

Imprints

K J Somaiya
Institute of
Management
Alumni Newsletter
Edition No.: 66 | August 2020

In This Issue

- AlumSpeaks with **Priya Kapadia, Alum of Batch 1997-99**, Head, Marico Innovation Foundation
- Guest Lecture on Financial Literacy
- Welcoming MCA Batch of 2020 to the Alumni Family
- Placement Report 2019-20

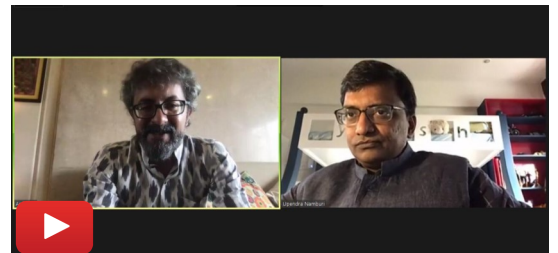
[Share Feedback](#)

Team ALCOM Speaks

The essence of news reporting lies in delivering facts regardless of the crisis around you. Nothing can be an impediment in the way of good reporting, whether it is war, or in our case, a pandemic! Keeping up with the same spirit, we present to you the August edition of Imprints to keep you abreast about all the virtual activities being conducted in the institute.

AlumSpeaks On The Go with Anil Nair

- The third edition of virtual AlumSpeaks On The Go witnessed **Anil Nair, Alum of Batch 1997**, CEO, VMLY&R in conversation with **Upendra Namburi, Alum of Batch 1996**, Founder, Ideearth.co on the topic **Digitisation in Marketing**
- The key points discussed during the session included how brands should be agile with respect to their digital marketing strategies, use of digital platforms and how these platforms affect interaction with the end consumers
- The discussion also threw light on the manifold ways in which digital marketing has changed the marketing world and the importance of data



[Click here to know more](#)

- Anjali Pinjari

Ask The Alums: Role of Managers post COVID-19

- Ask The Alums a Q&A session by Alumni Experts was conducted on the topic **Role of Managers post COVID-19**
- The event was moderated by **Jayashree Chaudhry, Alum of Batch 1988**, Chief Talent Officer at Ketchum Sampark Pvt Ltd, and saw the participation of the following Alumni panelists:
- **Kunal Ghosh, Alum of Batch 1996**, Director - Engagement at Accord India
- **Parul Gupta, Alum of Batch 2002**, Senior HR Director at Myntra Jabong
- **Danish Shaikh, Alum of Batch 2012**, Lead - Learning & Organisation Development at Nykaa
- The session threw light on how management has changed and is expected to evolve even further in the light of the current situation



[Click here to know more](#)

- Mahek Mirchandani

AlumSpeaks with Priya Kapadia

Head, Marico Innovation Foundation

K J Somaiya Institute of Management Alum Batch 1997-99

Favourite hangout spot on campus: Canteen	Favourite movie: The Sound of Music
Favourite holiday destination: Sikkim	Favourite cuisine: South Indian
Word that describes you: Avant-garde	Your biggest strength: I live in the moment



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

A. There have been many turning points in my career, especially since I moved industries in my bid to keep learning. However, the most memorable moment in my career, a recent one, was when I had the opportunity to play a small and fulfilling role in the fight against the COVID pandemic. As head of Marico Innovation Foundation, I launched a grand challenge – Innovate2BeatCOVID in March 2020 that identified indigenous and high-tech, yet extremely affordable ventilators that are now rapidly being deployed in the country as I write this. All this, in just 90 days! It was fulfilling to see such a significant impact being created in just three months for such a critical cause.

Q. Having a wide experience in the marketing domain, what are the major changes in marketing you have observed over the years?

A. One of the most interesting changes I have noticed is the moving face of the consumer. Over the past 20 years, we have seen the galloping rise of consumerism and ownership – of products, properties, assets and so on. And now Gen-Z is all set to change this behaviour. We are rapidly seeing how the mindset has shifted from ‘purchase and ownership’ to ‘hire and stay asset-light’. Right from property, automobiles, consumer durables to even jewellery and clothes are hired for use. This will result in a paradigm shift in the way brands and products operate. Of course, the emerging consumer preferences as a result of the pandemic is another story altogether. We will see very different consumer behaviours over the next 12-18 months.

Q. How has Marico Innovation Foundation responded to the COVID-19 pandemic on a nationwide level?

A. When the pandemic hit us in March 2020, we believed that MIF needed to take the centre-stage to support and nurture med-tech innovations to support the medical fraternity in their fight against COVID. And that’s when we launched the Innovate2BeatCOVID grand challenge – a grand challenge that offered a grant prize of Rs 2.5crore towards innovations in the Personal Protective Gear category and the Ventilator category. It was extremely challenging to bring in about 1200 interests and 600-plus applications in a short span of 15 days and

“ *Life isn’t about finding yourself. It is creating yourself.* ”

identify the best-in-class innovations at a time when we were all struggling to work-from-home. Through this challenge, we identified and are now supporting 6 break-through innovations in Personal Protective Gear category and the Ventilators category. These innovators have created products that are 70-80% cheaper than existing alternatives and at the same time, are technologically advanced products. Moreover, these innovations are Built-in-India and can cater to a global market to help the frontline medical fraternity in this war against COVID.

Q. How do you place Marico Innovation Foundation? As an incubator or accelerator, something in between or totally different?

A. Definitely not an incubator, since we do not work with paper ideas. Definitely not an accelerator, since we do not define a fixed time-period to support the start-ups and since we do not take stakes from the organizations we support. I would call ourselves an Innovation Ecosystem connector, where we support innovations with mentorship and networks to help them rapidly scale their business to achieve large-scale impact.

Q. If you have to relive your days at K J Somaiya Institute of Management, how differently would you like to live them?

A. I have extremely fond memories of my time in the Institute. I experienced exponential learning and made friends for life. My two years there were delicately balanced between classroom sessions, library discussions, project debates and canteen fun. There really isn’t much I would change.

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

A. Do not be afraid to fail – sometimes you win and sometimes you learn. Face your fears!

[Click here to read the full interview](#)

Lenovo Data Center Group appoints our Alum as the Head of Communications

- **Shonali Chakravarty, Alum of Batch 2014**, has been appointed as the Head of Communications for the APAC region of Lenovo's Data Center Group
- She will drive the Data Centre Group's internal and external communication efforts across APAC's multilingual and diverse geographies
- Prior to this, she had successful stints with OYO, Uber, Essar Group's Oil, Gas & Power divisions, Marsh & McLennan companies and Edelman

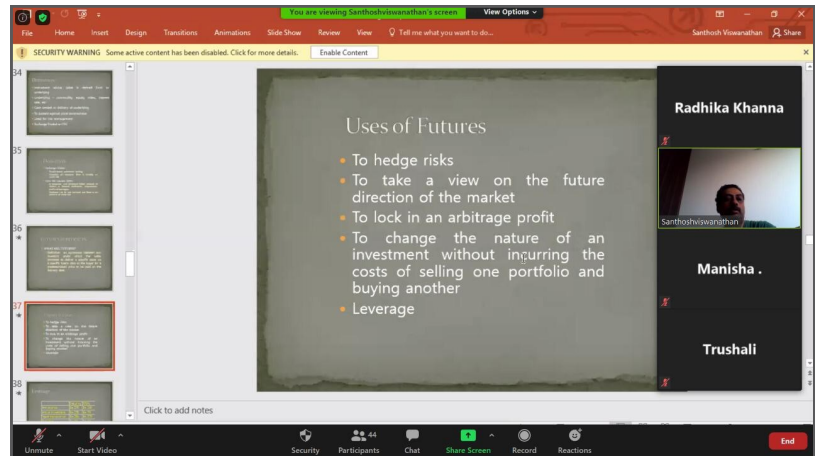


- Janvi Roy

[Click here to know more](#)

Guest Lecture on Financial Literacy

- "No other investment yields as great a return as the investment in education" - Brad Henry
- Keeping the same thought alive, the Alumni Committee organised a Guest Lecture on Capital Markets and Derivatives conducted by **Santosh Viswanathan, Alum of Batch 1996**, Head - Testing of Internal Products, Wealth Management, Infosys Technologies
- The session was an informative one as it focussed upon the basics of trading, investment strategies, career opportunities in derivative markets, algorithmic trading and tips on stock markets



- Shivanjali Kumar

[Click here to know more](#)

Welcoming MCA Batch of 2020 to the Alumni Family

- The Alumni Committee of K J Somaiya Institute of Management and SIMSR Alumni Association welcomes the outgoing Batch of MCA 2017-20 to the SIMSR Alumni Association family
- The Alumni Committee promotes career networking opportunities & career development for Alumni, provides updates on Alumni achievements and engages with Alumni through various other activities
- The committee also organizes networking and lifelong learning sessions both online and in-person as well as reunions thus strengthening and re-kindling the sense of community and companionship
- For more assistance, reach out to us on alcom.simsr@somaiya.edu



- Parth Dave

[Click here to know more](#)

Remembering Prof. (Dr.) Hardeep Singh

- K J Somaiya Institute of Management has suffered the loss of its beloved faculty, Prof. (Dr.) Hardeep Singh
- He was an experienced Public Relations & Digital Marketing Faculty of the Institute apart from being a certified teacher of Yoga and a Level 3 Pranic Healer
- His untimely demise has left all the students, Alumni and faculty of the institute deeply saddened
- May his soul rest in peace

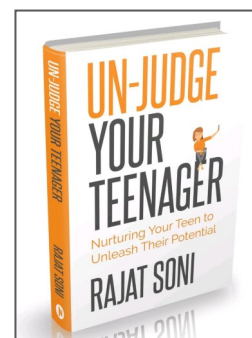


- Anjali Pinjani

[Click here to know more](#)

Our Alum authors a Book on Parenting

- **Rajat Soni, Alum of Batch 2008**, has authored a new book on parenting titled '**Un-Judge Your Teenager**'
- The foreword for the book has been written by Dr. Shayama Chona
- The author believes that teenage is an interesting phase of transition from childhood to adulthood, but is considered the most difficult phase in parenting
- In the book, Mr. Soni has shared well researched concepts, tools and executable strategies that would help parents to connect more with their teenagers and themselves



- Parth Dave

[Click here to know more](#)

Placement Report 2019-20

- Even though 2019 was a challenging year for the industry, the placement scenario remained positive for K J Somaiya Institute of Management
- The Final Placements season got short-closed on 14 March, 2020 because of the pandemic situation; by which 97% of the students were already placed. Average salary was INR 12.75 lacs per annum for the top 100 offers
- All first year students successfully attained their summer internship with the average salary being INR 25,600 per month
- The principle offers were made from Banking and Insurance, IT & ITES, Financial Services, Consulting, FMCG and Manufacturing sectors

- Shivanjali Kumar

Job Opportunities - July

Total no. of recruiting companies	Total no. of Vacancies
5	10
Top Recruiting Companies	
<ul style="list-style-type: none">• Asian Paints IT• Enrich• WNS• Billore Logistics• Endurance International Group	
To share or check job opportunities please click or write to us at: simsrjobs@googlegroups.com	

Team Imprints

Chief Editors Arvind Pandi Dorai Hemanchi Hublikar
Editor Shivanjali Kumar
Designers Amoli Dave Yash Gala
Curator Anjali Pinjani

Team Alumni Relations

Chairperson Prof. (Dr.) Bharati VW
Advisor Prof. (Dr.) Radha Iyer
Head Arvind Pandi Dorai
Assistant Manager Hemanchi Hublikar

Imprints

Feedback

Follow Us



Write to us / Contact us:

alcom.simsr@somaiya.edu
022-6728 3295/3120