

Imprints

Edition No.: 44 | SIMSR Alumni Newsletter | October 2018

In This Issue

- AlumSpeaks with Mr. Jamshyd Patravala
- Nostalgia 2018
- SIMSR Superstars - The Alumni Awards 2018

Team ALCOM Speaks

Team ALCOM is elated to present the October edition of Imprints. This edition covers key glimpses of Somaiya Vidyavihar's 60th Foundation Day celebrations, **Nostalgia**, the **Annual Alumni meet of SIMSR**, SIMSR Superstars - 2018 winners, Guest lectures and much more. We welcome the Alumni Executive Committee members of SIMSR Alumni Association 2018-21 and ALCOM members from MCA. It also features an exclusive interview with **Mr. Jamshyd Patravala, Senior Director- Johnson & Johnson Medical Asia Pacific, 1991-93**

[Feedback for Imprints](#)

SIMSR signed MOU with NJCU

- SIMSR has always given importance to the formation of synergies and on those very lines it has signed an MOU with New Jersey City University, USA for the academic exchange program, to foster collaborative research
- As per the MOU, 1-2 students will be sent to NJCU for semester exchange program in 2019
- This is a testimonial to the importance of SIMSR in global education ecosystem, this is a result of the efforts put forward to provide the best to its students

Somaiya Foundation Day

- Somaiya Vidyavihar recently celebrated its 60th Foundation Day, EKATVA - 2018
- **Prof. Raghunath Mashelkar**, Fellow of the Royal Society, India's most eminent scientist was the chief guest for the event
- **Prof. (Dr.) Preeti S Rawat** was awarded 'Best Teacher in Higher Education' and **Prof. (Dr.) Asha Bhatia** was awarded 'Fund Raising Champion Faculty' for Help a Child through crowdsourcing platform Ketto.org
- Celebrated with great fervour, the event witnessed many amazing performances including a classical performance by students of the Somaiya school

[Know more](#)



Alum Achievement

- **Ambi Parmeswaran**, Alum of Ph.D. Batch 2012, Founder - Brand-Building.com launched his book **SPONGE- Leadership Skills I learnt From My Clients** on 1st September, 2018 at SIMSR
- The launch event organized by 'The BigWigs 3.0' team was a huge success and a great learning experience



To watch the live telecast [click here](#)

Singapore SIMSR Alumni Meet

- Singapore SIMSR Alumni Meet was organized by the Alumni Committee on 25th September, 2018 and was attended by 27 alumni
- Mr. Arvind Pandi Dorai, Head - Office of Advancement, Mr. Niteen Pawar, Associate Head- Corporate Relations and Ms. Pooja Anil Rasal, Manager - Corporate Relations attended the meet on behalf of SIMSR



[Know More](#)

AlumSpeaks with Mr. Jamshyd Patravala

SIMSR Alum Batch 1991-93 | Senior Director – Regional Marketing (Asia Pacific), Johnson & Johnson

Favorite Holiday destination Native place	One word/sentence that you use the most Listen to the customers	Role Model My ex-boss Arman Voskerchyan
One word that describes you Adaptable	Favorite cuisine Ukrainian	Biggest Motivator The joy of achievement
A mantra you always believe on and try to go by in life To play my part- in redefining how we treat cancer		



“ Stand up for what you believe in and follow through on it ”

Q. With an industry experience of over 25 years in sales & marketing, what have been some of the most memorable moments so far in your career?

A. Two special moments, that fortunately I'm able to experience often: When a new technology enables treatment, seeing the impact to the patient, and when surgeons acknowledge it in front of patients and their families, nothing beats that sense of accomplishment. Also, seeing young talent who I have recruited and developed, evolve into leaders and make an impact.

Q. Johnson & Johnson has its presence around the globe, do cultural barriers affect its marketing strategies and how you cope up with them?

A. While cultural aspects need to be considered, the core of our devices business is disease states and their treatment wherein everyone globally is seeking to improve outcomes yet manage costs. So, in medical devices, the key drivers are similar across markets.

Q. How do you keep yourself updated with the ever-changing business environment where new marketing techniques are being developed almost every other day?

A. Innovation for medical devices companies is a critical driver. The key is to lead the change and drive the disruption before anyone else. Being humble, flexible and persistent is important to manage costs.

Q. What impact has digitalization had on your industry? Do you think digital media will replace the traditional ways of marketing & advertising?

A. We are in the early stage of the digital journey and the markets vary in their readiness. Our current effort is on leveraging it to drive provider education and in communicating how we deliver more value to patients. I can't forecast whether it will replace, but both will have roles to play.

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

A. Learning from my batch mates was a great experience. Our Batch of 1993 was pioneering in many ways and we had many with industry experience. A key takeaway was, stand up for what you believe in and follow through on it.

Q. SIMSR has now introduced Post Graduation Diploma Management in Healthcare, what will be your advice for the students who are about to enter the healthcare Industry?

A. The healthcare industry has often behaved as a startup. Coupled with the opportunity to treat the untreated, growth in this sector will continue to be very high. That's the good news. The PGDM program is a great opportunity to feed young talent into this high growth sector, who come with

[Read full interview here](#)

Alma Matters

- The Alumni Committee hosted an interactive session for the Ex-Alcomms on the day of Nostalgia
- Discussions regarding the functioning of the Alumni Committee and various forthcoming activities planned for the year took place
- Ex-Alcomms gave valuable suggestions for improvements in the future
- The traditions started by them and the legacies they left behind, still act as guiding light for the committee



SIMSR Alumni Association General Body Meeting

- SIMSR Alumni Association General Body meeting was held on the day of Nostalgia
- We are incredibly grateful for the contribution of the Executive Committee members of SIMSR Alumni Association for the period 2015-18
- Elected Members of the SIMSR Alumni Association for the period 2018-21 are as follows:

Positions	Outgoing Committee	Incoming Committee
Executive President	Prof. (Dr.) Monica Khanna	Prof. (Dr.) Monica Khanna
President	Mr. Anuj Bhargava	Mr. Anuj Bhargava
Treasurer	Ms. Meera Ramanathan	Ms. Meera Ramanathan
Secretary	Mr. Harsh Gada	Mr. Subin Kumar
Coordinator	Mr. Arvind Pandi Dorai	Mr. Arvind Pandi Dorai
Executive Secretary	Mr. Arvind Rungta	Mr. Taha Chechatwala
Alumni Member	Mr. Subin Kumar	Mr. Upendra Namburi
Alumni Member	Ms. Anuradha Srinivasan	Ms. Anuradha Srinivasan
Alumni Member	Mr. Raghav Grover	Mr. Raghav Grover
Advisory Board Member	Mr. Manan Sampat	Mr. Sriram Balasubramanian
Advisory Board Member	Mr. Dhananjay Parchure	Mr. Manan Sampat
Advisory Board Member	Prof. (Dr.) Radha Iyer	Mr. Jaideep Kewalramani
Student Member	Mr. Kushal Thakkar	Ms. Akanksha Garg
Student Member	Ms. Surabhi Singh	Ms. Ishita Gulati
Student Member	Mr. Aditya Sankhe	Ms. Jagruthi Reddy Tippana



Nostalgia 2018

Welcome Address

- On behalf of Somaiya Vidyavihar and SIMSR, Prof. V. N. Rajasekharan Pillai (Provost - SVV) and Prof. (Dr.) Monica Khanna, (Director - SIMSR) welcomed the Alumni to Nostalgia 2018



Felicitation of Batch 1988

- Batch of 1988 was felicitated during Nostalgia, on completion of 30 years of their post-graduation from SIMSR
- Their journey continues to inspire us and their contribution to this Institution shall be forever cherished

To watch the video [click here](#)



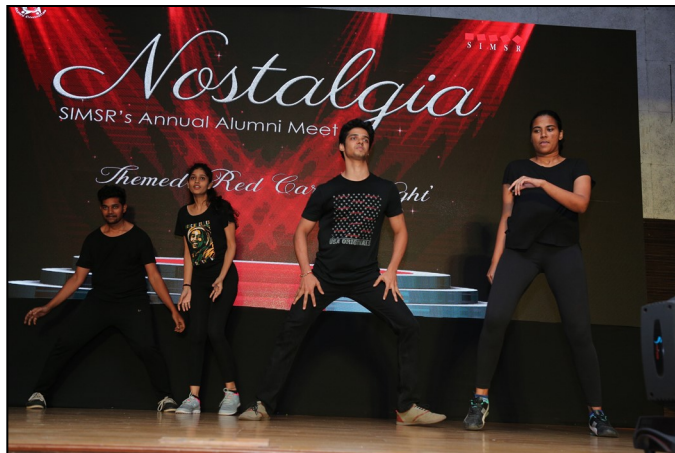
Performance by Mauj

- SIMSR's very own music band – Mauj, mesmerised the audience with their soulful songs.
- [Click here](#) to watch their performance



Performance by Grooves

- The Dance Club of SIMSR – Grooves, set the stage on fire with their impeccable dance moves.
- [Click here](#) to watch their performance



SIMSR Superstars - The Alumni Awards 2018



Excellence in Leadership

Mr. Sanjay Podder

Managing Director - Accenture

MMM 1997-2000



Excellence in Leadership

(Jury Special)

Comdt. Kamal Bharadwaj

Indian Coast Guard



Director's Special Award

Mr. Anuj Bhargava

CEO - A B Associates

MMS 1983-85



Excellence in Entrepreneurship

Ms. Rupali Mehta

Founder, Producer - Greenlight
Entertainment Pvt. Ltd.

MMS 1994-96



Excellence in Entrepreneurship

(Jury Special)

Mr. Jamnadas Majethia

Founder - Hats Off Production

MMS 1987-89



Excellence in Finance

Mr. Madhusudhan Kela

Proprietor - MK Ventures

MMS 1989-91



Excellence in Human Resources

Mr. Arvind Sharmaa

HR Director - Black and Veatch

PGPMS 1994-96



Excellence in Information Technology

Mr. Narayanan Palani

Lead QA Engineer - Lloyds Banking
Group

PGDM Exec 2011-12



Excellence in Marketing

Ms. Ritu Gupta

Director (Marketing) - Dell India

MMS 1994-96



Excellence in Marketing

(Jury Special)

Mr. Aslam Karmali

CEO - Eureka Forbes

MMS 1989-91



Excellence in Operations

Mr. Bhavik Mota

Head - Trade & Marketing
Maersk Line India

MMS 2000-02

Job Opportunities - September	
Total no. of recruiting companies	Total no. of Vacancies
18	20
Top recruiting companies	
<ul style="list-style-type: none"> Michael Page HUL J.P. Morgan & Co. Glenmark 	<ul style="list-style-type: none"> HighRadius DigiSpice Kidzania Cargill India
To share or check job opportunities please click or write to us at: simsrjobs@googlegroups.com	
Connect with our Alum family by signing up here- Alumni Portal Sign-Up	
Team Alumni Relations	
<u>Chairperson</u> Dr. Bharati VW	
<u>Advisor</u> Dr. Radha Iyer	
<u>Head</u> Arvind Pandi Dorai	
<u>Assistant Manager</u> Hemanchi Hublikar	
Team Imprints	
<u>Chief Editors</u> Arvind Pandi Dorai Hemanchi Hublikar	
<u>Editors</u> Ankit Kumar Shreyas Bhaskare	
<u>Designer</u> Yesha Kulshreshtha	
<u>Contributors</u> Apurva Bhushan Ayush Khare Divya Yadav Malvi Chawhan Neel Bhide Neha Jain Ruchika Singh Shriti Lodha Shubham Shankar Sushant Kaul	
Taha Chechatwala (Convener, Alumni Committee)	
Akanksha Garg (Co-Convener, Alumni Committee)	
Ishita Gulati (Co-Convener, Alumni Committee)	

Guest Lecture by Ms. Megha Tata, C00, BTVI

- Ms. Megha Tata, C.O.O of BTVI (Business Television India) recently delivered a Guest Lecture addressing both senior and junior batch on Campus
- She talked about her corporate experiences, life lessons and pursuance of a career in marketing and media
- To watch the live telecast, [click here](#)



Alumni High-Tea

- The Alumni Committee cordially invites MCSA/MCA, MIM, MMM, MFM, MHRDM and PG Executive Alumni for an evening of 'Alumni High - Tea' to be held on **26th October 2018, Friday at 6:00 pm to 8:00 pm**
- The event will be a great platform to revisit those good old days at SIMSR, connect and network with your batch mates, alumni & faculties and know about the changes the institute has gone through over the years
- Alumni from MIM, MMM, MFM and MHRDM can [click here](#) to register
- Alumni from MCSA/MCA courses can [click here](#) to register
- Alumni from PG Exec. can [click here](#) to register



Welcome to the Alumni Committee



Omkar Paradka
MCA 2018-21



Urvi Malde
MCA 2018-21



Bhavik Thakkar
MCA 2018-21

Imprints
Feedback

Feedback

Contact Us



Write to us / Contact us:

alcom.simsr@somaiya.edu

022-6728 3120/3295