



Annual Report 2021-22

Honouring a Commitment

Shri Dharmasthala Manjunatheshwara
Institute for Management Development



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Annual Report 2021-22



PGDM





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 hosteleries 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.



Chairman's Message

Over the last 27 years, SDMIMD, Mysore has been contributing significantly to the cause of Management education. Principally, we have been able to live up to our original mission of bringing out high quality management graduates by virtue of a rigorous academic orientation coupled with strong sensitization on ethics, values and sustainability. In particular, the emphasis that SDMIMD lays on corporate exposure and international immersion has proved invaluable for the students. This is borne out by the fact that the alumni of the Institute are holding very responsible positions in industry or alternatively are successful entrepreneurs.

One of the greatest challenges in any B-school is to ascertain the relative level of quality on various parameters – curriculum, pedagogy, projects, evaluation and overall preparation of students- compared to globally accepted standards. SDMIMD has benefited greatly from the accreditation process and the subsequent interaction with senior Deans and faculty of many reputed overseas universities. It is a matter of joy that the Institute has been accredited by the globally renowned EFMD for two

successive rounds, as well as ACBSP of United States. The impact on students who are the principal stakeholders can be seen in their improved performance and subsequent growth. As regards recruiters, we are confident that they get students better rounded now and also suited to their specific job requirements. This improvement is a result of the change in systems that we have been practicing to orient students on a continuous basis for a final double goal- a good first placement, but concurrently a grooming intended to make them worthy individuals.

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, Mysuru



The challenges of the pandemic and how we countered it.

For the second academic year running, the pandemic created difficulties in having students for face-to-face classes, at various points of time. As in 2020-21 SDMIMD did not waste any time in going ahead with the academic program starting with online orientation and later inviting students for direct classes and conducting hybrid sessions in between. The faculty and staff demonstrated a strong sense of resilience. The technical support for online/hybrid classes was strengthened. Even the placement preparation sessions were held online with active participation from the students.

The first-year classes started in August 2021 and even before the actual sessions, the students were given the benefit of several webinars on contemporary aspects of management.



Director's Message

As we complete 27 eventful years, SDMIMD is marching forward in its commitment for total excellence. After having been the first (and for the present, the only) Institute in the country to get the coveted EPAS accreditation (now called EFMD Program accreditation) from EFMD, Europe, we have been working on specific focus areas for bringing the total orientation on par with international standards. It is heartening that EFMD and the other agency which has accredited our PGDM program – ACBSP of United States, have high words of praise for the academic rigour, facilities and growth achieved by the Institute. The Diamond category rating from QS I Gauge and the continuous renewal of the program by the National Board of Accreditation (NBA) stands testimony to the progress that the Institute has made.

The key highlights for 2021-22 were the pathbreaking partnership with TCS iON for supplementary courses; setting up the BCIC-SDMIMD Centre for Excellence in Management in collaboration with the Bangalore Chamber of Industry and Commerce and thirdly holding the shortterm focused projects for overseas students on managerial excellence. These activities are described in greater detail later in the report.

In continuing our journey, we seek the support and goodwill of all our well wishers, including the corporate recruiters, alumni, visiting faculty, academics and the press. We are striving to have better things for the institute in the years to come.

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

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

Dr. Julian Gaspar

Professor Emeritus
Mays Business School, Texas A&M University
Adjunct Professor, International Business & Finance
Busch School of Business, Washington

Sri. Kamal Bali

President & Managing Director
Volvo Group India, Bangalore

Shri. Nagaraj Ijari

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

Sri. Nishit Jain

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

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. Prasanna Chandra

Professor (Retd.), Indian Institute of
Management, Bangalore
Director, Center for Financial Management
(CFM), Bangalore

Prof. Pradeep A. Rau

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

Dr. Raj Agrawal

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

Sri. Sid Mookerji

CEO / Founder
Silver Spirit Investments LLC, Atlanta, USA

Dr. Vasanthi Srinivasan

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

Sri. R. Venkatanarayanan

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

Sri. K.R. Viju Parameshwar

Former President & CEO
Klubor Lubrication India Private Limited, Bangalore

Dr. N.R. Parasuraman

Director & Professor - Finance
SDMIMD, Mysuru

Ex-officio Members**Dr.(Lt Col) Prasad SN**

Deputy Director
Professor-Strategy & General Management
SDMIMD, Mysuru

Prof. C.V. Sridhar

Assistant Professor-General Management
SDMIMD, Mysuru

Faculty

Dr. N.R. Parasuraman

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. Nilanjan Sengupta

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

Dr. Mousumi Sengupta

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

Dr. M.R. Suresh

PGDRM, Ph.D
Professor - Marketing

Prof. Malathi Sriram

MCA, P.G. Diploma in System Analysis, M.Phil
Associate Professor - Systems

Dr. Neetu Ganapathy

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

Prof. Mohamed Minhaj

MCA, M.Phil
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. Jayakrishnan S.

PGDM, PGCAM & PR, FPM
Associate Professor - Marketing

Dr. Venkatraja B.

MA, Ph.D
Associate Professor - Economics

Dr. L. Gandhi

M.A., M.B.A., M.Phil.
Assistant Professor - OB/HRM

Prof. S. Kannadas

MBA, M.Phil
Assistant Professor-Finance

Dr. Anand Sasikumar

MBA,MS(IE),Ph.D(IE)
Assistant Professor - Operations

Dr. S. Saibaba

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

Dr. K. Riyazahmed

MBA, Ph.D
Assistant Professor - Finance

Dr. Balaji Gopalan

M.Sc., M.E. & D.Sc (Finland)
Assistant Professor-Operations

Prof. C.V. Sridhar

MBA
Assistant Professor-General Management

Dr. Sunil M.V.

M.LISc, Ph.D
Assistant Professor-General Management

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

Shri. Sanjay Srinivasamurthy

Director (India), Silicon Road Ideation Labs

Key Highlights

TCS iON & SDMIMD Educational Partnership



SDMIMD has entered into a major 5-year tie up with TCS iON for academic enhancement.

- This will be applicable from the batch 2021-23 onwards (current first year students)
- Entire batch of first year students will be enrolled every year
- 10 courses have been identified initially which we are offering in the first year and early in the second year. For these courses, TCS iON will organize supplementary lectures on practical relevance. In addition, TCS iON will conduct internship (online) during the course program. Further, students will be entitled to appear for the National Qualifier Test, a prestigious test run by TCS for recruitment purposes. A Joint certificate will be issued by SDMIMD and TCS iON on completion of the above orientation.

The Memorandum of Understanding (MoU) for the Educational Partnership was exchanged by Dr. N.R. Parasuraman, Director, SDMIMD and Sri. Ravindra Kembhavi, Head Sales and Chief Education Evangelist, TCSiON, in the presence of Dr. D. Veerendra Heggade, Chairman, SDMIMD, on Friday, December 17, 2021.

Centre for Excellence in Management with BCIC



SDMIMD has entered into a collaboration with Bangalore Chamber of Industry and Commerce (BCIC) for setting up a joint Centre of excellence in Management Studies in the institute campus. The Nodal Centre in Mysore will be called the BCIC SDMIMD Centre for Excellence in Management and will focus on holding corporate programs, training sessions, workshops and leadership conclaves with the support of the corporate executives of the member Institutions of BCIC. The then Hon'ble Minister for Large & Medium Scale Industries, Government of Karnataka Shri Jagadish Shettar, inaugurated the Nodal Centre; Centre for Management Excellence by BCIC SDMIMD on July 15, 2021, in Bangalore, in a function presided over by our Chairman Dr. D. Veerendra Heggade.

DBE Progam

Developing Business Excellence (DBE) For the Overseas students

As a part of new initiatives to bring in focus on social responsibility, ethics and sustainability coupled with business excellence to international students, SDMIMD conducted a series of programs titled 'Program on Developing Business Excellence (DBE) – With a Sense of Social Responsibility' for the overseas students of St. Philomena's College, Mysore, University of Mysore and JSS Medical Univeristy. The first batch was organized during 9th August 2021 to 24th August 2021. The second edition was conducted between 20th September 2021 and 5th October 2021 and third batch between 21st Feb and 4th March 2022.

In Total 70 students participated in the program from seven countries- Papua New Guinea, Afghanistan, Yemen, Jordan, Mozambique, Tanzania, and Somalia – and received the Program Certificate.



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 of three years till June 2024.

It may be recalled that, late in 2019, we had 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, Global accreditation body European Foundation for Management Development (EFMD) has renewed the prestigious EFMD Program Accreditation to SDMIMD's flagship PGDM program. SDMIMD is the first Indian B-school to receive EFMD Program Accreditation.



ACBSP

SDMIMD has received the International accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA. 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 BSIS Impact quality stamp to SDMIMD has added another feather in the cap. The BSIS label has enabled SDMIMD continuously identify, measure and assess the impact on society at large.



NBA

The renewed three year accreditation for PGDM program by the National Board of Accreditation (NBA) has continued to inspire us to maintain best practices.

(for PGDM Program)

Expert Academic Advisory Committee

SDMIMD continued to give special attention to academic rigor and pedagogical changes. The recommendations of the National Educational Policy (NEP) and other best practices were discussed in meetings of Expert Academic Advisory Committee, organized for this purpose. Meetings were held on 14th Sept 2021 and 28th March 2022. The committee consists of seasoned academics, an industry expert and a senior functionary admin a rural development and social responsibility Government organization.

Dr. Manjappa D Hosamane

Former Vice-Chancellor, VSK University – Bellary

Prof. P. R. Vishwanath

Retd. Prof. of Commerce

D. Bannumaiah's College Mysore

Formerly Founder HOD of Business Management

MMK & SDM College, Mysore.

Shri. M. Shiva Kumar

Ex.DGM -BEML Mysore

Associate, B.S.Ravi Kumar & Co, Chartered Accountants

Consultant, Mysore Polymers Pvt. Ltd

Ex. Consultant WIE Mysore

Dr. G.S. Ganesh Prasad

Faculty (Planning & Research)

ANSSIRD & PR, Govt. of Karnataka, Mysore

B-School Rankings

Apart from being accredited nationally and internationally, SDMIMD has been consistently ranked among top B-schools. A snapshot of some rankings in 2021-22 is shown alongside.

Chronicle

28th among Top B-Schools (Overall Ranking)

9th among Top B Schools in South Zone

Competition Success Review

10th among Top (Private) Leading B Schools of Super Excellence

Career 360

Ranked 20th among top private B-Schools in India.

MBA Universe

35th among leading B Schools in India

Outlook

24th among top private B-schools in India

Academic Programs - PGDM

Orientation Program for the new PGDM Batch 2021-23

An Orientation Program was organised on a virtual platform to welcome the new students and introduce them to different dimensions of management. The series was inaugurated by the Director of SDMIMD Dr N.R. Parasuraman on August 5, 2021. Prof. L. Gandhi, Chairman - Admission, welcomed the batch and introduced the PGDM Batch 2021-2023 to the academic requirements of the program.



Dr. (Lt Col) S.N. Prasad



Mr. Niranjana Naik

'Life @ SDMIMD'

Dr S.N. Prasad, Deputy Director, shared the key experiential features of SDMIMD in a talk titled 'Life @ SDMIMD' on August 5, 2021.

Introduction to Prerana

An introduction session to Prerana -SDMIMD Alumni Association was conducted by Mr. Niranjana N Naik President, Prerana, Senior Consultant at Prominent Mind on August 5, 2021.



Mr. Vipin Prasad



Mr. Giridhar Kannan

Introduction to E-Commerce

Introduction to E-Commerce, Opportunities & Challenges – a session was delivered by Mr. Vipin S Prasad, (SDMIMD Alumnus) CEO, Joining the Dots on August 6, 2021.

What Corporates Expect from MBA?

Shri. Giridhar Kannan, Manager, Group Audit, Financial Crime, Compliance and Conduct at Westpac Banking Corporation, Sydney, Australia delivered an invited talk on the theme – What Corporates expect from MBA? on August 6, 2021.



Mr. K.S. Gururaja



Mr. Deepansh
Agarwal

Motivation For Young Minds

A motivational session for the young minds was held by Mr. K.S. Gururaja, Founder Trustee - Ashakirana Charitable Trust, Chairman - N G Foundation, Chairman - Ngsporiwe Technologies Pvt Ltd , Mysore , on August 7, 2021

PR Advertising for Start-ups

Mr. Deepansh Agarwal (SDMIMD Alumnus), Director, Aim High Consulting shared his insights on the theme “PR Advertising for Start-ups” on August 7, 2021.



Ms. Susheema
Vidyaratnaraj



Mr. Machaganda
Santhosh M

Entrepreneurial Journey – Success and Travails

Ms. Susheema Vidyaratnaraj (SDMIMD Alumnus), JMD -SYConE, MD – IRIDIUM Projects shared her experiences during a session on Entrepreneurial Journey – Success and Travails on August 7, 2021.

Opportunities in Banking / Finance Industry

Mr. Machaganda Santhosh M (SDMIMD Alumnus) Executive VP – HDFC Bank delivered an informative session on Opportunities in Banking / Finance Industry on August 7, 2021.

Entrepreneur Journey

Mr. Subrahmanya Rao (SDMIMD Alumnus) Founder & CEO of Discover Dollar shared his experience in a session on Entrepreneur Journey on August 9, 2021.

Evolution of HR and current trends

Mr. Sandesh Murchy (SDMIMD Alumnus) Director – HR, Oracle Evolution handled a session on HR and current trends on August 9, 2021.

Sales and Marketing in Software Services

A primer session on Sales and Marketing in Software Services / Products was delivered by Mr. Sriram N (SDMIMD Alumnus) VP - Global Sales Automation Anywhere on August 10, 2021.

Being an Entrepreneur

The Journey of Being an Entrepreneur – Experience and insights was shared by Mr. Sanjay Srinivasamurthy, Co-Founder & Director of Silicon Road on August 11, 2021.

Creativity and Demystifying Intellectual Property Rights

A informative session on Unleashing Creativity and Demystifying Intellectual Property Rights was delivered by Dr. M.N. Bheemesh, Senior Advisor, ALMT Legal, Advocates & Solicitors, Bangalore on August 11, 2021.

Preparing for the Corporate World

A road map session on Preparing for the Corporate World: Lessons from Life was delivered by Ms. Supriya Salian, Vice Chairman, CII, Mysore on August 12, 2021.



Mr. Subrahmanya Rao



Mr. Sandesh Murchy



Mr. Sriram N



Mr. Sanjay Srinivasamurthy



Dr. M.N. Bheemesh



Ms. Supriya Salian

Workshops as part of Orientation Program

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 section-wise focused Workshops on Indian Society in Transition to the PGDM 2021-2023 Batch.

Design Thinking

Dr M.V. Sunil, Head - Academic Administration, conducted a Workshop on Design Thinking for the PGDM Batch 2021-2023 from August 9 to 12, 2021.

Imperatives in Social Responsibilities

A Workshop on Imperatives in Social Responsibilities was organized for the PGDM 2021-2023 batch to sensitize the students about Social Responsibility. Prof. C.V. Sridhar, Assistant Professor - General Management, conducted the workshop on August 11 & 12, 2021.



Dr. R. Indira Ramarao



Dr. Sunil M.V



Prof. Sridhar C.V.

Profile of PGDM 2021-23

Gender Diversity

Women 40%

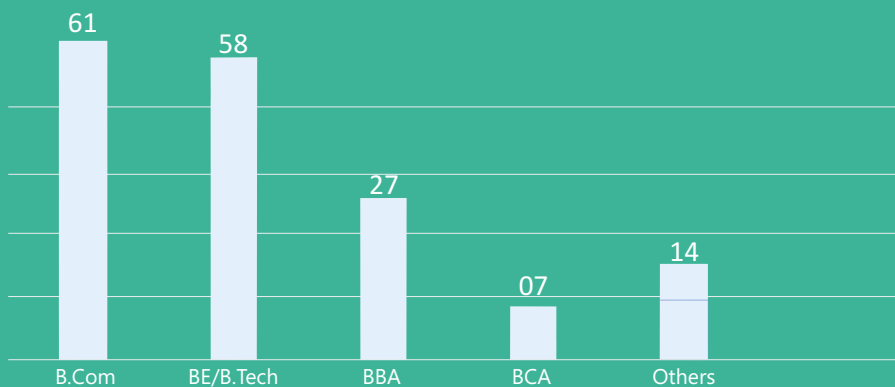


Work Experience Diversity

Students with Work Experience 31%



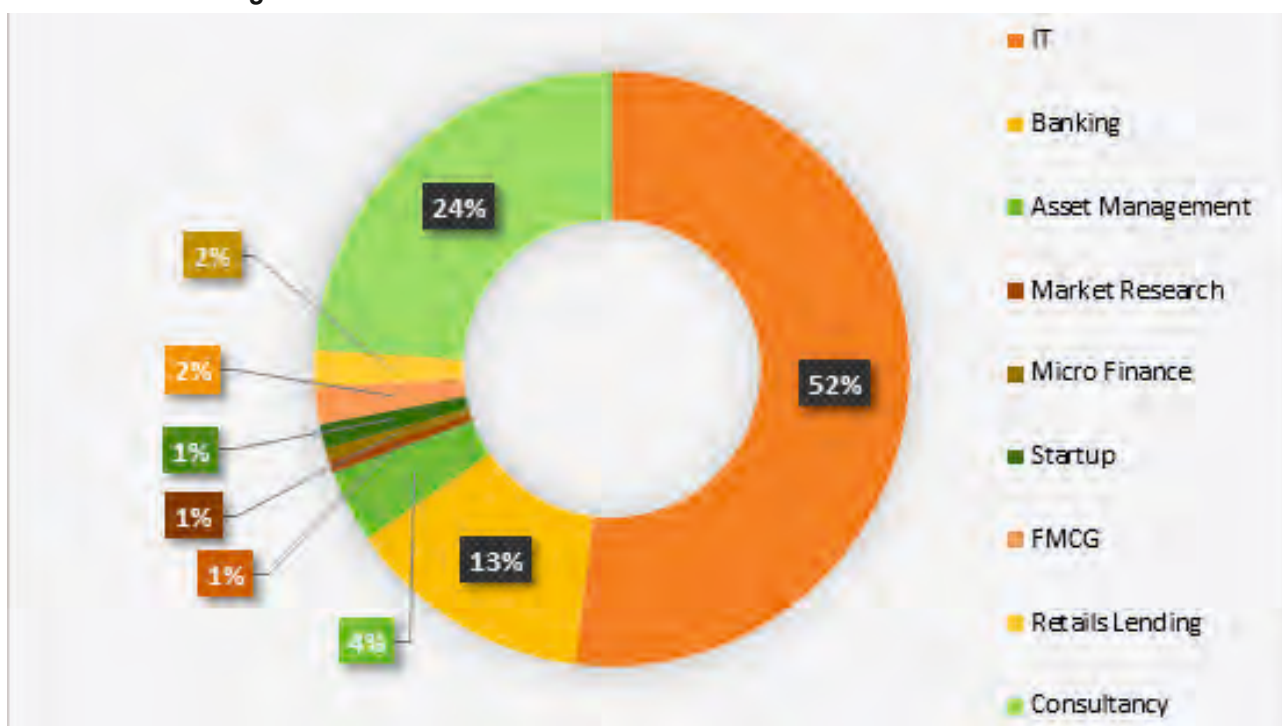
Educational Diversity



Placements 2020-22

The placement process for the PGDM 2020-22 batch has been completed with all the eligible students having been placed. The average pay that students have obtained is ₹8.9 lakhs and highest being ₹13 lakhs. The entire process this year has been conducted virtually and 22 companies have participated in the placement season. Big brands like Hindustan Unilever Ltd., Capgemini, L&T Infotech and Tech Mahindra have been added this year.

Sectorwise Hiring



Highest Salary
₹ 13 Lakhs

Average Salary
₹ 8.9 Lakhs

Recruiting Partners

Hindustan Unilever
Capgemini
Deloitte
Equalize RCM
EY GDS
Feedback Consulting
HDFC Ltd.
IBM
Infosys
L&T Infotech
L'Oreal
Morgan Stanley
Oracle
Tech Mahindra
Ujjivan
Wipro
Schnieder Electric
SLK Software
ICICI Bank
IIFL Samasta

International Linkages

SDMIMD has collaborated with fifteen high-profile, international management institutes and universities of repute . These agreements envisage student and faculty exchanges apart from joint research and potential training programs. As part of these tie-ups, select SDMIMD students get an opportunity to spend a term pursuing courses at these institutes. In 2021-22, seventeen students have been selected for exchange to various universities.

USA



Texas A&M University, USA

South America



University of Montevideo, Uruguay

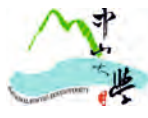


Universidad Sergio Arboleda, Colombia

Asia



Shanghai University, China



National Sun-Yat-Sen University, Taiwan



Europe



Business Analytics Institute, France



Heilbronn University, Germany



Montpellier Business School, France



EAE Business School, Spain



University of Bordeaux, France



University of Dundee, UK



La Rochelle Business School, France



ESC Pau, France

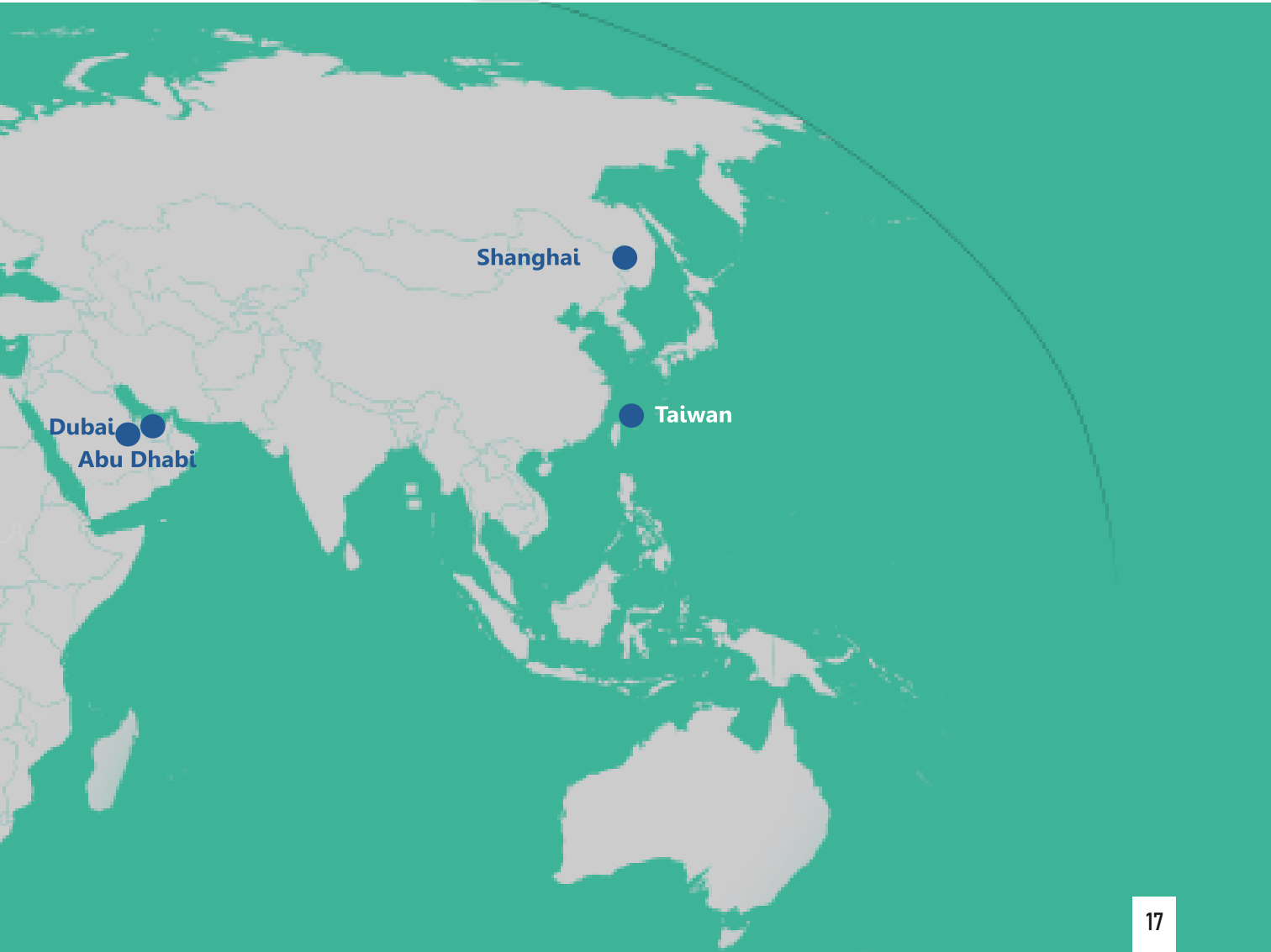
Middle East



British University in Dubai



Abu Dhabi University, UAE



Student Exchange Program

As part of the students exchange program 17 select students will be visiting 7 different international foreign universities for a whole term of study in this academic year. 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. Further, the evaluation techniques used in these schools enable students to be on their toes and prove their mettle.



Texas A&M University, USA



Lakshminarasimha K



Saksham Choudhary



Heilbronn University, Germany



Ruchika Mali



Shanghai University, China



Akshay Srivastava



Akshay P. Chore



S Hemanth



Pramod K A



University of Bordeaux, France



S Aloka



ESC Pau, France



Kshitij Shukla



Shreeja R



Jahnvi S



Harshith Mohan



EAE Business School, Spain



Rushikesh Rangnath



Shaik Mohd Faizaan Raza



Nandu Krishnan R



Adwaid P.S



D.R. Sravya Reddy

In addition twelve students were selected for exchange to universities abroad, but because of visa issues related to the pandemic, they could not take up the visit.

Academic Programs - PGCM

Commencement of One-Year PGCM 2021-22 Batch



The AICTE-recognized One-Year Post Graduate Certificate in Management (PGCM) for the Batch 2021-22 commenced on September 22, 2021. Dr. Sunil M V Head – Academic Administration welcomed the new batch and Dr. S.N Prasad, Deputy Director, introduced the courses offered in different terms and the process involved.

PGCM Orientation Program Talks



Dr. R. Indira Ramarao

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, delivered an interactive session on Indian Society in Transition to the PGCM 2021-2022 Batch on September 23, 2021.



Mr. Giridhar Kannan

What Corporates Expect from MBA?

Shri. Giridhar Kannan, Manager, Group Audit, Financial Crime, Compliance and Conduct at Westpac Banking Corporation, Sydney, Australia delivered an invited talk on the theme – What Corporates Expect? on September 30, 2021.



Mr. Dwarakanath A R

Groom the Corporate Soldier in You

Mr. Dwarakanath A R, Trainer – Organizational Behaviour, Wellness & Fine Arts, delivered an invited talk on 'Groom the Corporate Soldier in You' introducing the importance of Yoga and Wellness in the life of a corporate individual, on October 1, 2021.

PGCM Orientation Program Workshops



Dr. L. Gandhi



Dr. Mousumi Sengupta



Dr. Sunil M.V



Dr. M.R. Suresh

Emotional Intelligence

Prof. L Gandhi, Assistant Professor – OB/HRM, SDMIMD, conducted a Workshop on Emotional Intelligence on September 23, 2021.

Personality Profiling

A Workshop on Personality Profiling was organized on September 24, 2021 and the program was conducted by Dr. Mousumi Sengupta, Professor – OB/HRM, SDMIMD.

Design Thinking

A workshop on Design Thinking was held on September 28, 2021 and Dr. Sunil MV, Head - Academic Administration, SDMIMD, conducted the Workshop.

Case study-based teaching-learning method.

Dr. MR Suresh, Professor- Marketing, SDMIMD conducted a Workshop on September 29, 2021 to introduce the case study-based teaching-learning method.

Second Annual Convocation of One-Year PGCM (2020-21 Batch)



SDMIMD organized the Second Annual Convocation of the All India Council for Technical Education (AICTE) approved One-Year full-Time Post Graduate Certificate in Management (PGCM) Program on 17th December 2021. Chairman of SDMIMD Dr. D. Veerendra Heggade, presided over the convocation function. Dr. Heggade awarded the Post Graduate Certificate in Management (PGCM) to the following students of the PGCM 2020-21 batch. Mr. Guruprasad Shreedhar Hegde received the Gold Medal for his Best Overall Performance from the Chairman.



Guruprasad Shreedhar Hegde



Chirag Chengappa



Suraj S.

Students' visit Dharmasthala

PGDM and PGCM students visited Dharmasthala as part of orientation program. The students got the opportunity to see first-hand the numerous social activities in Dharmasthala and interact with the Chairman, Dr. D Veerendra Heggade.

PGDM 2021-23 Batch



PGDM 2020-22 Batch



PGCM 2021-22 Batch



Student Committees & Clubs

SDMIMD has a number of student committees and clubs formed with the objective of allowing the young managers to demonstrate their managerial capability and showcase their skills. These committees and clubs are nurtured and handheld by faculty guides in achieving the desired objectives. Students are very enthusiastic in organizing and running events under the aegis of these committees.

SDMIMD Toastmaster Club

President's Distinguished Club award

SDMIMD Toastmaster club achieved the President's Distinguished Club award - the highest level of recognition. The club met the membership prerequisite and achieved nine of the 10 goals.

Recognition to SDMites Toastmasters Club

The new Executive Committee of the Toastmasters Club was installed on July 7, 2021. Faculty Mentors from SDMIMD Dr. Neetu Ganapathy and Dr. Srilakshminarayana were present during the committee formation.

Creative Table Topics

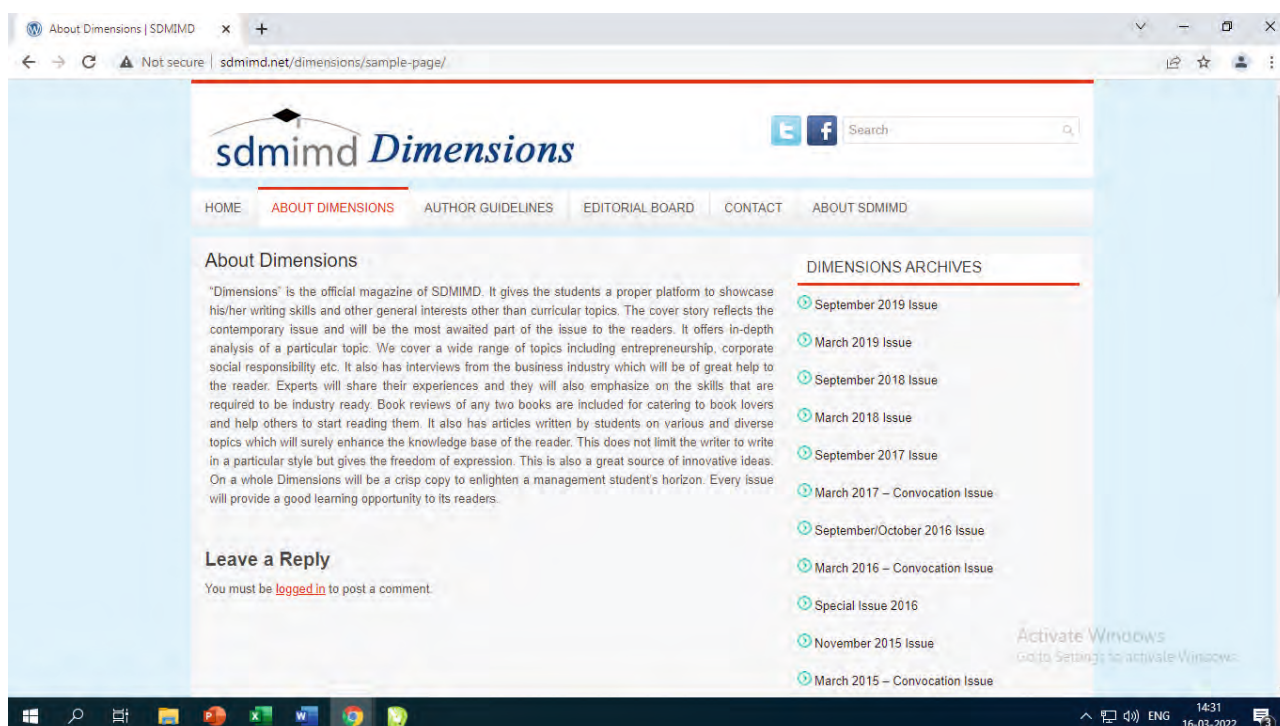
SDMIMD Toastmasters Club organized an interactive educational session on "Creative Table Topics" on 3rd October 2021, by a well-known Toastmaster of the Mysuru area, TM Azharnaveed Kairidi.

100th Milestone Meeting

SDMIMD Toastmasters club conducted its "100th Milestone Meeting" on December 12, 2021 in hybrid mode. Several dignitaries from Toastmasters District 121 spoke about the club and congratulated the members.

Dimension – Student Magazine

The team Dimension responsible for publishing half-yearly online student magazine, released the September 2021 and March 2022 issues. The PGDM 2020-2022 Batch conducted a training program for the PGDM 2021-2023 Batch on online publication and use of the Canva tool for this.



Drishti – The photo club

The amateur photo enthusiasts of SDMIMD covered the events at the institute. The monthly activity 'Photo of the Month' created a platform for submission of quality snaps.



Samprathi – The Event Managers

Samprathi kick-started its activity with Arambh '21 - The Freshers Day on October 1, 2021. Arambh is a platform for welcoming the junior batch with a magnificent display of artistic talent. The Samprathi team also helped coordinate other events in the institute.

Finnacle – The Finance Club

Finnacle organized the Union Budget Conclave 2022 on February 2, 2022, through virtual mode. The team members' budget review was much appreciated by the executives and invitees. On a periodic basis, the club acted as a forum for discussing stock market news and economic parameters.

CAL Committee

Center for Advanced Learning (CAL) Committee had organized its hallmark event, "Manthan," on November 30, 2021. The event was organized to enhance the first-year students' group discussion and public speaking skills. Another important event in this year by CAL was the webinar on Cyber security - Role of ML & AI, the future and opportunity in Information Security delivered by Mr. Ashok Kumar Ratnagiri, Associate Vice President, Information Security, Edgeverve Systems, Bangalore, on March 12, 2022

HunaR – The HR Club

HunaRbuzz – the main event by the club was organized to give the first-year students an experience on how an HR team ought to conduct events in an organisation. Nineteen teams with 57 students from the PGDM 2021-23 batch participated in the event.

Club Data Tech

The young data analysts organized a significant event – StataspHERE, which demanded the art of playing with numbers and included the Treasure Hunt Quiz, Image Analysis, and Data Analysis rounds. The event was organized from December 20 to 21, 2022. Mr. Vivek Vittal and Mr. Sumanth HS from PGDM 2021-23 Batch won the first prize.



LIFE Committee

The Library Initiative For Education (LIFE) committee organized a series of the awareness programs on 'Cyber Etiquettes - Use of Online Resource and Precautions' to the young minds. The PGDM team members, as part of their Socially Relevant Project (SRP), visited three schools and conducted awareness programs.



Kalanubhav Committee

The Kalanubhav members joined hands with Edin Bridge Foundation in organizing cultural shows during the HR Dasara 2021 and the Industry-Culture-Conference held on November 26, 2021. The delegates and participants appreciated the cultural show in the event.



Sports Committee

The sports committee organized the Badminton Tournament for 3 Categories - Men's Single, Women's Singles, and Men's Double from December 23 to 25, 2021.



The other student committees – AdCom – the Admissions Committee, PlaceCom – the Placement Committee, Mess Committee, Suvidha – the student's store committee, Alumni Networking Team of SDMIMD (SAN) Committee, Current Affairs Committee, Swayam -Entrepreneurship Cell Committee, and MediaScope Committee played a significant role in bringing back the campus environment in the new normal.

Doctoral Program

The Doctoral Program [Ph.D.] of SDMIMD conducted by SDM Research Center for Management Studies (SDM RCMS) is recognized by University of Mysore, Mysore, in the area of Management.

During 2021-2022, three research works under the guidance of SDMIMD Faculty Members were awarded Ph.D degree



Dr. Vikram A. G

Improvements in measuring Systematic Risk in Indian Capital Markets with reference to Beta

Research Guide: Dr. N. R. Parasuraman



Dr. Vighnesh S. Goankar

Performance and Risk measurement of select mutual funds: with special reference to passive investments across tenure

Research Guide: Dr. N. R. Parasuraman



Dr. Ajay B. Jamnani

A Comparative Analysis of Promotional Strategies of Major E-Commerce Players in India

Research Guide: Dr. H. Gayathri

SDMIMD JoM: 12 Years in Scholarly Publication

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 indexed in EBSCO, J-Gate, i-Scholar, Copernicus, Cosmos and currently is in the process of getting listed in UGC Care. During 2021-22, 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 publication shown below.



SDMIMD
Journal of Management



Excerpts of Select
Summer Internship
Reports



Cases in Management



Contemporary Research
in Management

Case Studies of SDMIMD Faculty Published by the AIMA Case Research Centre

In a path breaking development, case studies developed by SDMIMD Faculty were accepted and published by AIMA Case Research Centre which has a partnership with Asia Case Research Centre and HKU Business School. This has provided great visibility to the SDMIMD Faculty cases and these are now being adopted by many B-schools as a part of their teaching curriculum. AIMA Case Research Centre integrated and published following 14 cases of our Faculty during 2021-22 academic year.

- ◆ Quality Management: Tyraxtyres by Anand Sasikumar
- ◆ Crisis Communication at Tesla: A Case Of Profits Over People? By Neetu Ganapathy.
- ◆ Keeping Consumers Supplied with Daily Essentials During the Covid19 Lockdowns : The Role of Kirana Stores and Unorganized Retail in Mysore City by Prasad S.N.
- ◆ Café Coffee Day- A Lot More Have Happened by L. Gandhi.
- ◆ From Trip to Food Delivery Business-Makemytrip by Jayakrishnan S.
- ◆ ABC Regional Cooperative Dairy Federation's Bottled Water Marketing Initiative by M R Suresh.
- ◆ Impact of Environment, Social, Governance (ESG) on Financial Performance - A case of Banking & FMCG Sectors by Malathi Sriram.
- ◆ Doing Business with Responsibility: the Saga of Samsung Electronics by Mousumi Sengupta& Nilanjan Sengupta.
- ◆ Making Something out of Nothing - An Active Strategy During Passive Times by N R Parasuraman.
- ◆ Flying Undeterred in a Challenging Environment: A Case of United Airlines by Nilanjan Sengupta, and Mousumi Sengupta.
- ◆ Alpha Investments by K. Riyazahmed.
- ◆ Can an Automated Model be Built for Predicting the Chances of Sanctioning a Loan? by Srilakshminarayana G.
- ◆ Should or Should Not the Central Bank Drop 'Helicopter Money' to Stimulate Covid-19 Affected Economies? A Dilemma by B. Venkatraja
- ◆ SIRI Gramodyoga Project of SKDRDP: A Study on the Current State and the Possible Future by Prasad S. N., Sengupta, Nilanjan and Sengupta, Mousumi

SDMIMD Case studies with Administrative Training Institute (ATI)

Our Institute has a tie-up arrangement with the Administrative Training Institute (ATI) for joint research. As part of this tie-up, a compendium of cases in Public Private Partnership (PPP) was jointly published in two volumes for which, Dr. M.R Suresh and Dr. M.V. Sunil, faculties from SDMIMD were on the editorial board.



Intellectual Output



Major Project Report on Socio-Economic Deprivation in Rural Karnataka

SDMIMD and Abdul Nazir Sab State Institute of Rural Development and Panchayat Raj (ANSSIRD &PR), Government of Karnataka jointly worked on a major research project titled “Socio Economic Deprivation Status of Rural Households in Karnataka” and estimated the multi-dimensional deprivation status of the rural households in the state based on the data from more than 80 lakh households of rural Karnataka collected under SECC, GOI. The study has developed a scientific framework to measure multi-dimensional deprivations and it is the first effort of its kind in India. The report offers policy frameworks to bridge the gap in deprivation. The report is now under the consideration of the state government for further policy action. Dr. B.Venkatraja and Dr. G.Srilakshminarayana were the principal investigators from SDMIMD.



Dr. D. Veerendra Heggade, Chairman, SDMIMD, released a report on “Socio Economic Deprivation Status of Rural Households in Karnataka” a joint work of SDMIMD and ANSSIRD (Abdul Nazir Sab State Institute of Rural Development and Panchayat Raj) on December 16, 2021.

Participation in Govt. Initiatives

Unnath Bharath Abhiyan (UBA)



SDMIMD, under the Unnath Bharath Abhiyan project, the Central Government scheme, took up the initiative to adopt five villages- Bhugathagalli, Vajamangala, Hadjana, Chamundi Betta, and Alanahalli. The Unnat Bharath Abhiyan Project has been conceptualized as a movement to connect higher education institutes with villages and local communities to address the developmental challenges in rural India through participatory processes. Dr. Sunil M.V., Nodal Officer, NBA, Dr. Saibaba S., Dr. K. Riyazahamed, Dr. L. Gandhi, Dr. Balaji Gopalan, Prof. S. Kannada, faculty members of the Institute, several staff members and PGDM 2020-22 batch students conducted village household surveys in the adopted villages. The survey greatly helped in identifying the developmental plan proposed in education, skill development and awareness building, More importantly, the students got sensitized towards the rural environment and requirements. SDMIMD will be submitting an activity plan to the Government under UBA in line with the development challenges faced by the people of the identified villages.



AICTE Training and Learning (ATAL) Academy

The academy seeks to impart quality technical education in the country and to support technical institutions in fostering research, innovation and entrepreneurship through training in various emerging areas.

- ★ Dr. Nilanjan Sengupta, Dr. Mousumi Sengupta, Dr. Neetu Ganapathy, Dr. Sunil M.V., and Prof. Kannadas S., participated in the AICTE organized and sponsored program on Universal Human Values during 2021.
- ★ Dr. Srilakshminarayana G., participated in the ATAL Faculty Development Program (FDP) on Data Analysis Using Econometric Models conducted in February 2022 by the Central University of Tamil Nadu.
- ★ Dr. Srilakshminarayana G., participated in the ATAL Workshop on Advanced Research Methodology organized in February 2022 by the Sydenham Institute of Management Studies Research and Entrepreneurship Education, Government of Maharashtra.
- ★ Prof. Mohamed Minhaj attended a Workshop on Tableau, organized by NEAT Cell, AICTE, on 5 and 6 July 2021
- ★ Dr. Srilakshminarayana G. attended AICTE-Tableau workshop on 5th and 6th July, 2021

Ek Bharath Shresht Bharat

Ek Bharat Shreshtha Bharat (EBSB) program aims to enhance interaction & promote mutual understanding between people of different states/Union Territories (UT)s.

ATAL Community Innovation Center (ACIC)

Atal Community Innovation Centre (ACIC), a new initiative under Atal Innovation Mission (AIM), is directed to encourage the spirit of innovation through solution driven design thinking to serve the society.

Clean & Smart Campus Award

The award aims to seek engagement with all stakeholders, primarily the student community to draw their attention towards immense scope and potential that Technology can offer to achieve objectives like cleanliness, sustainability, environment etc.

AQIS - Research Promotion Scheme (RPS)

RPS Promotes Research in thrust areas in Technical Education.

Ministry of Education (MoE)s Innovation Cell

The Ministry of Education through its Innovation Cell launched the Institution's Innovation Council program in collaboration with AICTE for Higher Educational Institutions to systematically foster the culture of innovation and start-up ecosystem.

AICTE Quality Improvement Schemes (AQIS)

AICTE Schemes for Promoting Interests, Creativity and Ethics among Students.

NSP and SSP Scholarship for Students

SDMIMD was registered as a standalone institute for scholarship facility to the students. The facility helped the students from the Minorities, SC, ST, and OBC Category to get the scholarship from the Government.

Faculty Exchange Program



Dr. N.R. Parasuraman was invited to conduct a 25-hour course on “Accounting and Decision Making” for the students of Shumba MBA, University of Shanghai, during August 2021



Dr. S.N. Prasad was invited as part of exchange program to handle a one week course on "Responsible Human Resource Management" for Esc. Pau. Business School, during November, 2021.

Faculty from Foreign Universities for 2021-22 courses at SDMIMD



Dr. Ullas Rao
Associate Professor of Finance
UG Programme Director for Business & Finance
Edinburgh Business School
Heriot-Watt University, Dubai



Dr. Elango Rengasamy
Head of Finance and Banking Program
Faculty of Business,
The British University in Dubai (The BUd)
Dubai.



Dr. Stephen Aro-Gordon
Assistant Professor
Department of Business and Accounting
Muscat College



Dr. Akshaya Sreenivasan
Clinical Assistant Professor
Mays Business School, Texas A&M University



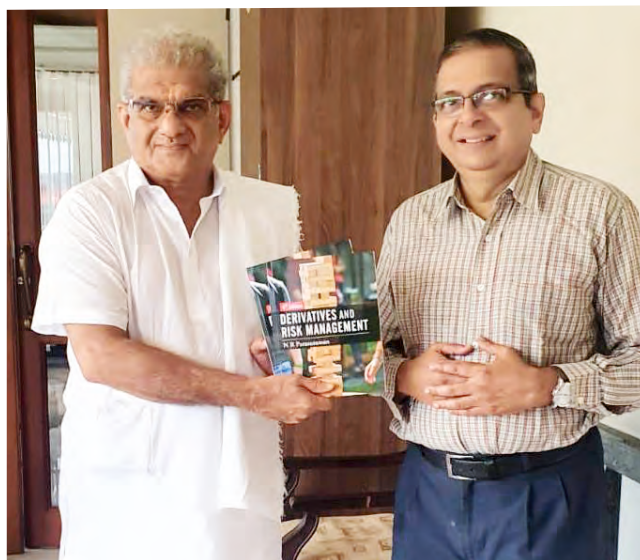
Dr. Charlotte Fontan Sers
Economics Professor,
ESC Pau Business School, France



Dr. Radhakrishnan S
Telfer School of Management
University of Ottawa, Canada

Dr. D. Veerendra Heggade releases Dr. N.R. Parasuraman's Book

SDMIMD Chairman Dr. D Veerendra Heggade released the 4th edition of the 'Derivatives and Risk Management' by Dr. N R Parasuraman, Director, SDMIMD, Mysore. The book "Fundamentals of Financial Derivatives" was first brought out in 2008 by Wiley publishers. The book has attained popularity among students and faculty alike. The 2nd and 3rd editions of the book were brought out in 2012 and 2016 respectively. The 4th edition of the book has come out now under the revised title "Derivatives and Risk Management". Tata McGraw Hill have taken over the rights of publication.



Awareness Program on Cyber Crime



An awareness program on Cyber Crime was organized on December 29, 2021. Mr Anil Kumar N., Police Sub Inspector, Cyber Economic and Narcotics Crime (CEN), Mysore, addressed the SDMIMD students involved in the Social Research Project (SRP) and sensitized the students involved in this initiative about the cyber-crimes seen in the online classes, gaming, uploading content in social media, shopping websites, fake news, dating apps and other internet-enabled services.

First Aid and CPR Session

A session on First Aid and CPR (Cardiopulmonary resuscitation) for the students and staff members was organized on 26th October 2021. The introductory session of the training program was delivered by Dr Aravind R M, Consultant General and Laparoscopic Surgeon from Cauvery Heart and Multispeciality Hospital, Mysore.



Farewell to Superannuating SDMIMD Faculty



SDMIMD organized a virtual farewell function for Dr H. Gayathri, Deputy Director & Professor - Marketing, who superannuated on June 9, 2021 at SDMIMD.



The faculty and staff members joined the virtual farewell function of Dr R. Sugant, Professor in Marketing and Chairperson, Career Services, SDMIMD, who superannuated on May 4, 2021.

Dr. N.R. Parasuraman continues as EFMD accreditation board member



Dr. N.R. Parasuraman, Director, SDMIMD, continues to be a member of the EFMD accreditation board. The position entails overseeing the accreditation applications from various aspiring universities the world over and in participating in discussions relating to strategic changes in evaluation and assessment of programs. Moreover, Dr. N.R. Parasuraman was also involved as a peer-review member for two online accreditation visits – to French-Vietnamese Centre for Management Education, Vietnam and Curtin Business School, Perth Australia, where he along with three other members assessed the programs concerned and evaluated applications for accreditation by these institutions.

Dr. N.R. Parasuraman nominated as member of Planning Board

The Governor of Tamil Nadu has nominated Dr. N.R. Parasuraman, Director, SDMIMD, as a member of the Planning Board of Tiruvalluvar University. In the light of the New Education Policy, this position gives an opportunity for discussion on best practices and plans for smooth implementations of guidelines.

Annual Events

Foundation Day Lecture 2021

Every year a Foundation Day lecture is organized to commemorate the founding of the Institute in 1993. This year, the talk was delivered by Dr Hasmukh Adhia IAS (Retd.), Chancellor, Central University of Gujarat and Former Union Finance Secretary and Revenue Secretary to an audience consisting of young management students, faculty members and invitees. The event was organized on September 27, 2021.



Budget Conclave 2022

The BCIC- SDMIMD Centre for Excellence in Management organized the annual post-budget analysis event Union Budget Conclave 2022 on February 2, 2022. A very informative panel discussion was held by a panel consisting of Mr. K.R. Sekar, President BCIC and Partner, Deloitte Touche Tohmatsu LLP; and Mr. T.R. Parasuraman, President and Wholetime Director, Toyota Industries Engine India Pvt Ltd. The panel discussion was moderated by Dr. M. Sriram, Faculty, SDMIMD. Select I year students of SDMIMD presented a gist of the proposed budget which was highly appreciated.



Annual Leadership Talk 2022:

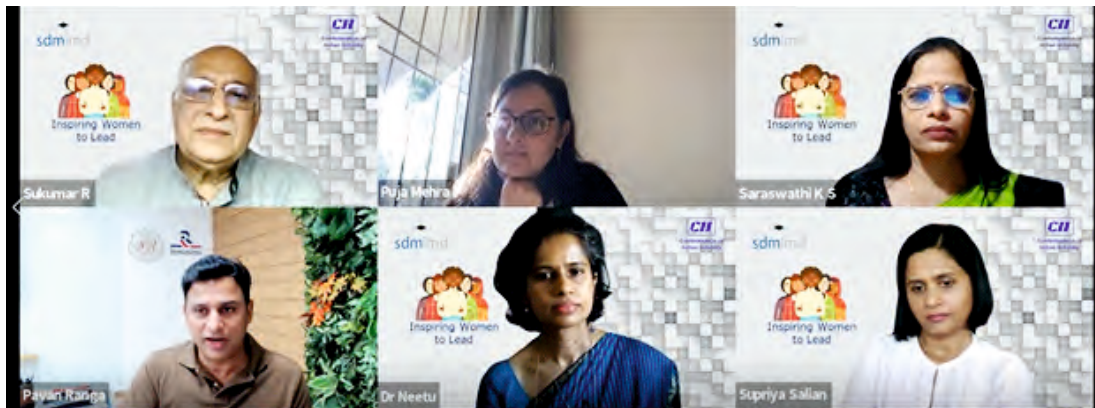
SDMIMD organized the 13th edition of the Annual Leadership Talk 2022 on February 11, 2022. Shri. Ramesh Venkateswaran, Chairman, Board of Governors, IIT Palakkad and Former Director, SDMIMD, Mysore delivered the talk.



Startup Charcha 2022

Startup Charcha 2022, the culmination event of various entrepreneurship activities, was organised by Swayam, the eCell of SDMIMD, on February 25, 2022. The event had a panel discussion with a theme Entrepreneurship: Dimensions, Emerging Issues and Way Forward. The panel consisted of SDMIMD Alumni who are entrepreneurs. Mr. Rajeev Koyal, Founder-Avurtana Learning Regional Lead, Karnataka - NASSCOM 10,000 Start-ups, Mr. Rajesh G., Founder- Highway Delite, Mr. Subrahmanya Rao, Founder- Discover Dollar, Ms. Smitha Bopanna, Co-founder- Noesys Software Pvt. Ltd. and Dr. Riyazahmed, Faculty Member - Finance Area, SDMIMD. Dr. M.R. Suresh, Professor and Faculty Coordinator, E cell- SDMIMD moderated the panel discussion.

Virtual Roundtable on Inspiring Women To Lead



SDMIMD and CII Mysuru Women Network Forum had organized a virtual Roundtable discussion on “Inspiring Women to Lead” on February 28, 2022. Ms. Supriya Salian, Vice-Chairperson, CII Mysuru, spoke on the collaborative leadership style demonstrated by women leaders during the pandemic. A panel discussion was held with panel members consisting of Mr. Pavan Ranga, Chairman, CII Mysuru & CEO, Rangsons LLP, Mr. Sukumar Rangachari, Past Chairman, CII Mysuru, Ms. Saraswathi K S, Senior Project Manager, L&T Infotech Ltd, and Ms. Puja Mehra, Journalist and Author. Dr. Neetu Ganapathy, Faculty Member, SDMIMD, moderated the discussion and Dr. N.R.Parasuraman, Director SDMIMD, welcomed the participants.

Convergence 3i



Ms. Supriya Salian

The annual event of academics and Industry interface- Convergence 3i was organized on March 22, 2022. The keynote address was delivered by Ms. Supriya Salian, Chairman, CII, Mysore and MD, Plansee India High Performance Materials Pvt Ltd. The event witnessed an insightful panel discussion on theme “How can you Prepare and Enhance your own Value from the Perspective of your Future Employer?”. The panel members were Dr. Dharma Prasad, Convener, CII-II Panel, Mysore Chapter, CEO & Chief Scientist-Prosetta Bio Pvt. Ltd. , Mysore and three students from PGDM 1st year. Dr. (Lt Col) Prasad SN, Deputy Director, moderated the discussion.

Staff Development Program

Personality Development Program



A Personality Development Program for SDMIMD staff members was organized on October 4, 2021. The session was handled by Shri Satish Chandra, Chief Administrative Officer, J.S.S. Medical College, Mysore. Earlier, on September 25, 2021. A session on Organisation Culture and Document Management was handled by Prof. C.V. Sridhar. Dr. Sunil M.V. and Mr. Deepak Chandrashekar handled a session on technology use in administrative work.

Fire Safety Training



An essential training on Fire Safety was organized for the benefit of staff on 17th and 18th of February 2022. Senior officials from Fire Services Department handled the session on tackling the fire risk in various context. The training also included a demo session on extinguishing fire and use of fire exits.



Celebrations



The 73rd Republic Day

The 73rd Republic Day was celebrated at SDMIMD with customary solemnity and involvement. Dr. Saibaba S., Asst. Professor – Marketing, SDMIMD, hoisted the National Flag.

Dr. Saibaba, in his speech, mentioned that the Republic day is the most memorable day in the history of Independent India, as the constitution of India came into effect. He suggested that everyone rededicate themselves towards nurturing, safeguarding, and strengthening the ideals, values and systems enriched in our constitution on this momentous occasion. The change we wish to see in the country will always begin with us. More than just demanding our rights, every individual has to be duty-bound. Dr. Saibaba wished that everyone would pledge to preserve our rich culture and make our

75th Independence Day

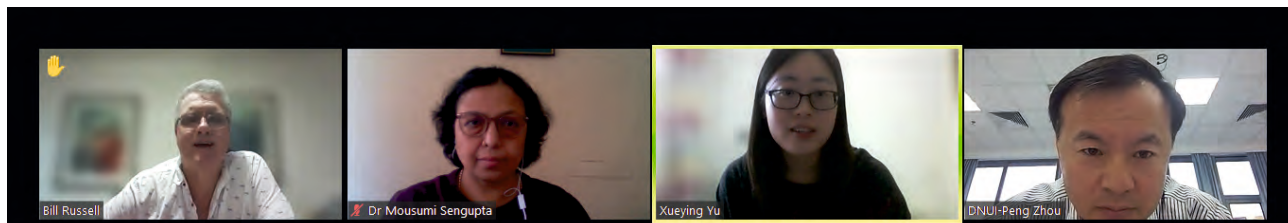
SDMIMD celebrated the 75th Independence Day on August 15, 2021. Dr. Anand Sasikumar, Faculty, SDMIMD, hoisted the tricolor and addressed the gathering.

In his address, Dr. Anand Sasikumar said that Independence Day is a significant day to keep the spirit of patriotism alive and at the same time enjoy the spirit of freedom. India has shown phenomenal growth since its independence in various fields like science, technology, and agriculture. Now it is our turn to continue the legacy of achieving significant milestones in the next generations.



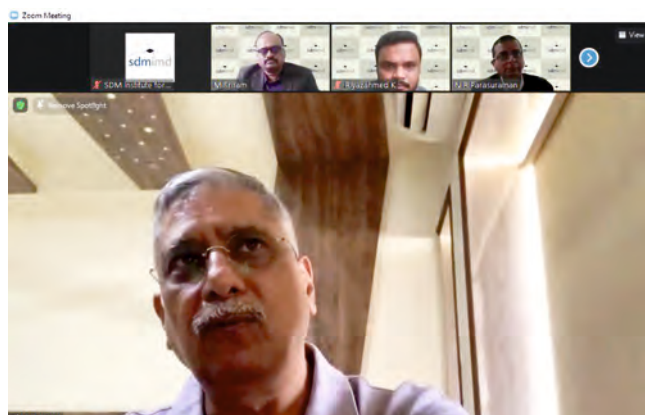
Conferences

International Partners Research Conference 2021



SDMIMD in partnership with the University of Dundee School of Business, UK jointly organized the International Partners Research Conference 2021 on 29 November 2021. On behalf of SDMIMD, Dr. Mousumi Sengupta represented as an Organizing Committee member and also as chair of a session.

9th International Conference on Corporate Finance and Financial Markets



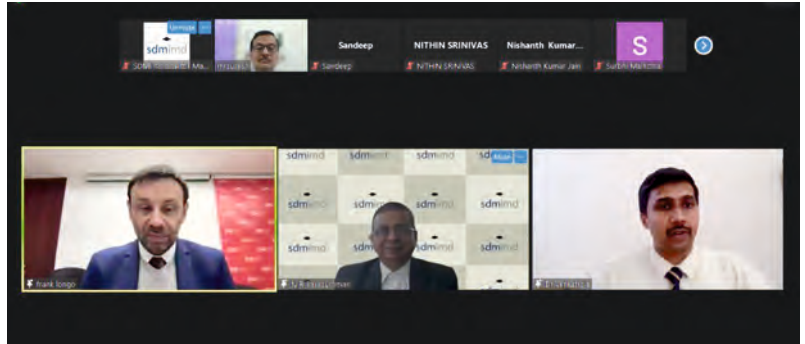
The 9th International Finance conference on Emerging Trends in Corporate Finance and Financial Markets was held on 28th and 29th October, 2021. Sri. F.R. Singhvi, Joint Managing Director, Sansera Engineering Ltd. inaugurated and delivered the keynote address. Technical sessions were delivered by Mr. Bharathram, Lokkur Finvest Pvt Ltd, Bengaluru, Mr. Jacob Thomas, Delivery Manager, TCS Ltd. The valedictory address was delivered by Ms. Rajni Thakur, Chief Economist, RBL Bank. More than 40 papers were presented in the conference.

9th International HR Conference



The 9th International HR Conference on “Talent management and Leadership challenges in the New Normal Business” was organised on 16-17 December 2021. Mr. Amit Kumar, Vice President & Business Head, Metering & Protection Systems, Schneider Electric India Pvt. Ltd, was the chief guest during the inaugural function. The other key speakers were Dr. Augustus Azariah, the Vice President of Employee & Labour Relations for Asia Pacific, Middle East & Africa region, Kyndryl and Dr. Augustine, Chairman A C A Publishing House. The valedictory address was delivered by Mr. Vipin Kumar K C, Chief Human Resources Officer, Jindal Aluminium Ltd. More than 55 papers were presented in the conference.

6th International Economics Conference



The 6th International Economics Conference was organised on the theme of “Economic Growth and Sustainable Development: Emerging Trends” on November 25 and 26, 2021. Prof. N.R. Bhanumurthy, Economist and Vice Chancellor of Dr. B. R. Ambedkar School of Economics University, Bengaluru was the chief guest. The other key speakers were --Dr. Frank Longo, Associate Dean for Global Programs at EAE Business School in Spain and Dr. Saju Jose, Associate Professor in Abhu Dhabi University. The valedictory address was delivered by Utsav Agarwal, Director of Bhorukha Fabcons Pvt. Ltd. More than 90 papers were presented in the conference.

International Marketing Conference 2022

The 2022 edition of the SDMIMD International Conference on Marketing with the theme Marketing in Turbulent Times: Challenges and Opportunities was organized on January 27, 2022. The Chief Guest and Keynote Speaker was Mr. B. R. Indushekar, Vice President – BCIC and Director – Group Real Estate, Volvo Group India Pvt Ltd. and Shri C. K. Sabareeshan, Independent Director – BPL Ltd., delivered the valedictory address. More than 25 papers were presented in the conference.



HR Dasara 2021

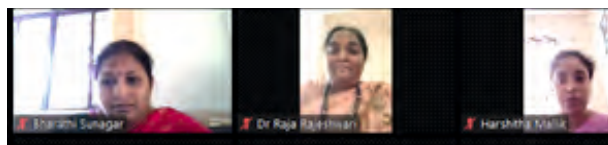
SDMIMD & Edin Bridge Foundation in association with Excelsoft Technologies organized a one-day Industry - Culture Conference on “HR Dasara - An insight to Mysuru Industrial Prosperity” on November 26, 2021. The conference was inaugurated by Chief Guest & Keynote speaker Shri. Pratap Simha, Member of Parliament, Mysuru-Kodagu Lok Sabha Constituency and the guests of honour Dr. N R Parasuraman Director SDMIMD, and Shri D Sudhanva, Co-founder & CEO, Excelsoft Technologies, Mysuru were part of the inaugural function.



FDP & MDP

Trends in Teaching Methods in Management Education

A Faculty Development Program on Trends in Teaching Methods in Management Education was held from 7-15 February 2022 to the faculty members of SDM Group of Institutions. SDMIMD faculties handled the sessions on the various aspects on the teaching methods. More than 20 faculties did participate in the program.



Management Development Programs

HR for Non-HR Managers



A MDP on HR for Non-HR Managers was organized on June 11, 2021. The faculty resource persons were Dr. Mousumi Sengupta and

Dr. Nilanjan Sengupta,

Creativity, Innovation and Design



MDP on Creativity, Innovation and Design was conducted on July 14, 2021. Resource persons were Dr. S. Saibaba and Dr. (Lt Col) Prasad S.N.

Financial Analytics - A Primer



An MDP on Financial Analytics - A Primer was conducted on September 18th, 2021 by Dr. K. Riyazahmed.

Red Flags in Financials and Financial Analytics



A specialized MDP on 'Red Flags in Finance and Financial Analytics,' held on July 16, 2021. The faculty resource persons were Dr. M. Sriram,

and Dr. K. Riyazahmed.

Predictive Analytics



MDP on Predictive Analytics for Decision Making was organized on January 18 & 19, 2022, Dr. G. Srilakshminarayana, was the resource person for the program.

Program for SI Trainees, KPA



Dr. S.N. Prasad, Dr. Neetu Ganapathy, and Prof. L. Gandhi conducted 3-Day MDP for Sub Inspector Trainee Officers of the Karnataka Police Academy, Mysuru, during July 1-3, 2021. The MDP covered interpersonal communication, public speaking, Empathy & Perception and Group Dynamics.

Program for DSP Trainees, KPA



A 2-Day MDP cover topics -Communication Skills, Decision Making, Team Management, and Group Dynamics. was for offered Deputy Superintendent of Police Trainee Officers of the Karnataka Police Academy, Mysuru, on June 4 & 5, 2021. The resource persons were Dr. S.N. Prasad, Dr. Nilanjan Sengupta, Dr. Mousumi Sengupta, and Dr. Neetu Ganapathy.

SDMIMD-BCIC Centre for Excellence - Invited Talks & Workshop Series

The BCIC-SDMIMD Centre for Management Excellence conducted a series invited talks and workshops for the benefit of the students. The first in the series was delivered on August 6, 2021.



Shri T.R. Parasuraman
Topic: Modern trends in managerial education and student focus



Shri. Pavan Ranga
Topic: 'Collaboration between industry & academics - a perspective



Shri. K R Sekar
Topic: Need for Continuous learning for Management Graduates

e-Mobility

A workshop on the topic “e-Mobility” was held on October 9, 2021, by Mr. R. Narayanan, General Manager Ather Energy.

Fostering India - Japan Relationship

Workshop on “Fostering India-Japan Relationship” was conducted on October 29, 2021, by Her Excellency Consul General Ms. Sugita Akiko, Consulate General Japan.

Integration of Lean and Industry 4.0

Workshop on “Lean 4.0 - Integration of Lean and Industry” was organized on October 29, 2021. Mr. A.N. Chandramouli, Chairman, Industry 4.0 Expert Committee BCIC was the speaker for the workshop.

Improving Energy Performance - A Systemic Approach

BCIC in collaboration with Bidadi Industries Association conducted an online session on the topic “Improving Energy Performance - A Systemic Approach” by Mr. G. Venkatakrishnaswamy, General Manager - Key Account (Southwest Asia) LRQA, on November 10, 2021.

How to attract Taiwanese investments into India

Workshop on “How to attract Taiwanese investments into India” was conducted by Mr. A. Gururaj, Managing Director, Optimus Electronics Limited, on November 11, 2021.

New Paradigms in Leadership

Workshop on the New Paradigms in Leadership was held on November 2, 2021, by Mr. Thomas Welsh, Regenesys, UK.

Non-Conventional Avenues of Fund Raising

Workshop on “Non-Conventional Avenues of Fundraising MSMEs and Emerging Corporates” - In collaboration with NSE and Hem Securities Limited, was conducted on November 11, 2021. The key speakers of this workshop were, Mr. R. Gopinath Rao, IEDS, Deputy Director, MSME Development Institute, Bangalore; Mr. Vivek Acharya, Chief Manager - Business Development, National Stock Exchange of India Ltd.; and Ms. Prachi Ghia, AVP - Merchant Banking, Hem Securities Ltd.

5G Advanced Technologies and Applications'

Workshop on '5G Advanced Technologies and Applications' was held by BCIC on October 23, 2021. Dr. M.H. Kori, IETE Distinguished Fellow & Vice President, Former Technical Director, Alcatel-Lucent Technologies, Technology Advisor - SAGE USA was the resource person.

Leading Design Thinking and Systematic Innovation

Workshop on Leading Design Thinking and Systematic Innovation was held on Saturday, January 29, 2022, by Mr. Lokesh Venkataswamy, CEO and MD, Innomantra.

Outbound Learning

Dr. Thomas, Chairman, Lead College of Management and Lead OBT, Palakkad, Kerala, delivered a guest talk on outbound learning on August 18, 2021

Webinars

In order to gear up the new batch of 1st year students, series of Webinars were organized on contemporary topics in Management.

An Overview of the Possible Indian Growth story

Dr. Prasad SN, Deputy Director, SDMIMD, ran a webinar on the topic 'An Overview of the Possible Indian Growth story 2021-22' on April 23, 2021.

Role of Data Analytics in Decision Making

Dr. G. Srilakshminarayana, Associate Professor, SDMIMD, delivered an interactive session on 'Role of Data Analytics in Decision Making' for the PGDM 2021-2023 Batch. The Webinar 2nd in the series was organized on May 7, 2021.

Finance in Management

Dr M. Sriram, Associate Professor – Finance, SDMIMD, delivered the Webinar Series 3 on the topic 'Finance in Management' for the PGDM 2021-2023 on May 13, 2021.

Effective Communication

Webinar Series 4 on the topic 'Effective Communication' was organized for the PGDM 2021-2023 on May 24, 2021. The faculty resource Dr. Neetu Ganapathy, Associate Professor, SDMIMD, delivered the session.

Dynamic Leadership

A webinar on the theme of Dynamic Leadership was organized for the PGDM 2021-2023 Batch on June 28, 2021. The Resource person for the interactive session was Dr Nilanjan Sengupta, Professor - OB/HR, SDMIMD.

Marketing and Society: Relevance and Directions

A webinar on the topic 'Marketing and Society: Relevance and Directions' was organized on June 15, 2021, for the students of PGDM Batch 2021-2023. Speaker of the webinar was Dr M. R. Suresh, Professor – Marketing.

Investment Banking

A webinar on Investment Banking was held on 28th June 2021 along with the knowledge partner 'NSE Academy Ltd, Mumbai'. The Director of SDMIMD, Dr N.R.Parasuraman and Sri. Abhilash Misra, CEO, NSE highlighted on professional skillsets required for taking up investment banking as a specialization.

Being a Management professional- The Path ahead

The Webinar Series 5 for the PGDM 2021-2023 Batch was delivered by Prof. S. Jayakrishnan, Faculty of Marketing, SDMIMD, on 'Being a Management Graduate /professional- The Path ahead'.

Project Management

SDMIMD in collaboration with CII Mysore Chapter organized webinar on 'Project Management' on July 29, 2021. Mr. C.K. Sabareeshan, Director, S3V Vascular Technologies; and, Past Chairman, CII Mysuru, delivered the session.

Ecosystem of Indian Capital Market

A webinar on the launch of PGCM with specialization in Investment Banking was held on 23rd July 2021 on the theme Ecosystem of Indian Capital Market along with the knowledge partner 'NSE Academy Ltd, Mumbai'.

Changing Paradigms in the Workplace

The PGDM 2021-2023 batch had an opportunity to interact with Dr. Elango Rengasamy, Associate Professor of Finance and Program Leader, Global Business Studies (GBS), Dubai – UAE, on July 23, 2021, during the webinar on the topic 'Enlightened on Changing Workplace Paradigms - Upskill yourself to the New Normal.'

Highly Effective Management Students

A webinar on Highly Effective Management Students (HEMS) was delivered by Dr. Stephen Aro-Gordon of Muscat College's Department of Business and Accounting on July 16, 2021.

Customer Centricity

A workshop on Customer Centricity in association with Texas A&M University for the PGDM students as a part of their off-book learning curriculum. The workshop was organized on 24-01-2022 and 31.01.2022. Dr. Akshaya Sreenivasan, Clinical Assistant Professor, Mays Business School, Texas A&M University, was the resource person for the workshop.

Prerana- Alumni

The Executive Council

The Executive Council (EC) for the term 2021-2023, of the Alumni Association, Prerana was formed by Election process during May 2021. Following are the committee members and office bearers



Prerana – Alumni activities

Panel Discussion on Post-COVID Trends in the Industry- SDMIMD and Prerana - the SDMIMD Alumni Association organized a panel discussion on 'Post-COVID Trends in the Industry' on August 10, 2021.



Alumni Mind -Share Initiative - Talk Series

Prerana organized Inspiring Alumni Stories - a talk series which features inspiring entrepreneurs and corporate leaders. Following speakers delivered talks in the series.



Mr. Achuta Bachalli
Founder-Unilog



Mr N. Ravi Shankar
Co-Founder & CEO
Aim High Consulting



Mr. L.V. Navaneeth
CEO, The Hindu Group



Mr. Feroze Azeez
Deputy CEO
Anand Rathi Wealth Ltd.



Mr. Vivek Bajaj
CA & Co-founder
Kredent



Dr. Dhiraj Jhamb
Cardiac Surgeon
Indian Armed Forces



Prof. Ramesh
Venkateswaran
Former Director, SDMIMD



Photos by SDMIMD Students

PGDM 2020-22 Batch







Shri Dharmasthala Manjunatheshwara
Institute for Management Development

No. 1, Chamundi Hill Road, Siddharthanagar
Mysore - 570011, Karnataka, INDIA.
Tel. No. +91-821-2429722, 2429161, 2420490

Email: contact@sdmimd.ac.in
URL: www.sdmimd.ac.in