

Imprints

SIMSR Alumni Newsletter

February 2018 Edition

Team ALCOM Speaks

Team Alcom presents to you the February edition of Imprints and this month's theme is 'City Meets'.

This edition will feature an exclusive interview with **Ms. Jacqueline Mundkur**, Alumnus of batch 1989-91, Group Head, Customer Service, Future Group and other interesting events and conferences which will be held at the institute.

To know more about **City Meets** and **GD - PI** dates [click here](#)

Imprints Feedback

In order to provide you with an enriching experience every month, we are collecting feedback on how we can improve our monthly newsletter IMPRINTS and provide you with the best possible updates from SIMSR and help you stay connected.

So kindly take some time out & share your feedback to help us provide you a fulfilling newsletter.

[Imprints Feedback](#)

Help A Child

- 'Help A Child' a joint initiative of Somaiya Vidyavihar Trust and Godavari Biorefineries Ltd., was founded in 2002 through Somaiya Grameen Vikas Kendra to provide scholarships to highly motivated underprivileged students
- It aims to reach out to students who despite of facing insurmountable odds have shown an ability and will to succeed and to ensure that they do not have to give up their education due to lack of funds
- You can help us by spreading the awareness of this fundraising campaign, to know more about it you can visit <http://helpachild.in/>
- You can also donate by [clicking here](#)

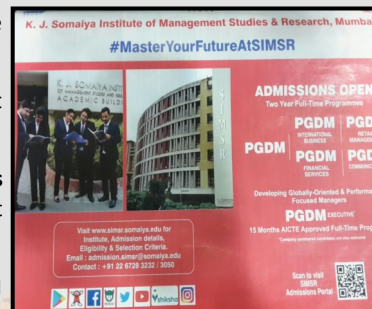
AACSB Accreditation - Update

- As a continuous improvement process, the institute decided to embark upon a journey towards excellence by becoming the member of **Association to Advance Collegiate Schools of Business (AACSB International)** in July, 2012
- B-Schools with AACSB accreditation are expected to have a continuous positive effect on ongoing curricular development, program design, and delivery methods - with this in mind the Institute decided to go through the rigorous standards for quality
- The effort put in by the team under the mentorship of **Dr. Mohamed Madi** from UAE University, resulted in collation and compilation of 135 pages of main document plus 37 Annexures comprising of 133 pages ISER which eventually was accepted by the IAC in its meeting in November, 2016
- The first update report on progress made by the institute was accepted in November, 2017. As a next step AACSB expects the institute to submit its second update report on progress by September, 2018



SIMSR's Brand Building Strategies

- With the onset of the new year, admissions for all PGDM and Executive courses have begun in full swing
- While SIMSR has always aimed for continuous improvement, it has always put considerable focus on attracting the best students
- In the conquest of building its brand via new channels, SIMSR advertised in **Jetwings & Spice Route**, the in-flight magazine of **Jet Airways** and **Spicejet** respectively about its admissions
- The advertisement covered information about all the courses offered under PGDM and Mumbai University along with placement details for the past academic year
- Recently, SIMSR was featured in the **Forbes Education Special January 2018 Edition**, amongst the top ranking B-Schools in the country
- To read the complete Forbes article, [click here](#)



AlumSpeaks with Ms. Jacqueline Mundkur

SIMSR Alum Batch 1989-91 | Group Head - Customer Service at The Future Group

Ms. Jacqueline Mundkur, a corporate veteran with over 25 years of experience, has been associated with many industry giants like Vodafone India, BPL Mobile, AFL Ltd., Borosil India Ltd., Tiffany Foods Ltd. and Voltas Ltd.



Idealist or realist

Realist

One word/line you use the most

We make it happen!

Words that describe you the best

Enthusiastic, Goal oriented, Always Humane

One wish you have for India

A truly entrepreneurial in mindset

One activity you gave back to

Mentoring mid-level women managers and help them stay true to the course

Activities that you want to lend your name to in the future

Improving societal standard of living and encouraging sustainable development

“I believe once you define the right priorities, plan accordingly and are **disciplined**, nature also conspires to make your heart's wishes come true.”

Q. You have worked for a multitude of industries ranging from FMCG, Telecom to Consumer durables and now Retail, how did you adapt to such varying industries and market needs?

A. When you enjoy what you do and have a mindset of learning continuously, what follows is pretty easy.

Q. Traditionally, customer service used to just be about how nice someone was when they interacted with you. Today, it has expanded to so much more with multiple touch-points coming into picture, how does Future Retail keep itself future ready all the time?

A. I agree. When I joined customer service about a decade ago, it was more known for standardization and driving the transaction costs down. It was perceived as a cost centre patronizingly referred to as a function, which 'handled complaints'. It has now evolved into a differentiator, whose impact to the top line is no longer debatable. It has moved from the realm of paying lip service to make a CEO's speech sound cool demonstrating company's agility, substance and sound leadership strategy. With the democratization of information, hyper-connected & hyper demanding customers in this digital era have spawned this customer centric focus, which is marked with the reality of a buyer's market. **Ignore the customer at your peril is the language spoken across organizations.** Like all customer facing companies, my company too has a **customer centric belief which drives ideas and strategies unto the execution stages but deeply rooted in our Indian values and ethos.**

Q. How would you describe the role of a Customer Service Group Head?

A. One has to operate at different levels to achieve various goals. Sometimes, a bit of Crystal Gazing is called for, at others its working towards Cross functional stakeholder buy-in at CXO level and at times its building leadership of tomorrow and motivating our teams to convert dreams into reality.

Q. With such a demanding job, how do you maintain work life balance?

A. My family has been my back bone and inspiration, from my father who encouraged me by example to reach beyond to my mother who demonstrated that she could balance a successful career and also support me in my son's upbringing during critical years, to my husband from whom I learnt to focus on the things that matter and move above the mundane and finally to my son who constantly inspires me to question status-quo. I have two non-negotiable priorities, a strong sense of **self-value and family**. I believe once you define the right priorities, plan accordingly and are **disciplined**, nature also conspires to make your heart's wishes come true.

Q. What were the significant learnings you had in your two years at SIMSR?

A. The 2 year period at SIMSR was a significant milestone in my life. Completion of a Management degree opens up a gateway to the 'big exciting world'. Those formative years taught me effectiveness and importance of outcomes. I was enriched with cross cultural assimilation, learnt to deal with diverse stakeholders and compete positively. 1991 was a watershed in India's economic history and our country started making strides to become an economy to be reckoned with. I feel lucky to have been a part of those defining and exhilarating years which defined the way we are, solution and goal oriented.

Q. What would your advice be for young Alumni starting their career?

A. Management students of today are a more confident lot, exposed to much more knowledge and make choices judiciously. They are extremely focused on pursuing their goals. **So, enjoy the ride, learn continuously, stay inquisitive and success will be yours!** [Read full interview here](#)

Alumni bags scholarship in prestigious universities

- **Mr Prashant Kadam** (PGDM Finance), Alum of batch 2002-04 has gained Fulbright Scholarship to pursue **Masters in Law from University of Berkeley - School of Law**
- He is the current Assistant General Manager of Reserve Bank of India
- He is a member of the editing team of Berkeley Technology Law Journal and also a blogger for Berkeley Business Law Blog



- **Ms. Ritika Bramhe** (PGDM RM), Alum of batch 2013-15 has bagged a scholarship to pursue **MBA at Boston University** as a part of MBA 2020 program
- She expressed her gratitude towards SIMSR for providing her innumerable opportunities to showcase her caliber at different stages of coursework
- She also said internships, capstone projects & co-curriculars at SIMSR proved to be a great source of repository for her interviews and essays, in addition to her work experience



Faculty Achievements

- SIMSR started its **Ph.D. programme** back in December 2005 in affiliation with the University of Mumbai and SNDT Women's University
- Recently, **Dr. Vilasini Prashant Jadhav** successfully defended her Ph.D. thesis under the guidance of Dr. Monica Khanna. She is the 25th Ph.D. scholar to get a doctorate from SIMSR
- She worked on the **Online Buying Behavior of the College Students in Mumbai** in her Doctoral Programme



Metamorph - 2018

- '**Metamorph 8.0**', the annual flagship event of MFM, MMM, MHRDM and MIM courses was held on 20th and 21st January, 2017
- The theme for this year's event was '**Game of Thrones – Story of 12 Kingdoms**'
- It has created a lot of buzz in the past due to its thoughtful amalgamation of the theme
- The event was a great success with all its Cultural, Sports and Management games



Somaiya Alumni Reunion

- Somaiya Alumni Reunion 2018 happened on 20th January 2018 at 'Gargi Plaza' in the Somaiya Vidyavihar (SVV) campus



Mr. Samir Somaiya launched the Somaiya Vidyavihar Fund Raising challenge – '**Help A Child**' and in his address explain importance of the Alumni to an institute by saying "**K J Somaiya is because of its Alumni**"



Lucky Draws, Surprise Gifts and special Alumni performances brought joy on the faces of the Alumni



More than 2000 Alumni graced the event with their presence



Dr. Babita Krishnan – Head, Alumni Relations, SVV gave an overview of the developments that have happened in Somaiya Vidyavihar

- The Alumni of the institutes under Somaiya Vidyavihar were felicitated for their constant support towards their respective Alma Mater
- The following SIMSR Alumni were felicitated at the event for their contribution towards SIMSR-

Mr. Anuj Bhargava, Alum of Batch 1985

Mr. Anuj Mathur, Alum of Batch 1992

Mr. Anand Ramaswamy, Alum of Batch 1997

Mr. Srikanth Pasham, Alum of Batch 1998

Mr. Mehul Ashar, Alum of Batch 2004



To read more, [click here](#)

SIFICO

- The 7th SIMSR International Finance Conference was held on 19th and 20th January, 2018
- The topic of the conference was '**Emerging trends in the BFSI sector**'
- It was inaugurated by **Shri M. Narendra**, Ex-Chairman and Managing Director, Indian Overseas Bank
- There were workshops held by **Prof. (Dr.) Subrata Sarkar**, Indira Gandhi Institute of Development Research, Mumbai and our Alumnus of batch 2006 **Mr. Ankur Mehta**, Vice President, Marsh India
- The conference included paper presentations & workshops. The top 6 papers were selected to be published in the UGC journal
- A corporate panel discussion '**Investrix**' was held on the topic '**Capital Market growing faster than GDP**'



SICTIM

- The 4th Somaiya International Conference on Technology and Information Management was held on 12th January, 2018
- The theme of the conference was '**Datafication – Extract | Transform | Derive | New Business values**'
- The keynote speaker for the inauguration was **Dr. Ravi Krovi**, Dean, University of Akron and the Chief Guest was **Mr. Jaydeep Deshpande**, Regional Marketing Manager, Qlik
- The conference was attended by **Dr. Monica Khanna**, IT faculty and the students
- The welcome address was given by **Dr. Davendranath Jha**, Head of IT Department
- The event was held in Technical Association with **Qlik** and **Yunnan University, China** as the academic partner [Watch more](#)



Upcoming Conferences

SIMSR International HR Conference

- The **5th International HR Conference** will be held on 2nd & 3rd February, 2018 in association with California State University, San Bernardino College of Business and Public Administration and AMDISA - Association of Management Development Institutions in South Asia - a SAARC Recognised Body
- The theme of the conference is '**Rewiring HRM in a globalized workplace: Challenges of Diversity, Employment Relations and Skills**'
- One of the keynote speakers will be **Mr. Kevin Balm**, Director of Participative Technologies in Melbourne and Thailand

SIMSR Global Marketing Conference

- The **13th SIMSR Global Marketing Conference** is going to be held on the 14th, 15th and 16th of February, 2018. The event is organized by Interface, the marketing committee of SIMSR
- The keynote addressal will be delivered by **Mr. Sanjiv Sarin**, MD & CEO, Tata Coffee which will be followed by Paper Presentations
- The conference consists of a workshop on **Marketing Engineering** with **Prof. Udo Wagner**, Dean, EMAC, Prof. of Marketing, University of Vienna on the 14th of February

[Register here](#)

[Brochure](#)

Samavesh

- Samavesh 2018 was conducted on 19th January, 2018
- The event comprised of two panel discussions on '**Healthcare Management**' and '**Disruptive changes in Automobile industry**'
- The two panels, consisting of industry experts, provided invaluable insights about the topics of discussion



CDMI - Celebrating Diverse Abilities

Centre for Diversity Management and Inclusion (CDMI) and Humanist – the HR Club of SIMSR, organized a panel discussion titled '**Celebrating Diverse Abilities**', on 8th December, 2017. The event comprised of a panel discussion on inclusivity with a special focus on People with Disabilities (PwDs)

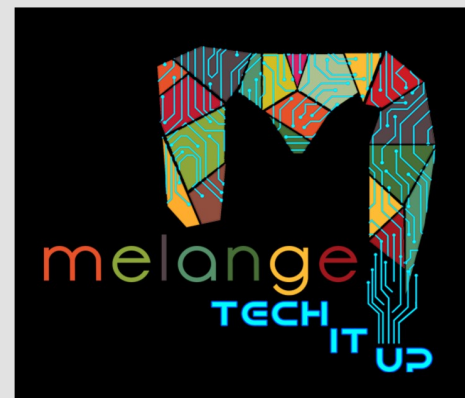
Panelists were:

- **Mr. Rajesh Mehta** (Senior Facilitator, IBM India)
- **Mr. Bhavesh Bhatia** (Founder, Sunrise Candles)
- **Ms. Deepa Agarwal** (Chief Inclusion Officer, Re-link Consulting)
- **Ms. Pallavi Kumari** (Lead British Council as Head Equality, Diversity & Inclusion, South Asia)
- **Ms. Monika Navandar** (Managing Partner at The Human Insights Corporation)



Melange 2018 - SIMSR Flagship National B-School Fest

- **Melange 2018**, SIMSR's flagship National Level B-School Fest will be held on 9th & 10th February, 2018
- The theme for this year's Melange '18 is '**Tech it Up**'
- Some of the pre buzz events include Stratinnova, Bandwidth & Equity Research Competition with participants across various B-schools
- Melange 2018 will also have a **Startup Launchpad**, where budding entrepreneurs will have a chance to showcase their business ideas to venture capitalists in a Shark Tank inspired competition
- 2 CSR initiatives – The Cleanliness Drive at Versova Beach and 'Spread smiles across innocent lives' at Teresa - the Ocean of Humanity
- 10th February, the final day of the fest is going to be the star night, where SIMSR will be hosting the Stand-up sensations Mr. Zakir Khan and Mr. Kunal Kamra
- Registration Link for alums - <https://goo.gl/forms/SREqYRqOeEhQkBj93>



Maker Mela

- **RiiDI, Research Innovation Incubation Design Labs**, is an innovation centre and accelerator of Somaiya Vidyavihar, organized the 3rd Edition of India's Biggest Maker Movement which was held from 11th to 13th January, 2018
- About 100+ Global Maker Teams were invited to exhibit their innovations which also gave them a platform to pitch their ideas to investors/corporates
- The event was a huge success with the performance by a musical band, '**The Local Train**'
- The event had eminent speakers like Mr. Sambhaji Patil, Cabinet Minister Skill Development, Maharashtra; Ms. Ada Yonath, Nobel Prize in Chemistry; Padma Shri Ananda Shankar Jayant, famous Indian dancer; Ms. Paula Mariwala, Founder & Co-President, Stanford Angels & Entrepreneurs India etc.
- It received patronage support from Startup India, Skill India & UNESCO



One of the speakers sharing his insights with students



Mr. Prakash Javadekar, Hon. HRD Minister addressing the audience



Mr. Samir Somaiya interacting with Mr. Prakash Javadekar & Mr. Prakash Mehta



World record attempt to build 'World's Largest Cardboard Sculpture'

Job Opportunities

Total no. of recruiting companies

8

Total no. of Vacancies

8

Top Recruiting Companies (in January)

- **HDFC Securities**
- **WNS Global Services**
- **Zoomcar**
- **Cloudtail**
- **Ruosh**
- **Blue Magic Films**
- **HSBC Corporate Banking**
- **Singhi Advisors**

To share a job opportunity at your organisation write to us at simsrjobs@googlegroups.com

Connect with our Alum family by signing up here-
[Alumni Portal Sign-Up](#)

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Back To School - Batch of 2004

- Alums of 2004 batch have organised a lecture on 'Design Making' and 'Business Strategy' which will be conducted by Dr. Rajesh Deshpande and Dr. Vaidyanathan respectively
- This back to school initiative is scheduled for Saturday, 17th February, 2018 from 9:00 am to 5:00 pm
- **Dr. Deshpande** will deliver the lecture from 9:30 am to 12:30 pm and **Dr. Vaidyanathan** will resume after lunch from 2:00 pm and 5:00 pm
- Interested Alums of 2004 batch can [register here](#) and help us plan the arrangements

City Meets 2018

- SIMSR City Meets 2018 will be held across **16 cities** in India
- It is an excellent opportunity for Alums to network and reunite with the SIMSR family away from their Alma Mater
- The meet will be held across various cities on the following dates -

City	City Meet Dates	GD/PI Dates
Mumbai	Saturday, 24th February, 2018	3rd, 4th, 10th, 11th, 16th, 17th & 18th March, 2018
Pune	Saturday, 25th February 2018	--
Bengaluru	Saturday, 3rd March 2018	3rd – 4th March, 2018
Hyderabad	Saturday, 3rd March 2018	3rd – 4th March, 2018
Thiruvananthapuram	Monday, 5th March 2018	6th March, 2018
Chennai	Monday, 5th March 2018	6th - 7th March, 2018
Ahmedabad	Saturday, 10th March 2018	10th – 11th March, 2018
Kolkata	Saturday, 10th March 2018	10th – 11th March, 2018
Jaipur	Tuesday, 13th March 2018	13th – 14th March, 2018
Chandigarh	Tuesday, 13th March 2018	13th – 14th March, 2018
Lucknow	Tuesday, 13th March 2018	13th – 14th March, 2018
Patna	Tuesday, 13th March 2018	13th March, 2018
Bhopal	Tuesday, 13th March 2018	13th – 14th March, 2018
Guwahati	Tuesday, 13th March 2018	13th March, 2018
Bhubaneshwar	Tuesday, 13th March 2018	13th March, 2018
Delhi	Saturday, 17th March 2018	16th – 18th March, 2018

- The venue and registration details for the city meets will be circulated soon
- Our Alumni have always been a part of the GD/PI process and have contributed the legacy of SIMSR
- The registration link for being a part of the process will be shared soon

Imprints

Feedback

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Contact Us



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