

IMPRINTS

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Team ALCOM Speaks

Team ALCOM is enthused to present to you the November edition of Imprints. It features an exclusive interview with **Mr. Varun Chugh, Alum Batch 1996-98, Managing Director & Global Market Manager, Citi Private Banking**. This edition also talks about the latest happenings at SIMSR - Faculty achievements, Guest Lecture by Alum, Welcoming juniors on board and much more

[Feedback](#)

Another Feather In The Cap



- Prof. (Dr.) Monica Khanna, Director, SIMSR has been conferred with an award amongst India's Top 30 Marketers in Education by Adoption of Social Media in Academia (ASMA) during the 3rd ASMA Annual Convention Awards 2019
- The recognition has been received for SIMSR's effective use of digital platforms, largely social media handles in reaching out to targeted stakeholders like aspirants, students, alumni, industry and faculties
- SIMSR congratulates Prof. (Dr.) Monica Khanna for this achievement

[Click here to read more](#)

Bengaluru Alumni Meet

- The SIMSR Bengaluru Alumni Local Circle came together for dinner
- The meet saw a good attendance and was a great platform to revisit campus days, connect and network with fellow SIMSR alumni spanning across various batches
- This meet was planned and organised by the alums



[Click here to read more](#)

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 for Milaap 2019:
 - * Guided Campus Tour
 - * Cultural Programmes
 - * Walk Down Memory Lane
 - * Back To School

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

AlumSpeaks with Mr. Varun Chugh

SIMSR Alum Batch 1996-98 | Managing Director & Global Market Manager - Global India Business, Citi Private Banking



Favourite hangout spot in SIMSR: Geeta Bhavan	Favourite Destination: Italy	
Word that describes you: Genuine	Success Mantra: Roll up your sleeves and do it yourself	
Favourite movie: Lakshya	Your role model: My brother	Favourite cuisine: My wife's cooked food

“ Focus on specialization rather than generalization ”

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

A. Most memorable is not the most exciting one and was the toughest one. During global financial crisis in 2008, we were panicking on all aspects whether it is personal or professional. The phase of global financial crisis was the scariest and the most memorable. People were losing jobs; capital was getting eroded and savings were being eroded. Frankly at that moment you don't know; when the axe is coming and the markets are falling, given that phase at that moment seems never ending and don't know what comes next, is the world going to end; and which economies will last and if the economies don't last, what will happen to one's exposure. It was the most exciting and memorable part and kept us on our toes. This was the most exciting as one looks back and most challenging moment.

Q. What was your headspace during Global Financial Crisis and how did you deal with it?

A. During global financial crisis, I was a banker and was managing client portfolios. I was handling a small team then. So, my first priority was to ensure that my clients and my team is secure. While managing clients, positions, margin calls and uncertainty was one of the scariest moments in the initial days. I was fortunate to be in an institution perceived to be safe. It was the most memorable, most exciting and most testing moment and we were all for tune to experience it, learn from it and survive it.

Q. Having worked in multiple countries, what difference do you see in financial strategies and work culture of India & elsewhere?

A. Respect for human time and respect for blend between personal and professional time is very important. There are people who work on various timelines and culturally Indian clients will expect you to work anytime and accessible anytime. Within this one needs to find their work life balance. Singapore is already evolved to kind of culture respecting work life balance. Coming to Dubai from Singapore, I had to adjust to the time zones of working on a Sunday when the major world market are closed and taking a holiday on Friday when you get the maximum and most

important economic data within financial markets. You need to understand the culture of the country you are working in and you need to ensure that you fit into the culture and adapt your working style. It is important that we adopt and adapt to the countries culture and respect it and within which you need to evolve your way to perform and be successful.

Q. What do you do when offline?

A. I play golf and badminton. I watch a lot of movies. My wife and I try to watch a movie every week if I am not travelling. My kids are grown up, so I spend time with them. I professionally read a lot because of the work but I miss extra readings which I used to do.

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

A. One thing which I didn't do while I was in SIMSR was that I didn't live in a hostel. I lived in the place outside the college. I never experienced hostel life so I miss that kind of bonding. So, if I would have to relive SIMSR I would live in hostel.

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

A. Once you get into a management institution you need to decide where do you want to take your life. SIMSR played a crucial in making this decision. It was more like a reality check where in the sense realization and responsibility comes. It is mostly a deciding point for most of us as it is the end of academics and student life. You are at the crux of making the transition and how do you orient yourself to the whole process of transition. So SIMSR helped us getting oriented us towards looking towards different life altogether.

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

A. I would first say that choose your organization right. Know where the growth opportunities lie and also know whether your personality and the ability to perform in that segment. People are getting a lot more specialized in what they do and if you are becoming a generalist you need to quickly find a path of specialization and then start getting better at it and keep reinventing yourself.

[Read full interview here](#)

Faculty Achievements

Prof. (Dr.) Nilakantan publishes a book

- SIMSR congratulates Prof. (Dr.) Nilakantan Narasinganallur, Associate Professor - Operations for his book 'Risk management in modern finance' getting published by Scholars' Press
- As a part of his Ph.D research thesis Prof. (Dr.) Narasinganallur researched on how companies plan for risk management in modern financial times

[Click here to read more](#)



Prof. Jacob crosses 15000 citations

- SIMSR congratulates Prof. Isaac Jacob, Area Chairperson - Marketing and International Business, for crossing 15000 citations
- His main area of research includes brands and brand management

[Click here to know more about his citations](#)



Guest Lecture by Alum on ERP

- **Sarika Bhosale, Alum of Batch 2007-10, (MCA),** Business Process Analyst at Allanasons conducted a guest lecture recently on campus
- The lecture was conducted for the 3rd and 5th semester MCA students.
- The lecture was on 'ERP: Industry Trends and Usage'



SIMSR Book Club



- SIMSR has started its first Book Club - **R.E.A.D.** where bibliophiles unite and have an engaging discussion that open windows to different perspectives & key lessons that one can learn from various books
- The theme for the first session was '**Square Peg in a Round Hole**'
- Students along with **Prof. (Dr.) Aparna Pandey, Prof. (Dr.) Anjali Chopra & Prof. (Dr.) Nicholas Reishus** shared their views on the books that they had selected
- This club offers an opportunity to read books from a variety of genres and discuss them to whatever depth is desired, thus creating a relaxing environment in which reading and discussion occurs

Job Opportunities - October

Total no. of recruiting companies	Total no. of Vacancies
13	18

Top Recruiting Companies

- Nykaa
- Eaton
- Cognizant
- Cbre
- JP Morgan
- Ceat
- Ericsson
- Grant Thornton

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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Welcoming ALCOM Juniors On Board!

It gives us immense pleasure to welcome the students of MMS and MCA to the Alumni Committee. We welcome you all to the ALCOM family! #AlcomUnity



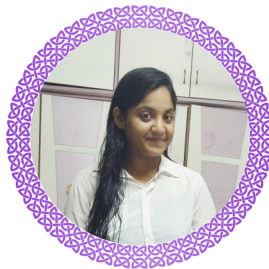
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