

IMPRINTS

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Team ALCOM Speaks

Team ALCOM is delighted to present to you the December edition of Imprints. It features an exclusive interview with **Mr. Sajid Khan**, Country Manager at Fiji Airways. This edition also talks about the latest happenings at SIMSR - MarCQuest, Alum Guest Lecture with **Mr. Shekar Y**, Investrix and much more

[Feedback](#)

World Dental Show

- **Prof. (Dr.) Poonam Chauhan**, faculty and Programme Co-coordinator of PGDM Healthcare Management, delivered a presentation on 'Role of Digital Marketing in Healthcare'



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General Management Area Conference

- SIMSR conducted General Management Area Conference (GMAC) in the month of November, which focused on Qualitative Research
- It was the 2nd International conference revolving around Challenges in Emerging Economies



NRI Day 2019—Invitation

- SIMSR Alumni Committee brings the second edition of SIMSR Alumni NRI Day 2019 exclusively for our Global Alumni
- For alumni residing outside India, it would have been a while since they visited the campus. We are inviting our Alumni settled abroad, to be a part of this special event and see the changes at their alma mater

- **Date: Tuesday, 17th December, 2019**
Time: 11:00 am – 2:00 pm
Venue: SIMSR



[Click here to register](#)

Milaap - Batch Registrations



- In line with tradition, Alumni Committee will be organizing the reunion of batches that will be completing 25, 20, 15 and 10 years of graduation
- It will be held on Saturday, 14th December, 2019
- Highlights in Milaap 2019 will be Guided Campus Tour, Cultural Programmes, Walk Down Memory Lane and Back To School

Batch	Reunion	Links
1994	Silver Jubilee Reunion	Register
1999	Vicennial Reunion	Register
2004	Quindecennial Reunion	Register
2009	Decade Reunion	Register

AlumSpeaks with Mr. Sajid Khan

SIMSR Alum Batch 1993-95 | Country Manager at Fiji Airways



Favourite hangout spot near SIMSR: Santosh Restaurant	Favourite Movie: Kuch Kuch Hota Hai
Success Mantra: Enjoy what you do	Phrase you use quite often: Potatoes can't be boiled twice
Word that describes you: Aviator	Favourite holiday destination: Bali

Q. With an illustrious career of over 2 decades, what has been the most memorable moment so far in your career?

A. When I was working with Million Air, I had the opportunity to fly with Mr. Shahrukh Khan in our helicopter, for promotion of 'Dil Se' movie at Essel World. While returning back Juhu Aerodrome was closed because of heavy rains. We had to find an alternative solution for landing in mid air and after various dramatic twists and turns we were able to land at Santacruz Airport. That was a memorable moment. During my two years at Million Air besides being able to meet various dignitaries like Mr. Ratan Tata, Mr. Pramod Mahajan & Mr. Amitabh Bachchan it gave me the opportunity to be around helicopters and planes which I am most passionate about.

Q. During the course of your journey in the airline business, what transformations have you seen in customer segments and needs?

A. Now, the customers have become far more educated. They know exactly what they want. Earlier they had to go to travel agents for bookings and obtaining information. With all the information available at their fingertip and facility of online bookings, the interface has become much easier. This means that the marketing strategy now has to be that of instant or quicker gratification to be able to catch as much of travelling decisions of the target group. Also with the millennial leading the number of the target audience it has become imperative to know the pulse of social media and current trends if the strategy is to be successful.

Q. Recently Fiji airways and Air India announced a code share agreement. How is Fiji airways planning to expand in India?

A. Fiji Airways is an offline carrier in India. It does not land in India. So, through the code share agreement Fiji Airways and Air India will be able to offer flights to destinations that they don't actually serve. Customers can reach to our operating base in Singapore and Hong Kong through Air India airline. People always look for something different to explore. Fiji Airways believe in providing better experience and high quality service which will be the unique selling point of Fiji airways for India. I can proudly say that in the last 2 years my

“ In business, insights can never beat knowledge ”

team and I, along with Fiji shareholders, have been able to increase awareness about Fiji in India and increase the customer base.

Q. Having worked in well known leading international airlines like Fiji, South African Airways, Emirates, etc., what difference do you see in work culture of different airlines?

A. According to me people make the culture of the airline. But yes, all of these organisations were quite varied. So, if you assign a personality to every airline KLM is more open, warm and friendly, Emirates is brainy, South African Airways was like the Air India of South Africa, big and with extensive network and Fiji Airways is an island experience, professional, easy & small but in terms of business the most profitable airline in South Pacific.

Q. If you have to relive your days at SIMSR, how differently would you like to live them?

A. SIMSR has become a powerhouse now. I would relive the days at SIMSR proudly exploring my daily routine but with the new infrastructure.

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

A. SIMSR gave me clarity of thought for my career. The marketing lectures were eye-opener for me. Once a professor told us that any tooth brush can clean teeth but it is how you sell it that matters. That triggered my interest in advertising and marketing.

Q. What is the biggest challenge that is faced while marketing a country airline?

A. Fiji Airways is an offline carrier. Hence, maintaining connections with Singapore and Hong Kong is a huge challenge. India has the potential to beat any market that Fiji Airways currently operate in.

[Read full interview here](#)

Alum Achievement

- **Mr. Narayanan Palani, Alum of Batch 2011-12,** PG-Executive, Quality Engineering Chapter Lead, Lloyds Banking Group won several awards at the European Software Testing Awards 2019
- The awards included Best Automation Project, Best Agile Project and Best Team Manager of the Year



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Guest Lecture by Alum

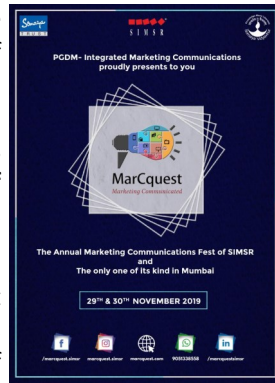
- SIMSR hosted **Mr. Shekar Y, Alum of Batch 1983-85,** In-charge - Centre for Digital Technology, IIM Udaipur for a guest lecture on Saturday, 16th November 2019
- 'The Impact of Technology on the future of Managerial Roles' was the topic discussed
- He gave insights on the evolution of technology over the years and the need for managers to keep upgrading and upskilling



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MarCquest - The IMC Extravaganza

- MarCquest was held on the 29th and 30th of November, 2019. The Keynote address for the inauguration was by **Mr. Prabhakar Nori, Chief General Manager, Brand & PR, BPCL.**
- The Chief Guest for the event was **Mr Gautam Talwar, Alum of Batch 1994-96,** Chief Content Officer at MX Player
- A series of competitions was held which included a simulation of Political PR campaign - Abki Baar, a case study competition - Case Quest, an ad-making competition—ADMAD



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International Business Summit

- International Business Society at SIMSR conducted IB Summit on 16th November 2019, themed '**International Trade and Protectionism**'
- The speakers for the event were **Mr. Anuj Bhargava, Alum of Batch 1985** and **Mr. Sudhir Shenoy** who gave significant insights to factors affecting international trade and protectionism
- **ADHIVESHAN – A Business Plan Competition** was successfully held. It was attended by **Ms. Kirti Attar**



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Investrix

- Finstreet, the Finance Committee of SIMSR organized Investrix on 22nd November 2019. The event was attended by various magnates from the financial world
- The chief guest was **Mr. Ralph Acampora - Co-founder, CMT Association** and the keynote speaker was **Mr. Brett Villaume - Vice President, CMT Association**
- A corporate panel discussion was held on the theme 'Technical Analysis in a VUCA World'



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National Retail Summit 2019

- National Retail Summit (NRS), organized by PGDM – Retail Management students, was held on 13th and 14th November 2019
- **Mr. Nilesh Mahajan, VP, Reliance Jio** was the keynote speaker who provided insights on the theme 'Living in Retail - Kal Aaj aur Kal' of NRS
- Celebrating the 11th year of its inception, NRS consisted of several sub events such as Kurukshetra, Brandomania and Retail Mela



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Job Opportunities—December

Total no. of recruiting companies	Total no. of Vacancies
6	10

Top Recruiting Companies

- Nestle
- Gurugram
- Book MyShow
- Legasis
- Khanna Paper Mills
- Tata Capital
- TresVista

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](#)

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Initiatives for Alumni

SIMSR Jobs

- It is an initiative which entitles our Alumni to share job openings in their respective organisations
- This process is facilitated through a Google group
- To share or check job opportunities, please click or write to us at: simsrjobs@googlegroups.com



Alumni Virtual Club

- To ensure that our Alumni across the globe have a strong support system, we have WhatsApp groups based on locations
- We have 7 international and 16 domestic virtual clubs
- To join the SIMSR Virtual groups of respective cities, write to us at: alcom.simsr@somaiya.edu



SIMSR Superstars – The Alumni Awards

- SIMSR Superstars was instituted to recognize and honor those alumni who have brought laurels to SIMSR
- This is an initiative that applauds significant and outstanding contribution of Alumni in their profession, business, or to the society



SANE-SIMSR Alumni Network for Entrepreneurs

- To help our budding Alumni Entrepreneurs, we have formed a network where senior alumni entrepreneurs mentor budding alumni entrepreneurs
- To join the SANE WhatsApp groups, write to us at: alcom.simsr@somaiya.edu



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