

# Imprints

K J Somaiya  
Institute of  
Management  
Alumni Newsletter  
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## Team ALCOM Speaks

Team ALCOM is delighted to present to you the June edition of Imprints. We stand committed to keep you connected with your Alma Mater and update you about the virtual and online initiatives being conducted by the institute. In tandem with our commitment, we present to you the 64th edition of Imprints

## Institute Soaring Greater Heights

- It is a matter of great pride that K J Somaiya Institute of Management has been ranked no. 1 B-School in Mumbai by The Times B-School Survey 2020
- Adding to the glory, it has also been ranked no. 2 B-School in the western region and ranked no. 2 private B-School across India B-School Survey 2020



- Anjali Pinjani

[Click here to read more](#)

## AlumSpeaks On The Go with Gautam Talwar

- The virtual AlumSpeaks On The Go saw **Mr. Gautam Talwar, Alum of Batch 1996**, Chief Content Officer, MX Player in conversation with **Mr. Upendra Namburi, Alum of Batch 1996**, Founder, IdeaEarth.co discussing 'Trends in Content and Media'
- The discussion threw light on the journey of MX Player from a video player software to a free service application. Valuable insights were also shared on consumer consumption patterns

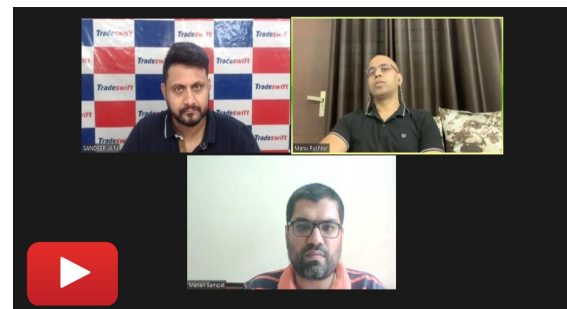


- Janvi Roy

[Click here to watch the entire session](#)

## Ask The Alums - Indian Capital Markets - The Next Big Boom

- Ask The Alums, a Q&A session with Alumni Experts was held on the topic 'Indian Capital Markets - The Next Big Boom'. The event saw the participation of the following Alumni:
- **Sandeep Jain, Alum of Batch 1998**, Co-Founder, Tradeswift Broking
- **Manu Pushkar, Alum of Batch 2006**, Founder & CEO, Go4Wealth in conversation with **Manan Sampat, Alum of Batch 2007**, Founder & Promoter, K&I Wealth
- An overview of how to invest in stock, analysing data and checking various aspects of the company before investing were discussed



- Parth Dave

[Click here to watch the entire session](#)

# AlumSpeaks with Mr. Naveen Bachwani

Chief Operating Officer - Aegon Life

K J Somaiya Institute of Management Alum Batch 1996-98

<b>Favourite hangout spot on Campus:</b> The Canteen	<b>Favourite Movie:</b> The Shawshank Redemption
<b>Success Mantra:</b> Fall down seven times, stand up eight	<b>Role Model:</b> Richard Feynman
<b>Word that describes you:</b> Curious	<b>Favorite holiday destination:</b> The Garden Route, South Africa



**Q. With an illustrious career of over 20 years, what has been the most memorable moment so far in your career?**

**A.** There have been a few, but the one that stands out is winning at the first ever ICICI Group 'Process Excellence' awards and getting a trophy from Mr. K.V. Kamath despite being only two years into my Six Sigma journey.

**Q. With a wide range of experience in different organizations, what are the commonalities you find across their work cultures?**

**A.** That's an interesting question. While all organizations have their own unique culture, they do have some key similarities.. I've found that people across organizations are mostly good, hard-working and want to do meaningful work. Employees not just crave for monetary rewards, but also for recognition of their efforts. A bad manager can cause more harm but a good manager can influence better, than most of the organizations give them the credit for it. And lastly, leaders everywhere are also humans - still making mistakes, learning as they go along and trying their best to figure things out in a world filled with uncertainty.

**Q. Technology and Management are considered to be two very different areas but you seem to work very well along both, how do you manage to strike a balance between them?**

**A.** It's not really a question of balance. We live in a technology dominated world. A 'tech' company is just one that deals with tech-based products or services. But is there any function or department in any enterprise that doesn't rely on the use of technology, today? The way I see it is that it's all about embracing what technology can do for each of our areas of expertise and trying to leverage it as best as possible. I've been doing that since my early years. And, it has provided me with a useful lens to approach the problems of the day.

**Q. Operationally, has the COVID-19-driven disruption led to a significant shift towards the digital mode for policy purchase and renewals?**

**A.** Understandably, with the market impacted by lockdowns of varying degrees, there will be a greater demand for online services across categories, at least in the short term. And, if the pandemic continues, this is likely to be the default course of action for most tech-savvy customers.

“*Know when to zoom in (details) and zoom out (context)*”

Insurance is no exception, but there will always be customers that prefer physical modes of interaction.

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

**A.** Well you folks have a lot more 'infrastructure' in place than we did back in 1996. So, I'd certainly have liked much more of that. But, in other ways, we also enjoyed a simpler life by comparison. And, I wouldn't want to trade that.

**Q. What are some of the significant learning you had in your two years at K J Somaiya Institute of Management?**

**A.** Some of my most enjoyable times were spent learning stuff that was not quite in the 'syllabus' guidelines. As a PG course, SIMSR's professors had the flexibility of improving the suggested syllabus, as they saw fit. As students, we benefited from all those improvements. I was also fortunate to soak in some life lessons, especially from some of the visiting faculty members and those that were much more experienced in industry roles.

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

**A.** Don't get swayed by 'what's in' right now - align with the future instead; don't stick to the scope of the lecture/book/syllabus - go beyond it; don't assume theory is as good as practice - seek out real-world experiences; don't wait for a better time to do what's needed - start today with what you have.

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

## ALChEMy - A Placement Mentorship Programme

- ALChEMy is a placement mentorship programme that facilitates one-on-one mentorship between second year students and the Alumni
- ALChEMy endeavours meaningful engagement with the Alumni in the institute related activities enabling fruitful collaborations, mentoring relationships, gaining knowledge and building a stronger professional community
- The Alumni guide the students about the current industry trends, expectations and requirements thereby preparing the students for their entry into the corporate world
- This year, owing to the nationwide lockdown and few cancellation of internships, the Alumni also offered live projects along with mentoring student(s) as a part of ALChEMy
- A total of 54 mentors and 72 mentees are participating with 42 live projects being offered by Alumni



- Parth Dave

## The BigWigs Speak Live

- The BigWigs Speak Live was conducted virtually by the MarCquest and BigWigs team of PGDM - Communications
- The Guest Speaker for the event was **Mr. Praveen Jaipurjar, Alum of Batch 1997**, CEO, Continental Coffee, who spoke on the topic 'The New Normal for a Marketer: A Vision Beyond Crisis'
- The session started with Mr. Jaipurjar comparing marketing with staple crops since both never lose their relevance. He said marketing will become more important, relevant and tough in the post pandemic era
- He spoke in depth about the ongoing trends in the Indian economy highlighting that it is bound to bounce back because it is a consumption led economy. India as a country is marked by festivals and celebrations with spending being an old Indian habit. He mentioned how developing countries like India are more optimistic about expenditure and recovery than developed countries
- The session ended on a positive note as he advised the students to be more optimistic about the future, learn from their failures, identify problems precisely and adapt to workplace culture

[Click here to watch the entire session](#)

- Shivanjali Kumar

## Faculty Achievement

- Prof. (Dr.) Shalini Talwar, Associate Professor - Department of Finance & Law, K J Somaiya Institute of Management, recently published a study on 'Consumption values driving purchase intentions toward Online Travel Agencies (OTAs)'
- This study, for which she collaborated with researchers from Finland, was published in prestigious International Journal of Hospitality Management (ABDC A\*, ABS 3, IF 4.46, Cite Score 5.56, Q1)
- ABDC is a world-renowned journal quality list. Within ABDC, A\* category represents the highest level, comprising only 7.41% of the total number of journals in the ABDC list. To be categorized A\*, the journals have to meet the most stringent quality criteria



[Click here to read more](#)

- Anjali Pinjani

# Welcoming the Batch of 2020 to the Alumni Family

- The Alumni Committee of K J Somaiya Institute of Management takes great pride in welcoming the Batch of 2020 to the Alumni Family
- It gives Alumni Committee immense pleasure to introduce the Batches of MMS, PGDM, PGDM-IB, PGDM-RM, PGDM-FS, PGDM-Comm and PGDM-HCM into our Alumni base of over 10000 Alumni spread across the globe
- It has been our constant endeavour to keep our Alumni connected with their Alma Mater and we hope to continue with our legacy by keeping our newly added Alumni in-touch with their batchmates and seniors through numerous online and offline activities
- The Alumni Committee looks forward to constant participation and engagement of the Alumni with the institute and hope to form an everlasting relationship
- For more assistance, reach out to us on [alcom.simsr@somaiya.edu](mailto:alcom.simsr@somaiya.edu)



**MMS A**



**MMS B**



**PGDM A**



**PGDM B**



**PGDM IB**



**PGDM Comm**



**PGDM FS**



**PGDM RM**



**PGDM HCM**

[Click here to know more](#)

- Shivanjali Kumar

## Job Opportunities - May

Total no. of recruiting companies	Total no. of Vacancies
2	2
Top Recruiting Companies	
<ul style="list-style-type: none"> <li>• Nestle</li> <li>• Big Innovation Centre</li> </ul>	
To share or check job opportunities please click or write to us at: <a href="mailto:simsrjobs@googlegroups.com">simsrjobs@googlegroups.com</a>	

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