

**Management programme held:** A management development programme on 'Managing difficult customers,' was held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD). The programme was designed for executives and managers who manage customers and academicians in the area of marketing. The resource persons were Mousumi Sengupta, professor of organizational behaviour and human resource management and Sugant, professor, marketing. H Gayathri, deputy director, SDMIMD, inaugurated the programme and opined that social media plays an important role in reaching the customers and managing them.