

Imprints

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Team ALCOM Speaks

Books are a treasure trove of knowledge that both educate and entertain us. With this edition of Imprints, we welcome the Batch of 2021 to the Alumni family and also bring to you an array of Alumni who took their careers forward as writers. Finally, as Imprints completes 75 wonderful editions, Team ALCOM would like to thank everyone who helped us achieve this feat.

Somaiya International Conference on Technology & Information Management

- The 7th Somaiya International Conference on Technology and Information Management - SICTIM '21 was hosted by the Department of Data Science & Technology
- Dr. Klaus North, Professor - International Management, Wiesbaden Business School, Germany was the Keynote Speaker and Arun Shekhar Aran, CEO, Nucsoft was the Guest of Honour
- The conference themed 'Digital Disruption and Knowledge Society' aimed to bring together researchers, academicians and practitioners to discuss and learn about diverse aspects of digital disruption



[Click here to know more](#)

- Shruti Dubey

Launch of Global Bestseller

- The 5th edition (Indian Version) of Strategic Brand Management authored by Prof. Kevin Lane Keller, Prof. Vanitha Swaminathan, Prof. Ambi Parameswaran and Prof. Isaac Jacob was launched
- The writers have blended the new industry trends and brand exploration with a refined emphasis on reasonings
- The book addresses the shifts in brand management strategies with respect to constantly evolving digital era



[Click Here to Know More](#)

- Dhanashree Baxy

News Room

'News Room' is a new initiative to share with the Alums the media coverage that the institute has received

- Somaiya International Conference on Technology and Information Management - tinyurl.com/42nfwfkp
- International Business Analytics Conference - tinyurl.com/ja25bpbz3
- MarCquest - tinyurl.com/5t4hfc23

- International Healthcare Management Conference - tinyurl.com/4ns44fpy
- Annual Conference for Center of Economic Policies Analysis and Research (CEPAR) - tinyurl.com/mz7a7x7b
- International Conference on 'Challenges in Emerging Economies' - tinyurl.com/ez2zvfj

AlumSpeaks with Anand Ramaswamy

Senior President and Head - Digital Transformation, YES Bank

K J Somaiya Institute of Management Alum Batch 1995-97



Favourite hangout spot on campus Canteen	Favourite book For a Moment of Taste
Word that describes you Optimistic	Favourite holiday destination Goa
Favourite movie Dil Toh Pagal Hai	Who inspires you the most Bhagwan Sathya Sai Baba

Q. You have held leadership positions in multinational financial institutions like ICICI Bank and YES Bank, what were your key learning about the dynamics and functioning of the financial sector?

A. My key learning from the dynamics of the financial sector, which I have also emphasised when I served as a visiting faculty at the institute, is that one should get his basics right, as it is the knowledge that stays in the long run. Be it the financial sector or any other sector for that matter, the students must know their fundamentals well. A quick buck will not hold you in the long term. You do not get that opportunity after you get caught up in professional priorities. So, take your time, learn hard and grow more.

Q. How are institutional reforms like monetary-policy committee, GST, the Real Estate Act, the Insolvency Act and various others going to benefit the bank and the banking sector?

A. All of these reforms open up the economy and offer more availability of money in the hands of shareholders. GST is about making trade transparent and benefiting the end consumers. When the whole retail industry opens up, it gives a boost to employment and lending. This, in turn, opens up the real estate sector, which allows selling more loans and insuring more customers. This induces an overall thrift in the economy. Jan-Dhan Yojna is another example that has taken the unbanked to the bank and has helped us expand the market.

Q. How has FinTech disrupted traditional banking?

A. Customer data analysis is a crucial aspect of the banking sector. The traditional method is to have a customer standing at the counter with loads of documents for you to surf through. Today with FinTech, everything is scanned or digitally processed in a couple of minutes and presented in the form of consumable data. Organically, while you can grow to a point, it is always better to rope in certain competency zones from external services based on economic viability. FinTech comes in handy to traditional banking as a means to faster and efficient customer service. Take an example; a car manufacturer does not just use the parts manufactured by them. Similarly, a banking institution is no different. No bank can ever do what a FinTech company can and no FinTech company can substitute the traditional banks. It is a fantastic amalgam of competency zones that have together integrally benefited the customers.

“ Even to copy with perfection, you need to be capable first ”

Q. According to you, what kind of changes does the Indian banking sector need now and in near future?

A. I think the banking space will shrink a little more. Today the banks are already a click away from the customers through mobile apps. Banking would be all around the customer, either as a regular bank, an aggregator bank, a super bank or any bank model. Data has now come down in a consumable format that can be used compellingly. That is what is going to be the future of the banking sector.

Q. What have been the turning points in your life?

A. There have been a lot of turning points, but the one that I feel has been a big change was leaving an organisation and moving to a new one. I have worked for 18 years with ICICI Bank, more than 5 years with YES Bank and 2.5 years with GE Capital. After spending so much time in an organisation and having imbibed its culture and direction, switching the job becomes a major turning point.

Q. What do you do when you are offline?

A. I spend a lot of time on music. I like to play instruments as well. I have a lot of instruments at home. I can also play string instruments, but I am more inclined towards playing the instruments with keys.

Q. What is the significant learning you had at your two years with K J Somaiya Institute of Management?

A. The good part is that there were many outstation students in the institute, unlike schools and colleges where people are from your locality or city. Getting to know your peer group and building a rapport with them is one thing that I cherish. We have a WhatsApp group where my batchmates are still active. So the connections that you make in institute are more cherishable than your academics in the long run.

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

A. Money is important but do not go after money because it will come automatically if you work hard. Keep your content and fundamentals strong or else nothing will fall in place, and always choose a more prominent organization over a small company as the environment there will groom you. Many people say that go for the role and not the brand, but I feel the organisation plays a vital role in one's learning and development.

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

Alumni Achievements

Books adapted into Web-series

- Piyush Jha, Alum of Batch 1990, Film Director, Columnist and Author, wrote his bestseller book 'Anti-Social Network: An Inspector Virkar Crime Thriller', which is one of the five books written by him



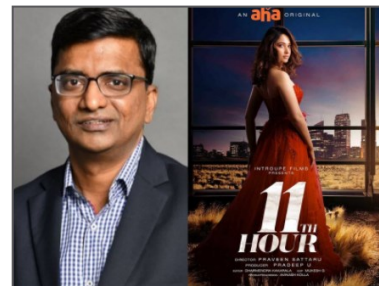
- MX Player has adapted the fictional book into an action-packed web-series - 'Chakravayuh: An Inspector Virkar Crime Thriller' starring Prateik Babbar

[Click here to Watch the trailer](#)

[Click here to buy the book](#)

- Sonali Gupta

- Upendra Namburi, Alum of Batch 1996, Ideator and Founder, Ideearth.co has achieved an applaudable feat of his book '8 hours', having being adapted into a mini-series named '11th Hour' by Aha



- The corporate suspense thriller web-series stars Tamannaah Bhatia as the story lead

[Click here to watch the trailer](#)

[Click here to buy the book](#)

- Shruti Dubey

Alum pens a novel

- Sudham Ravinutala, Alum of Batch 2001, Assistant Vice President, Luminous Power Technologies has penned down a book 'Twenty Somethings - For Love or Ambition'



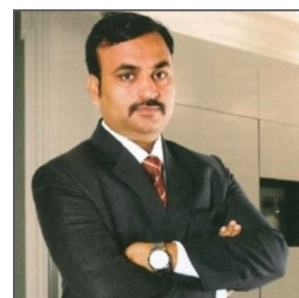
- The book is a racy read containing well-etched characters and talks about the choices one comes across in their twenties

[Click here to buy the book](#)

- Shreya Gupta

Cybersecurity Leadership Award

- Shivkumar Pandey, Alum of Batch 2007, Group Chief Information Security Officer, Bombay Stock Exchange has won the Cybersecurity Leadership Award 2021 at CXO Global Security Summit & Awards



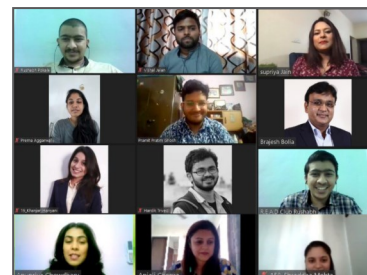
- Individuals who have made a significant contribution to the development of Information Security are recognized with this award

[Click here to know more](#)

- Mahip Vijayvergia

Alumni Sessions at R.E.A.D. Club

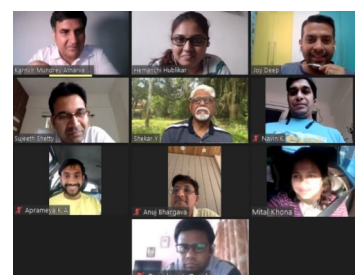
- R.E.A.D., the Book Club, hosted **Supriya Jain, Alum of Batch 2007**, Founder, The Coach Assist, who shared her journey from being a corporate professional to an author
- In another session, **Anupriya Chowdhary, Alum of Batch 2009**, Founder, WonderSkills India took a workshop on 'How to write tiny tales'
- **Pramit Pratim Ghosh, Alum of Batch 2012**, Lead Specialist - Digital Marketing, Tally Solutions regaled the audience with candid nuances of publishing his first book 'Raising a Toast'



- Anshuki Tripathi

Bengaluru Alumni Virtual Meet

- Bengaluru Alumni Local Circle basked in a fresh take on 'Personal Branding' with a session taken up by **Karnvir Mundrey, Alum of Batch 1999**, Chief Ideation Officer, Atharva Marcom, and Co-Founder, Atharva Lifesciences
- The talk that revolved around liberalising professionals from the gruesome cycle of resume building, was moderated by **Joy Deep Tiwary, Alum of Batch 2012**, Vice President - Engineering, Design Cafe



- Anshuki Tripathi

[Click here to know more](#)

Welcoming Batch of 2021 to the Alumni family

- The Alumni Committee (ALCOM) is delighted to welcome the Batches of MMS, PGDM, PGDM - International Business, PGDM - Retail Management, PGDM - Financial Services, PGDM - Communication and PGDM - Healthcare Management to our wide Alumni base of over 12000 Alumni worldwide
- The goal has always been to keep the Alumni linked to their Alma Mater and ALCOM aims to carry on the tradition by keeping the newly added Alumni in contact with their batchmates through a variety of knowledge sharing sessions and activities
- The Institute and the SIMSR Alumni Association hope to form an enduring relationship with the Alumni and wish them all the best for their future endeavours



MMS-A



MMS-B



PGDM-A



PGDM-B



PGDM-IB



PGDM-RM



PGDM-FS



PGDM-COMM



PGDM-HCM

[Click here to know more](#)

- Sonali Gupta

Job Opportunities - April	
Total no. of recruiting companies	Total no. of Vacancies
19	60
Top Recruiting Companies	
<ul style="list-style-type: none"> • KPMG India • MakeMyTrip • EY • HDFC Pension • GEP 	<ul style="list-style-type: none"> • Ola Cabs • Jio Platforms • Indventur • Bank of Baroda • ICRA
To share or check job opportunities please click or write to us at: simsrjobs@googlegroups.com	

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