

— SIMSR



# ANNUAL REPORT 2017 - 18

KJ SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
SOMAIYA VIDYAVIHAR

#MasterYourFutureAtSIMSR





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# CONTENTS

**04**

**ABOUT SOMAIYA  
VIDYAVIHAR**

**09**

**PATRONS' MESSAGES**

**15**

**ABOUT SIMSR**

Rankings  
Certifications & Accreditations  
SIMSR in News  
Illustrious Alumni  
Academic Departments  
Programmes @ SIMSR  
Non-Academic Departments  
Business Perspective and Research

**52**

**SIMSR EDGE**

Centre of Excellence  
Conferences  
Dignitaries on Campus  
Faculty Achievements  
Student Achievements  
International Relations

**68**

**LIFE @ SIMSR**

Student Committees  
Infrastructure  
Inauguration & Convocation  
New Initiatives

**76**

**EDITORIAL TEAM**

# SOMAIYA PRAYER

ॐ पूरणमदः पूरणमदि पूरणात् पूरणमुदच्यते |  
पूरणस्य पूरणमादाय पूरणमेवावशष्यते ||१||

ॐ ईशावास्यमदि सर्वं यत् कञ्चि जगत्यां जगत् |  
तेन त्यक्तेन भुञ्जीथा मा गृधः कस्यस्वद्धिधनम् ||२||

मूकं करोत वाचालं पङ्गुं लङ्घयते गरिम् |  
यत्कृपा तमहं वन्दे परमानन्दमाधवम् ||३||

ॐ प्रणो देवी सरस्वती वाजेभरिवाजनीवती धीनामवतिर्यवतु |  
ॐ चोदयतिरी सूनृतानां चेतन्ती सुमतीनाम् | यज्जं दधे सरस्वती ||४||

ॐ असतो मा सद् गमय | तमसो मा ज्योतिर्गमय |  
मृत्योर्माऽमृतं गमय ||५||  
ॐ सह नावतु | सह नौ भुनक्तु | सह वीर्यं करवावहै |

तेजस्वनावधीतमस्तु | मा वद्विषावहै ||६||  
सर्वेऽत्र सुखनिः सन्तु सर्वे सन्तु नरिमयाः

सर्वे भद्राणिपिश्यन्तु मा कश्चिद् दुःखमाप्नुयात् ||७||

ॐ शान्तिः | ॐ शान्तिः | ॐ शान्तिः |





## GENESIS OF SOMAIYA VIDYAVIHAR

Whatever you do in word or in deed, do all in the  
Name of Lord, Giving Thanks to Him.

~ Padmabhushan Shri Karamshi Jethabhai Somaiya

Padmabhushan Shri Karamshi Jethabhai Somaiya founded Somaiya Vidyavihar, an education trust in 1959, to provide quality holistic education. It was founded on the belief that, education is an important pillar of nation building with the power to change lives, and that it is the duty of the privileged to help provide it to whoever aspires to be educated.

Somaiya Vidyavihar encompasses 34 institutions, with more than 39,000 students and 1,500 faculty. Its educational institutes are spread across two main campuses - a 50 acre complex in Vidyavihar and a 28 acre complex in Sion both located in the heart of Mumbai besides a number of smaller campuses across rural Maharashtra, Karnataka and Gujarat. Currently, we offer Degree, Diploma & Certificate courses at Undergraduate, Post Graduate and Doctoral levels. Somaiya Vidyavihar also runs a few autonomous Post-Graduate Courses, Vocational Train-

ing Courses and High Schools.

Somaiya Vidyavihar fosters an ecosystem that excels in education, research and service, a place where knowledge is preserved, disseminated and new knowledge is created. It is known as much for its Science, Technology, Medicine, Engineering, Management, Social Sciences and Commerce programs, as for its programs for academic studies in various Faiths and Cultures of India.

Shri. K.J. Somaiya guided Somaiya Vidyavihar until 1999, his son Dr. S.K. Somaiya was at the helm of affairs till 2010. Today, Shri. Samir Somaiya, a Cornell University and Harvard Business School alumnus is the President.

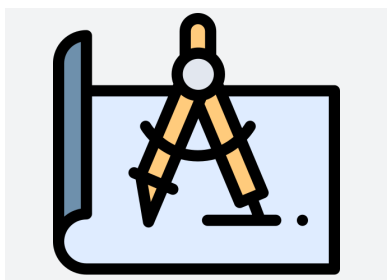
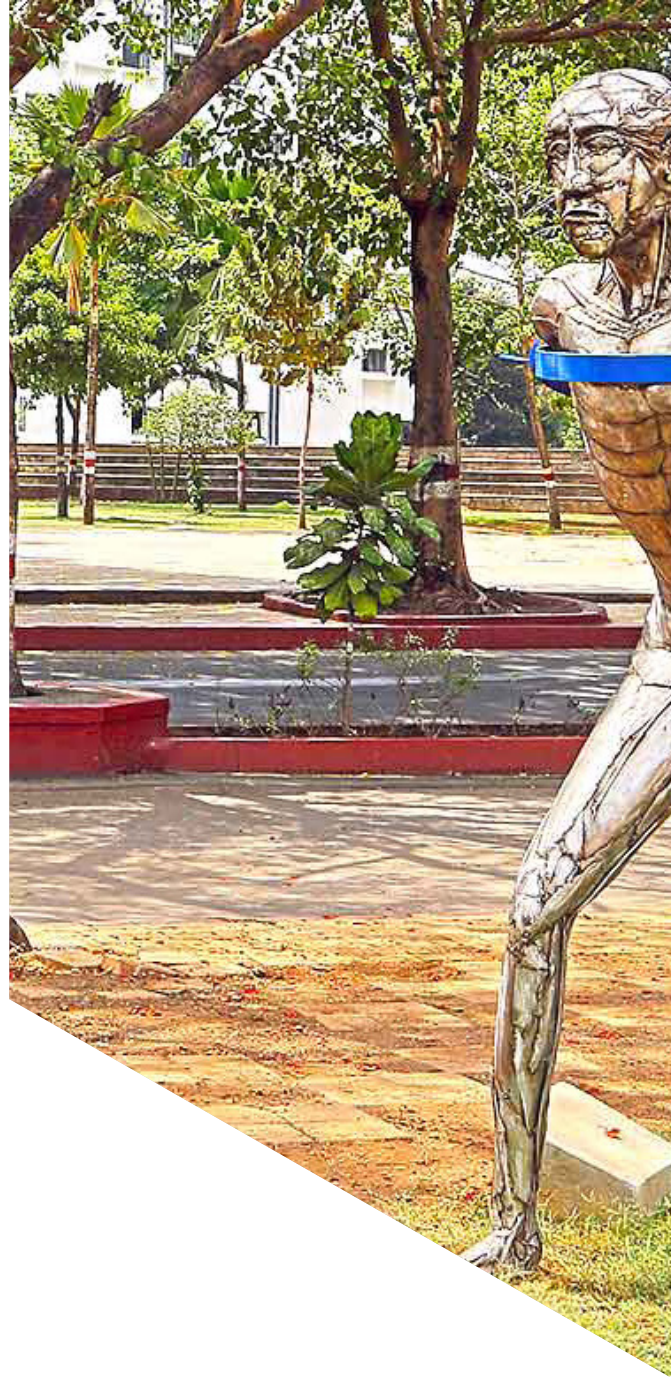
Our motto ज्ञानादेव तु कैवल्यम् । Knowledge alone liberates remains the bedrock, as we strive to expand and continuously innovate our education.

# SOMAIYA VIDYAVIHAR

**“An all-round education must integrate Indian culture, values and morality into the curriculum.” ~ Shri K J Somaiya**

Somaiya Vidyavihar encompasses 34 institutions with more than 39,000 students and 2,500+ faculty and staff members. Currently, the institutes offer Certificate, Diploma and Degree courses at Undergraduate, Post Graduate and Doctoral levels in the streams of Arts, Sciences, Management, Engineering, Medicine, Information Technology, Mass Media, Philosophy and Social Sciences.

Somaiya Vidyavihar also runs a few autonomous post-graduate courses, vocational training courses and high schools in Mumbai and in parts of rural Maharashtra and Karnataka.



## ENGINEERING

K J Somaiya College of Engineering

K J Somaiya Polytechnic

K J Somaiya Institute of Engineering and Information Technology



## HEALTH & MEDICINE

K J Somaiya Medical College and Research Centre

K J Somaiya College of Physiotherapy

K J Somaiya College of Nursing

K J Somaiya School of Nursing

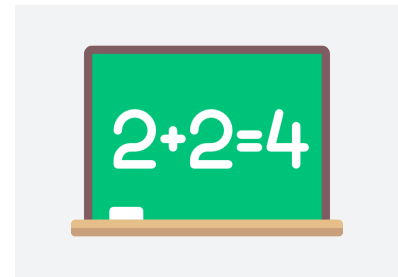


## RELIGION & CULTURE

K J Somaiya Bharatiya Sanskriti Peetham

K J Somaiya Centre for Buddhist Studies

K J Somaiya Centre for Studies in Jainism



## SCHOOLS

- The Somaiya School, Vidyavihar
- Somaiya Vidya Mandir, Sakarwadi
- Somaiya Vidya Mandir, Laxmiwadi
- K. J. Somaiya English Medium School, Sameerwadi
- Somaiya Shishu Niketan Primary School, Sameerwadi
- Somaiya Vinaymandir High School, Sameerwadi
- Shri Sharda English Medium School, Kopergaon
- Nareshwadi Learning Centre, Nareshwadi



## EDUCATION

- K J Somaiya Comprehensive College of Education, Training and Research
- SMT Sakarbai K Somaiya Junior College of Education

## HUMANITIES & SCIENCES

- K J Somaiya Junior College of Science and Commerce
- K J Somaiya Junior College of Arts and Commerce
- K J Somaiya College of Arts and Commerce
- S K Somaiya Vinay Mandir Junior College
- K J Somaiya College of Science and Commerce
- S K Somaiya Degree College of Arts, Science and Commerce

## MANAGEMENT

- K J Somaiya Institute of Management Studies & Research



## VOCATIONAL

- K J Somaiya Private Industrial Training Institute







# PATRONS' MESSAGES



# MESSAGE FROM THE PRESIDENT



## SHRI SAMIR SOMAIYA

President, Somaiya Vidyavihar

Our Founder, Padmabhushan Shri K. J. Somaiya was deeply influenced by Gandhiji, and dedicated himself to nation building. He founded Somaiya Vidyavihar on the 9th of September 1959. He later founded the Girivanvasi Pragati Mandal, The K. J. Somaiya Medical Trust, Girivanvasi Education Trust and sister institutions to make great citizens of India and the World. In the words of Swami Vivekananda, "We want that education by which character is formed, strength of mind is increased, the intellect expanded, and by which one can stand on one's own feet." We have now grown into a multi-disciplinary and multi-campus education institution with over 1500 faculty, and 38,000 students.

Our motto is: ज्ञानादेव तु कैवल्यम् । Knowledge alone liberates. Liberates from poverty, from hunger. Also to liberate one from the attachments that bind us to small-mindedness. Knowledge also provides opportunity. To make the life lived more meaningful. In the service of one's family, one's community, one's समाज, country, and indeed the world. Bearing in mind that there is no religion other than the life lived in the service of humanity, न मानुषात् परो धर्मः ।

Our education in any subject will reflect its timeless fundamentals, its current context, and applications. There is so much scientific discovery taking place, at the intersection of fields, of biology, computing, medicine, the social sciences and everywhere else. We will provide students and faculty with an environment to engage this world, to discover new truths, make new applications to create and share knowledge.

Our education will also be experiential. With projects that are 'real' and those that complement the learning inside the classroom. Our students and faculty will be at the cutting edge of change, to incubate companies, to create NGOs, and pursue any field of their passion.

Our education will also be holistic. Sports and physical exercise must be a firm part of the curriculum. For students to develop a love for sports, for recreation, for health, for teamwork, for competition. Our education will also instill an appreciation for art and culture.

In the Bhagavad Gita, Arjun asks Krishna how is one to control one's mind that is as fleeting as the wind. Krishna responds that it can only be done through practice and discipline. वैराग्येण तु कौन्तेय अभ्यासेन च गृह्यते । We will strive to teach our students to learn to stay calm in our turbulent world.

And our education will also include the ancient Indian tradition, its culture, its depth, and its knowledge. We must keep the connection with our mother tongue and our languages. Languages are storehouses of culture, and the loss of a language takes with it much learning, stored through it over the ages.

Finally, our education will help students lead a full life, to fall in love with life. Our dream, is to build a world class research and teaching institution, that is global in the reach of its ideas, and universal in its service. Welcome to our community.

“**Knowledge  
Alone Liberates.  
Liberates  
from poverty,  
from hunger.  
Knowledge  
also provides  
opportunity.**”

# MESSAGE FROM THE DIRECTOR



## PROF. (DR.) MONICA KHANNA

Director & Marketing Professor, SIMSR

The education sector is at the center stage of change and a vital link between the society, student community and Industry 4.0. B-schools have a significant role in fulfilling the requirements of the Industry with respect to developing employable graduates. A B-School can no longer be just a teaching institute; it has to promote a culture of inquiry, innovation, integration of different sections of society and inclusive growth.

K J Somaiya Institute of Management Studies & Research (SIMSR) is a premier B-School of India located in a lush green campus in Mumbai that provides holistic learning opportunities to those aspiring to have a strong foundation in management knowledge. SIMSR offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with Masters in Computer Applications. All the programmes are approved by All India Council of Technical Education, Ministry of HRD, Govt. of India and/or University of Mumbai.

**A B-School can no longer be just a teaching institute; it has to promote a culture of inquiry, innovation, integration of different sections of society and inclusive growth.**

Apart from the regular programmes, the Institute offers customized and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs. SIMSR has been focusing on pedagogical tools that are a blend of classroom lectures, case studies, projects based on experiential learning, guest lectures and workshops, Harvard Business Cases, Bloomberg lab and global and rural immersion programmes.

In our effort towards capturing the varied activities and achievements at SIMSR in a publication form, we have come out with our first annual report. The whole range of marketing, digital PR efforts for SIMSR have undergone a sea change and so the SIMSR Annual Report in addition to showcasing SIMSR in AY 2017-18 will ensure that authentic information is passed on to all our stakeholders.

The Annual Report team has taken painstaking efforts to come up with this report and brought out a lucid document. Prof. Milind Gawai, Prof. Sudarshan Sirsat and Mr. Arvind Pandi Dorai have been the driving force behind conceptualizing and bringing out this report. The student team of Public Relations & Branding committee (special mention: Mr. Arpit Banerjee (PGDM International Business 2017-19) & Ms. Anshya Nair (PGDM Communication 2017-19) has been instrumental in the execution of this report. To sum it up, this annual report is a brilliant team work by the management, faculty, staff and students.

It is my honour and privilege to present to you SIMSR's first ever Annual Report for the AY 2017-18.



# MESSAGE FROM THE EDITORIAL TEAM

With great delight, we put forward a dynamic piece of expression and enthusiasm of our year's work. It gives us immense joy and satisfaction to present you with the long awaited first edition of SIMSR's annual report for the academic year 2017-18. This report is an amalgamation of efforts put by the faculty members and student representatives from the Public Relations & Branding committee.

Like most vibrant organisations, SIMSR throbs with innumerable activities constantly buzzing its corridors. The corporate feel is obvious from the way the activities are centered around and managed by the budding managers preparing themselves to take up the challenges that we confront in a 'VUCA' world. SIMSR, as an educational institution has the responsibility to shelter and nurture its people's innate potential. SIMSR just does that - it has an aura that enables people to express their distinctive capabilities.

The annual report resonates the institute's vision and collates the numerous activities and achievements in the campus. It also reflects the opportunities of innovation, diversity and educational excellence that SIMSR offers. The report includes information and achievements of academic as well as the non-academic departments at SIMSR.

Readers can sift through information on SIMSR rankings, certificates and accreditations, the annual publication journal – Business Perspectives and Research, the centres of excellence, conferences conducted at SIMSR, dignitaries who visited the campus, to the new initiatives undertaken at SIMSR. With over 28 committees which contribute to the opportunities that it creates for the young minds, there are a host of events organised by the future leaders at SIMSR.

It was really a challenge for all of us here to match the output of this publication with the high standards that SIMSR, as a brand represents. Nonetheless, we have made an honest attempt at bringing out a modest first issue that collates the year 2017-18 at SIMSR. We hope you enjoy reading the maiden issue. Any kind of suggestions, reviews and constructive criticism would help us bring out a better issue. Please feel free to reach out to us at [pr.simsr@somaiya.edu](mailto:pr.simsr@somaiya.edu).

**We have made an honest attempt at bringing out a modest first issue that collates the year 2017-18 at SIMSR.**





# ABOUT SIMSR

# SIMSR RANKINGS 2017-18

**Business Standard**

SUPER LEAGUE

**2**

**competition  
SUCCESS** review

RANKED

**6**

education  
world.in  
explore enable enrich

RANKED

**10**

**Times 3 School**  
Your Road map to Success

RANKED

**22**

**MBA  
UNIVERSE**.COM

RANKED

**24**

**bt**  
business today in

RANKED

**25**

**THE  
WEEK**

RANKED

**28**

COMMUNITY DEVELOPMENT  
**OUTLOOK  
SURVEY**

RANKED

**30**

**nirf**

RANKED

**41**





# ABOUT SIMSR

## Vision

Our dream is to build a world class research and teaching institution that is global in the reach of its ideals and universal in its service.

## Mission

To foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenships.

K J Somaiya Institute of Management Studies & Research (popularly known by the students, faculty, and alumni as SIMSR) lays great emphasis on holistic development of students. The Institute provides a range of opportunities outside the classroom as well - be it industry interaction, cultural activities, sports competitions, entrepreneurial pursuits, socially relevant activities, consultancy for small and medium enterprises.

SIMSR offers world-class infrastructure that supports the pursuit of knowledge and the exercise of individual interests.

## ACCREDITED BY NBA

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Currently, five of SIMSR's programmes are NBA accredited. These are in line with the best international practices and oriented to assess the outcomes of the programme.

## ISO 9001:2008 & 29990:2010

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The institute got ISO 9001:2008 certified on 3rd October 2007 and ISO 29990: 2010 certified on 15th August 2015 from Bureau VERITAS Certification (BVQI).

## AACSB MEMBERSHIP

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As a continuous improvement process, the institute decided to embark upon a journey towards excellence by becoming the member of Association to Advance Collegiate Schools of Business.



# SIMSR IN NEWS

## Times B School

An OMS Initiative with The Times of India, Mumbai

Monday, March 27, 2017

Your Road-map to Success

Advertorial, Education Promotional Feature

### B-SCHOOL: The Ready-Reckoner

#### RESEARCH METHODOLOGY

The objective of this research was to arrive at a list of Top Business Schools in India. The research had 3 major modules i.e. Desk Research, Factual survey & Perceptual Rating survey followed by scientifically developed analysis & ranking process. Fieldwork was conducted beginning the 4th week of December 2016 to 1st week of February 2017.

#### MODULE 1 | DESK RESEARCH - LIST OF B-SCHOOLS FOR THE SURVEY

The Module 1 was a secondary research module. A comprehensive list of B schools was generated with the help of Internet, magazines and other publications. The various sources used for generation of school list included:

- List of school from previous surveys
- A discussion with industry experts to add/delete any school to ensure we have a comprehensive list.

Continued on page 2



Top B Schools (Mumbai)	* RANK 2017
SP Jain Institute of Management and Research	1
Narsee Monjee Institute of Management Studies	2
Prin. LN Welingkar Institute of Management Development and Research	3
KJ Somaiya Institute of Management Studies and Research	4
ITM Business School	5
SIES College of Management Studies	6
Universal Business School (UBS)	7
Durgadevi Saraf Institute of Management Studies	8
Xavier Institute of Management and Research	9
Kohinoor Business School	10
School of Management, Dr. DY Patil University	11
National Institute of Event Management	12
Pilla's Institute of Management	13
Mumbai Institute of Management and Research	14

\*This tabulation is the sub-set of the National B-School Rankings 2017

### B-SCHOOL FOR GLOBAL SUCCESS



\* THE TIMES OF INDIA, MUMBAI | TUESDAY, APRIL 4, 2017

## TIMES CIT

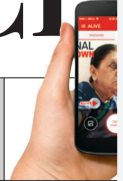
HOW TO DOWNLOAD AND USE ALIVE APP



Download **ALIVE OneScan App** from your app store or go to [alivear.com/app](http://alivear.com/app)



Open the app and focus on the image containing Alive logo and scan it.



## Little to cheer for city institutes in national rankings, IIT-B stays no. 2

TIMES NEWS NETWORK

Educational institutes across the city are shocked after the latest National Institutional Ranking Framework (NIRF) 2017 data came out on Monday.

The Indian Institute of Technology-Bombay maintained its second position among engineering colleges, but the Institute of Chemical Technology dropped from 2 to 25 as a university. Veermata Jijabai Technological Institute (VJTI) does not figure among the top 100 and Tata Institute of Social Sciences (TISS) enters the charts at 49 in the overall rankings.

### 5 MGMT SCHOOLS AMONG TOP 50

Mumbai Schools in National Institutional Ranking Framework 2017



#### OVERALL

Rank	Institute
3	Indian Institute of Technology Bombay
35	Homi Bhabha National Institute
41	Institute of Chemical Technology
49	Tata Institute of Social Sciences
151-200	Mumbai University   Narsee Monjee Institute of Management Studies   National Institute of Industrial Engineering



#### MANAGEMENT

Rank	Institute (2016 rank)
12	National Institute of Industrial Engineering
18	S P Jain Institute of Management & Research (16)
34	Narsee Monjee Institute of Management Studies
41	K J Somaiya Institute of Management Studies & Research
46	Prin. L N Welingkar Institute of Management Development & Research

## Launch of YI-CHAKRA, the green initiative by CII-YI, SIMSR

Paulo Chalo had once said, "When you want something, all the universe conspires in helping you to achieve it." And when everything is against you, one virtue that lets you win is commitment. The launch for this year's YI Chakra - a Go-Green Bicycle Ride initiative by the CII YI members of KJSIMSR took place on 29th August 2017. What the YI team pulled off amidst the horrific rains the city saw on that day, is beyond words. The torrent of rain brought gloomy clouds all over the possibility of the event taking place. However, the passion and commitment turned the tide. The Director of the institute, Prof. (Dr.) Monica Khanna and



Dr. Issac Jacob were elated and stated that this launch was the craziest one they had ever attended. All credits to the team for pulling off the launch of YI-Chakra with such precision under indifferent circumstances.

## Hustle and Bustle!

KJSIMSR, in the month of January, conducted a FlashMob at the Infinity Mall, Malad, Mumbai for promoting Melange. It was a fun filled cultural event where participants from all over India grooved to some in vogue songs. The excitement was quite evident as the visitors joined them for a jiggle too. Not only do the SIMSRites know how to do a boogie, but are also dutiful to step up for the Mother Nature. The students in association with the UNEP awarded 'Champion of the Earth' Award to Mr. Afroz Shah who had participated in "CLEAN IT UP", a clean-up drive at Versova beach. Over 100+ volunteers participated in the mission of raking the filth out of the way, with the sole agenda to promote a cleaner and healthier India by being the change.



### CONIC MONTH FOR KJ SIMSR

KJ SIMSR witnessed an iconic moment in history when Hon. Chief Minister of Maharashtra, Mr. Devendra Fadnavis graced our campus on 29th November, 2017 to inaugurate the state of art, Maitreyi Hostel. The event also witnessed the gracious presence of Mr. Samir Somaiya, Mr. Sadashiv Lokhande – M.P, Shirdi, Mrs. Leelaben Kotak, Trustee Mr. Prakash Mehta and Mrs. Monica Khanna, Director, KJ SIMSR among the other dignitaries. Mr. Somaiya stressed on the fact that "Education leads to liberation and not just idol worship". Consequently, Mr. Fadnavis highlighted that the need of the hour is to optimize our consumption. He also appreciated the presence of startup culture on campus. On the educational front, International Business Society of KJ SIMSR had conducted IBS Summit 2017 on 3rd November 2017. The theme for this year's round table talk was "Business in Emerging Markets" with Mr. Dawson Zhu, the Rep. of Chairman of the Board of SANY Heavy Industry Pvt. Ltd. as the keynote speaker. Another milestone was achieved with the MOU being signed with WINTEC



### KJ SIMSR POTPOURI

The National Retail Summit was inaugurated on December 14, 2017 by Mr. Sadashiv Nayak, CEO-Big Bazaar and Mr. Avirat Shete, Director-Mid Earth Wildlife and Adventure Holidays which was followed by a pan-India B-School Retail Case Study competition powered by CocoPure. Subsequently, a panel discussion was held on December 15, 2017 discussing "Future of organized Retail Sector in India". The panel consisted of Dr. Shakti Chauhan -Head Facility Management and Mall Operation, Reliance Retail Ltd, Mr. Dinkar Suri, Founder & CEO-Retail Market Movers - Sales Execution & Development, Mr. Indrajit Gupta-Co-founder & Director-Founding Fuel Publishing Pvt Ltd, Mr.N.Prabhakaran, Chief General Manager (Brand&PR)-BPCL, Ms. Shobha Subramanian-Founder-Market Vistas Retail. The stalls set up on the campus and various engaging competitions gave students to experience retail first hand while having fun all the way. Following it, The Global Supply Chain Management Conference (GSCM) was held on 16th December 2017 by the Operations Committee of KJ SIMSR- FORSE. The theme "Managing the Supply Chain, Driving into the future" was discussed in great depth by the stalwarts along with the professors and students from the DHBW University, Stuttgart, Germany.





# ILLUSTRIOUS ALUMNI



**ANUJ BHARGAVA**  
**MMS - 1985**  
CEO at AB Associates



**SHYAM MOTWANI**  
**MMS - 1986**  
Executive VP & Business Head  
at Godrej & Boyce



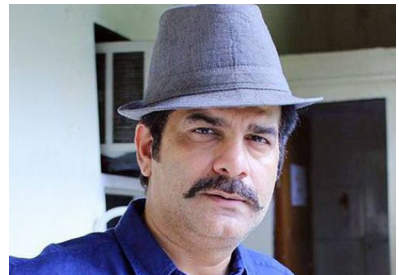
**ASHUTOSH KHANNA**  
**MMS - 1988**  
Sr. Client Partner at Korn/Ferry  
International



**LATA PILLAI**  
**MMS - 1988**  
Director at Deutsche Bank



**LLOYD MATHIAS**  
**MMS - 1988**  
Head - Marketing (APAC &  
Japan) at HP



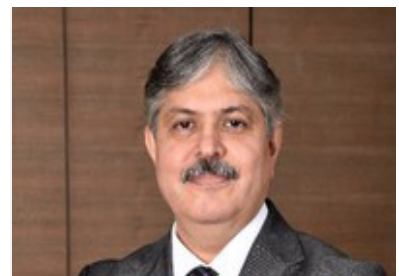
**JAMNADAS MAJETHIA**  
**MMS - 1989**  
Partner & Actor at Hats-off  
Productions



**MAKARAND TEJE**  
**MMS - 1989**  
Executive Vice President at HCL



**SUDHA JAYASHANKAR**  
**MMS - 1989**  
Executive Director - HR at MSCI



**AJAY KAPUR**  
**MMS - 1991**  
CEO & MD - Ambuja Cement

# ILLUSTRIOUS ALUMNI



**ASLAM KARMALI**  
**MMS - 1991**  
CEO & Sr. VP - Retail at Eureka  
Forbes



**MADHUSUDAN KELA**  
**MMS - 1991**  
Chief Investment Strategist at  
Reliance Capital



**SANJAY SHAH**  
**MMS - 1992**  
Managing Director at Morgan  
Stanley



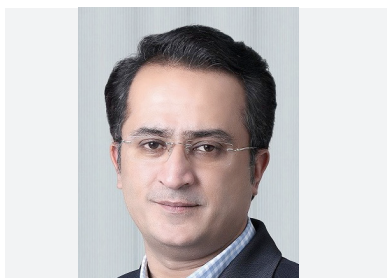
**SARU KAUSHAL**  
**MMS - 1992**  
Country Head - Global Com-  
mercial Payments at American  
Express



**REUBEN PANDIAN**  
**MMS - 1995**  
Chief Omni Channel Officer at  
Tata CliQ



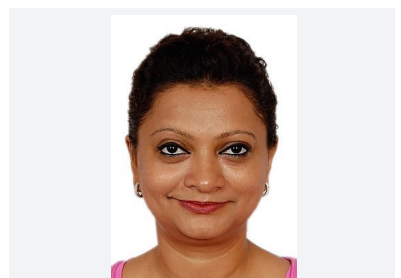
**MEHUL KAPADIA**  
**MMS - 1998**  
Global Head - Marketing at  
Tata Communications



**VIKRAM MALHOTRA**  
**MMS - 1999**  
Founder & CEO at Abundantia  
Entertainment



**SUDHIR SHENOY**  
**MMS - 2000**  
Chief Executive Officer at Dow  
Chemical India



**SONA MAZUMDAR**  
**MMS - 2000**  
Director - Strategic Partnerships  
at Kidzania





# ACADEMIC DEPARTMENTS

# ECONOMICS DEPARTMENT

## Mission and Vision

The mission is to impart economic decision-making ability to future managers. We aim to develop a very articulate mindset and teach important courses of Economics to our students and practicing managers by using effective pedagogical methods, provide faculty with research and consulting opportunities, and be recognized as a leading Management Area among the Top B-schools in India.



## Faculty:

Prof (Dr) SNV Siva Kumar	Professor
Prof (Dr) Asha Prasuna	Professor
Prof (Dr) Prema Basargekar	Associate Professor
Prof (Dr) Bhargavi J	Asst. Professor
Prof (Dr) Shaila Srivastava	Asst. Professor
Prof Vaishali Padake	Asst. Professor
Prof (Dr) Lakshmikanth Hari	Asst. Professor
Prof (Dr) Sonali Senapati	Asst. Professor



# KEY FIGURES



## KEY FIGURES



**7**

No. of Ph.D.



**27**

No. of Scholarships



**34**

No. of publications



**2**

No. of workshops,  
guest lectures and  
conferences



**1**

No. of Awards



DR. SNV SIVA KUMAR  
AREA CHAIRPERSON,  
ECONOMICS



# FINANCE & LAW DEPARTMENT

## Mission and Vision

The mission is to impart financial and legal knowledge to the students, through the contemporary curriculum, classroom training, and industry interaction to foster responsible citizenship and encourage research among the students and faculty.



## Faculty:

Prof (Dr) Pankaj Trivedi	Professor
Prof (Dr.) Shalini Talwar	Associate Professor
Prof (Dr.) Rashmi Soni	Associate Professor
Prof (Dr) Sonal Ved	Asst. Professor
Prof (Dr) Kalpakam Gopalkrishnan	Associate Professor
Prof (Dr) Swati Shrikant Godbole	Asst. Professor
Prof (Dr) Aparna Bhat	Asst. Professor
Prof (Dr) Rupali Gadkari Paranjpe	Asst. Professor
Prof Sunil Parmar	Asst. Professor
Prof Smita Ramakrishna	Asst. Professor
Prof (Dr) PS Raghukumari	Asst. Professor
Prof Harnesh Makhija	Asst. Professor
Prof Hitesh Punjabi	Asst. Professor
Prof.(Dr) Jaya Mathew	Associate Professor
Ms Ema Garg	Research Associate

# KEY FIGURES



## KEY FIGURES



**10**

No. of Ph.D.



**55**

No. of Scholarships



**96**

No. of publications



**8**

No. of workshops,  
guest lectures and  
conferences



**2**

No. of Awards



DR. PANKAJ TRIVEDI  
AREA CHAIRPERSON,  
FINANCE AND LAW

# GENERAL MANAGEMENT DEPARTMENT

## Mission and Vision

- To achieve excellence in cross-functional management through engagement with academic, community and industry stakeholders
- To lead management education through innovative, cutting-edge research and pedagogy
- To foster an inspirational academic environment, build an entrepreneurial spirit and create ethical leaders.



## Faculty:

Prof (Dr) Radha Iyer

Professor

Prof (Dr) Rushi Anandan

Asst. Professor

Prof (Dr) Reena Mehta

Associate Professor

Prof (Dr) Asha Bhatia

Asst. Professor

Prof Gita Sashidharan

Asst. Professor

Prof Vinod Durge

Asst. Professor

Prof Milind Gawai

Asst. Professor

Prof (Dr) Satyendra Upadhyay

Asst. Professor

Prof Aparna Pandey

Adjunct Faculty



# KEY FIGURES

## KEY FIGURES



**5**  
No. of Ph.D.



**22**  
No. of Scholarships



**38**  
No. of publications



**9**  
No. of workshops,  
guest lectures and  
conferences



**1**  
No. of Awards



DR. RADHA IYER  
AREA CHAIRPERSON,  
GENERAL MANAGEMENT



# HR DEPARTMENT

## Mission and Vision

The mission is to foster the spirit of inquiry for the creation of innovative human resource products, processes, and businesses to enable livelihoods. We aim to sensitize the students about functions, responsibilities, and obligations from human resource perspectives. We work to enable the process of developing good citizenship through departmental activities.



## Faculty:

Prof (Dr) Preeti Rawat	Professor
Prof (Dr) Shailaja Karve	Professor
Prof Amitabh Sen Gupta	Asst. Professor
Prof (Dr) Hemangi Bhalerao	Asst. Professor
Prof Shiji Lyndon	Asst. Professor
Prof (Dr) Megha Gupta	Asst. Professor
Prof (Dr) Shrabani Bhattacharjee	Asst. Professor
Ms Surabhi Shah	Research Associate

# KEY FIGURES



## KEY FIGURES



**5**  
No. of Ph.D.



**26**  
No. of Scholarships



**26**  
No. of publications



**22**  
No. of workshops,  
guest lectures and  
conferences



**3**  
No. of Awards



DR. PREETI RAWAT  
AREA CHAIRPERSON,  
HUMAN RESOURCES

# IT DEPARTMENT

## Mission and Vision

The mission is to provide students with the sound knowledge in all the three aspects of industry requirements namely; Strong Conceptual Learning, Technical Insights, and Application Design & Development. The vision is to prepare students for a career in IT and its allied industry by providing them with state of the art facilities and upgraded curriculum. The course focuses on equipping the students with holistic and all-around grooming which is required to be successful in the IT industry.



## Faculty:

Prof (Dr) Davendranath Jha	Professor
Prof (Dr) Sujata Rao	Associate Professor
Prof Avani Rachh	Asst. Professor
Prof Chandan Singhavi	Asst. Professor
Prof I V Srinivas	Asst. Professor
Prof (Dr) Jaya Iyer	Asst. Professor
Prof (Dr) Sindhu S Singh	Asst. Professor
Prof (Dr) Archana Raje	Asst. Professor
Prof (Dr) Bharati Wukkadada	Asst. Professor
Prof Sangeetha Rajesh	Asst. Professor
Prof (Dr) Kirti Wankhede	Asst. Professor
Prof Kimaya Ambekar	Asst. Professor
Prof Vaidehi Bhatt	Asst. Professor
Prof Sudarshan Sirsat	Asst. Professor
Ms Rewa Pimpalkar	Research Associate
Prof Rekha Rao	Adjunct Faculty





# KEY FIGURES

## KEY FIGURES



**7**  
No. of Ph.D.



**34**  
No. of Scholarships



**64**  
No. of publications



**2**  
No. of workshops,  
guest lectures and  
conferences



**2**  
No. of Awards



DR. DEVENDRANATH JHA  
AREA CHAIRPERSON,  
INFORMATION TECHNOLOGY



# MARKETING DEPARTMENT

## Mission and Vision

The mission is to become the revered and best known for building global marketing leaders so as to achieve the highest level of customer satisfaction amongst its relevant stakeholders. We aim to become the best- in- class Marketing Department through contemporary industry-focused academic delivery, actionable research, practical innovation, and intensive industry interface, using state-of-art technology-driven pedagogy.



## Faculty:

Prof (Dr) Monica Khanna	Director
Prof Isaac Jacob	Professor
Prof (Dr) Vandana Khanna	Professor
Prof (Dr) Ramkishen Yelamanchili	Associate Professor
Prof Brajesh Bolia	Asst. Professor
Prof (Dr) Kiran Sharma	Associate Professor
Prof (Dr) Poonam Chauhan	Asst. Professor
Prof (Dr) Vilasini Jadhav	Asst. Professor
Prof (Dr) Thomas Mathew	Asst. Professor
Prof (Dr) Neha Gupta	Asst. Professor
Prof (Dr) Hardeep Singh	Asst. Professor
Prof (Dr) Abha Wankhede	Asst. Professor
Prof Ralston Rajvaidya	Asst. Professor
Prof Krupa Rai	Asst. Professor
Prof (Dr) Dimple Kaul	Asst. Professor
Prof Anjali Chopra	Adjunct Faculty
Prof Vibha Bhilawadiker	Adjunct Faculty



# KEY FIGURES

## KEY FIGURES



**12**

No. of Ph.D.



**52**

No. of Scholarships



**58**

No. of publications



**1**

No. of workshops,  
guest lectures and  
conferences



**7**

No. of Awards



PROF. ISAAC JACOB  
AREA CHAIRPERSON,  
MARKETING & INTERNATIONAL  
BUSINESS

# OPERATIONS DEPARTMENT

## Mission and Vision

The mission is to foster a spirit of inquiry and innovation by developing analytical and operational skills through state of the art in technology and pedagogy. We aim to create an environment of collaborative research to add to the body of knowledge. We work to enhance knowledge through research and continuously upgrade, innovate, evolve, create and accept best practices. Our dream is to build a world-class research & teaching department with cutting edge technology usage.



## Faculty:

Prof (Dr) J S Lamba	Professor
Prof (Dr) Pramod Shetty	Professor
Prof (Dr) N S Nilakantan	Associate Professor
Prof (Dr) Kirti Arekar	Associate Professor
Prof (Dr) P.K. Sabherwal	Asst. Professor
Prof (Dr) Rinku Jain	Associate Professor
Prof (Dr) Sanjiwani Jayantkumar	Asst. Professor
Prof Rahul Mulay	Asst. Professor
Prof Ravindra Baliga	Asst. Professor
Prof (Dr) Prerna Mahindroo	Asst. Professor
Prof (Dr) Shweta Dixit	Associate Professor
Mr. Rupesh Siyodia	Academic Associate

# KEY FIGURES



## KEY FIGURES



**9**  
No. of Ph.D.



**56**  
No. of Scholarships



**41**  
No. of publications



**1**  
No. of workshops,  
guest lectures and  
conferences



**1**  
No. of Awards



DR. JOGINDER LAMBA  
AREA CHAIRPERSON,  
OPERATIONS





# PROGRAMMES @ SIMSR



# PROGRAMMES @ SIMSR

## PHD

SIMSR offers PhD in affiliation with University of Mumbai and SNDT Womens' University

## PGDM

Total Intake = 120 seats + 18 seats (Open to students from Non-Resident Indians (NRI), Person of Indian Origin (PIO) and Foreign Nationals (FN))

Programme Objectives:

- To make students into competent value driven professionals.
- To provide strong grounding in management principles and processes.
- To impart holistic education incorporating ethics, good governance and social responsibility.
- To make students competent in chosen specialization area.

## PGDM – INTERNATIONAL BUSINESS

Total intake = 60 students (Open to students from India and abroad including Non-Resident Indians (NRI), Person of Indian Origin (PIO) and Foreign Nationals (FN))

Programme Objectives:

- PGDM-IB endeavors to make students competent and versatile in all the functional areas like Marketing, Finance, Operations and Human Resources in addition to developing expertise in specialization subjects of IB.
- Focus is on creating a global mindset and developing functional competencies necessary for operating in the changing international environment.
- To develop cross cultural sensitivity and foreign language capability.

## PGDM – FINANCIAL SERVICES

Total Intake= 60 seats

Programme Objectives::

- To provide a comprehensive coverage of the various aspects of Indian Financial System (IFS) comprising of markets, institutions, products and services.
- To provide insights into niche areas such as Financial modelling, Commodity Markets, Financial Inclusion, Fixed Income Securities Services in Financial Markets, etc.



## PGDM – RETAIL MANAGEMENT

Total Intake = 60 seats

Programme Objectives:

- The focus of the curriculum is to provide insights on the dynamics of the retail industry with special emphasis on retail operations.
- The course aims to understand the various nuances of retailing such as:
  - » Studying various retail formats.
  - » Creating a memorable shopping experience for the consumer.
  - » Identifying various support services and sales.
  - » Understanding and identifying the important drivers of sales growth.

## PGDM – COMMUNICATIONS

Total intake = 60 seats

Programme Objectives::

- To help align with overall business objectives to communicate to internal and external stakeholders.
- To help build agile marketing communication strategies (across both traditional & new media formats).
- To proactively involve, communicate and engage today's 'omni-channel consumer'.
- The course helps in gaining exposure in niche areas such as digital and social media marketing, luxury marketing, media programming and various other cross cultural aspects of communication.

## PGDM – EXECUTIVE

Total intake = 60 seats (Open to students from India and abroad including Non-Resident Indians (NRI), Person of Indian Origin (PIO) and Foreign Nationals (FN))

Programme Objectives:

- To combine contemporary management knowledge and skills with the students experience base to give the required fillip and boost to the students career progression and aspirations.
- To familiarize the students with the latest cutting- edge, globally used technology and their application in progressive organizations.
- To develop globally-oriented and performance focused managers.



# PROGRAMMES @ SIMSR

## MASTERS IN MANAGEMENT STUDIES

Total intake = 120 seats

Programme Objectives::

- To make the course attractive for large number of students to specialize in the existing domains and other attractive new domains like education management, corporate law and consultancy streams.
- To inculcate multitasking abilities amongst students, learning foreign languages and advanced IT knowledge so that they can perform better in the chosen field nationally and internationally.
- The objective is aimed to imbibe and enhance the following skill sets:
  - » Exposure to Global practices.
  - » Application of technology and enhancement of technological skills.
  - » Peer-based learning and teamwork.
  - » Experiential Learning (Learning by Action and Application).
  - » Team-building basics and its orientation.

## MASTERS IN COMPUTER APPLICATION

Total intake = 60 seats

The Master in Computer Application (MCA) programme aims to equip the students with a holistic and all-round grooming required to be successful in IT and its allied industries by providing them with state-of-the-art facilities and latest in trend curriculum. The program comprehensively focuses on providing students with the sound knowledge in all the three aspects of industry requirements namely; strong conceptual learning, technical insights and application design and development.

## MASTERS IN FINANCIAL MANAGEMENT - PART TIME (3 YEARS)

Programme Objectives:

- To prepare, enhance and expand the knowledge of the participants in the domestic as well as global financial practices, which enables them to take effective financial and managerial decisions.

## **MASTERS IN HRD MANAGEMENT - PART TIME (3 YEARS)**

Programme Objectives::

- To impart state-of-the-art education in human resource function. The programme is a blend of general management courses in the first year to provide flavour of various disciplines followed by core human resource management and industrial relations course.

## **MASTERS IN MARKETING MANAGEMENT – PART TIME (3 YEARS)**

Programme Objectives:

- The program comprehensively focuses on providing students with the sound knowledge in all the three aspects of industry requirements namely; strong conceptual learning, technical insights and application design and development..

## **MASTERS IN INFORMATION MANAGEMENT - PART TIME (3 YEARS)**

Programme Objectives::

- The program comprehensively focuses on encompassing application and processing of complex data, transforming it into information and amalgamating it into knowledge. The modules of the course prepare the students to be leaders in the usage of information and technology. The ever changing and transforming nature of technology is synced up with the latest syllabus and the computer labs in the college.





# NON-ACADEMIC DEPARTMENTS



# PLACEMENTS

## CAREER MANAGEMENT AND CORPORATE RELATIONS

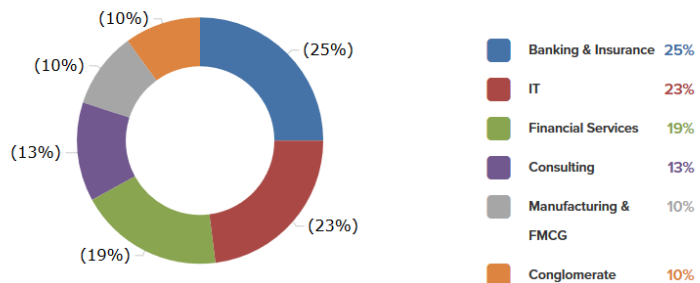
Placements are at the heart of any institute committed to quality education. Placements and Corporate Relations are important in terms of engaging students to the actual corporate platform. SIMSR believes in integrating the classroom exposure and studies with corporate experience. The fervent need to build a bridge between the institute's vision and student expectations, led to the formation of this department. The department organizes guest lectures and maintains corporate relations. Moreover, with the right corporate exposure and applied knowledge, the placements provide impetus to the students to move forward in the right direction. The Placement Committee at SIMSR is a student driven body, headed by the Career Management and Corporate Relations team. Apart from the final placements and summer internships, the Placement Committee also helps the students gain industry exposure through live and concurrent projects.

## PLACEMENT HIGHLIGHTS AY 2017-18

### FINAL PLACEMENTS 2017-18

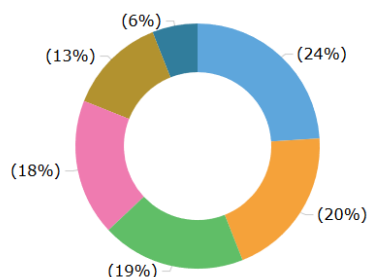
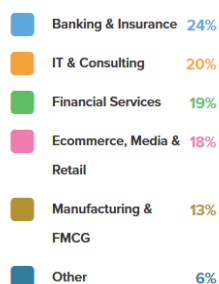
99% Students placed  
 Total recruiters: 175  
 New Recruiters: 55  
 Highest Package: Rs. 30,00,000 PA  
 Average Package: Rs. 09,87, 000 PA

### STUDENTS PLACED - SECTORWISE



## PLACEMENT HIGHLIGHTS AY 2017-18

### STUDENTS PLACED - SECTORWISE



### SUMMER PLACEMENTS 2018

100% Students placed  
 Total recruiters: 172  
 New Recruiters: 40  
 Highest Package: Rs. 01,54,000 PM  
 Average Package: Rs. 17,500 PM

## PROGRAMMEWISE PLACEMENTS

### MMS

₹ 15,20,000 Per Annum  
Highest Package

₹ 8,57,000 per Annum  
Average Package

### IB

₹ 15,25,000 Per Annum  
Highest Package

₹ 9,48,000 per Annum  
Average Package

### PGDM

₹ 25,00,000 Per Annum  
Highest Package

₹ 10,30,000 per Annum  
Average Package

### RM

₹ 30,00,000 Per Annum  
Highest Package

₹ 9,35,000 per Annum  
Average Package

### FS

₹ 12,60,000 Per Annum  
Highest Package

₹ 8,70,000 per Annum  
Average Package

### PGDM EXECUTIVE

₹ 15,50,000 Per Annum  
Highest Package

₹ 10,70,000 per Annum  
Average Package

### COMM

₹ 20,95,000 Per Annum  
Highest Package

₹ 9,04,000 per Annum  
Average Package

### MCA

₹ 6,25,000 Per Annum  
Highest Package

₹ 4,25,000 per Annum  
Average Package

## ESTEEMED RECRUITERS




# ALUMNI RELATIONS

The primary focus of Alumni Relations for the AY 2017-18 was in the following areas:

- Alumni Engagement
- Launch of SIMSR Superstars – The Alumni Awards
- SIMSR Alumni City Meets
- Alumni Data Segmentation
- Alumni Assistance
- Institute Assistance
- Focus on creating SIMSR Alumni Angel Network
- Brand Building across the Nation

#### Key activities by Alumni Department:

AlCheMy	Anveshan
Alumni High Tea	City Meets
Imprints	Milaap
Nostalgia	Outreach
SIMSR Superstars - The Alumni Awards	
Somaiya Alumni Reunion	
General Body & Executive committee Meetings	



**City Meets held across 14 cities with 161 alumni domestically, and internationally in Thailand, Dubai, USA & UK with 82 alumni.**



#### GROW THE SIMSR BRAND

Got valuable feedback from 146 alumni across 12 cities to build Brand SIMSR.



#### PLACEMENT MENTORSHIP PROGRAM

AlCheMy – Placement Mentorship program – 66 alumni mentored 75 students for placements.



#### SIMSR JOBS

209 lateral job opportunities shared by Alumni in academic year 2017-2018



#### ALUMNI ENGAGEMENT

Alumni engaged in 20+ Institute level activities.







## AIChE My

### Placement Mentorship program

66 Alumni mentored 75 students for placements and helped them make informed career choices.



## Alumni Events

26 alumni events were organised to reach out and engage with alumni.



## 8 SIMSR Superstars

First ever Alumni Awards hosted at Nostalgia 2017. 8 alumni felicitated out of the 33 nominations received.

948

Engaged 948 Alumni during the academic year 17-18



3 MMS students were helped by 3 Alumni to work on their research paper

# HIGHLIGHTS 2017-18



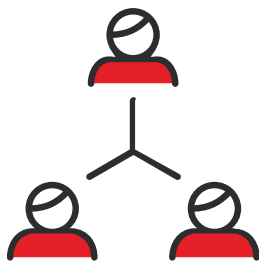
## Revamping of Alumni website

Since SIMSR website was being redesigned, the Alumni Relations team also revamped its layout & content for the same.

26

## Outreach

26 Outreaches performed with alumni. Some alumni have offered to recruit from SIMSR, mentorship, internship, live projects and delivered guest lectures



Discussion and couple of meetings were held to form SIMSR Alumni Network for Entrepreneurs.



## Alumni Assistance

84 alumni assisted in procuring transcripts, other documents & grievances. E-connected 43 alumni based on their needs.



# 2017-18

## MANAGEMENT DEVELOPMENT PROGRAMMES

The Management Development Programmes (MDPs) for working professionals were designed, customized, and delivered as under:

1. Two day MDP on 'Finance for Non Finance Executives' of Zydus Takeda Healthcare Pvt. Ltd.
2. One day MDP on 'Leadership Development Program' - Phase 1 for Manufacturing Managers of Owens Corning, India
3. Phases 1 and 2 of 'Advanced Leadership Platform (ALP)' and 'Young Leaders Program (YLP)' for Schaeffler India Ltd at Vadodara, Gujarat (three days each) and at Hosur, Tamil Nadu (four and three days respectively).
4. Phase 1 of 20-day MDP for High potential Managers of Mahindra & Mahindra Ltd (Farm Equipment Division)
5. Phase 1 of 6-day MDP for Fiat Chrysler Automobiles - FCA India Automobiles Pvt Ltd for Area Sales Managers

In addition, MDPs were conducted for Indian Navy (INS Hamla), Department of Atomic Energy (DAE), College of Insurance and Power-grid Corporation

# BUSINESS PERSPECTIVES AND RESEARCH (BPR)

## Business Perspectives and Research Timeline



Business Perspectives and Research (BPR) (ISSN Number: ISSN 2278 - 5337), registration number (DELENG/2012/48507) is a UGC approved biannual journal of K J Somaiya Institute of Management Studies & Research, Mumbai.

- The journal is available in Asia, North America, Latin America, Africa, Europe and Australia.
- BPR indexed in J-Gate, ProQuest and EBSCO
- BPR indexed in Scopus in February 2018

The aim of BPR is to join the league of top journals of the world in publishing cutting edge research in the field of management and allied disciplines.



**7046**  
No. of copies in circulation



**3988**  
No. of fulltext downloads



# CENTRES OF EXCELLENCE

## CENTRE OF ECONOMIC POLICY ANALYSIS & RESEARCH

The Centre of Economic Policy Analysis & Research has been established under the Department of Economics, SIMSR in the year 2013. The Centre has been supported by the Institute. It envisages promoting research in a non-partisan basis and becoming a think tank that promotes application oriented policy research. The discussions, outcome of the research will be shared with respective regulators, corporate, professionals and academic community.

Objectives:

- To evolve into a leading policy centre engaged in research, teaching, training and capacity building and work on improving development outcomes.
- To promote innovative and applied research that will generate practical, inclusive and sustainable solutions to emerging economic problems.

## CENTRE FOR DIVERSITY MANAGEMENT & INCLUSION

In 2015, Centre for Diversity Management and Inclusion (CDMI) was set up under Department of Human Resources at SIMSR. Diversity is the sum total of the differences which make individuals who they are, and their collective ability to contribute to the goals of an organization. Managing Diversity through Inclusion is a conscious choice and commitment by an organization to value these differences. Diversity is a source of strength to achieve organizational goals. Diversity includes all types of individual differences impacting the workplace. Diversity refers to ways in which people differ from each other. The differences are in terms of

Culture: Gender, race, ethnicity, race, sexual orientation, education, religion, physical & mental abilities, language, lifestyle, immigration status.

Functionality: Think, learn, process information, respond to authority, show respect, reach agreements.

History: Family makeup, perspective, political outlook, Intergroup relationships.

Objectives:

- To understand the value of a diverse and inclusive organization, diversity in a global context, the issues and challenges involved in managing a diverse workforce.
- To articulate research and practice in support of diversity and inclusion.
- To gain deeper insights about individual biases towards diversity management.
- To enhance skills for effective diversity management.
- Appreciating contemporary development in the field.
- Sensitize organizations (through training and workshops) to the issues of acknowledging, valuing and managing diversity through inclusive strategies and mindset.
- Carry out applied research on diversity management and Inclusion in profit and not-for-profit organizations.
- Creating awareness of the diversity issues in society

## CENTRE OF EXCELLENCE IN CAPITAL MARKETS

The Centre of Excellence in Capital Markets was established in the year 2012 by the Department of Finance, SIMSR. The centre is sponsored by SIMSR.

Objectives:

- To create awareness about Capital Markets.
- To promote research in Capital Markets and allied areas.
- To collaborate with the industry and promote research in contemporary areas.

## CENTRE OF EXCELLENCE FOR SUSTAINABLE DEVELOPMENT

Centre for Sustainable Development was established as an advanced research centre at SIMSR under Department of Operations in the year 2012. The centre's focus areas are: energy management & policy, environment & climate change, transportation & urbanization and poverty & development studies.

Objectives:

- To conduct and promote research in the interdisciplinary areas of Sustainable Development.
- To collaborate and promote interactions among researchers within and outside the institute.
- To undertake research projects and consultancy assignments and liasoning with government, industries, and other stakeholders to promote sustainable development.
- To disseminate finding through classroom lectures, workshops, and conferences.

## CENTRE OF EXCELLENCE FOR INTERNATIONAL BUSINESS

The Centre of Excellence for International Business is involved in creating superior knowledge base on the various aspects (like policy, marketing, finance, personnel, operations & systems) of international business.

Objectives:

- To create superior knowledge base on various dimensions of International Business like international relations, policy, strategy, marketing, finance, personnel, operations & systems.
- Interacting with trade desks/industries to offer creative and innovative recommendations, consultancies, research work, certificate programs and specialized projects based on the global business requirements of the company.
- Collaborating with International business schools/faculty for exchange of knowledge and experiences.

## CENTRE OF EXCELLENCE FOR CONSUMER AND MARKET STUDIES IN EMERGING ECONOMIES

Would endeavour to encourage, foster, support and guide a culture of research, innovation and creativity relating to critical issues and opportunities in Emerging Economies in order to develop actionable insights and catalogue knowledge for application by industry, academia and society. The Centre of Excellence for Consumer and Market Studies in Emerging Economies was established in the year 2012 by the Marketing Area, SIMSR. The Centre is sponsored by SIMSR.

Objectives:

- To promote research in Consumer Studies in Emerging Economies and allied areas.
- To collaborate with the Industry and promoting research in contemporary areas.
- Creating awareness regarding the ongoing studies in the emerging economies within the consumer landscape.
- To transform and build capabilities for research in the area.





# CONFERENCES @ SIMSR



# CONFERENCES

## ECONOMICS - CENTRE OF ECONOMIC POLICY ANALYSIS & RESEARCH

- 3rd Annual Conference on 'Importance of Economic Research in Capital Markets: Jointly organised by NISM and SIMSR | October 12-13, 2018
- Conference on "Importance of Economic Research for Capital Markets" on March 03, 2017 at NISM Campus, Patalganga
- 2nd Annual One-day Conference on "Importance of Economic Research for Capital Markets" on September 22, 2017 | NISM Campus, Patalganga.

## FINANCE - SIMSR INTERNATIONAL FINANCE CONFERENCE

"The Centre of Excellence in the Capital Markets" and "Finance department" of K J Somaiya Institute of Management Studies and Research, has organised 'International Finance Conference' SIFICO 2018.

SIFICO 2018 was organized on 19th and 20th January 2018

The conference was inaugurated by Mr. M. Narendra, the Ex-Chairman and Managing Director of Indian Overseas Bank.

Dr. Subrata Sarkar, Professor from IGIDR conducted research workshop for delegates.

The conference was attended by around 30 delegates, including foreign delegates and the selected papers presented were published in ISSN journal.

## HR - INTERNATIONAL HR CONFERENCE

The two-day International HR Conference was organised by Humanist. The Program started with the key address by the guest of honour Mr. Kevin Balm (Director of Participative Technologies in Melbourne and Thailand). Mr. Vivek Paranjpe (Advisor at Reliance Industries Limited) delivered his speech on the changing realities in the field of HR and evolution of jobs.

Later Prof.V N Rajashekharan Pillai (Provost of Somaiya Vidyavihar) enlightened the students on the various changing HR policies.

Next day started with few more paper presentations and a panel discussion conducted by Mr. Biplob Banerjee, Ms. Mansi Dubey, Ms. Rashi Phoolwani along with the moderator Mr. Pankaj Bhargava.



## IT - SOMAIYA INTERNATIONAL CONFERENCE OF TECHNOLOGY AND INFORMATION MANAGEMENT

SICTIM - Somaiya International Conference of Technology and Information Management 2018, the 4th edition of the conference aimed to provide insight into “Datafication: Extract. Transform. Derive. New Business Value” – a term collectively used to refer to technology and processes employed to transform organization into data-driven enterprise. The Chief Guest invited for 4th Conference was Mr. Jaydeep Deshpande Regional Marketing Manager – Qlik. He gave insights on the topic Competing in the Analytics Economy. Key-note Speaker was Dr Ravi Krovi, Dean, College of Business Administration, The University of Akron. He shared valuable knowledge on the topic The Analytics Inflection Point.

## MARKETING - SIMSR GLOBAL MARKETING CONFERENCE

SIMSR Global Marketing Conference held on 15th-16th February, 2018 by SIMSR in academic collaboration with College of Business & Public Administration, California State University, San Bernardino, USA and supported by AMDISA on the theme “Marketing to the Global Consumer”.

## OPERATIONS - GLOBAL SUPPLY CHAIN MANAGEMENT CONFERENCE

SIMSR hosted the 5th Global Supply Chain Management Conference at its campus on Saturday 16th Dec 2017. The theme of the conference was “Managing the Supply Chain ..... Driving into the future”.

The keynote speaker was Prof. Dr. KATJA KUHN, Deanery of the faculty of Engineering DHBW Stuttgart. She spoke about the Challenges in Supply Chain Management such as Growing World Population, increasing Urbanization, changing consumer behavior day by day, development of smart business model and how these challenges affect the Supply Chain.

In the next session, Mr. Sanjay. D. Patil, Cluster Head (Mumbai) L&T Heavy Civil Independent Company. He Discussed upon Logistic Challenges in urban City While Implementation of Metro, Monorail Construction in Mumbai. The international papers were based on Logistics in Europe, particularly in Germany and comparison with logistics in India. Parallel, Quiz competition for the students from management institutes was also being held.

The Round Table Conference which consisted of the following panelists. Prof. (Dr.) J S Lamba was the moderator.

- Prof. Dr. Sachin Kamble, Associate Professor NITIE.
- Prof. Dr. V.V. Sople, Dean–Research, Institute for Technology and Management (ITM).
- Mr. Rakesh Shah, Founder and Director RPM InfoTech consulting Pvt. Ltd.
- Mr. Deepak Jakate, Managing Partner Envision Management services.

# DIGNITARIES ON CAMPUS



Shri Devendra Fadnavis, Hon. Chief Minister of Maharashtra



H. E. Bulat Sarsenbayev, Kazakhstan Ambassador



Shri Suresh Prabhu, Minister of Commerce & Industry and Civil Aviation



Mr. Sanjiv Sarin, Managing Director & CEO at Tata Coffee Ltd



Smt. Nupura Nanivadekar, Associate Director, IDFC bank

**Education is the passport to the future, for tomorrow belongs to those who prepare for it today – Malcolm X**



# DIGNITARIES ON CAMPUS



Prof. David Whittenberg, Professor of Entrepreneurial Innovation at ISME and ISDI



Mr. Kevin Balm, Owner, Participatory Techniques Pty Ltd



Prof. Udo Wagner, University of Vienna



Mr. Samir H Kanabar, Partner - Ernst & Young

What is really needed to make democracy function is not knowledge of facts, but right education  
- Mahatma Gandhi



Mr. Ananth V, CEO, Tech Divine

# FACULTY ACHIEVEMENTS



SIMSR

**CONGRATULATIONS**  
 PROF. DR. MONICA KHANNA  
 FOR BEING AWARDED  
 BEST PROFESSOR  
 -  
 PROF. Y. K. BHUSHAN 100 MOST  
 DEDICATED TEACHERS OF  
 INDIA CITATION



SIMSR

**CONGRATULATIONS**  
 PROF. DR. SIVA KUMAR  
 FOR BEING AWARDED  
 BEST PROFESSOR IN  
 ECONOMICS  
 -  
 25TH BUSINESS SCHOOL AFFAIRE &  
 DEWANG MEHTA, NATIONAL  
 EDUCATION AWARDS



SIMSR

**CONGRATULATIONS**  
 PROF. DR. VANDANA KHANNA  
 FOR BEING AWARDED  
 BEST PROFESSOR IN  
 MARKETING &  
 INTERNATIONAL BUSINESS  
 -  
 25TH BUSINESS SCHOOL AFFAIRE &  
 DEWANG MEHTA, NATIONAL  
 EDUCATION AWARDS



SIMSR

**CONGRATULATIONS**  
 TO MARKETING FACULTY  
**VILASINI JADHAV**  
 FOR BEING AWARDED THE PH.D DEGREE  
 FOR HER THESIS TITLED  
 "ONLINE BUYING BEHAVIOR"



SIMSR

**CONGRATULATIONS**  
 TO GENERAL MANAGEMENT FACULTY  
**ASHA BHATIA**  
 FOR BEING AWARDED THE PH.D DEGREE  
 FOR HER THESIS TITLED  
 "IMPACT OF SOCIAL  
 ENTREPRENEURSHIP ON SOCIAL  
 TRANSFORMATION - AN EMPIRICAL  
 STUDY FOR THE STATE OF  
 MAHARASHTRA"

Education is the most powerful weapon which you can use to change the world.  
 - Nelson Mandela



# FACULTY ACHIEVEMENTS



SIMSR

**CONGRATULATIONS**  
TO OPERATIONS FACULTY  
**P.K.SABHERWAL**  
FOR BEING AWARDED THE PH.D DEGREE  
FOR HIS THESIS TITLED  
"ATTITUDINAL SURVEY TO ASSESS  
THE READINESS OF INDIAN  
INDUSTRY TO ADOPT DELAYED  
DIFFERENTIATION STRATEGY"

SIMSR

**CONGRATULATIONS**  
TO HUMAN RESOURCES FACULTY  
**HEMANGI BHALERAO**  
FOR BEING AWARDED THE PH.D DEGREE FOR  
HER THESIS TITLED  
"CORRELATES OF EMOTIONAL  
INTELLIGENCE, LEADERSHIP AND  
NON-VIOLENCE – IMPACT OF  
EMOTIONAL INTELLIGENCE,  
LEADERSHIP AND NONVIOLENCE  
ON ORGANIZATIONAL  
COMMITMENT AND CONFLICT  
MANAGEMENT STRATEGIES"



SIMSR

**CONGRATULATIONS**  
TO MARKETING FACULTY  
**HARDEEP SINGH**  
FOR BEING AWARDED THE PH.D DEGREE  
FOR HIS THESIS TITLED  
"ADOPTION OF HEALTHY FOOD  
CHOICES AMONG URBAN INDIAN  
ADULTS - CONSUMER BEHAVIOUR  
STUDY"



SIMSR

**CONGRATULATIONS**  
TO FINANCE FACULTY  
**SWATI SHRIKANT GODBOLE**  
FOR BEING AWARDED THE PH.D DEGREE  
FOR HER THESIS TITLED  
"STUDY OF FACTORS IMPACTING  
GOLD BUYING BEHAVIOUR OF  
CONSUMERS IN INDIA"



Education is for improving the lives of others and for leaving your community and world better than you found it  
– Marian Wright Edelman



SIMSR

**CONGRATULATIONS**  
Prof. Dr. SNV Sivakumar  
& Prof. Dr. Asha Prasuna

For being conferred with a patent for their work with the title 'System and Method for evaluating a Corporate Strategy in a Data network'





# STUDENT ACHIEVEMENTS - WINNERS

	Name of the event	Type of competition	Host
Ankit Khandelwal	SPC - Finance	Summer internship competition	NITIE, Mumbai
Dhaval Patel	Summer Project Competition (SPC)	Best Summer Project	NITIE
Girish Bhagat and Sarthak Shukla	Pratyaksha 11.0	Debate	JBIMS
Raj Agrawal, Lipi Sathwara, Preet Arora, Shyam Mundhara - Team Pina Colada	MarX, the Marketing Club of IIM Nagpur, presents AdWise 2017	Ad Making Competition	IIM Nagpur
Shuaib, Prince & Rakshita	FiMaStOp 2017	Case Study	MDI Gurgaon
Gaurav Syal and Ayush Agarwal	Marketing Geeks	Rural Marketing and Branding Event	Shailesh J. Mehta School of Management, IIT Bombay
The Thalaivas	CSK- Roar Gets Louder	Case Study	IIM Kozhikode
The Challengers	Marketing Geeks	Devising marketing strategies in rural India for a tech product	IIT Bombay



# STUDENT ACHIEVEMENTS - RUNNERS UP

	Name of the event	Type of competition	Host
Subham Agarwal	Leo Mock Stock Exchange	Virtual Trading	Leo club
Ankit, Ashish and Pranshu	Sikkonkakamal	Share market and venture capital	JBIMS, Mumbai
Finatics	Sikkonkakamal	Share market and venture capital	JBIMS, Mumbai
Deepak Rawtani	Vishwavyapar	Article writing competition	Delhi School of Economics
Harshit Bohra	Finshiksha Learning Championships 2017	Examination and Project	AdiFinshiksha Education Pvt Ltd
Akshita Gupta	Toastmasters Area Level Humorous Speech and Evaluation Contest	Speech Evaluation Contest	Toastmasters International District District 98
Team Somaiya	Simul-Up!	Retail Simulation	Indian Institute of Management (IIM), Indore - Mumbai Campus
The Challengers	Street Sangram	Sales and strategy competition	IIM Indore
The Challengers	Street Sangram	Sales and strategy competition	IIM Indore
Creative Squads	Videosis'17	Short Movie Making	Fore Delhi
BalajiSunderajan, Rahul RP, Saran Srivastava/ Revengers	STRATOMANIA	Case Study	SCMHRD
Team Aspire (Apurva Deshmukh, Sonika Aneja)	Niveshak	Equity Research Competition	IIM Shillong



# INTERNATIONAL RELATIONS

Over 30 International University representatives visited SIMSR in 2017-18, some of whom have signed MoU for academic and research collaboration.

Following universities agreed to be academic partners for International Conferences at SIMSR -

Communication University of China, THI Ingolstadt (Germany), Yunnan University, University of EötvösLoránd, Hungary and some more.

Some of the Universities that visited campus:



SAINT MARTIN  
UNIVERSITY, USA



BEIJING FOREIGN  
STUDIES UNIVERSITY,  
CHINA



KATZ BUSINESS  
SCHOOL, USA



FUDAN UNIVERSITY,  
CHINA



EAST CHINA NORMAL  
UNIVERSITY,  
CHINA



THE UNIVERSITY OF  
AKRON, USA



UNIVERSITY OF  
ADELAIDE,  
AUSTRALIA



UNIVERSITY OF  
QUEENSLAND,  
AUSTRALIA



YUNNAN  
UNIVERSITY,  
CHINA



# INTERNATIONAL RELATIONS



NORTHWESTERN UNIVERSITY, USA



UNIVERSITY OF LEUVEN, BELGIUM



UNIVERSITY OF AUCKLAND, NEW ZEALAND



UNIVERSITY OF SALVADOR, ARGENTINA



WINTEC INSTITUTE, NEW ZEALAND



UNIVERSITY OF EDINBURGH, UK



ACCADEMIA ALBERTINA DI BELLE ARTI DI TORINO, ITALY



IED - ISTITUTO EUROPEO DI DESIGN, ITALY



UNIVERSITÀ DEGLI STUDI DI BERGAMO, ITALY



UNIVERSITÀ DEGLI STUDI DI BOLOGNA, ITALY



UNIVERSITÀ DEGLI STUDI DI BRESCIA, ITALY



UNIVERSITÀ DEGLI STUDI DI CASSINO E DEL LAZIO MERIDIONALE, ITALY



# INTERNATIONAL RELATIONS



UNIVERSITÀ DEGLI STUDI DI ROMA "LA SAPIENZA", ITALY



UNIVERSITÀ SCIENZE GASTRONOMICHE, ITALY



UNIVERSITY OF PLYMOUTH, UK



NORTHWESTERN PRITZKER SCHOOL OF LAW, USA



CORVINUS UNIVERSITY OF BUDAPEST (BCE), HUNGARY



UNIVERSITY OF SEMMELWEIS, HUNGARY



UNIVERSITY OF SZEGED, HUNGARY



UNIVERSITY OF SZENT ISTVÁN, BUDAPEST, HUNGARY



UNIVERSITY OF DEBRECEN, HUNGARY



UNIVERSITY OF PANNONIA VESZPRÉM, HUNGARY



TSINGHUA UNIVERSITY, CHINA



CURTIN UNIVERSITY, AUSTRALIA



# INTERNATIONAL RELATIONS

## MASTER CLASS SESSIONS CONDUCTED BY PROFESSORS FROM FOLLOWING UNIVERSITIES (AT SIMSR):

1. University of Adelaide, Australia
2. University of Queensland, Australia
3. Melbourne University, Australia
4. University of Vienna, Austria
5. University of Plymouth, UK
6. Curtin University, Australia
7. DHBW, Stuttgart, Germany

## LIST OF FOREIGN DIPLOMATS WHO HAVE VISITED SVV CAMPUS

1. Consul General of Hungary
2. Consul General of Argentina
3. Consul General of Italy
4. Deputy British High Commissioner
5. Deputy British High Commissioner of Mauritius
6. Consul General of Vietnam
7. Consul General of P.R.China
8. Consul General of Ecuador
9. Ambassador of Kazakhstan

## FOREIGN STUDENTS' VISIT TO SIMSR

1. Tsinghua University, China
2. University of Hong Kong
3. Mondragon university, Spain

## STUDENT EXCHANGE:

SN	Student's Name	Course at Somaiya Vidyavihar	Foreign University / Institute	Country	Duration of Exchange Program
1	Abhinav Kaushal Mantri	SIMSR PGDM-RM-TRIM 2	Duale Hochschule Baden-Württemberg (DHBW), Stuttgart	Germany	1st March to 30th June, 2018

28 students went to DHBW (Germany /France) for an immersion program in June, 2018 and students from DHBW visited SIMSR in December 2017

## FACULTY VISITS ABROAD

1. A team from SIMSR visited Six Universities in UK (The University of Edinburgh, Aston University, Newcastle University, Imperial College, Exeter University, Plymouth University) in April 2018
2. Faculty members from SIMSR attended International Conferences in UK, USA, Germany, Switzerland, China, Japan, Spain, Austria, Nepal etc.

# SIMSR COMMITTEES



## ACUMEN

The Quizzing and Debating Society of SIMSR.



## ALUMNI COMMITTEE

It provides a platform to the alumni of SIMSR in the form of various events and initiatives.



## ASPIRE

It ensures participation, encouraging participation and winning various B-school and MNC competitions.



## CII-YI

Young Indians (Yi) is an integral part of the Confederation of Indian Industry (CII)



## CONSULTANCY

Consultancy@SIMSR yearns to deliver quality services to corporate clients by working on live projects.



## DRAMA CLUB

Be it a vibrant skit, an intense drama or an offbeat short film, SIMSR Studio does it all.



## E-CELL

The entrepreneurship cell of SIMSR it aims to nurture and facilitate entrepreneurial ideas.



## ENACTUS

Enactus Somaiya Social Cell is the social entrepreneurship cell of SIMSR



## FINSTREET

Finstreet conducts events centered around the theme of Finance, throughout the year.



## FORSE

Operations and Supply Chain Management Committee of SIMSR



## GITA CLUB

The club aims for inclusive growth of every individual on various facets of life.



## WDC

Women Development Cell at SIMSR works for women empowerment and aspires to create a balance in the society.

# SIMSR COMMITTEES



**TALKIES**  
SIMSR Talkies has been set up with the purpose of showcasing movies and documentaries at SIMSR.



**HUMANIST**  
The SIMSR's official HR committee which focuses on the personalized skills of the students.



**IBS**  
To increase the awareness among the students of SIMSR about International Business



**INTERFACE**  
Interface helps students enhance their marketing acumen through relevant experiences.



**PLACEMENT**  
The committee yearns to achieve 100% placements to give students the opportunities they seek.



**PR & BRANDING**  
The Public Relations and Branding committee is the mouthpiece of SIMSR.



**QUANTINUUM**  
Quantinum aims to enhance students' analytical abilities and Quantitative skills.



**RETAIL LAB**  
Yearns to create synergy between the retail industry and students to learn, explore and innovate.



**SPORTS**  
SIMSR sports committee looks out for students who are passionate about sports.



**SAF**  
Students' Activity Forum is the center of cultural activities at SIMSR.



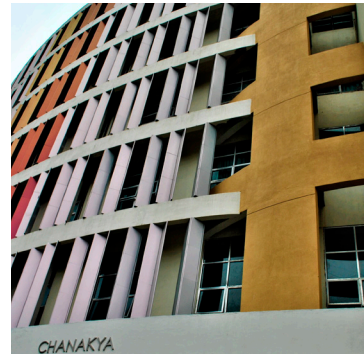
**STUDENT COUNCIL**  
Student Council is the body that acts as a bridge between management and students, and is a binding force and a facilitator for all committees.



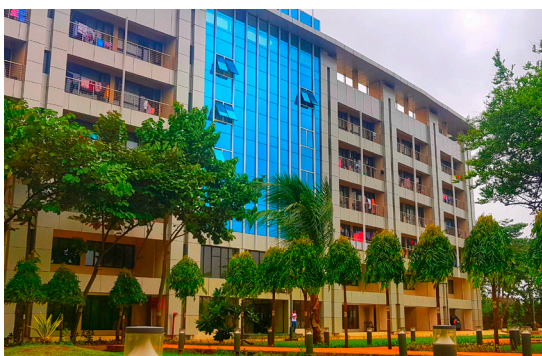
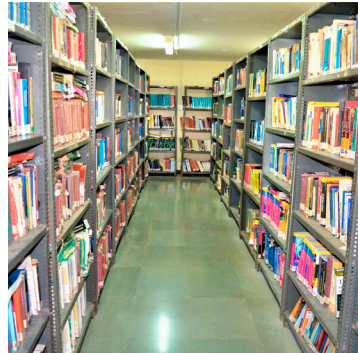
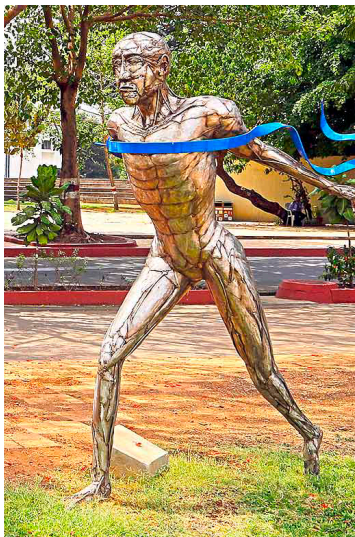
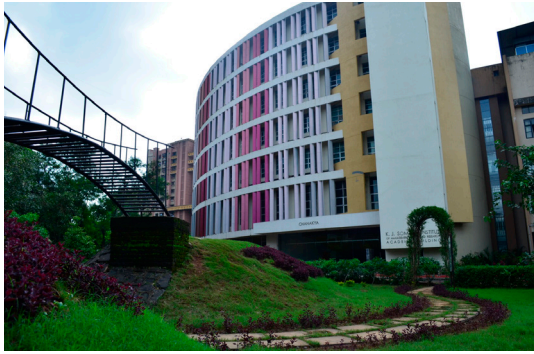
**GROOVES**  
Grooves is the Dance club of SIMSR

and many more...

# INFRASTRUCTURE



# INFRASTRUCTURE





# INAUGURATION & CONVOCATION

## INAUGURATION

### MCA

The inauguration ceremony for Masters in Computer Application (MCA) program for 2017-2020 batch was held on 8th Aug 2017. The hon'ble Chief Guest for the ceremony was Mrs. Unnati Mistry Agarwal, Presales Consultant at Vistaar Technologies. The chief guest addressed the students before they embarked on their two year journey, filling them up with motivation and enthusiasm. The Director, Prof. Dr. Monica Khanna also addressed the students.

### MMM/MFM/MIM/MHRDM

The inauguration ceremony for Part-time programs for 2017-2020 batch was held on 15th July 2017. The hon'ble Chief Guest for the ceremony was Mr. Pradeep Gangawane, Director, Presales and Solution Consulting at Vistaar Technologies. The chief guest addressed the students before they commenced their three-year journey. The director Prof. Dr. Monica Khanna also addressed the students.

### PGDM

The inauguration ceremony for PGDM 2017-19 batch was held on 16th June 2017. The hon'ble Chief Guest for the ceremony was Mr. Prashant Issar, CEO and Co Founder, Mirchi and Mime, a popular restaurant chain in Mumbai. Keynote speaker of the ceremony was Mr. Reuben Pandian, Chief Omni Channel Officer, TATA CLiQ. The chief guest addressed the students before they set sail to their two year journey with words of guidance and wisdom. The director Prof. Dr. Monica Khanna also addressed the students.

### MMS

The inauguration ceremony for MMS or Masters in Management Studies for 2017-2019 batch was held on 8th Aug 2017. The hon'ble Chief Guest for the ceremony was Mrs. Unnati Mistry Agarwal, Presales Consultant at Vistaar Technologies. The Chief Guest addressed the students before they embark on their two year journey filling them up with motivation and enthusiasm. The Director Prof. Dr. Monica Khanna also addressed the students.

### PGDM EXECUTIVE

The inauguration ceremony for PGDM Executive program for 2017-2018 batch was held on 1st Sep 2017. The hon'ble Chief Guest for the ceremony was Mr. Tarun Singh Chauhan, Founder of TSC Consulting. The Chief Guest addressed the students with his inspiring remarks for the students to set alight their PGDM journey. The Director Prof. Dr. Monica Khanna also addressed the students.



**You are always a student, never a master. You have to keep moving forward**  
 – Conrad Hall ”



## CONVOCATION

### PGDM and PGDM Executive

The convocation ceremony was held for PGDM Batch 2015-17 and PGDM Executive Batch 2015-16 on 2 December 2017 at Gargi Plaza, Somaiya Vidyavihar campus. The Hon'ble Chief Guest for the ceremony was Mr. Adnan Ahmed, VC & MD – Clariant Chemicals (India) Ltd. & Region President – India. The program started with Director's report followed by chief guests' addressal to the students. The students were also addressed by President, Somaiya Vidyavihar. The rank holders of different programs were felicitated and certificates were distributed to all the students. The program concluded with Administration of Oath by the Director followed by National Anthem

### MMS / MCA / Part Time

The convocation ceremony for MMS Batch 2015-17 and MCA and Part-time Programmes Batches 2014-17 was held on 21st April 2018. The honourable Chief Guest for the ceremony was Mr. Sudhir Shenoy, CEO - Dow India (Alumnus 1997-2000, MMM). The program started with Director's report followed by chief guests' addressal to the students. The students were also addressed by Shri Samir Somaiya, President, Somaiya Vidyavihar. The rank holders of different programs were felicitated and certificates were distributed to all the students. The program concluded with Administration of Oath by the Director followed by National Anthem.



# NEW INITIATIVES

## BLOOMBERG LAB

Bloomberg Finance Lab was launched by the Director – Dr. Monica Khanna on February 5, 2018. The lab consists of nine Bloomberg terminals installed in the SIMSR Library. A two-member committee comprising of Dr. Aparna Bhat and Prof. Hitesh Punjabi under the guidance of Dr. Pankaj Trivedi was constituted to oversee the training of faculty and students. The training covered Bloomberg applications for teaching various topics pertaining to equity markets, portfolio analysis and global markets. The finance specialization students were trained in tracking and analysing Equity and Derivatives markets to reinforce the concepts learnt in the classroom. Students were encouraged to complete an online certification course in Bloomberg Markets concepts. This online course was free for SIMSR students and covers aspects of equity, forex, commodities and economics which will add value to the student's profile for placement purposes.

## MAITREYI HOSTEL

Honourable Chief Minister of Maharashtra, Shri Devendra Fadnavis inaugurated 'Maitreyi' a new hostel building for girl students of Somaiya Vidyavihar. The inaugural programme was also attended by Shri Prakash Mehta, Cabinet Minister Housing Department, Government of Maharashtra and Shri Sadashiv Lokhande, Member of Parliament (Lok Sabha)

With a capacity to accommodate over 300 students, it is one of the biggest hostels amongst private educational institutions in Mumbai. With facilities such as a large community hall, well-furnished lounges on every floor, a medical room, music room, large dining area, playroom and waiting room for visitors, the hostel has been designed keeping in mind the needs of girl students.

The hostel houses students of Somaiya Vidyavihar from diverse streams from various parts of the country as well as international students from countries like Bahrain, Vietnam, Congo and Tajikistan.

## MANDARIN

Mandarin as an elective foreign language was introduced in 2017-18 in SIMSR for PGDM students (non-credit). About 40 students opted for Mandarin program, out of that 16 have appeared in International Test of Mandarin language.

One student of PGDM (FS), based on his Mandarin skills, was offered summer internship by Industrial and Commercial bank of China (ICBC).

Mandarin students were also invited by Chinese Consul General to attend China National Day in Taj Palace Hotel, Mumbai. On 17th October, Chinese consulate invited SIMSR students for China Movie program at NCPA, Mumbai.

Every student of Mandarin got an opportunity to interact with native Chinese students. In February 2018, a group of students from Tsinghua University (QS 24th World Ranking) visited SIMSR and interacted with PGDM students which was an insightful experience.

## HOLSEM

HOLSEM (Holistic Self-Management) was launched with the main aim of teaching the students "How To Live", to care for the emotional well-being of students, staff and teachers especially in times of acute stress and to enable an environment of holistic health in order to balance their physical, mental and energy levels, through yoga, meditation, pranayam, exercise, counseling and self-help workshops. It was initiated for the faculty and staff members in 2017.

# EDITORIAL TEAM

## EDITOR IN CHIEF



**DR. MONICA KHANNA**

Director and Marketing Professor, SIMSR

## FACULTY TEAM



**PROF. MILIND GAWAI**

Assistant Professor,  
General Management  
Department  
SIMSR



**PROF. SUDARSHAN SIRSAT**

Assistant Professor,  
IT Department  
SIMSR



**ARVIND PANDI DORAI**

Head, Office of Advancement  
(Alumni Relations, PR &  
Development)  
SIMSR

# EDITORIAL TEAM

## SENIOR EDITORIAL TEAM



**ARPIT BANERJEE**  
PGDM International  
Business 2017-19



**ANSHYA NAIR**  
PGDM Communications  
2017-19

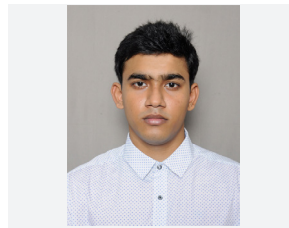
## JUNIOR EDITORIAL TEAM



**SHIVAM SHARMA**  
PGDM Communications  
2018-20



**TRISHA JAISWAL**  
PGDM Retail Management  
2018-20



**AMAN BAID**  
PGDM Retail Management  
2018-20

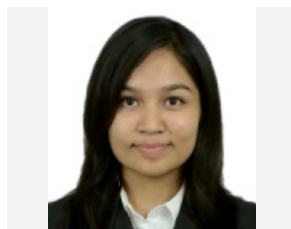


**TANUJ TIWARI**  
PGDM Communications  
2018-20

## CONTRIBUTORS



**ANUBHA JAJOO**  
PGDM Communications  
2018-20



**FALGUNI GUPTA**  
PGDM Retail Management  
2018-20



**SNEHA AGARWAL**  
PGDM Communications  
2018-20



**RAKITA RANJAN**  
PGDM Retail Management  
2018-20



**SAKSHI MAGGU**  
PGDM Communications  
2018-20



**GOURAB MUKHERJEE**  
PGDM International  
Business 2018-20



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KJ SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
SOMAIYA VIDYAVIHAR

#MasterYourFutureAtSIMSR

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