

IMPRINTS

Edition No.: 53 | SIMSR Alumni Newsletter | July 2019

In This Issue:

- AlumSpeaks with Ms. Rupali Mehta
- SIMSR Alumni Network for Entrepreneurs (SANE)
- Orientation to Entrepreneurship
- Alumni Achievement
- SIMSR Jobs

Team ALCOM Speaks

Team ALCOM is excited to present to you the July edition of Imprints. This edition features AlumSpeaks with **Ms. Rupali Mehta, SIMSR Alum of Batch 1994-96, Producer, Greenlight Entertainment**. The edition also talks about SIMSR Alumni Network for Entrepreneurs (SANE), Orientation to Entrepreneurship, SIMSR's partnership with IMC Chamber of Commerce and Industry, SIMSR Jobs and much more

[Feedback](#)

SIMSR Welcomes Batch of PGDM 2019-21

- SIMSR welcomed batch of PGDM 2019-21 on 22nd June, 2019
- The Chief Guest for the Inaugural ceremony was **Mr. Lloyd Mathias, Alum of Batch 1986-88**. He is currently a Business Strategist and an Angel Investor
- The Guest of Honour was Dr. Bhaskar Das, Group President, Republic Media Network. He is also an esteemed member of SIMSR's Academic Council
- We wish all the best to the new batch for the upcoming two years



POMS International Conference

- Global Supply Chain Management (GSCM) goes international announcing its collaboration with the National Institute of Industrial Training (NITIE) and Production and Operations Management Society (POMS)
- The theme for the conference this year is 'Supply Chain in the New Environment of Industry 4.0' and will be held on 13th and 14th December, 2019
- Alumni can publish their research papers by clicking below

[Register here](#)

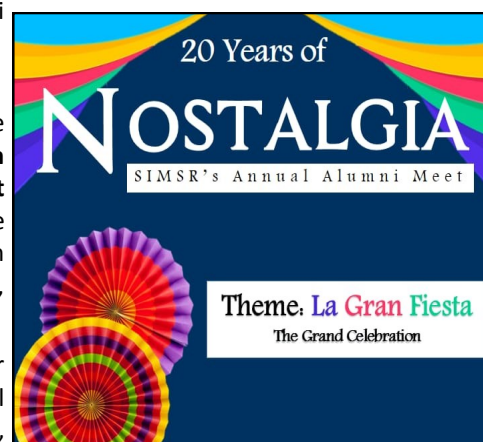
SIMSR Alumni Hyderabad Meet

- The Local Circle of Hyderabad SIMSR Alumni recently got together for a fun filled evening followed by a dinner
- Such events help the alumni to network and stay connected to their alma mater



Nostalgia Theme Launch

- We are excited to announce the theme of the flagship event of the Alumni Committee, **Nostalgia - 2019**
- This year, the theme is '**La Gran Fiesta - The Great Celebration**' and the event will be held on 14th September, 2019
- Registration for Nostalgia 2019 will open on 14th July, 2019



AlumSpeaks with Ms. Rupali Mehta

SIMSR Alum Batch 1994-96 | Producer, Greenlight Entertainment

| | | | |
|--|---|--|--|
| Favorite hangout place in SIMSR Canteen | | Favorite destination London | |
| Success Mantra Believe in yourself; Back your instincts; Follow your dreams | | Books/Movies Dangal, Sarfarosh, Love Actually, Four Weddings And A Funeral, Erin Brockovich | |
| Favorite cuisine Indian | Your Role Model Priyanka Chopra, Oprah Winfrey | Quote you go by Carpe Diem (Seize the day) | Your goal in life To tell great Indian stories to a global audience |



Q. From being an independent film producer to be adjudged as a SIMSR Superstar for Excellence in Entrepreneurship, how has the journey been so far?

A. I feel very honoured and humbled to have received the SIMSR Superstar for Excellence in Entrepreneurship award, given especially that we have a lot of illustrious and accomplished alumni. Since my professional journey started with SIMSR, it feels great to be associated with my Alma Mater through this award at this point in my career. I think a woman entrepreneur winning this award will encourage female students who dream of becoming entrepreneurs to follow their dreams and consider entrepreneurship as a viable career path for themselves. Personally, my journey continues to be exciting and challenging every single day.

Q. You are someone who is known for producing quality and contemporary films/content. What made you produce films like Mr. & Mrs. Iyer and Rang Rasiya?

A. The motivation behind producing these movies were the scripts and the film makers themselves. I fell in love with both scripts and I could see the films unfold before my eyes as I read them. Both the film makers – Aparna Sen (for Mr. & Mrs. Iyer) and Ketan Mehta (for Rang Rasiya) – are amongst the finest film makers of our time. I could see the creative vision both Aparna and Ketan had for their respective films, which made the whole experience of producing these films exciting and memorable. I also felt that both Mr. & Mrs. Iyer and Rang Rasiya were important and relevant stories for our time and needed to reach an audience.

Q. Do you feel that the digital medium and conventional media of entertainment can co-exist or will one eat away into the space of the other?

A. Content wise, digital media has largely taken off from where conventional media, i.e. feature films/television, have left off. Stories that could not be presented through conventional mediums have found a home on digital mediums. In this sense, digital media has not eaten into the space of conventional media, but rather, expanded the market for content and stories. However, there has been some shift in the audience share from conventional to digital platforms, due to the varied content options available to choose from on the latter, and based on the audience's likes, convenience and affordability. For today's generation, their mobile phone screens are their preferred mode for consuming content. Hence, at some level, conventional and digital media complement each other,

“ There is absolutely no short cut to success. Working hard and working smart are both equally important. ”

and at another level, compete with each other. A lot of content from conventional media also ends up on digital media - from feature films to cricket, to popular TV shows. This has created another revenue model for conventional mediums that didn't exist before the advent of digital media.

Q. How do you strike a balance between commercialism and art?

A. In recent times, the lines between mainstream cinema and art house cinema have blurred. The audience has evolved, and today there is an audience for all kinds of content, as long as it is well made and is true to its space. Moreover, digital platforms in India and globally have opened up the market for stories and content that would not find a place in conventional media. As Producers, we see Entertainment as a creative business, so there is a business aspect to it that has to be considered. We don't make art for art's sake. As Producers, we wear two hats - a creative one and a commercial one. Firstly, we focus on whether we have a strong belief in the story and the script, and if we are willing to invest ourselves in the story for the next few years. Only after asking ourselves these fundamental questions, we then consider the commercial parameters of the project such as budgets, target audience and markets, marketing plans, etc.

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

A. I came from a very different background as compared to my batch mates - I was from an arts background and had done my graduation in Clinical Psychology. SIMSR taught me to step out of my comfort zone by putting me in situations where I had to collaborate and work with people from diverse backgrounds, having diverse personalities and varied opinions. I learnt to put my best foot forward because the competition was great. This made me unafraid of the unknown and made me take on challenges – I learnt that I could manage it, I could survive it and do well. These have all been great life skills and life lessons to be armed with when stepping out in to the real world. And of course, the management skills, communication skills, marketing and sales skills, be it for marketing yourself, your product or your idea - I learnt all of this at SIMSR.

[Read the full interview here](#)

Disclaimer : Views expressed in this interview are personal

SIMSR Alumni Network for Entrepreneurs (SANE)

- In order to create an entrepreneurial community in SIMSR, the Alumni Relations Office initiated SIMSR Alumni Network for Entrepreneurs (SANE)
- In its short yet fulfilling journey, SANE has provided guidance to budding alumni entrepreneurs by established alumni entrepreneurs and senior faculty members of SIMSR
- The session was conducted on 29th June, 2019



Alumni interaction during Induction Week

Orientation to Entrepreneurship

- As a part of the induction program for the batch 2019-21, Orientation to Entrepreneurship was conducted on 28th and 29th June, 2019
- Alumni came to campus to address and guide the students to achieve greater heights

| Name | Batch | Designation | Organization |
|---------------------|---------|-----------------------|--------------------------------|
| Umang Rathod | 1993-95 | Promoter & Director | Origin Insurance Brokers India |
| Ramaswamy S. | 1993-95 | Founder | EzeeBucks |
| Sandeep Jain | 1996-98 | Director & Co-Founder | Tradeswift |
| Ankush Agrawal | 1997-99 | Co-Founder | PE Front Office |
| Anand Kapadia | 1997-99 | Co-Founder | Transerv |
| Anand Radhakrishana | 1997-99 | Co-Founder | USI Sports Solutions |
| Jaideep Kewalramani | 2001-04 | CEO | Legasis |
| Nisheeth Neelkanth | 2004-06 | Founder | Two Nice Men Media Works |
| Prasad Shetty | 2004-07 | Co-Founder | Styrde Mediacal |



| Job Opportunities - June | |
|---|--|
| Total no. of recruiting companies | Total no. of Vacancies |
| 14 | 28 |
| Top recruiting companies | |
| <ul style="list-style-type: none"> • CBRE • Kantar • HDFC Bank • DE Shaw • Tata AIG | <ul style="list-style-type: none"> • Tribe • EClerx • Comviva • SMARTe • Ideearth |
| 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 | |
| Chairperson Dr. Bharati VW | |
| Advisor Dr. Radha Iyer | |
| Head Arvind Pandi Dorai | |
| Assistant Manager Hemanchi Hublikar | |
| Team Imprints | |
| Chief Editors Arvind Pandi Dorai Hemanchi Hublikar | |
| Editor Apurva Bhushan | |
| Designer Ayush Khare | |
| Co-Editor Divya Yadav | |
| Contributor Shriti Lodha Akshali Shah | |
| Convener, Alumni Committee Malvi Chawhan | |
| Co-Convener, Alumni Committee Neel Bhide | |
| Co-Convener, Alumni Committee Prachi Sheth | |
| Co-Convener, Alumni Committee Varuna Hajela | |

SIMSR's partnership with IMC Chamber of Commerce and Industry

- SIMSR in partnership with IMC Chamber of Commerce and Industry released a report on 'Enabling A rights Based Approach for People With Disabilities through Corporate Social Responsibility' during a seminar on 'Inclusive India: A rights based approach to disability'
- The report was released by the Chief Guest, Mr. Neeraj Akhoury, MD & CEO of ACC
- The guest of honour was Ms Shweta Shalini, ED, Village Social Transformation Foundation
- The report has been authored by **Prof (Dr.) Asha Bhatia** and **Prof (Dr.) SNV Sivakumar of SIMSR**



[Click here](#) to read more

Alum featured in 'The Drum'

- **Apuarv Sethi, Alum of Batch 2005-07**, Senior Director - Brand Marketing, Flipkart, got featured in 'The Drum' for his thoughts on brand's positioning
- The title of the article was 'Flipkart on why it hid political Easter eggs in its advertising'
- The article talks about Flipkart's recently launched brand film that had hidden references to India's Constitution



[Click here](#) to read more

SIMSR Jobs

- It is an initiative which entitles our Alumni to share the job openings present in their organisation with SIMSR
- Alumni can share the job opportunities in their organization by [clicking here](#)



**Imprints
Feedback**

Follow Us

Write to us / Contact us:
alcom.simsr@somaiya.edu



022-6728 3120

022-6728 3295