

Imprints

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SIMSR Superstars 2018 - Nominations closing soon

- After the successful implementation of its first edition in the year 2017, we are back with its 2nd edition, SIMSR Superstars 2018
- Nominations are ending on 23rd July, 2018 and hence to nominate yourself or any of your batch-mates/alumni, kindly [click here](#)

Click on the [link](#) to know more



Team ALCOM Speaks

Team ALCOM is excited to present to you the July edition of Imprints. We welcome the new batch 2018-20 with the theme **New Beginnings**. The edition also features an exclusive interview with Mr. Jaikishin Chhaproo, Head - Media & PR, ITC, AlumStance and much more.

Inaugural Function of PGDM Batch 2018-20

- The inaugural function of the batch 2018-20 was conducted on 22nd June, 2018
- Prof. **Rajsekharan Pillai**, Provost, Somaiya Vidyavihar and Somaiya Ayurvihar addressed the audience with his welcome speech
- The Guest of Honor, **Dr. Prof. Mohamed Madi**, Associate Dean and Professor, UAE University, Al - Ain, UAE talked about AACSB
- The Chief Guest **Mr. Jaikishin Chhaproo**, Head Media & PR at ITC, SIMSR Alum, Batch 1995-97 motivated the students to stay focused and follow their passion
- We wish the incoming batch all the best and a bright future ahead

To watch the complete inaugural function [click here](#)



Office of Advancement at SIMSR

- The scope of Alumni Relations Dept. of SIMSR has been expanded and re-designated as the 'Office of Advancement'
- It will now include Alumni Relations, Public Relations and Development from the AY 2018-19
- The re-designations are as follows:
 - ◇ Arvind Pandi Dorai | Head - Office of Advancement
 - ◇ Hemanchi Hublikar | Coordinator - Alumni Relations - Office of Advancement
- Ms. Pooja Rasal, Manager, Career Management and Corporate Relations is the new addition to the SIMSR faculty Alumni Committee

AlumSpeaks with Mr. Jaikishin Chhaproo

SIMSR Alum Batch 1995-97 | Head - Media & PR, ITC Ltd.

Mr. Jaikishin Chhaproo, a Marketing Communication professional with over 20 years of experience in the field has been associated with established brands like Wipro, Godrej, HUL, Star, Nokia, Snapdeal and ITC.



Favorite Holiday destination Germany	Favorite hangout spot in college The water tank behind the canteen	Favorite movie Ferris Bueller's Day Off
Role Model Richard Branson	Favorite book Outliers	A subject you hated the most Accounting
A mantra you always believe on and try to go by in life Some people are born lucky, and the others are Jaikishin Chhaproo		

“Set achievable targets and learn to be content and cherish special moments”

Q. You have worked with so many established brands over the years, there must have been numerous cherishable moments, which one stands out the most?

A. Each role has had its own share of highs, so choosing one of them is quite difficult. One of the high points during my term at Wipro was when I was the brand custodian for the launch of the new Sunflower logo in 1999. Managing the entire TV and outdoor media and the final roll out had its own share of joy and excitement. Another moment was at ITC when we won 7 Lion awards at **Cannes for our brand Savlon.**

Q. You were associated with Snapdeal and it was often in news for its talks with Flipkart for a potential merger, constant layoffs of employees or delivering wrong or damaged products, as a media manager how challenging was it to handle such situations?

A. To be honest, situations like these do not directly affect the Media manager of the company, there are many different layers and departments who handle such functions, and normally it is the CEO or the COO who come under the public's scanner.

Also there are multiple ways to handle such situations, first is to protect the company's information and be careful as to not give out information which could cause panic amongst the employees or media broadcasters, and secondly you should maintain a smart and strong face in front of the world.

Q. Success can be overwhelming and one can easily lose the plot, how do you manage to keep yourself level headed and focused, we can surely take a cue and implement it in our lives?

A. It completely boils down to the fact that what aspirations have you set for yourself and by when do you plan to achieve them. So during my time at Unilever, I came upon this realization that we are amongst a peer set where everyone is either exceptional or really good, but there will be only one person who will climb to the top position. So when we see our senior executives advancing to the top position, we observed their passion and hunger to grow never died down. That is when we realize that if you are happy and content with what you are doing, your designation does not matter.

Q. Can you please enlighten us on the roles and responsibilities of a Media and PR head and what qualities should one possess to make a career in this field?

A. Most of the skills which you need, you will acquire while you work. But in my opinion, you need to be very sharp with numbers, because if you are heading Media you need to be thorough with the amount of viewership you will gather and the expenses you will incur, because for any organization the Media department is always the biggest Cost center, so you cannot afford to go wrong with your numbers.

Another skill which you need is the ability to take a gut call in terms of sensing good opportunities and how even the smallest of ideas could be scaled up, amplified and made appealing to the people. You should also have that acumen to be able to identify winning ideas, for some ideas may have a very good media translation, but the idea that would actually make a difference would be the one you never thought of initially.

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

A. The kind of bonding which we all had as a team, besides making projects and presentations, was really outstanding. We had some great professors, and the basics which we needed to propel ourselves into the corporate world, I would say they were some of the most significant learnings I have received at SIMSR

Q. What would be your advice for the students/ young Alumni who are starting their careers?

A. To highlight a few things, I would say that you should follow your passion, do not get affected or biased by what is happening with others. **Always set a clear milestone for yourself, but do not chase it relentlessly like it is a pie in the sky.** Set achievable targets and learn to be content and cherish special moments.

[Read full interview here](#)

SIMSR Alumni Network for Entrepreneurs (SANE)

- To support budding Alumni Entrepreneurs, SIMSR Alumni Committee launched SIMSR Alumni Network for Entrepreneurs on 29th June, 2018
- The purpose of this initiative is to:
 - Provide mentoring to budding alumni entrepreneurs by senior alumni entrepreneurs
 - Network and develop business relations & opportunities
 - Build a special interest group for alumni entrepreneurs



[Read more](#)

Alumni interaction during Induction week

Orientation to Entrepreneurship

- As a part of the induction program for the batch 2018-20, Orientation to Entrepreneurship was conducted on 23rd and 29th June, 2018, in an attempt to boost the entrepreneurial environment at SIMSR
- Following Alum entrepreneurs visited the campus and addressed the students and to know more [click here](#)

Name	Batch	Designation	Organization
JD Majethia	1987-89	Founder & CMD	Hatsoff Production
Aatish Kapadia	1987-89	Partner & CEO	Hatsoff Production
Ameesh Masurekar	1997-99	Director	AIOCD AWACS
Vaibhav Modi	1999-01	Founder	Victor Tango
Gurdip Wadhwa	2000-02	Founder	G-Corp Media
Vinit Lohiya	2002-04	Director	Samrat Wires
Jaideep Kewalramani	2001-04	Managing Partner	5F World



Alumni Guest Lectures

- Induction program for the newly admitted batch 2018-20 was conducted on 30th June 2018
- Alums addressed the students and shared valuable insights on how to make the most of the coming two years
- We thank our Alums who are always kind enough to come back to campus, greet and guide the students, we are sure that their insights and experiences will help the students make informed decisions and reach greater heights in life, [click here](#) to know more



Job Opportunities - June	
Total no. of recruiting companies	Total no. of Vacancies
10	14
Top recruiting companies	
Finitatives Learning India Pvt Analytics Quotient Morgan Stanley General Mills Infosys Bajaj Finance Ltd Hitachi Vantara SIRO Clinpharm HDFC Ergo General Insurance HBR Ascend	
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	
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Advisor Dr. Radha Iyer	
Head Arvind Pandi Dorai	
Co-ordinator Hemanchi Hublikar	
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Ishita Gulati (Co-Convener, Alumni Committee)	

Prof. Sengupta publishes a book on Human Resource Management

- Prof. Amitabha Sengupta, Assistant Professor, HRM Dept. has published a book titled 'Human Resource Management - Concepts, Practices and New paradigm' recently
- The book presents HRM as a function in transition, juxtaposing the old and new processes of human resource management



IEEE student branch launched at SIMSR

- We are proud to announce that IEEE student branch was inaugurated at SIMSR
- The branch would help the students connect with other IEEE branches. IEEE SIMSR chapter will be headed by Dr. Bharati VW



AlumStance

Topic for this edition was:

Is the Patanjali phenomenon finally fading out?

"I don't think it's fading out. I feel competitors are getting into 'me too' trap that makes the phenomenon for Patanjali dilutes. What's important is competitors should strengthen their own Image and Patanjali should plan to keep some product/business lines as their strengths and focus on them rather than continue to spreading out into multiple area further."

- **Mr. Mangesh Kukalkar**, Country Portfolio Head - Women Portfolio, Pfizer Limited, Alum of Batch 1985-87

"Patanjali followed a bottom up marketing approach, it garnered success in a really short span of time. It majorly catered to the masses, the bottom of the pyramid and has been successful in expanding the FMCG Market. And now, when it has come to light that the Indian consumers prefer buying products with herbal ingredients, competitors have started riding the wave. FMCG Giants such as HUL have come up with their own brand, Lever Ayush, which is a direct competitor with Patanjali. So to sum it up, with competition intensifying and the demand for product quality being very high, it will be difficult for Patanjali to sustain in the long run to a certain extent."

- **Prof. Isaac Jacob**, Area Chairperson - Marketing and IB, SIMSR

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Feedback

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