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## The gap between rural and urban has greatly reduced: Dr. D. Veerendra Heggade



**Mysuru:** The gap between rural and urban has greatly reduced over 20 years. Apart from the basic facilities like food, water and road, we have progressed in health facilities too. The improvement in facility has made us to access information, opportunities, and facilities available in the World. This has also had an impact on education system. Indian institutes have challenges to match the international standards to attract students' thus opined Dr. D. Veerendra Heggade, Dharmadhikari of Shri Kshethra Dharmasthala and Chairman of SDM Educational Trust, during the inauguration of the 8th International Conference on Corporate Finance and Financial Markets (CFFM) organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru.



Speaking on the recent flood situation, Dr. Heggade said 'Microfinance has been greatly affected by the recent environment hazards. Agriculture and business in the rural area has got disturbed, which has caused the imbalance in the economics of microfinance. However, our religious beliefs and life practices will help us to overcome the situation. This will help us to reconstruct life, home, and economic condition'.



The Chief Guest and Keynote speaker Dr. Bhimaraya Metri, Director, Indian Institute of Management (IIM), Trichy said 'India has seen a great leap in industrial revolution during the last 10 years. We have to move from manufacturing outfits of Industry 1.0 and 2.0 to Industry 4.0 and beyond. The 4th Industrial Revolution has to drive the Indian industries and parallelly we have to prepare ourselves for 5.0 revolution'. Further, Dr. Metri opined that the development of new technology has been a primary driver of the movement to Industry 4.0. Some of the programs first developed during the later stages of the 20th century lacked the technology needed to make their complete implementation possible. Now, Industry 4.0 can help these programs reach their full potential.

Dr. Metri appreciated the achievement of SDMIMD in terms of internationalization and research contribution to the area of management education.

Earlier, Dr. N.R. Parasuraman, Director, SDMIMD, delivered the welcome address and shared the importance of the conference in the present context of Indian financial situation. Dr. M. Sriram, Conference Chair, presented the theme of the conference and gave an overview on the contemporary situation of the conference theme.

The dignitaries released the conference volume published in the form of eBook covering the papers considered for deliberation by the conference committee.

Participants of the conference, faculty members, staff, and students of SDMIMD were present.

