

# SHRADDHANJALI

## RESPECTFUL HOMAGE



### PROF.K.L.RAMADAS

(1942-2018)

Prof.K.L.Ramadas, Joint Director (HR & Placement),M.P.BirlaInstitute of Management(MPBIM), Associate Bharatiya Vidya Bhavan, left us for heavenly abode on 1st September 2018. He was 76.

Prof. Ramadas had a long & purposeful career at HMT Ltd for over four decades. After joining HMT, he served in several capacities before superannuation as General Manager Corporate Communications in 2002. He had a good academic instinct which led him to acquire Masters' degrees in Business Administration-MBA & M Phil in Management. He continued as Professor of Marketing, after his superannuation, at MPBIM. Corporate communications and sales promotion were his forte as a marketing man. His distinct approach was evident in all the exhibitions, advertisements and publications of HMT Limited. This competence showed up in all the advertisements, hoardings and also the publications of MPBIM as well. It was his craftsmanship and an eye for detail that made his work stand out at all times.

An epitome of discipline and nobility, he was a perfect epitome of this well known 'Subhashita':

वज्रादपिकठोराणिमृदुनिकुसुमादपि।  
लोकोत्तराणांचेतांसिकोहिविज्ञातुमर्हति॥

Illustrious and noble persons become firm like the  
'Vajra' the weapon of God Indra and very gentle like a flower

He sought perfection in every assignment he undertook. He was an Editor of 'Dharana'-MPBIM's International Journal of Business for over a decade. He also edited 'Priyamvada' newsletter of Bhavan's Priyamvada Institute of Management, Mysuru. He was instrumental in bringing out a coffee table book 'Starry Strokes- An anthology of paintings of Sri. H N Suresh' was a magnum opus and latest publication from MPBIM which will be remembered for the artistic streak besides brilliant coordinating capability in him. He was punctual, systematic and established clarity on any issue he dealt with. Friendly by nature he would express dissent, only on issues, to facilitate reach the best decision. Many of us sought his advice on subtle matters concerning various issues both personal and our career. It was his soft persistence and quest for perfection that endeared him at Bhavan Bangalore, Mysore and also Mumbai. A Bhavanite in true sense, he was an Executive Committee member of Bhavan's Mysuru Kendra. An avid Yoga enthusiast, Prof. Ramadas was Yoga Guru to faculty members and students of MPBIM. He used to proactively participate in Mysuru kendra's Committee meetings. We at MPBIM & Bharatiya Vidya Bhavan will feel his absence everyday.

We all condole his demise & pray Almighty for moksha for the departed soul.

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