % Increase in Average Salary
- More than 8 Companies recruiting over the last 5 years and more.
- 5 New Recruiters

Top Recruiters

Schnieder Electric, Capgemini, Infosys, Oracle, Wipro, Infosys BPM, Deloitte, Morgan Stanley, EY GDS, Tietoevry India, TTK Prestige, HDFC Limited, Loreal, Federal Bank, Ujjivan SFB, ICICI Bank, Feedback Consulting

KEY STATISTICS (INR Lakhs per Annum)

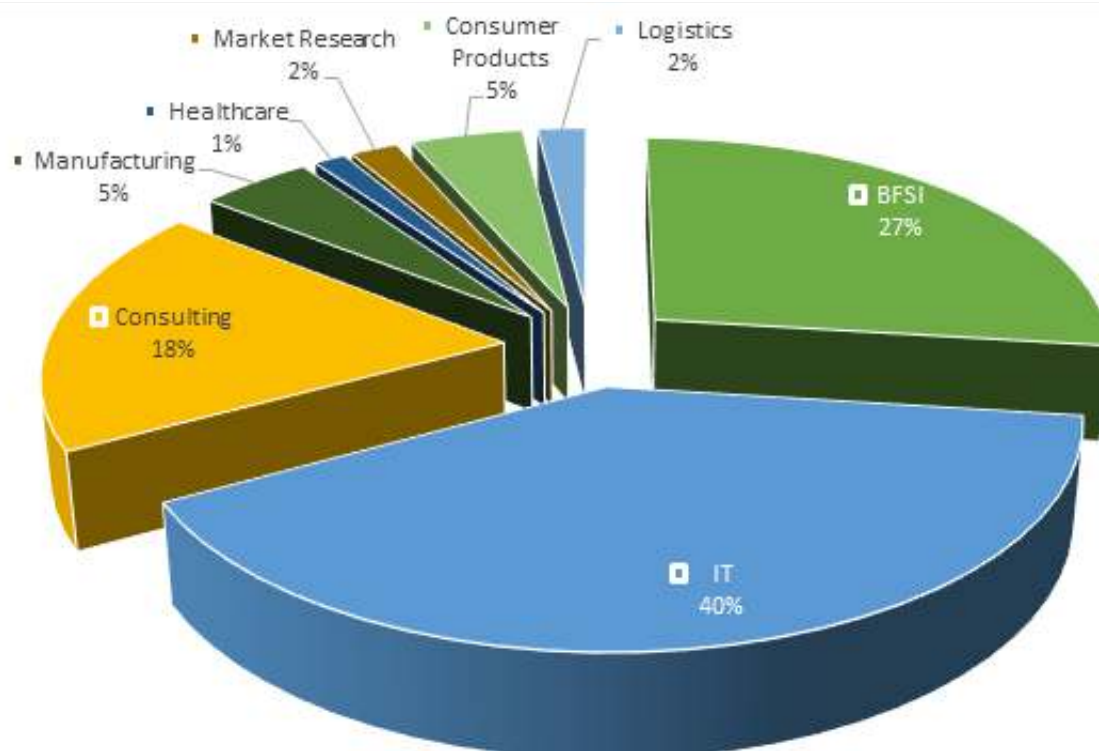
Highest **13**

Average **9.8**

Top 10% Average **12**

Top 50% Average **11**

SECTORWISE DISTRIBUTION



INTERNATIONAL LINKAGES

Student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge in seizing opportunities in global companies. SDMIMD has collaborated with fifteen high-profile, international management institutes and universities of repute for Faculty & Student Exchange Programs. Select SDMIMD students get opportunity to spend a term pursuing courses at these institutes. 31 select students are spending a term/semester at different institutes/universities with whom SDMIMD has collaborative arrangements. SDMIMD has international tie-up arrangements with 17 reputed universities from various part of the globe.

USA



Texas A&M University, USA



Kennesaw State University, USA

South America

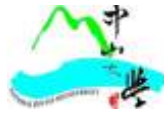


University of Montevideo, Uruguay

Asia



Shanghai University, China



National Sun-Yat-Sen University, Taiwan



Europe



Business Analytics Institute, France



Heilbronn University, Germany



Porto Business School, Portugal



Montpellier Business School, France



EAE Business School, Spain



University of Bordeaux, France



United Business School, Belgium



La Rochelle Business School, France



ESC Pau, France

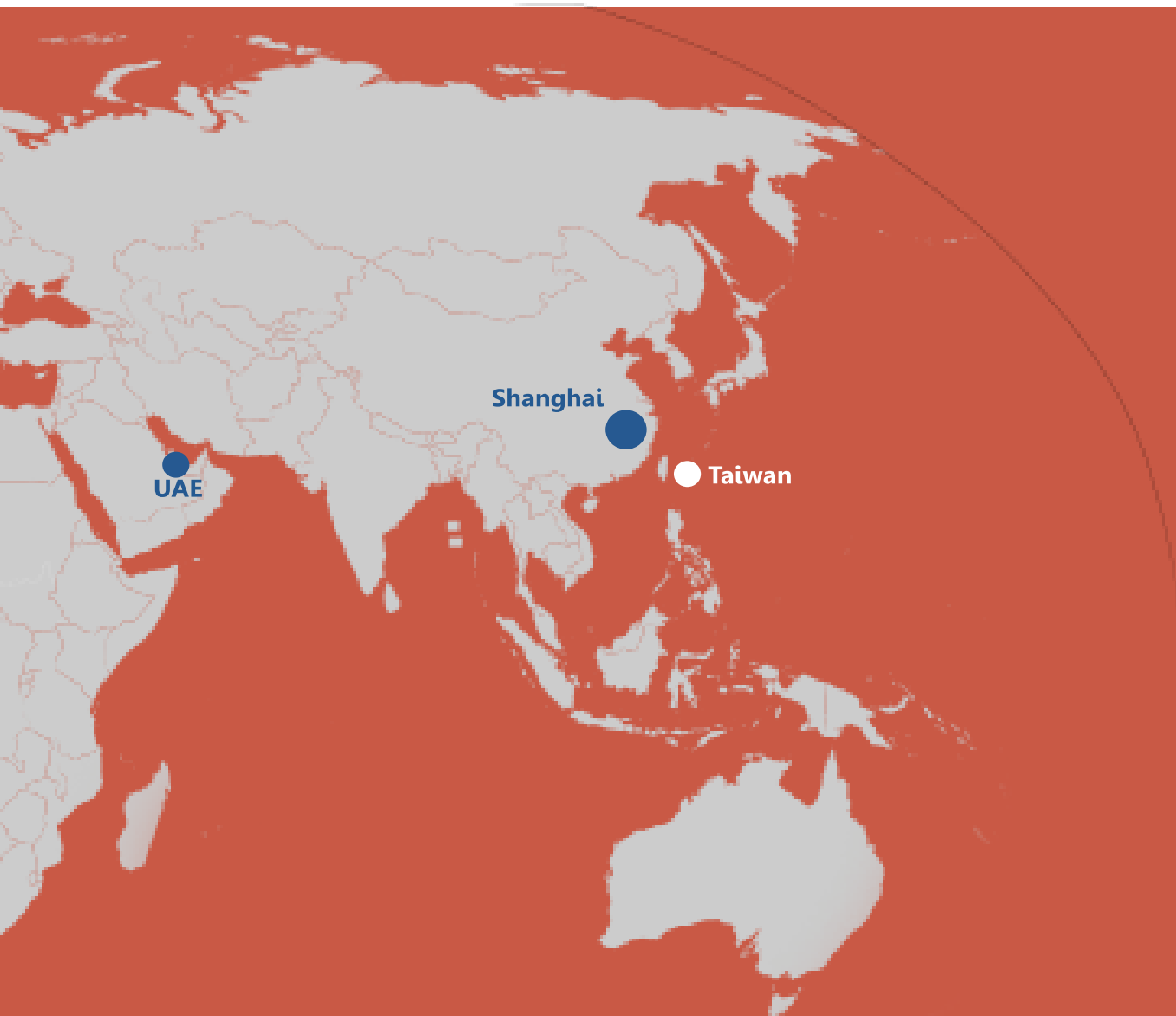
Middle East



British University in Dubai



Abu Dhabi University, UAE



INTERNATIONAL STUDENT EXCHANGE PROGRAM

As part of the students exchange program 31 select students of PGDM 2022-24 batch are visiting different international foreign universities for a whole term of study. During the program SDMIMD students will study with many international faculty. The experience of having different pedagogy is invaluable for their growth. Besides the facility to do cases and projects with students of other nationalities and background affords cross-cultural understanding. The grades obtained by the students in the overseas term will be incorporated into their final transcript.



Montpellier Business School, France



Sumukh Prashanth



Harsha H.M



Ramachandra Manjunath Hegde



Vaishnavi Vaidya



ESC Pau, France



Suhas Chand R C



Ayesha Fathima



EAE Business School, Spain



Karan B L



Kiran Prasad



Abhilash Roy



University of Bordeaux, France



Sriram M.R



Chengappa M C



Nishchith S U



Karthik Kamath



Pratyush Kumar



Akshay V



Heilbronn University, Germany



United Business School, Belgium



Rajat Shaha



Shreya Prashant



Manaswini Achuthan



Vaishnavi Sangam



Porto Business School, Portugal



Bhavya Sirohi



Sanjay Kushwaha



Srishti K



Vignesh Shenoy A

INTERNATIONAL SUMMER INTERNSHIP



Kennesaw State University, USA

Eight students from PGDM 2022-24 have been selected to Kennesaw State University, USA, for a virtual International Summer Internship Program as part of Student Exchange Program. The Students will do the SIP in the month of April & May 2023



Karumabiah K K



Manjunath C



Spoorthy Priya N



Druva N



Trisha L



Surabhi M R



Sanjay Kumar K S



Bhargav A

FOREIGN UNIVERSITY STUDENTS' VISIT TO SDMIMD

EAE SPAIN



Students from the EAE Business School visited SDMIMD as part of Student Exchange Program in July 2022. During the period EAE Business School students carried out a Socially Relevant Project at Shri Kshethra Dharmasthala Rural Development Project [SKDRDP] in the nearby villages in Srirangapatna, along with students from the SDMIMD. The joint project helped them to experience the social inclusiveness and the modus operandi of these projects.

The 15-day intensive program with classroom sessions, industry visits, on-field project work, visit to tribal settlement areas, cultural performance and yoga sessions, culminated with the Certificate Awarding Ceremony on July 29, 2022, at SDMIMD Campus.

BUSINESS ANALYTICS INSTITUTE'S WINTER SCHOOL AT SDMIMD



Business Analytics Institute, France, conducted its Winter School from 1 to 10 Feb 2023 at SDMIMD campus. This is the first time that they are holding the Winter School in India. The program was attended by company executives and students selected from various European Universities. Students from Belgium, Switzerland, France and Ukraine. Ten Indian Students from SDMIMD were part of the Winter School. The program centered on the theme of "AI for Good" and entailed discussions on Ethical AI, AI for Social Good and a workshop on Machine Learning Tools. As part of this program, the participants visited Dharmasthala and interacted with Dr. D. Veerendra Heggade about Rural Development, Micro Finance, and Health Care Programs of SDM Trust. The resource persons for the program included Dr Lee Schlenker and Prof. Davy Cielen from Business Analytics Institute, Prof. Christian Hitz from Zurich University and Prof. Mohamed Minhaj from SDMIMD, Mysuru.

HEILBRONN STUDENTS' VISIT TO SDMIMD



A Group of 15 students and 2 faculty members from Heilbronn University, Germany visited SDMIMD as part of exchange program from Feb 2 to 28, 2023. During the week-long program, the students underwent academic sessions, corporate visits, social projects as well as Yoga/wellness sessions. The team was led by Dr. Susanne Wilpers.

4TH BATCH DBE STUDENTS



It may be recalled that last year we had introduced the Developing Business Excellence (DBE) centre for the benefit of international students. Three such programs had been held in 2021-22. The 4th Batch of the DBE program was held between May 16 - May 30, 2022 and had students representing from 9 countries. 21 students received the Program Certificate from the Chief Guest Dr. G.R. Janardhana, Director, International Center and Professor of Botany, University of Mysore, Mysuru. Speaking on the occasion, Dr. S.N. Prasad, Deputy Director, SDMIMD, Mysore, called upon the participants to be aware of the international environment and developments for their overall progress.

UNIVERSITY OF PORTO EXECUTIVES' VISIT TO SDMIMD



A group of 11 executive students and 2 faculty from Porto Business School, Portugal visited SDMIMD from 5th March to 11th March 2023, as part of the exchange arrangement with them. The week-long orientation included talks, corporate visits and a social project exposure.

SDMIMD FACULTY INVITED TO TEACH IN FRANCE



Dr. Prasad SN, Deputy Director and Professor-Strategy & General Management was invited by ESC PAU to teach the course "Sustainable Global Human Resource Management" on an online mode from November 17 to 22, 2022.

FACULTY FROM FOREIGN UNIVERSITIES



Dr. Christian Hitz
Senior Lecturer and
Director of Studies in Data Science
Zurich University of Applied Sciences



Prof. Stefan Wilms
Former Dean of the Faculty of
Business and Transport
Heilbronn University, Germany
CFO of Buy & Build AG
Gomaringen.



Dr. Lee Schlenker
Professor of Business Analytics and
Principal Consultant
Business Analytics Institute, France



Dr. Saju Jose
Associate Professor
Abu Dhabi University, Abu Dhabi



Prof. Davy Cielen
Co-founder
Maiton Consulting Group and
Principal Consultant
Business Analytics Institute



Dr. Radhakrishnan Swaminathan
Professor-Marketing
Telfer School of Management
at the University of Ottawa



Prof. Dr. Susanne Wilpers
Professor of HRM
Heilbronn University, Germany



Prof. Aravind Mahajan
Texas A&M University
System Regents Professor,
Presidential Professor for
Teaching Excellence,



Mr. Gautam Nagpal
Research Fellow
ESC Pau Business School, France



Mr. Pedro A. Vieira
Ph.D Researcher and
International Business Expert

3RD ANNUAL CONVOCATION OF THE PGCM PROGRAM



Speaking on the occasion of the Convocation of the PGCM program held on February 24, 2023, Dr. N.R. Parasuraman, Director, SDMIMD, alluded to the popularity of 1-year programs in management in Europe and how these have a coverage and orientation, like the PGCM at SDMIMD.

Presenting the concluding remarks, Deputy Director, Dr S.N. Prasad, said 'SDMIMD have put together a curriculum and pedagogy for this 1-year program which differentiates itself from the 2-year program and yet retains the basic tenets of the Dharmasthala ethos – excellence blended with high values'.

Ms Prakruthi Bharadwaj received the gold medal for her Best Overall Performance from the Director.

VISIT TO NSE MUMBAI BY PGDM STUDENTS



NCCMP (NSE Certified Capital Market Professional) students of II-year PGDM 2021-23 visited NSE Mumbai for a workshop on 'Capital Markets' on December 16, 2022. The training and certification were part of the MoU signed between SDMIMD and NSE. The workshop focused on trading and settlement of transactions in a stock exchange and cyber security issues relating to the functioning of NSE. Dr.M.Sriram, Associate Professor-Finance, SDMIMD accompanied the students.

KPMG LEAN SIX SIGMA GREEN BELT (LSSGB) CERTIFICATION PROGRAM

Lean Six Sigma is a useful tool for every business executive across functions. The 32-hours KPMG's LSSGB Training and Certification Program spread over four days was organized for PGDM 2021-2023 Batch Operation Specialization students during October 2022. The program covered DMAIC methodology and framework of problem-solving techniques using Lean and Six Sigma tools.

The program was conducted in a Workshop mode which involved the theory and application of tools and techniques in a simulated environment. It imparted structured problem-solving skills to the participants.

CONFERENCES

10TH INTERNATIONAL FINANCE CONFERENCE 2022



The 10th International Financial Conference (IFC) on Emerging Trends in Corporate Finance and Financial Markets, with the theme - A Perspective on Financial Markets amidst Global Uncertainties, was organized in association with BCIC on October 13-14, 2022. The decennial edition was inaugurated by Dr S. Devarajan, Sr Vice-president of TVS Motor Ltd and Sr. Vice President of Bangalore Chamber of Industry and Commerce (BCIC).

The two day conference witnessed several quality papers being presented and also a few technical sessions by industry experts. Speaking on the occasion, Dr N.R. Parasuraman, Director, SDMIMD, shared the perspective as to how the capital market in India often is the barometer of the economy.

7TH INTERNATIONAL ECONOMICS CONFERENCE 2022



SDMIMD organized the International Economics Conference on the theme - Economic Growth and Sustainable Development: Emerging Trends on November 24 & 25, 2022. The 7th edition of the IEC was inaugurated by Mr P.G. Yogindra, Former Executive Director of Hindustan Aeronautics Ltd. The chief guest also released an electronic version of the Conference Proceeding as a CD during the inaugural event.

The two-day conference deliberated the emerging economic growth and sustainable development issues from various dimensions. The conference had an

overwhelming response as more than 130 delegates participated in the conference and 100 research papers/case studies were presented. The conference was attended by academicians, research scholars, and corporate executives.

Earlier, Dr B. Venkatraja, the Chairperson of IEC, welcomed the gathering and presented the conference's theme. Dr N.R. Parasuraman, Director, SDMIMD, in his address, focused on the importance of the theme and the need for Industry-Academia deliberation.

10TH INTERNATIONAL HR CONFERENCE, 2022



SDMIMD organized its 10th International HR Conference on “HR for Business Excellence” on 15th and 16th December 2022. The conference was inaugurated on 15th December 2022 at 9:30 am by Dr. N R Parasuraman, Director of SDMIMD, and the conference Chair Dr. Mousumi Sengupta. The Conference Proceeding CD was also released. Mr. K R Sekar, Partner, Deloitte Touche Tohmatsu India LLP, delivered the keynote address online. Mr. Jagan Karthick, Program Lead at DERBI Foundation and Mr. Abrar Ahmed, Incubation Manager at DERBI Foundation, were the speakers for other sessions.

A distinguished lecture was delivered by Mr Venkatanarayanan, President - HR & CHRO, Rane Group. The valedictory address was delivered by Dr. Augustus Azariah, Employee & Labor Relations Leader, Kyndryl, Asia Pacific Middle East & Africa Region. Dr. S. N. Prasad, Deputy Director, SDMIMD, discussed the necessity of a progressive HRM for an organization, during the session. The event had participants from all over the country.

INTERNATIONAL CONFERENCE ON NEW AGE MARKETING

The inauguration of the International Marketing Conference on “New Age marketing – Catalyzing Transformation Through Innovation, Technology, Analytics and Sustainability” was held on January 19, 2023 at SDMIMD.

The Chief Guest and keynote speaker Shri. Rabindra Sah, Chief Engineer – Strategic Projects – Tata Technologies, emphasized on how global industries are witnessing transformation in delivering unique experiences to their consumers through latest technological developments. The conference received more than 70 research contributions by faculty, research scholars and post-graduate students of various institutions across the country, and more than 100 delegates registered for the conference.



INTERNATIONAL PARTNERS RESEARCH SYMPOSIUM 2022

SDMIMD joined hands with the University of Dundee for an online Symposium held on May 25, 2022. The symposium attracted faculty and research scholars from across the globe and discussed the theme 'Understanding Research Impact'. Dr. Mousumi Sengupta, Professor – HR and OB, SDMIMD, Mysore, represented the organizing team from SDMIMD.

RESEARCH CONFERENCE 2022

SDMIMD Mysore partnered with the University of Dundee School of Business and International Partners to organize a Virtual Research Conference 2022. The conference was organized between the 7th and 11th of November, 2022. The virtual conference witnessed participation of presenters from academics, corporate, practitioners, research scholars and students from the University of Dundee and partner Universities. The focus of this conference was on issues related to socioeconomic development. Dr Riyazahmed, Assistant-Professor, Finance, SDMIMD, presented a paper at the conference. From SDMIMD Dr. Mousumi Sengupta coordinated the arrangement.

HR DASARA 2022



HR Dasara 2022, was held at SDMIMD Mysore, on December 5, 2022 by Edin Synergy and SDMIMD as part of the culminating event of Navami – the 9 events of HR Dasara. Chief Guest Shri Yaduveer Krishnadatta Chamaraja Wodeyar, Custodian of the Royal House of Mysore, during his talk emphasised on sustainability. Dr. S. N. Prasad, Deputy Director, SDMIMD recalled how the sustainability aspects was adopted and practiced from past several years in Shivanasamudra Hydro Power Project which is one of the Non – Government Institution during British Raj initiated and established by the Wodeyars of Mysore.

The event witnessed active participation from HR Professionals, HR practitioners, Management students and entrepreneurs. The sessions were packed with panel discussion, invited talks and awards for best practices.

SEMINAR ON INDUSTRY 4.0

SDMIMD joined hands with The Institute of Cost Accountants of India, Mysuru Chapter in organizing a one day seminar on Industry 4.0 : Changing Technologies for Manufacturing and GST Returns : A Compliance Matrix on 24th December 2022. The seminar was inaugurated by Dr. Prasad SN, Deputy Director and Professor-Strategy and General Management, SDMIMD. The event also witnessed several interesting technical sessions delivered by eminent personalities from the industry. Many working professional, Cost Accountants and executives attended the event.

ANNUAL EVENTS



FOUNDATION DAY - 2022

The **Foundation Day Lecture** is conducted every year to commemorate the founding of the Institute. Prof J.M. Subramanya, Former Director, SDMIMD was the speaker this time and he stressed on the "duty with a good thought, good mind, the good heart, will always yield good results" during the lecture held on Saturday, September 24, 2022, at SDMIMD campus, Mysore. Dr N.R. Parasuraman, Director, SDMIMD, addressed the gathering highlighting the event's importance.

ANNUAL LEADERSHIP TALK 2023

"Humans alone can define value and values. Hence, it is important to keep the human in the loop." said Dr. Lee Schlenker, Professor of Business Analytics and Principal Consultant, Business Analytics Institute, France. during the 14th Edition of the **Annual Leadership Talk** organized by SDMIMD, Mysore on its campus on February 8, 2023.

Dr. S.N. Prasad, Deputy Director, SDMIMD, welcomed the gathering. Dr. Neetu Ganapathy, Faculty, SDMIMD, moderated the Q&A session.



BUDGET CONCLAVE 2023

Union Budget Conclave 2023, the annual event which scrutinizes the Union Budget of India, was held on February 2, 2023. Sri. S.Lakshminarasimha, CA; Sri. B.S. Ravikumar, CA, Sri. Sameer Parekh, Founder Director, Greeshma and Dr. S.N.Prasad, Deputy Director, SDMIMD, shared their perspective on Union Budget and its linkage with various economic factors. Earlier a group of students from the 1st year PGDM presented the salient features of the budget.



STARTUP CHARCHA



Startup Charcha 2023, the culmination event of various entrepreneurship activities, was organised by Swayam, the eCell of SDMIMD, on February 13, 2022. Mr. Krishna Kumar, Founder and MD, Simbus Technologies Pvt. Ltd., delivered the key note address, which was followed by a panel discussion with a theme "Mainstream Entrepreneurship". The panel consisted of Mr. Karthik B K, Alumnus of SDMIMD, Managing Partner, Moneyline, Mr. Theja Mohan, Alumnus of SDMIMD, Founder, Wise Money, Dr. Nanda Kishore Shetty, Associate Professor-Marketing, SDMIMD, Mr. Vijay Krishnamurthy, Research scholar, SDMIMD and Sports Entrepreneur. Dr. M.R. Suresh, Professor-Marketing and Faculty Coordinator, E cell, moderated the discussion.

MANAGEMENT DEVELOPMENT PROGRAMS

YOUNG LEADERSHIP DEVELOPMENT (YLD) PROGRAM FOR RANE GROUP



The Young Leadership Development (YLD) program for Rane Group was inaugurated on July 4, 2022. The YLD is aimed at enabling matured individual contributors in the Rane Group to successfully transition into senior executives. The 5-day program was spread over three (3) modules and designed to develop foundations of strong leadership. 32 young leaders from various functions across the Rane Group participated.

CSP FOR EXECUTIVES FROM WÜRTH ELEKTRONIK



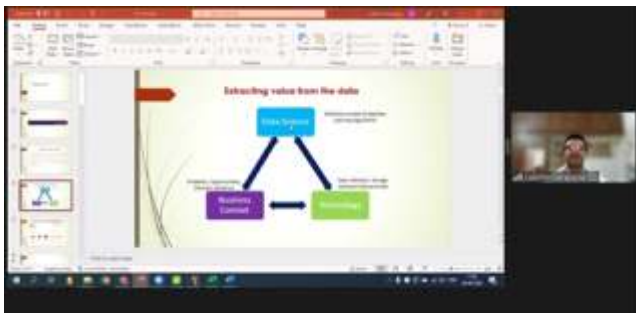
A Company Specific Program (CSP) was designed and offered to the executives of the Würth Elektronik, Mysuru. The 3-Months program was held at SDMIMD and Würth Elektronik at regular intervals. This was inaugurated on June 27, 2022. The first in this series was conducted on June 27, 2022, at SDMIMD.

MDP ON EMOTIONAL INTELLIGENCE FOR EFFECTIVE LEADERSHIP



SDMIMD organized a Management Development Program (MDP) on 'Emotional Intelligence for Effective Leadership', on June 27, 2022. The MDP aimed at facilitating the participants to appraise and appreciate issues and concerns a leader encounters in organizational situations while dealing with people, both individually and in teams. SDMIMD Professors in Organizational Behaviour and Human Resources, Dr. Nilanjan Sengupta, & Dr. Mousumi Sengupta were the resource persons.

MDP ON PREDICTIVE ANALYTICS FOR DECISION MAKING



A two-day online management development program on "Predictive Analytics for Decision Making" was conducted on June 24 & 25, 2022 by Dr. G. Srilakshminarayana, Associate Professor, SDMIMD. The coverage included a discussion on the importance of predictive analytics in decision making, an introduction to the predictive models, and the application of predictive models for predicting future events. Predictive models such as Linear regression,

Logistic regression, Multinomial Regression, and Tobit regression, were discussed and hands-on experience was provided to the participants. Two important tools, Gretl and JASP were introduced during the sessions for analyzing data.

MDP ON RED FLAGS IN FINANCIALS AND FINANCIAL ANALYTICS



An MDP on 'Red Flags in Finance and Financial Analytics' was organized on June 16, 2022. The faculty resource persons from the SDMIMD Finance area - Dr. M. Sriram, Associate Professor, and Dr. K. Riyazahmed, Assistant Professor, emphasized various approaches that individuals can use in evaluating the financial oddities of a company during the sessions. The program attracted participants from both corporate and academic institutions.

MDP ON BUSINESS DATA ANALYSIS WITH MICROSOFT EXCEL AND POWER BI



A Management Development Program (MDP) was organized on July 26 & 27, 2022, to provide hands-on experience using MS Excel and Power BI for Data Analysis. The participants enjoyed the engaging sessions on the tools with realtime datasets under the guidance of the MDP faculty resource Prof. M. Minhaj, Associate Professor - Systems, SDMIMD, Mysore.

PROGRAM ON ESSENTIALS OF MANAGEMENT



A 32-hours intensive program covering Analytics, Finance, HR, and General Management, was designed and conducted for the Master of Commerce [M Com] students of SDM Mahila Makkala Kuta [SDM MMK] from May 16 to 31, 2022. The Certificate Awarding ceremony was held on Tuesday, May 31, 2022. Speaking on the occasion, Dr. N.R. Parasuraman, Director, SDMIMD, Mysore, said that 'the opportunities to update the skills for young graduates are abundant. Students must have direction and determination with a focused approach for reaching their goals. Prof. Sainath Malligemadu, Principal, SDM MMK, Mysore, thanked SDMIMD faculty members who delivered the sessions and the authorities for the institute.

RESEARCH DEVELOPMENT PROGRAM



SDMIMD organised a one-day Research Development Program on "How to Write a Research Paper for Indexed Journal? Editor's Perspective" on March 3, 2023. The key focus of the program was to disseminate the fundamental ideas of a journal's expectations from a research paper and build the capacity of the participants to write a good-quality manuscript. The event was attended by 42 participants who were research scholars, Faculty and industry executives. Dr.B.Venkatraja, Associate Professor of Economics at SDMIMD Mysore was the Resource Person of the program.

FACULTY ACHIEVEMENTS



INTERNATIONAL ACCREDITATION LEADERSHIP AWARD 2022

Dr N.R. Parasuraman, Director, SDMIMD, was selected as the first awardee for the Olin Oedokoven International Accreditation Leadership Award instituted jointly by SEAA Trust and Peregrine.

RENEWAL OF TENURE OF EFMD ACCREDITATION BOARD MEMBER

Dr. N.R. Parasurman's tenure as a member of the EFMD Accreditation Board has been extended by 3 years. The Board is the apex authority in granting accreditation to eligible programs, world wide.

DR. N.R. PARASURAMAN AS PART OF EFMD PEER REVIEW TEAM

Dr. N.R. Parasuraman was part of the Peer Review Team of EFMD for ascertaining the eligibility for accreditation for Woxsen B-School, Hyderabad. The visit was virtual from December 7 to 9, 2022. Further Dr. N.R. Parasuraman was a member of the Peer Review Team for the accreditation of Rajagiri Business School, Kochi from March 7 to 9, 2023.

CHAIRMAN OF INDUSTRY ACADEMIC INTERFACE OF BCIC

Dr. N.R. Parasuraman was appointed as the Chairman of the Industry-Academia Interface of BCIC in June 2022.

MEMBER, PLANNING BOARD, TIRUVALLUVAR UNIVERSITY

Dr. N.R. Parasuraman was appointed as a member of the Planning Board of Tiruvalluvar University, Tamil Nadu, in 2022. The appointment is valid for 3 years.

BEST PROFESSOR IN HRM



Dr. Mousumi Sengupta was awarded as the Best Professor In Human Resources Management, during event "Times Ascent presents the 21st Edition of Asia Pacific HRM Congress", on 20th September 2022. The Asia Pacific HRM Congress is a Not-for-Profit body that attempts to organise the annual meet with the objective of Networking & Recognizing Leaders who have contributed value to the profession.

DR. M. SRIRAM AS BOARD MEMBER



Dr. M. Sriram, Associate Professor-Finance was appointed as Member of Board of Studies at Jansons School of Business, Coimbatore, Tamilnadu. He will be serving as Board Member of two years.

Dr. M. Sriram also was invited to attend the Board of Studies meeting at the Department of Management Studies, Vidyardhaka College Of Engineering, Mysuru.

ACADEMIC LIBRARY AWARD 2022



The Certificate of Excellence Academic Library Award 2022 by Knimbus, India, was awarded to Dr Sunil M.V., Head – Academic Administration and Faculty, SDMIMD, in the presence of Dr N.R. Parasuraman, Director, SDMIMD. The certificate was handed over by Mr Karthikeyan, Marketing-Head, Knimbus, to Dr Sunil on the campus. Dr. Sunil M.V. was also awarded a 'Certificate of Expertise' in academic libraries. The award is for exemplary achievements and outstanding work in the field of technology adoption in the field of library services.

DR. VENKATRAJA AS BOARD MEMBER

Dr. Venkatraja B, Associate Professor-Economics has been nominated as member of Board of Studies at Vivekananda College, Puttur. The Board of Studies first meeting was held on December 12, 2022.



DR. RIYAZAHMED AS MEMBER OF EDITORIAL BOARD

Dr. Riyazahmed, Assistant Professor-Finance was invited to join the International Editorial Board of the SN Business & Economics, a multi- and interdisciplinary journal serving all areas of Business & Management, Economics, and Finance. The journal is published by Springer Nature, Switzerland.



INVITED TALK AT BINGHAM UNIVERSITY, NIGERIA



Dr. Mamta Hegde, Assistant Professor, OB & HRM was invited to deliver an online talk on "Business Idea Generation" by Bingham University, Nigeria, on March 10, 2023. The invited talk was organized as part of Distinguished Expert Series. The talk included the elements of business idea generation, management and implementation. The talk was attended virtually by the post graduate students and faculty world wide.

WORKSHOPS AND WEBINARS

WORKSHOP ON PUBLIC SPEAKING



A month-long workshop on language profiling with intensive theory and practical sessions was organized for PGDM 2022-24 by Ms. Sheetal Mohithe, Professional Trainer & Coach, during November and December 2022 for the benefit of the first year students.

WORKSHOP ON PERSONALITY PROFILING



Dr. Mousumi Sengupta, Professor- OB & HRM, SDMIMD, conducted a 'Workshop on Personality Profiling' for the new PGDM Batch on July 6 & 7, 2022. The workshop helped the young managers to understand their personality types and areas for improvement. The activity-based workshop was administered session-wise by the faculty resource. This workshop was organized as part of the Orientation Program 2022

WORKSHOP ON IMPERATIVES IN SOCIAL RESPONSIBILITIES



Prof. C.V. Sridhar, Faculty – General Management and Manager - Administration, SDMIMD, conducted a workshop for the students of the PGDM 2022-2024 on July 5 & 6, 2022 as part of the Orientation Program 2022. The workshop focused on sensitizing the young managers toward their responsibility for society and introducing them to the social-centric philosophy of Dharmasthala.

WORKSHOP ON DESIGN THINKING



To cultivate empathy and build the concepts with social inclusion for real challenges an activity-based workshop on design thinking was conducted for the PGDM 2022-2024 Batch. The workshop was conducted section-wise during the Orientation Program 2022 on July 5 & 6, 2022. Dr. Sunil M.V., Head – Academic Administration, and Faculty – General Management, SDMIMD, was the faculty resource for the workshop.

WORKSHOP ON INDIAN SOCIETY IN TRANSITION



Dr R. Indira Ramarao, Member of the Governing Board of SDMIMD and Formerly Professor of Sociology & Former Director, International Center, University of Mysore, conducted a section-wise focused Workshop on Indian Society in Transition to the PGDM 2022-2024 Batch. The Workshop was organized as a part of the Orientation Program 2022 for the PGDM program on July 4 & 5, 2022.

CASE PRESENTATION FOR POLICY MAKERS



Dr G. Srilakshminarayana, Faculty, SDMIMD, was invited to present the case 'Trin-Trin' co-authored with Dr Sunil M.V., Faculty, SDMIMD, during the workshop on Green Initiatives and Innovative approaches in ULBs" at Vikas Soudha. The workshop was organized by the City Managers Association- Karnataka (CMAK), Bengaluru, for the policymakers in Urban Planning, Development, and Management, on October 11, 2022. The case study was about the public bicycle sharing system (PBSS) successfully implemented in Mysore.

WEBINARS FOR ONBOARDING STUDENTS

Several webinars were conducted for the onboarding students of PGDM 2022-24 Batch. These sessions acted as prelude to the PGDM course and helped in setting the right mindset required for the grasping of management lessons.



A webinar session was conducted on the theme "Communicating Effectively in the Virtual World" by Dr. Neetu Ganapathy, Faculty, SDMIMD,



Dr. Jayakrishnan S., Faculty – Marketing, SDMIMD, Mysore delivered a Webinar on Consumer Insights and its Importance



Webinar on Dynamic leadership for Organizational Excellence. by Dr. Nilanjan Sengupta, Chairman, AEC, and Professor - OB/HR, SDMIMD.



Dr. M. Sriram, Faculty – Finance, SDMIMD, Mysore, delivered a webinar on 'Accounting Essentials for Managers' to the PGDM 2022-2024 Batch incoming students.



A webinar session was conducted on the theme Marketing and Social Enterprises by Dr M R Suresh, Professor-Marketing, for the incoming PGDM students.



A webinar on Data analytics in decision-making was delivered by Dr. Srilakshminarayana, Faculty – Quantitative Techniques.



An interactive webinar was organized for the PGDM 2022-2024 Batch on the topic 'Stress and its Nature' on June 4, 2022. by session Dr. Mousumi Sengupta, Professor - OB/HRM, SDMIMD,

SDM RCMS

SDMIMD JOURNAL OF MANAGEMENT IS INDEXED IN THE UGC CARE LIST

After a rigorous review process, the SDMIMD Journal of Management, a journal published and promoted by SDMIMD, Mysore has been included in the UGC Care list. This implies that the top academic & research regulatory body has acknowledged the high standards of research publication maintained by the SDMIMD Journal. It is testimony to the rigorous selection and review process being practiced by the Journal Editorial Board before publication. The UGC Care Listing of the Journal will benefit the journal and the readers in terms of further enhancement in the quality standards.

Started in 2010, the stature of the SDMIMD Journal of Management (Bi-annual) has risen in the Peer-Reviewed scholarly publication world. The journal is already indexed in EBSCO, J-Gate, i-Scholar, Copernicus, Cosmos. During 2022-23, the journal published 12 scholarly research papers and 2 book reviews in two issues. The journal receives increasing number of submissions and consequently the paper acceptance rate has fallen to 29%. In addition, we have three other scholarly publications shown below. Currently the journal works in collaboration with Informatics Publishing Ltd.



SDMIMD
Journal of Management



Excerpts of Select
Summer Internship
Reports



Cases in Management



Contemporary Research
in Management

APPLIED RESEARCH PROJECTS

N.R. Parasuraman, M. Sriram and Riyazahmed K.

Corporate Cash Holdings and Global Crisis (financial crisis and global pandemic)- Evidence from India

S. Saibaba

A Study on the Influence of Smartphone Addiction, Social Media Addiction, Fear of Missing Out (FOMO) and Impulsive Buying Behavior on Online Compulsive Buying Behavior of Young Consumers in India

Srilakshminarayana G

A Study on the Behaviour of NIFTY Sectoral Indices

INTELLECTUAL OUTPUT

There has been a notable increase in the quality and quantity of research output by the faculty of the Institute. Most Noteworthy is the numbers of quality publications in internationally acclaimed journals.



CASE STUDIES OF SDMIMD FACULTY PUBLISHED BY THE AIMA CASE RESEARCH CENTRE

AIMA Case Research Centre is an international case clearing house working in collaboration with HKU Business School, Hong Kong. As reported in the previous year, several cases developed by the faculty of SDMIMD have been accepted for publication in the AIMA International Case Research Centre. This year the following 12 cases have been accepted. With this, the total number of cases by SDMIMD faculty in AIMA Case Research Centre is 30.

Author	Title
Gandhi. L, Prerana Jain & Prajakta Jayant Upasani	Founding father vs top brass
M R Suresh	Formulating Marketing Plan at Jayanagar Dairy Union Ltd (JDUL)
Neetu Ganapathy , Shashank Sharma and Dhrubajyoti Sahu	ERP implementation at an SME: the case of BVM Electronics Pvt. Ltd.
N. R. Parasuraman	Can Vishwas really assess portfolio risk for short duration
Nilanjan Sengupta & Dr. Mousumi Sengupta	Stakeholder management and corporate governance in crisis: the classic case of Tylenol and Johnson & Johnson
K Riyazahmed	µ X analytics: a machine learning journey in finance
Srilakshminarayana G	Building a model to predict the chances of default using chi-square automatic interaction detection (chaid)
Sunil M.V & Raghav Prasad	Design thinking for social innovation case of community food service to pourakarmikas during the pandemic time
B. Venkatraja	Vikas's dilemma whether the Indian gold market is an example or exception to the law of demand
Prasad S.N	Indian Energy Exchange Limited (IEXL), the Business Model, the Possible Future and Challenges: Case Study
K.Riyazahmed	Is Evergrande China's Lehman Brothers?
Mousumi Sengupta & Nilanjan Sengupta	The Fabulous Journey of Fabindia

CM BOMMAI RELEASES A REPORT ON HUMAN CAPITAL IN KARNATAKA



The Chief Minister of Karnataka Sri. Basavaraj Bommai released a report on “Human Capital in Karnataka: An outlook of new age skill imperatives for the new age workforce” in a BCIC program held on 5th August, 2022 at Bangalore. Dr. C.N. Ashwathnarayan, Minister for Skill Development, Government of Karnataka was also present along with the Chief Minister while releasing the report.

This report was prepared by SDMIMD for BCIC and is based on research and interviews with several eminent industry leaders and academic experts. The report has assessed the present state of skill gap in Karnataka from the lens of seven specific industry verticals such as heavy industry, automobile manufacturing, hospitality, banking, financial services and insurance, IT and ITes, pharmaceutical and consultancy services. Dr. B.Venkatraja, Associate Professor of Economics, SDMIMD, Mysore was the Lead Researcher for the report, which included several interviews and interaction with leading corporates and academicians.

REPORT ON GENDER DIVERSITY



A study on ‘Gender Diversity in Manufacturing Sector in Karnataka’ was carried out by SDMIMD in collaboration with the BCIC, Bangalore. The study primarily had the goal of understanding the dynamics of gender diversity in the manufacturing sector in Karnataka and providing a workable framework to address the issue of limited women participation in the manufacturing sector. The framework was evolved after an in-depth study of the available data & materials alongside interactions with the industry leaders.

The study examines the gender diversity level at manufacturing organizations in Karnataka and explores ways to enhance this. The study also comprehends women's difficulties when major life transitions like marriage and childbirth occur. A final presentation on the study was made by Dr. L. Gandhi as the lead researcher of the project.

STUDENT ACHIEVEMENTS

BEST MANAGER AWARD IN MANNOVEX FOR SDMIMD STUDENT



SDMIMD student Mr. Alen Johnathen David emerged as the Best Manager in the MANNOVEX – the National Level Management Fest organized by JSS Center for Management Studies (JSS CMS), Mysore.

The performance of students in 5 events – MARKOFEST (Marketing), FINATHMA (Finance), VYAPAAROTHSAVA (Business Plan), MANAV YUKTHI (HR) and BEST MANAGER - of MANNOVEX 2022 made them bag the 2nd Overall Team during the event held on August 25, 2022. Mr. Srihari H.G. & Mr. Sriram P. from PGDM 2022-2024 came 1st in FINATHMA the Finance event.

PGDM 2022-24 Batch students – Mr. Sachin Kamath K and Mr. Aditya Ravi in Markofest; Ms. Arundhuti Roy and Mr. Aniruddha R Batni in Finathma; Mr. Tushar Nag, Ms. Manaswini Achuthan and Mr. Bethe Jayaprakash Naidu in Vyapaarothsava; Mr. Rajat Shaha in Best Manager; and Mr. Muthanna C.M. and Mr. Chirag Madappa in Manav Yukthi – won accolades and enabled SDMIMD to secure 2nd Position in the Management Fest.

CSR EXCELLENCE AWARDS 2022 TO SDMIMD



SDMIMD was conferred with CSR Excellence Award 2022 in the HR & CSR Conclave 2022, by the Edin Group and Colortone Textiles as part of the HR Dasara 2022 held on December 5, 2022. The award was presented to the PGDM 2022-24 Batch students - Ms Umasaikiran Minnakuri, Mr Rajat Shaha, and Mr Bethe Jayaprakash Naidu under the guidance of Dr Sunil MV and Dr Mousumi Sengupta.

SDMIMD OVERALL CHAMPION IN ELIXIR 2K23

In the recent B school event, ELIXIR 2k23, conducted by School of Management Studies, Palakkad on 3rd March, 12 students from SDMIMD participated in various events and won prizes. Karumbaiah KK, first year student won Best Manager event. Marketing event was aced by SDMIMD team comprising of Sachin Kamath K, Pavan Kumar T, Chaitanya BN and Amith Kumar HL. HR Event was topped by Sanjay K, Aravind S, Jayaprakash Naidu and Alen J David. Druva N and Yashas MD won the Business Quiz event. Since our students won majority of the events, SDMIMD won the overall trophy.



STUDENT CLUBS

CLUB SILICON

Silicon, the students' Systems Club of SDMIMD serves as an interface between the students and Systems department of the institute, also endeavors to evangelize the application of Information Technology in various functions of management. A series of events was organised by Club Silicon throughout the year of 2022-23:

- Tech Yana: A guest talk event was organised on 19th November 2022 and the speaker was Mr. Shanshak Sharma, who gave the information and brief knowledge about 'Awareness on Cybersecurity' for the 1st year students.
- Tech IGNITE: A 2-day flagship event from Club Silicon was organised on 29-30 November 2022, for the 1st year students. There were 18 teams with 2 members each.



DIMENSIONS

The online student magazine Dimensions for this year was released in November 2022 and March 2023. Dimensions team covered major events at SDMIMD. Also several interviews of prominent corporate leaders who visited the campus have been included.



DRISHTI

Drishti is a photography and cinematography committee. The team members captured various events and imminent personalities. Drishti also conducts photography workshops and also showcase various inspirational movies and documentaries so that the students can reduce their stress and learn simultaneously. A workshop was held for the committee members regarding "light painting".



ESG COMMITTEE

The ESG committee of SDMIMD visited the Bodyguard's Government primary school on 17-10-2022 to teach the students there about the importance of nature, environment, and social values.



TEAM SAMPRATI

Team Samprati conducted various events. Arambh-22- Fresher's Day, Dasara celebration with Dandiya Night, Samathva'22- Ethnic Day Celebrations are few noted events by the committee.



FINNACLE CLUB

Finnacle, the official Finance Club of SDMIMD encourages students to articulate their thoughts pertaining to Finance, Economics, and Business. Student Features a weekly Financial Newsletter has received overwhelming response from the PGDM students. Other events from Finnacle Club were FINANZAS'22 and FINNERGY'22.



MPORIA- THE MARKETING CLUB

Mporia-The Marketing enthusiasts club conducted various events. The Podbox - a podcast show on the latest marketing trends and happenings, Mark C Diem-the 'Film Bazaar', based on movies Opinionators- a debate competition were some of the events organized by the club.



TEAM HUNAR

HunaR is the HR club of SDMIMD's main aim is to foster learning in aspiring HR professionals. The club also coordinates and assists various activities of the Institute. Hunarbaaz 2.0 was conducted as a kick-off event of the Committee and got the participation of 21 teams out of which 5 teams reached the final round. In the finale, team TEREX came out as the winner followed by Power puff girls and Atrangi as the 1st and 2nd runners up respectively.



MESS COMMITTEE



The Paakshale-Mess Committee comprising of student members, plays a crucial role in managing and overseeing the mess hall. They are responsible for creating menus, gathering feedback, making changes to the menu, hosting events like food carnivals, and collaborating with other committees. They make an effort to ensure that students who come from faraway places don't miss out on the celebration, by preparing traditional food that are associated with ethnic festivals.

SPORTS COMMITTEE



The events conducted by Sports committee in the year:

- **INTRA-COLLEGE INDOOR CHAMPIONSHIP:** The intra-college indoor championship was held from 16th August 2022 to 18th August 2022 at SDMIMD Wellness-Centre. The indoor games organized were, Badminton Men's Singles, Badminton Women's Singles, Badminton Men's Doubles, Badminton Mixed Doubles, Table Tennis Men's Singles, Table Tennis Women's Single, Table Tennis Men's Doubles, Table Tennis Mixed Doubles. The Championship was conducted as Knockout matches.
- **THROW BALL TOURNAMENT:** The intra college girls throw ball tournament was conducted on 24 September 2022, with 4s team in throw ball court at SDMIMD.
- **VOLLEYBALL TOURNAMENT:** The intra college boys Volleyball tournament was conducted on 25 September 2022, with 5 teams in Volleyball court at SDMIMD.
- **SPL:** The SDM Premier League started with auction on 24th of November 2022. The five teams were South Bengal Titans Northern Super Kings, Deccan Knight Riders, Royal challengers and Mumbai Royals. The SPL matches were held from 11th to 18th of December 2022.



CLUB DATA TECH



Club Data Tech – a group of analytics enthusiasts conducted various events which included - Analytica conducted on 27th July is case study event, Statashpere – an event testing students logical, observational and analytical skills.

KALANUBHAV



Several events were conducted by Kalanubhav committee, the cultural club of SDMIMD, throughout the year 2022-23. Movie night Flashmob, Cultural shows for foreign exchange students and during the conferences, Khoj, Kalayudh were the few notable cultural events conducted by Kalanubhav.

L.I.F.E COMMITTEE



L.I.F.E. Committee (Library Initiative for Education) is a student-driven committee that was initiated to set up a library in Adarsha Vidyalaya. The committee organized a Book Donation Drive for the students of Adarsha Vidyalaya in our college and collected and deposited more than 650 books. The committee has come out with a publication highlighting all its activities.

SWAYAM E-CELL COMMITTEE



The E-Cell committee of SDMIMD has been very active in hosting events and guest talks for the students during the academic year. The activities organized were:

Egnite 2022 : A 2-day Ecell Event, "Egnite 2022" which evaluated the business understanding, was conducted on 19th and 20th September, 2022.

CEREBRA 2022 – The flagship event, "Cerebra: The B-Plan Competitions" was conducted for the PGDM students.



ALUMNI NETWORKING TEAM (ANTS)



Alumni Network Team SDMIMD aims to foster strong ties between the institute and its alumni. The committee organizes "Pratigam", the annual alumni meet of SDMIMD and is also in charge of inviting alumni for guest lectures and interactions with students.

MEDIASCAPE COMMITTEE



The Mediascape committee is responsible for handling the social media accounts of SDMIMD to promote the college and the activities organized within the campus

CONSULATE COMMITTEE



The Consulate Committee is a student-run consulting club that aims to develop a bonding with global consultants and inspire them to visit the institute for hiring consultants. Life and Career in Consulting Workshop by Prof. Rangan Mohan was organized on 15th September 2022. Apart from that, several talks were organized on Career and placement opportunities in IT & Consulting areas.



STUDENT ACTIVITIES

BLOOD DONATION CAMP



SDMIMD joined Terapanth Yuvak Parishad in conducting World's Biggest Donation Drive on September 17, 2022, at SDMIMD. SDMIMD as part of the blood donation drive held throughout the Country at 2,000+ blood donation camps under the aegis of the Ministry of Health and Family Welfare, GOI, in Collaboration with Tearapannth Parishad, India.

CELEBRATION OF FREEDOM FLAG WITH YOUNG MINDS



SDMIMD LIFE [Library Initiative For Education] Team celebrated Azadi Ka Amrith Mahotsav with young minds. SDMIMD students were part of 75th year of Independence at Adharsha Vidhyalaya School, Mysore. Ms. Ektha M.G scored 100 percent (100 in all subjects) in the 10th Board Examination, and the other twenty-seven students who secured distinction were felicitated by Dr. M.R. Suresh, Professor of Marketing SDMIMD. SDMIMD LIFE committee joined hands with the School Management in congratulating and felicitating the achievers.

FRESHERS DAY 2022 TO WELCOME PGDM 2022-24



SDMites from the SDMIMD flagship program PGDM 2021-2023 welcomed their juniors with a grand gala musical treat on July 29, 2022. The seniors shared the stage with the new batch to showcase their talent during Freshers Day.

CELEBRATIONS



76TH INDEPENDENCE DAY CELEBRATIONS

SDMIMD celebrated the Azadi Ka Amrit Mahotsav by paying respect to the leaders and calling the young managers to be the change agents in reaching the message of Mahotsav, on 15th August, 2022.

Dr. Riyazahamed K., Faculty, SDMIMD, was the chief guest and hoisted the tricolor. Speaking on occasion, Dr. Riyaz recalled the different phases of independence. He called upon the young managers to be the change agents and said, "Change should start within like APJ Kalam noted, where there is righteousness in the heart, there is beauty in character, harmony at home, and brings order to the nation and peace to the world".

The Director Dr. N R Parasuraman, Deputy Director Dr. S N Prasad, Faculty Members, Staff Members, and Students joined the celebration.

74TH REPUBLIC DAY CELEBRATION



Dr Sunil M.V., Head – Academic Administration, SDMIMD, unfurled the National Flag to celebrate the 74th Republic Day at SDM Institute for Management Development (SDMIMD), Mysore.

Dr Sunil called upon the young managers of the institute to be with society and the environment as the responsible manager. Further, he said, 'don't ask what the world needs. Ask yourself what makes you come alive, and then do that. Because what the world needs is people who are alive.'

Dr S N Prasad, Deputy Director of the Institute and faculty members Dr M.R. Suresh and Prof. C.V. Sridhar addressed the students during the event.

GUESTS ON CAMPUS



Dr Christian Hitz
Senior Lecturer and Director of
Studies in Data Science Zurich
University of Applied Sciences,
Switzerland



Dr Sudharshan Reddy Paramati
Chair Professor of Financial
Economics and Climate Change,
School of Business, University of
Dundee,



Mr Kiran Sathyanarayan
Advisor, Data Science, Dell
Technologies



Mr Sudhir S. Mysore
Product Owner, SAP Labs, India



Prof. S. Jagadish
Former Professor – Operations
Indian Institute of Management –
Bangalore



Mr Rangan Mohan
Owner of Rangan Mohan
Associates



Mr. Harsha Adya
Managing Director
Würth Elektronik India Pvt. Ltd.



Mr. Naganagouda S.J.
Vice President and Head - Human
Resources
Global Edge, Capgemini



Mr. Manas Martha
Senior Vice President – HR and
CHRO, TTK Prestige Ltd.



Dr. Jacob Crasta
Founder Chairman
CM Envirosystems, Bangalore



Mr. Sreenidhi G.S.D
Founder and CEO
Cynefian Pvt. Ltd.



Mrs. Indra Prem Menon
President, Lakshmanan Isola
Private Limited, Bangalore,



Prof. D. Parashivamurthy
Motivational Speaker
NLP Trainer & Faculty at
Government First Grade College
for Women, Mysore



Dr. S. Devarajan
Sr Vice-President
TVS Motor Company



Mr. E.A.Sundaram
Executive Director,
O3 Capital Bengaluru



Mr. Pavan Kumar Kopparam
Founder, EQ Addwise and
Partner 4Thoughts Finance
Bengaluru



Shri. P.G.Yogindra
Ex Executive Director
Hindustan Aeronautics Limited



Shri. Sriram Ranganathan
General Manager – Taxation
Wipro Ltd



Dr. Augustus Azariah
Employee & Labor Relations
Leader, Kyndryl
Asia Pacific Middle East & Africa



Shri. Awibhawan Dhakharia
Head Liebherr Aerospace and
Transportation



Mr. Rabindra Sah
Chief Engineer
Strategic Projects
Tata Technologies Limited



Sri. Abhishek Kumar Jain
General Manager-Investor Relations
& Treasury
Wipro Ltd.



Dr. Arvind Mahajan
Presidential Professor for
Teaching Excellence
Mays Business School,
Texas A&M University



Shri. Rajesh Kumar Jha
Manager-Environment &
Sustainability
ABB India Ltd.
Co-chair of the ESG Panel at BCIC



Mr. IVSVB Panchajanyam,
Director – Operations
MCA Consulting



Dr. Kamlesh Vyas
Partner at Deloitte



Mr. Krishna Kumar
Founder & Managing Director
Simbus Technologies Pvt. Ltd.



Mr. K.R. Sekar
Partner
Deloitte Touche Tohmatsu India LLP



Sri. Sameer Parekh
Founder Director
Greeshma Shares and Stocks Ltd



Mr. Jagan Karthick
Program Lead
DERBI Foundation



Sri. S. Lakshminarasimha
Chartered Accountant



Mr. Venkatanarayanan R
President - HR & CHRO
Rane Group; PCC (ICF)



Sri. B.S. Ravikumar
Chartered Accountant



Mr Vijay Krishnamurthy
Research scholar, SDMIMD
Sports entrepreneur.



Mr. Ashok Balaram
Managing Director
EqualizeRCM Services



Mr R.C. Jagadesh
Corporate Advisor
Former Director
Operations and Technology
Kluber Lubrication



Mr. Ranganathan S.
Chief Financial Officer
Automotive Axles (India)



Dr. Dharma Prasad
CEO & Chief Scientist
Prosetta Bioconformatics,



Dr. R. Indira
Former HoD, Department
of Sociology, University of Mysore,
Mysore

PRERANA

SDMIMD DISTINGUISHED ALUMNUS AWARD TO SHRI RAVI SHANKAR



SDM Institute for Management Development (SDMIMD), Mysore, bestowed the Distinguished Alumnus Award for the year 2022 upon the popular Columnist, Author, Speaker, Start-up Mentor, Angel Investor and CEO of Aim High Consulting, Mr N. Ravi Shankar, alumnus of PGDM 1997-99 batch. The award was presented by Institute Director, Dr N.R. Parasuraman, on the occasion of the SDMIMD Foundation Day Celebration held on September 24, 2022. Speaking on receiving the award, Mr Ravi Shankar said, 'Privileged and Honoured, to be the first recipient of the award and overwhelmed, to be 'the chosen one', among 27 batches that have passed out of our renowned MBA Institution. Words fail me because it is easy to be recognized and rewarded by 'strangers'! But, to win the respect of those who know you very well in your alma mater feels very special. I'm happy, honoured and humbled.' The distinguished alumnus was chosen by an iterative process involving Prerana, the Alumni Association and a committee of faculty of SDMIMD.

ALUMNI GET-TOGETHER BY PRERANA



Prerana - the SDMIMD Alumni Association organised a 'Social - Alumni Get-together' on January 25, 2023. The event created a platform for the Prerana members to reconnect, recall and rejuvenate the zeal & energy of SDMMites. Addressing the gathering of nearly 300+ members, Dr M.R. Suresh, Professor of Marketing, SDMIMD, updated the recent happenings and achievements in the last academic year of their Alma mater. Mr Niranajan Naik presented a glimpse of activities conducted by Prerana and called upon fellow members from out of state to take initiatives to form Chapters across India and abroad. This was followed by a synergy meet and dinner.

PRATIGAM 2023 - SDMITES COMING BACK HOME



The SDMIMD alumni members' annual meet Pratigam was organized on February 25, 2023 and was inaugurated by the Director, Dr N.R. Parasuraman, who addressed the gathering. Dr Parasuraman spoke about the importance of alumni engagement and how it contributes to the growth and success of the institute. Mr Niranjana Naik, President of the Prerana SDMIMD Alumni Association, shared details about various activities that the Alumni Association conducted during the past year. Deputy Director Dr Prasad S.N. stressed the importance of meaningful engagement with the alumni and suggested forming an Alumni Placement Coordination team to assist with college placements.

The event began with the Annual General Body Meet (AGM) of Prerana - SDMIMD Alumni Association. It was followed by panel discussions for the students of PGDM Batch 2022-24. The panel discussed the summer internship assignment, the selection of electives and the preparation for placements.

The alumni then participated in events organized by student clubs and committees, followed by the box cricket tournament and fun games organized by the committees. The cultural performance by students and alumni and a short speech on "AI - how it's changing the industry landscape" by Distinguished Alumni Award Winner for 2022, Mr N. Ravi Shankar, concluded the celebration of Pratigam 2023.



ALUMNI ON CAMPUS



Talk on Wealth Management – 3rd February 2023

Mr. Vijay Kumar, SDMIMD Alumnus from 1999-2001 Batch, Financial Advisor with experience of over 22 years in Private Banking, Investment Advisory and Wealth Management was invited to talk on "Career in Wealth Management". He spoke on his illustrious career and roles and responsibilities of a wealth manager. It was a highly interactive session and students loved the session.



Talk on Presenting Analytical Insights

Mr Kiran Sathyanarayan, Advisor, Data Science, Dell Technologies, was invited to deliver a online talk on 'Presenting Analytical Insights' on November 14, 2022. The session was organized as part of the business intelligence course as part of the PGDM Program. The interactive session introduced the various nuances and techniques of understanding & presenting analytical insights.



Evolution of Digital Payment

Mr. Abhijit Korti, SDMIMD Alumnus & AVP – Digital Banking, Jana Small Finance Bank, addressed the new batch of the PGDM Program during Orientation Program on July 9, 2022. Mr. Abhijit focused his talk on 'Evolution of Digital Payment in India' introducing the journey of the digital payment system and the changing dynamics of work, workforce, and workplace in the digital world.



Motivational Talk

SDMIMD Alumnus Mr. Harinath Gopalaswamy, CEO-Fintelligence, delivered an inspirational talk on July 9, 2022, as part of the Orientation Program for the PGDM 2022-2024. Mr. Harinath introduced various avenues and opportunities in the domain of the finance sector in the current corporate world.



HR Challenges during Post COVID

Talent acquisition, retention, and management during the post-COVID scenario have challenged the HR domain. The challenges have made the corporates prioritize employee wellbeing and build their strategies around a Human-centered environment where talent retention is the key' thus said Mr. Sandesh Murchy, SDMIMD Alumnus and Director, HRSDX JAPAC, Oracle, during the invited talk organized on July 9, 2022. Mr. Sandesh was delivering the talk on 'HR Challenges in the Post-COVID scenario' to the PGDM 2022-2024 Batch as part of the Orientation Program.



Prerana President address the PGDM 22-24 Batch

SDMIMD alumni association – Prerana was introduced by the President of the association Mr. Niranjana Naik, Founder & Director, Prominent Mind, to the PGDM 2022-2024 Batch on July 9, 2022. Mr. Niranjana made the new batch aware of the various activities & services from the alumni association apart from the networking opportunities.



Emotional Intelligence for Success - Talk by Alumnus

Ms. Padmashree G.S., SDMIMD Alumnus and Life Coach & Counsellor, was the speaker for the special orientation session on the topic 'Emotional intelligence is a key to our success' organized on July 8, 2022, as part of the Orientation Program 2022. Ms. Padmashree introduced the concept of emotional intelligence with examples from day-to-day life.



Expectations from MBA Students - Talk by Alumnus

Mr. Tejasvi Nathan, SDMIMD Alumnus & VP – Global Talent Partner, HR Swiss Re Global Business Solutions India Pvt. Ltd., was invited to address the PGDM 2022-2024 as part of the Orientation Program on July 8, 2022. Mr. Tejasvi addressed the new batch on 'Expectations from MBA students in the Corporate Sector' illustrating the essentials and desirable requirements for different positions for a young manager in the corporate world.



Preparing for an ever-changing world

SDMIMD Alumnus Mr. N. Ravi Shankar, CEO of Aim High Consulting, delivered an invited talk on "MBA Na Milegi Dubaara! Preparing for an ever-changing world!" on July 8, 2022, as part of the Orientation Program 2022. Mr. Ravi spoke about the need for self-moulding with essential personal traits and values to achieve success both in corporate and personal life.



E-Commerce: Opportunities & Challenges'

Mr. Vipin Prasad, SDMIMD Alumnus, and CEO Joining Dots Inc., Bangalore, delivered an informative talk on 'E-Commerce: Opportunities & Challenges' on July 7, 2022, as part of the Orientation Program 2022. The talk focused on the developments in the business platform and the various app-based services making the e-commerce world dearer to consumers.



Getting ready for the Corporate World'

SDMIMD Alumnus and Manager – Marketing & PMO, EqualizeRCM, Mysore, Mr. Chitradip Pramanik delivered a talk on 'Getting ready for the Corporate World' on July 7, 2022. Mr. Chitradip focused his talk on how the additional skills and certificates during the PGDM program help to stand out in the competitive job market. The talk was organized as part of the Orientation Program 2022.

**Panel Discussion in Startup Charcha**

Mr Karthik B K, SDMIMD Alumnus & Managing Partner-Moneyline participated in a panel discussion as part of Startup Charcha on February 3, 2023

**Panel Discussion in Startup Charcha**

Mr Theja Mohan, SDMIMD Alumnus and Founder, Wise Money participated in a panel discussion as part of Startup Charcha on February on February 3,

PGDM BATCH 2021-23





SDMIMD FACULTY & STAFF







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