

IMPRIN

SIMSR Alumni Newsletter

March 2018 Edition

Team ALCOM Speaks

Team ALCOM is elated to present to you the March edition of Imprints, our monthly newsletter. Our theme for the edition is **Women's Day**, which further strengthens our position as one of the most gender - diverse institutes in the country. This edition features AlumSpeaks with **Ms. Sona Mazumdar, Director — Strategic Partnership, KidZania**, along with latest happenings on campus.

[Imprints Feedback](#)

SIMSR City Meets 2018

- The prime objective of SIMSR City Meets 2018 is to collaborate more with our Alumni who are our prime stake holders and to take SIMSR to next level
- As a part of engagement with Alumni, networking opportunities have been arranged to build local SIMSR Circles
- There will be an interactive session with the theme being 'Building Brand SIMSR' followed by dinner
- We also invite our Alumni to be a part of the CD/PI process, to register for both, [click here](#)

City Meets - Mumbai & Pune

- City Meets 2018 was kicked off in **Mumbai** on **Saturday, 24th February, 2018** at Rodas, Powai



- Dr. Monica Khanna, Director, SIMSR and Dr. Bharati Veerendra Wukkadada, Chairperson, Alumni Relations, SIMSR addressed the Alumni which was followed by a session on 'Building Brand SIMSR' and lunch

- **Pune City Meet** was held on **Sunday, 25th February, 2018** at The Central Park, Bund Garden



- A session on **Design Thinking** was conducted by **Mr. Prashant Shukla**, Alum of Batch 2001-03, Head - User Research, Nihilent User Experience Laboratory
- An interactive session on 'Building Brand SIMSR' was conducted as well

MoU with The University of Edinburgh

- We are extremely proud to announce that **Somaiya Vidyavihar** has signed an MOU with **The University of Edinburgh, UK**
- Being one of Scotland's ancient universities - The University of Edinburgh is the sixth oldest university in the English - speaking world & also one of the UK's top five universities for research
- This MOU will help us to promote co-operation in teaching, research and service to the community by working together on activities and projects where there is an alignment of strategy and objectives

Bloomberg Finance Lab at SIMSR

- SIMSR set up the prestigious **Bloomberg Finance Lab** in its library on **5th February, 2018**
- The 9 terminals installed ensure that students and faculty have access to the world's most comprehensive resource for financial news, data and analytics
- It has more than 31,000 global newswires and research work of 3000 plus top global and domestic market specialists



AlumSpeaks with Ms. Sona Mazumdar

SIMSR Alum Batch 1998 -2000 | Director - Strategic Partnership at KidZania

Ms. Sona Mazumdar, a result - driven, tenacious and energetic corporate with over 18 years of experience has been associated with Times Group, Sony Entertainment Television & Turner International

Delhi VS Mumbai Aamchi Mumbai	Favorite Food Continental	The woman who inspires you the most Naina Lal Kidwai
Favorite faculty at SIMSR Prof. Iyer	Favorite Holiday Destination Phi Phi Islands or Krabi in Thailand	
A cause you want to associate with or already working for Kids Welfare	Books Vs Movies 40:60	



“ I think humility and team work are two of the most important traits I strive to work on with every passing day and always try to be a student as learning never stops ”

Q. What has been the most memorable event in your professional life so far?

A. It's difficult to pin down one single event, but I have had a few milestones which are memorable, like the time I was sent to Basel, Switzerland from Times of India with the editor and revenue head to cover ET Time & Style, being the youngest and junior most ever to do so or getting recognized as an emerging leader at Turner and heading the West region for Cartoon Network within 18 months of joining the company or at KidZania launching in Mumbai and Delhi with just 2 of us in the team and getting on board 20 plus brand partners at launch in each market.

Q. Students have so much stress to cope up with from an early age, how do you feel edutainment companies like KidZania itself can contribute to lesser the stress levels along with imparting education?

A. As mentioned earlier, KidZania first stands for Fun as for learning alone there are schools, parents, society, etc. Inculcating life skills through play is an important tool and it lends some practical hands on knowledge as well. At KidZania there's no right/wrong way of doing things, there is no competition, rather there is emphasis on team work, empowerment and accountability, where kids decide what they want to do hence the adults (accompanying parents, teachers, care givers) are not allowed to participate in the activities but can watch from a distance, which doesn't add any pressure on children.

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

A. SIMSR was a stepping stone for my career aspirations and the faculty and batch mates prepared me for the corporate world I stepped into nearly 18 years back.

Q. Indra Nooyi in an interview had said that 'women can't have it all' and that the biological clock and the career clock are in total conflict with each other. We'd like your opinion on the same. Is it possible for a woman to strike a balance between intense personal and professional demands?

A. I think like our personal life; our professional life demands are also cyclic in nature and only the individual can decide which needs how much time and attention at a given point of time. That is where an organization's culture comes into play and the manager one works with has a huge role to play. Yes, it is a challenge sometimes but then again **women are known to multi task more effectively.**

Q. Do you feel it's important to have an International Women's day? And how important is it for women to lift each other up?

A. Don't know the impact of International Women's day on working professionals like us but yes, the women's body/representation in bodies like Chamber of Commerce, ASSOCHAM, etc. or the mandate for women's representation on a board etc. is a good move.

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

A. I think **choosing the company** you want your career launch pad to be is very critical as that **makes or breaks you** in many ways. I would also advice new pass outs from looking at short term benefits and jumping jobs too early in your career. I look at it as a big negative. Look at the gentry of people who are a part of the organization you want to join, as that reeks of the organization's culture.

[Read the full interview](#)

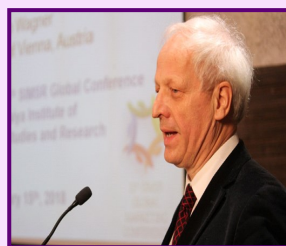
5th International HR conference



- The **5th International HR Conference** was organized by the HR department of SIMSR in association with Humanist—HR Club of SIMSR, on **2nd & 3rd of February, 2018**
- The key note address was delivered by **Mr. Kevin Balm**, Director of Participative Technologies Melbourne & Thailand, followed by talks of **Mr. Vivek Paranjpe**, Advisor at Reliance Industries Ltd and **Prof. V N Rajashekar Pillai**, Provost of Somaiya Vidyavihar

13th Global Marketing Conference

- 13th edition of SGMC was organised from **14th - 16th of February, 2018** in academic partnership with **College of Business and Public Administration, California State University** and supported by **Association of Management Development Institutions in South Asia**
- Chief guest for the conference was **Dr. Udo Wagner**, Professor of Management - University of Vienna and the keynote addressee was **Mr. Sanjiv Sarin**, MD, Tata Coffee



Melange 2018

- Melange 2018 which had **'Tech It Up'** as its theme happened on **9th and 10th February, 2018** marking the completion of 16 years of this flagship festival of SIMSR
- It was inaugurated by Mr. Venkatesh Iyer, founder Goli Vada Pav and Mr. Satish Kaushik, Bollywood Actor, Director & Producer
- Team ALCOM had opened up signups for SIMSR Alumni to register for Melange and over 50 Alums attended the event
- Star Night which was the concluding event was graced by exceptionally talented stand-up comedians, **Kunal Kamra** and **Zakir Khan**
- To know more please visit their [facebook page](#)



MarCquest 2018

- The only Marketing Communications festival of Mumbai was conducted by students of IMC course at SIMSR on **2nd & 3rd February, 2018**
- Mr. Vaibhav Modi**, Founder & CEO, **Victor Tango**, Alum of Batch 1999-01 was the keynote speaker
- Rider's Rally, a Harley Davidson live case study was conducted with members of Harley's Owners group as panelists
- A live case study competition in association with Zicom Securities was judged by its MD, **Mr. Pramoud Rao** and his team
- To watch the final rounds of case studies please [click here](#)



ICON 2K18

- ICON 2K18, the 11th edition of the two-day **technical fest** organised by the **IT Department** of SIMSR was held on **1st and 2nd February, 2018**
- High end technologies like Drones, Brain Control Cars, etc. were a part of this event and was attended by Tech Youtubers, AllAboutTechnologies' founders Saurabh Nahar, Dhananjay Bhosale and TechnoRuhez
- Ms. Bhakti Rane**, and **Ms. Pratiti Shah**, Alums of Batch 2012-14, were the guests for valedictory function, [click here](#) to know more



Job Opportunities

Total no. of recruiting companies

13

Total no. of Vacancies

18

Top Recruiting Companies (in February)

WNS Global Services
Trafigura
Anchor Health & Beauty Care
ZS Associates
Cipla

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

Team Alumni Relations

Chairperson
Dr. Bharati VW

Advisor
Dr. Radha Iyer

Manager
Arvind Pandi Dorai

Co-ordinator
Hemanchi Hublikar

Team Imprints

Chief Editor
Arvind Pandi Dorai

Editor
Suryani Sinha Ray

Designer
Kushal Thakkar
Sreya Mukherjee

Contributors :
Tulika Singh
Divya Parekh
Ankit Kumar
Ishita Gulati
Jagruhi Reddy
Priyanka Shetty
Riya Jain
Shreyas Bhaskar
Smruti Thaker
Swarna Sanghai
Taha Chechatwala
Yesha Kulshreshtha

Arvind Rungta
(Convener, Alumni Committee)

Kushal Thakkar
(Co-Convener, Alumni Committee)

Surabhi Singh
(Co-Convener, Alumni Committee)

Faculty Achievements

- Dr. Asha Bhatia**, Assistant Professor, General Management, successfully defended her thesis on the topic 'Impact of Social entrepreneurship on social transformation - An empirical study for the state of Maharashtra'
- She did her PhD under the guidance of **Dr. SNV Sivakumar**, Department of Economics, SIMSR



- Dr. Abha Wankhede**, Assistant Professor, Marketing, defended her PhD thesis on the topic 'A study of Information and Communication technology on the business interactions in the Indian Corporations'
- She completed her PhD under the guidance of **Dr. Kavita Laghate**, Professor - Jamnalal Bajaj Institute of Management Studies and Research



Guest Lecture by Alumni

- Mr. Parag Dani**, DGM, Aditya Birla Group, Alum of Batch 2004-06, delivered a guest lecture on 'Business scenarios in optimization of SCM' on Thursday, 1st February, 2018
- It was organized by Quantinuum, the Quant and Analytics Committee as a part of their annual day event called Quantinuum Annual Day



- Mr. Saurabh Jain**, Group Executive VP, YES Bank, Alum of batch 2003-05 imparted a guest lecture at SIMSR on the topic of 'Technical Analysis for Trading'
- He shared insights on real time trading through Bloomberg for various currencies, equities and guided on how to pursue a career in trading



Yudh 2018

- Yudh 2018**, an eight-day annual sporting fest of SIMSR was held from 7th to 14th February, 2018 where students competed in football, basketball, volleyball, table tennis, badminton, chess, carrom and cricket
- Students from JBIMS, SIMSREE, NMIMS, TISS, Welingkar competed with one another with great fervour and enthusiasm
- SIMSR Alumni team** won the football tournament and the SIMSR student team won the volleyball tournament respectively.

To watch the football match highlights, [click here](#)



Imprints

Feedback

Feedback

Contact Us



Write to us / Contact us

alcom.simsr@somaiya.edu
022-6728 3120/3295