



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



BE DISTINCT

IT OPENS VISTAS OF OPPORTUNITIES

K J Somaiya Institute of Management

MBA PLACEMENTS BROCHURE (Batch 2020-22)



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Somaiya Vidyavihar University



Shri. Samir Somaiya
Chancellor- Somaiya Vidyavihar University

With over six decades of experience in building and managing educational institutes of great repute, Somaiya Vidyavihar has become a Private University. The Somaiya Vidyavihar University was established in August, 2019. We are delighted to have given Mumbai its first new-age university of global stature. As part of this accomplishment, we are now offering our students, programmes with the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges. Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities such as full-sized football ground, an athletic track, volleyball and tennis courts, gymnasiums, squash courts, a yoga room, a medical centre and an open-air Amphitheatre. The curriculum, designed by distinguished names from academia and industry, ensures that every graduate from Somaiya Vidyavihar University is a future ready and multi-faceted professional with much to offer to the world. We have a dream to build and support a world-class institution, one that is proudly Indian, and excels in Education, Research and Service.



Prof. V.N. Rajasekharan Pillai
Vice-Chancellor-
Somaiya Vidyavihar University

Honorable Vice-Chancellor Prof. Dr. V N Rajasekharan Pillai Sir has an illuminating career in the field of education. He has been at the helm of affairs of several higher educational and scientific research establishments for over five decades. Pillai Sir is an illustrious academician, and has been in top leadership positions as executive head of Education, Science and Technology establishments both in the country and abroad.

• 1 VISION AND 60+ YEARS OF LEGACY •



8 Campuses
34 Institutions



15,00+ Faculty
25,00+ Staff



40,000
Students
100+ Student
Clubs



230+ Courses
20+ Libraries



6 Hostels
1,500+
Student
Accommodation



15+ Dining
Options



Girls : Boys
Ratio 1:1



20 Sports
Offerings



100+ Start-ups
20+ Project
Patents

40
YEARS

K J SOMAIYA
INSTITUTE OF
MANAGEMENT



Padmabhushan Shri K J Somaiya
Founder, Somaiya Vidyavihar (Est. 1959)

K J Somaiya Institute of Management 1981-2021 and Beyond

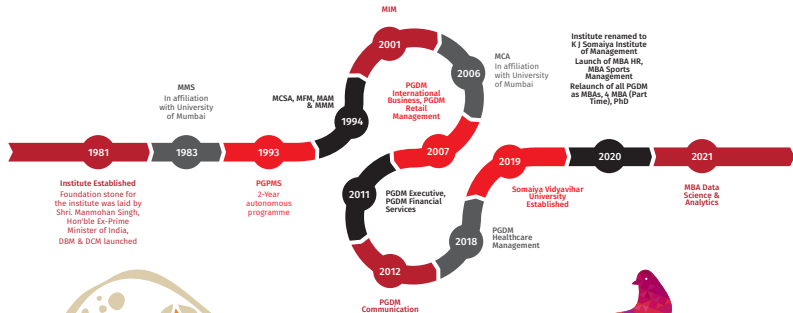
K J Somaiya Institute of Management was started in a modest manner by Padmabhushan Shri K J Somaiya and inaugurated at the hands of Dr Manmohan Singh, Honorable Ex Prime Minister of India. The Institute is now poised to realize its vision 'to build a world class research and teaching Institution that is global in the reach of its ideas and universal in its service' in the coming decades. The previous decades witnessed the broadening of the Institute horizons with the launch of Doctoral programme in Management, Executive

MBA, Core MBA, Super Specialization Management Programmes in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Human Resources, Sports Management and Data Science & Analytics, Part-Time Management Programmes, Masters in Computer Applications.



The Institute has established itself as one of the Top-25 Business Schools and Top-10 Private B-Schools in India over its 40-year journey. The Institute's success over the years is due to the continuous commitment, support and encouragement from the Management, Faculty, Staff, Students and Alumni.

With a mission to foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenships, the Institute provides a platform to learn, share and disseminate innovative management practices. The Institute is committed to be socially responsible and continuously upgrades, evolves and works together in merging technology with tradition to create globally transferable skill sets to shape the future global leaders.





Director's Message

“ I am what I am – an individual, unique and different ”
– Charlie Chaplin

K J Somaiya Institute of Management, Somaiya Vidyavihar University, started in a modest manner by Padmabhushan Shri K J Somaiya and inaugurated at the hands of Dr. Manmohan Singh, Honourable Former Minister of India, has completed 40 years in the service and promotion of management education (1981-2021). The Institute works with a mission “to foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenships”.

The Institute attracts students from all over India and abroad who come from distinct socio-economic backgrounds and geographic regions, with their unique knowledge, skills and ingrained cultures and sub cultures. The Institute believes that there are different forms of intelligence and provides a plethora of opportunities and platforms which the students can use to develop their individualized identities and skill sets. These are from world class sports facilities to experiential learning platforms, technology based



Prof. (Dr.) Monica Khanna
Director

learning tools like simulation games, Bloomberg Lab, Media Analytics Lab, various software's and e-databases for conducting research and live industry projects, Harvard and other leading business school case studies, hobby clubs, entrepreneurial ideas incubation centre, community service, holistic self management classes, yoga, music, dance, drama, book club and so on. These initiatives help students to develop their physical, emotional, spiritual and adaptive quotients as they get to work on individual and team assignments. Industry 4.0 requires fresh enthusiastic minds bubbling with creative energy. The Institute is committed to training and developing such talent that can take on the challenges of a disruptive world faced with black swan events like the COVID pandemic. A highly qualified faculty and committed staff helps the students to realise their full potential. The underlying objective being to help students "Be Distinct – As It Opens Vistas Of Opportunities". I invite you to our campus to interact with our students and faculty to assess their calibre and potential which in turn will help to build long lasting valuable relationships with our Institute.

Best wishes,

Prof. (Dr.) Monica Khanna
Director



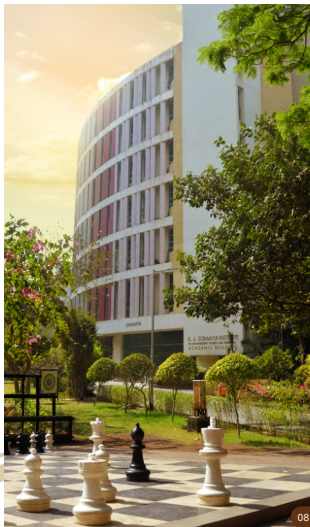


The INSTITUTE

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar with the objective of providing state of the art education in management and allied areas. The Institute is consistently ranked among top 25 Management Institutes and top 10 private sector B-schools in India.

The Institute is nestled in a 50 acre campus in the central suburbs of Mumbai and offers Doctoral Studies in Management, full time, part time, Masters and Post Graduate Programmes in Business Management, Executive and Master of Computer Applications. The Institute is a constituent of the Somaiya Vidyavihar University.

Apart from the regular programmes, the Institute offers customized and subject/ industry specific certificate and executive development programmes for government bodies, companies, defence personnel and NGOs. The Institute also undertakes research and consultancy for both public and private organizations.





Guiding Factors

Vision

To build a worldclass research and teaching institution that is global in the reach of its ideas and universal in its service.

Mission

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





THE INFRASTRUCTURE

The Institute:

The Institute is housed in two adjacent spacious, well-furnished and air conditioned buildings of around 2,00,000 sq. feet surrounded by lush green gardens and trees. The entire infrastructure has been created to develop a truly academic ambience.



Library

The fully computerized **library has more than 97,000 books**, Harvard Case Subscription, 20+ online databases, 9 Bloomberg Terminals, 150 Indian and International periodicals, CDs, and Video films. The library is housed in an area of 7,000 sq. feet, the library offers access to various online databases like Ebsco, Proquest, Emerald, Web of Science, Warc, CMIE, Taylor & Francis, Euromonitor and so on which provide online access to reputed national and international journals, research papers, articles, dissertations, and financial data.

Sports Facilities

The campus offers a variety of sports facilities. Students can engage in all kinds of sports which enable recreation, rejuvenation and stress busting, all purposes being served well on campus. These state-of-the-art facilities are well maintained and can also be put to use by students who wish to pursue sports as their career. In addition to this, professional coaching and training is also available.

The Campus provides the following facilities to remain and active:

**Running Track | Open Air Chess Board | Football Ground | Cricket Ground
Badminton Court | Basketball Court | Volleyball Court | Tennis Court
Squash Court | Indoor Sports Facilities**



Hostel / Accommodation

The Institute offers on-campus separate hostel facilities namely, MAITREYI and SANDIPANI for boys and girls of all the Programmes. The hostel offers 1000+ beds for students and 24 faculty / staff residences. The hostel has facilities like 24x7 internet facility, Laundromat, Student Mess, Activity Room and a Well-Equipped Gym. The Girls Hostel MAITREYI was inaugurated by Honourable Former Chief Minister of Maharashtra, Shri Devendra Fadnavis.



Medical Facilities



Students requiring medical attention can consult the in-house doctor free of charge. Students can also avail the facilities available 24 x 7 at K J Somaiya Medical College and Research Center situated near to the campus. An ambulance is stationed in the institute campus throughout the year which can be utilised in case of any emergency.





Cafeteria



The canteen in the administrative block of around 2,250 sq feet is located on the ground floor of the Institute building. It is very well ventilated and has a seating arrangement of more than 100 students at a time. This is complimented by a open air seating arrangement with lots of greenery, that makes it a great place where students can get together to discuss their assignments and projects over cups of tea / coffee and tasty food bites. The institute also has a Mess located in the hostel building which serves tasty and healthy breakfasts, lunch & dinner to the students & staff.



Computer Labs

The Computer Center is one of the best equipped IT centers geared to aid the learning process. Software packages like SPSS, SAP-ERP, Rational Rose, Bloomberg enable in conducting data analysis for business and marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects. We also have LMS (Learning Management System) in place for a better learning experience.



Other Facilities

Students have the option of learning additional courses like yoga and several foreign and oriental languages including Mandarin, Spanish, Italian, German, French, Japanese, Sanskrit and Pali. Several spiritual sessions are also conducted on the campus for the benefit of the students and faculty. The institute houses state of art auditoriums (Nalanda & Takshashila) and an Amphitheatre for various activities, conferences and events. The students can also utilize in-campus amenities like open air gym, night mess, ATM, etc. which helps the students to have all the facilities within the campus premises.



Media Analytics Lab

The Media Analytics Lab is a state of the art lab which provide tools focusing on consumer measurement. The objective of the lab is to provide students hands-on experiential learning on handling live consumer data to create actionable marketing plans. The lab has licensed software for Social Media Analytics (Germin8) and television measurement (Broadcast Audience Research Council) along with interactive projector to deliver superior learning experience. Social media listening is one of the latest industry buzzwords, and Germin8 is a social media intelligence platform powered with AI and analytics that enhances the capacity to listen, engage and track reviews in real time. Broadcast Audience Research Council (BARC) is the world's largest TV viewership measurement system. Both these platforms give students a chance to handle market and consumer complexities at granular level enabling them to address real world marketing issues.



Know the DIVERSE PROGRAMS:

K J Somaiya Institute of Management offers a comprehensive range of sector specific business management programmes to integrate Indian businesses with global opportunities in highly competitive business environment. The pedagogy is a blend of theory with practical approach & comprises of case studies, projects, assignments, presentations, guest lectures, role plays, industry visits, interactive classroom lectures and international immersions.

The teaching process lays emphasis on ethical leadership along with group learning.

► PROGRAMS:



► MBA

MBA programme is of two years duration divided into six trimesters. Each trimester is of approximately 12 weeks. In the first year of the programme, compulsory general management subjects are offered. In the second year, specialization subjects are offered in area of Finance, Marketing, Human Resource Management, Operations and Data Science, along with a bouquet of electives.

The curriculum of the programme is reviewed by Boards of Studies of different subjects. These boards comprises of industry experts and experienced academicians. This makes the programme relevant for the industry, brings in new job opportunity and also increases employability of the students. At the induction session for the students, base subjects like business, management, finance, and economics are taught.

Every student as a part of curriculum at the end of first year, needs to undergo summer internship in a company for approximately eight weeks. Students can also get concurrent projects from companies. Students also get a chance to work with senior alumni who mentor them as they do their project work.



To inculcate a temperament of research among the students, each one of them has to do a Master's thesis on the topic of their specialisation under the guidance of a faculty mentor. To facilitate good research, the Institute has subscribed to various online data bases relating to finance, marketing, economics and other related areas.

The large faculty base comprises of experts with rich academic and industry experience, many of them are Ph.D. holders and are authors of books. Few of them are regular visitors to foreign Universities for teaching management subjects. Also, faculty from few foreign Universities visit the campus and share their perspective by conducting lectures and workshops.

MBA at K J Somaiya Institute of Management is a complete programme for future managers of business and industry. It is also suitable for students who wish to start entrepreneurial activities.

► MBA INTERNATIONAL BUSINESS

MBA in International Business focuses on creating a global mind-set and developing the functional and managerial capabilities necessary for a rapidly changing business environment. The course covers the entire spectrum of International Business, imparting an in-depth knowledge of the business environment, finance, marketing and economics to the students. It focuses on the singular vision of preparing the students to become experts in managing global businesses, making them competent and versatile in all the functional areas of management that add value to their overall personality. The course aims to build professionals with expertise in international business, focusing on strategies in an ever-evolving global environment.



The course syllabus is regularly amended and updated according to the industry needs and economic transformation. The subjects chosen for this program are a judicious blend of foundation core courses, key courses in functional areas and advanced level specialisation courses within the spectrum of International Business. This makes K J Somaiya Institute of Management one of the best institutes for International Business in the country and the world. The course is a boon for every student willing to make a career in the public or private sector corporations focusing on international business. The course nurtures and builds in the students a focus on cross cultural sensitivity and develops foreign language capability among the students. In addition to the classroom learning through case studies, guest lectures, webinars, hands-on projects and interesting assignments, the students learn through participation in international immersions, peer-group learnings, co-curricular activities including interactions with key industry experts and Consulate Generals of various countries, which are arranged by International Business Society (IBS@SIMSR).

The curriculum helps students to be sensitized, recognize, analyse and apply global international concepts and explore the now trending emerging economies nuances and theories for international operations and business success. With the rapidly changing environment, MBA in International Business allows students to understand multicultural facets, foreign investments, and cross-border compliances and create and execute strategies, to turn the tables around in their favour through multinational management.



► MBA INTEGRATED MARKETING COMMUNICATIONS

The course builds students for career in media, digital marketing, communication analytics and creative industries in sectors such as Market Research, Digital Marketing Agencies, Advertising Agencies, Media Houses, Media Networks and Brand Management in companies. The course is carefully crafted for those who want to get hands - on experience in traditional as well as new and emerging media. The course has a judicious mix of theory and practicality as most of the courses are delivered by media and agency practitioners. The stated programme specific goals were set as Designing Integrated Marketing Communications, Managing Integrated Internal and External Communication.

Teaching pedagogy is based on classroom coaching with integrative learning process with Industry, regular upgrading of syllabus and introduction of new courses as per industry developments, requirements and student feedback. One of the key features of the programme is the Dual Faculty format adopted for the specialized courses wherein the in-house full time faculty delivers the theoretical background and the Industry specialist & practitioners deliver latest cutting edge practices in the area.

Newly added courses have been Introduction to Media and Media Analytics, Media Programming, Luxury Marketing, Account and Brand Planning and Social Media Insights and Analytics, Brand Storytelling. Media Analytics Lab which gives hands on experience on TRP ratings and Social Media Analytics using the Social Media dashboard using the best Industry software and data. The added advantage of this programme to the students is the inclusion of Hootsuite Social Media Marketing Certification, Google Analytics Certification and live projects and assignments.



► MBA HUMAN RESOURCES

The OB & HR department of K J Somaiya Institute of Management is an eclectic mix of dynamic faculty and students. We have launched the first full time MBA HR program for a batch of 30 students in 2020, which has been well received. The HR faculty undertake research projects and consultancy assignments for various organizations and conduct management development programmes for various organizations. The faculty also participates in webinars etc. as resource persons on varied HR topics.



► MBA FINANCIAL SERVICES:

MBA-Financial Services (MBA-FS) is a super-specialized programme where the students are exposed to advanced concepts in Finance right from the beginning. The programme provides exposure to the learners about various congruent verticals of the BFSI and other sectors to prepare them for a variety of careers in Finance. To this end, the programme follows a multi-pronged approach that hinges on a round-the-year interface with industry, internationalization through student exchange and the involvement of faculty from foreign universities, concurrent projects, discussion forums, conferences, academic research, soft skills training and additional certifications such as CFA, FRM, and CMT. The programme has always endeavored to keep pace with the changing milieu, and the programme structure has been revised continuously to keep pace with the changes in the BFSI sector. Extensive emphasis on the integration of technology is one of the hallmarks of the programme.

► MBA RETAIL MANAGEMENT:

The Indian retail industry is emerging as one of the most dynamic and fast-paced industry. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around eight per cent of the employment. India is the world's fifth-largest global destination in the retail space. India is becoming the world's fastest-growing e-commerce market, driven by robust investment in the sector and a rapid increase in internet users. Keeping ever-growing needs and developments of the industry, MBA - Retail Management offers students an excellent platform for learning and gaining knowledge of the retail industry.

The Retail Management programme is a 2 years super-specialized MBA programme, offering diverse courses unique from other programmes. Specialization starts right from the second trimester. It trains and prepares



students for thinking and to build agile Retail Management and Retail Marketing Strategies; Sales and Business Development; Digital and Social Marketing; Visual Merchandising, Supply Chain and Logistics, Retail formats and layouts; Customer Engagement and Retail Analytics, etc. for both traditional as well modern retail. The primary focus is on providing industry-specific knowledge, facilitating and teaching with hands-on experience in the classroom and beyond through Live projects, conceptualizing, organizing and executing events, and understanding the designing and functioning of the Integrated Retail Management. The program has an academic partnership with the Retailers Association of India (RAI), securing invitations to various visiting faculty, guest lectures related to the Retail industry and other multiple opportunities.



► **MBA HEALTHCARE MANAGEMENT:**

The two year MBA in Healthcare Management is designed in collaboration with Imperial College Health Partners, UK and K J Somaiya Hospital and Research Centre. The programme looks at healthcare sector in a holistic manner and covers various sectors such as Hospital, Pharma, Health insurance, Diagnostics, Fitness and wellness, etc. to name a few.

The course focuses on building managerial and leadership capabilities of budding managers aspiring to take challenges of the growing healthcare sector. The programme has a very good blend of managerial and domain specific subjects. The course curriculum is designed to provide enough experiential learning opportunities through various activities such as design Thinking workshop, concurrent projects, industry visits, live projects, etc. We seek to make it industry relevant by undertaking number of activities such as holding Industry panel discussions and Annual International Healthcare Management conferences.



► MBA SPORTS MANAGEMENT

MBA - Sports Management is a two-year full-time programme offered by K J Somaiya Institute of Management to candidates aspiring to make a career in the exponentially growing sports sector. The programme is designed in collaboration with the Somaiya Sports Academy to develop professionally trained and industry-ready managers who can take on the various challenging roles in the sports and allied sectors.

The MBA – Sports Management programme has a robust curriculum that revolves around the five pillars, the broad disciplines of the program – (a) Business Management, (b) Marketing, Branding & Media, (c) Technology & Analytics, (d) Strategy & Leadership, and (e) Special Areas in Sports Management. Many of the



courses in the program are niche areas and offer specialized content which includes – Statistics in Sports Management, Ethics & Law in Sports Management, Sports Project Management, Management of Sports Leagues & Teams, Advance Sports Marketing, IMC in Sports Management, Strategic Brand Management in Sports, Applied Sports Mktg Research, Sports Analytics Management, Design & Management of Information System in Sports, Leadership in Sports Management, Licensing of Sports Property, Grassroot Sports Development, Psychology & Sports Behaviour and Negotiations in Sports Management.

The programme is especially for those who want to make their passion their profession and has a rigorous selection process to shortlist particularly those with active involvement in sports. The collaboration with the Somaiya Sports Academy ensures '**action learning**' - the classroom learnings get translated into practical application on ground and in the marketplace. The students are assessed by technically qualified coaches who use scientific approach for evaluation. Armed with the state-of-the-art facilities the Somaiya Sports Academy has 22 coaches in various sports ranging from Taekwondo, Squash, Cricket, Soccer to Swimming.

MasterStroke, the annual flagship conclave of the Sports Management programme facilitates learnings of the industry from stalwarts through **MasterSession**, Case-Study & Intercollegiate competitions and various other events. These events, conceptualized and executed by students under the guidance of the faculty, give them ample opportunities for learning-by-doing.





International Conferences

► SIMSR GLOBAL MARKETING CONFERENCE:

The theme for the 16th SIMSR Global Marketing Conference was 'Conscious Consumerism and Marketing'. As consumers, we play an influential role in this ever-evolving capitalistic marketplace by using our voices and wallets to shape markets, influence brands, marketing communications, promote innovation and build positive perceptions towards conscious consumption.

Prior to the conference, two pre-conference workshops were organized on research methods for the delegates and faculty. The quality of research papers being presented at the conference has been going up year on year, which speaks well for the conference and its acceptability among the marketing fraternity.

The conference was held on 5th & 6th May 2021 and attracted more than 75 research papers from all over the world. Out of which 56 research papers were presented during the two-day conference.

FLOW OF EVENTS:

- Inauguration Ceremony
- Keynote address
- Compendium Release
- Paper Presentations



Post the keynote address, the Organising Committee of the 16th SGMC released the conference compendium. Out of the total 78 extended abstracts received, the Conference showcased 56 research papers submitted by various national and international scholars, academicians, industry practitioners and experts. Three highly reputed ABDC Category Journals agreed to partner with us for publication opportunities for a few selected papers from the Conference. The conference Co-Chairperson Prof. Isaac Jacob announced the theme for next year. The theme for the next year's conference is "Redefining Customer Journeys."

The second day of the conference commenced with equal vigour and excitement. The presentations were carried out in four tracks on the second day, chaired by some of the most esteemed panel of judges from across the globe.

The paper presentations were followed by a presentation given by WARC India Editor- Mr Biprorsee Das on "Brand Activism - Why brands can't afford to not take a stance on issues that plague society". It was a great learning experience with some valuable insights into the topic. These presentations were followed by prize announcement and valedictory speech given by the Conference Chairperson- Dr. Dimple Kaul. Three winners of best papers for external and three for internal participants were announced out of the 56 research papers presented.

► HR CONFERENCE

K J Somaiya Institute of Management have been conducting the International HR conference since the last 8 years, and the latest conference titled "Balancing the Behavioral Continuum-From Prosocial to Anti-social Behavior" was attended and appreciated by students, researchers, academicians and practitioners. Our keynote speaker Dr. Andrew Hayes also took a FDP on "Introduction to Mediation, Moderation, and Conditional Process Analysis". Additionally, we support the Centre for Diversity Management & Inclusion, which hosts a panel discussion annually around pressing topics in the D&I domain.

► GENERAL MANAGEMENT AREA CONFERENCE:

The General Management Area successfully conducted the 3rd International Conference on Challenges in Emerging Economies with the theme 'Stakeholder Management and Ethics' on 26th February, 2021.

An insightful 4-day pre-conference workshop on 'Advanced Data Analysis – Techniques in Qualitative Research using Atlas-ti' was facilitated by Mr. Sunil George, University of Canberra, Australia.

A lively panel discussion on 'Emerging Trends in Stakeholder Management' witnessed wonderful exchange of ideas by Prof. Todd Jenkins, New Jersey City University (NJCU), USA, Dr. Carla Enslin, IIE Vega School, South Africa, Mr. Shriram Subramanian, InGovern Research Services, Ms. Priya Kapadia, Marico Innovation Foundation and Dr. Rushi Anandan, K J Somaiya Institute of Management.

21 critical papers were presented at the conference. The publication partners were Journal of Asia Entrepreneurship and Sustainability (Special Issue), Journal of Global Responsibility, and Business Perspectives and Research. The academic partners were Vega School, Cape Town, South Africa and New Jersey City University, Jersey City, USA.



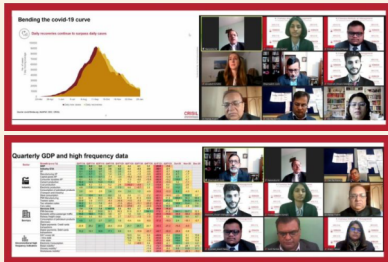
► SIMSR INTERNATIONAL FINANCE CONFERENCE (SIFICO):

On Saturday, 30th January '21, The K J Somaiya Institute of Management under the auspices of Somaiya Vidyavihar University, Mumbai, India, hosted the 10th International Finance Conference, SIFICO 2021. The theme of the event was "COVID-19 and Financial Markets". The event was well contributed to and attended online by research scholars and academicians from reputed universities and institutions across the globe involving geographies such as Germany, Nepal, Norway and various parts of India.

Chief Guest, Shri Dharmakirti Joshi (Chief Economist, Crisil) and Guest of Honour, Shri M. Narendra (Ex-Chairman and MD, Indian Overseas Bank) expressed their views in light of the current economic situation vis-à-vis the pandemic and the steps being initiated at global level to get the economy back on track.

The keynote address was followed by a Q&A with the audience. The inaugural session was followed by the researchers presenting their work under various tracks. Total 27 papers were presented that largely covered the events on Capital Markets, Corporate Finance, BFSI and Technology. A vibrant and healthy Q&A session followed each paper presentation, wherein, the research papers were critically examined and suitably appreciated for the way forward. The conference concluded with the valedictory ceremony and announcement of the Best Paper Award.

"INVESTRIX" has been a legacy of Department of Finance and Law of K J Somaiya Institute of Management for over three decades to bring eminent personalities from the financial sector to a common platform where they discuss and share their ideas. It was held on 19th December 2020 based on the theme - "Investment in the New Era". The first hour of the event was an Inaugural session addressed by our Chief Guest - Mr Ashish Kumar Chauhan, MD & CEO, Bombay Stock Exchange. There was a Panel Discussion with four esteemed panellists and a moderator. The panellists were - Mr. Madhusudan Kela, founder of MK Ventures and former Chief



Investment Strategist at Reliance Capital; Mr. Neelesh Surana, CIO at Mirae Asset Investment Managers India Pvt. Ltd.; Mr. Shankar Sharma, Vice-Chairman and IT Managing director of First Global; Mr. Sankaran Naren, CIO and Executive Director of ICICI Prudential Asset Management. The session was moderated by Mr. Ajaya Sharma, News Editor at ET Now. The session highlighted how the year 2020 has been a year of business collapsing, yet the stock market has witnessed a tremendous influx of new traders & investors. The final session was Biz-Wiz Talks where the moderator, Mr. Ajaya Sharma, News Editor-ET Now had a virtual conversation with the industry stalwarts, Mr. Bharat Shah, Executive Director of A S K Group, and Mr. Ramesh Damani, member of BSE. The entire session focused on experiential learning in the stock market. Each session was followed by a very interactive Q&A session between the participants and the panellists that helped the students dig deeper into the intricacies of the financial markets.



Global EXPOSURE

International Relations at K J Somaiya Institute of Management is to oversee and coordinate the internationalization activities and facilitate opportunities for outbound and inbound students for semester exchange program, faculty exchange program, collaborative research with foreign partner universities.

International Relations Office constantly works on expanding network and signing Memorandum of Understanding (MoU) with globally renowned universities so that our students and faculty can have access and participate to world class learning environment. We have MOUs with 33 renowned universities from Asia, Africa, Europe, USA and also networking for academic and research cooperation in 21 countries (Argentina, Australia, Austria, Belgium, Canada, China, France, Germany, Indonesia, Ireland, Italy, Japan, Malaysia, New Zealand, Nepal, Russia, UK, USA, Singapore, South Africa, Spain).

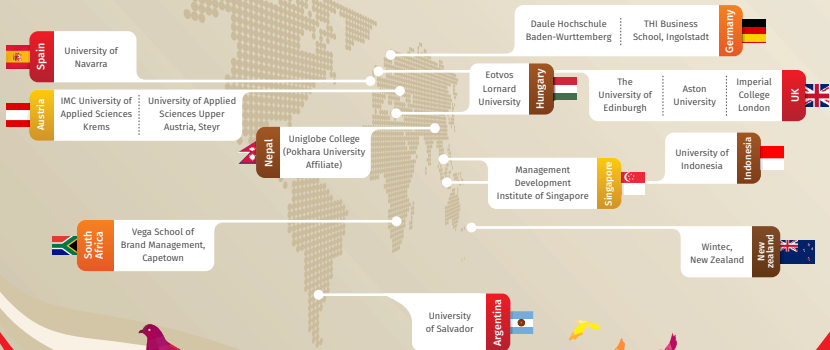
K J Somaiya Institute of Management offers an international semester exchange program at 7 foreign universities campus in 5 countries (Austria, Belgium, Germany, France, USA) under credits transfer mechanism and 5 International Immersion Programmes in USA, UK, China, Germany and Japan, which are

structured in such a way that it not only provides cross-cultural experiential learning but also helps them to develop skills of global business leadership. It is indeed a great feeling for students to adapt to the new culture and connect with other international students with a lot of ice breaking activities during the course called Performance in a Globalized World. In 2019-20, K J Somaiya Institute of Management has received students from DHBW, Germany; University of Alberta, Canada and University of Edinburgh, UK and invited Consul General from Germany, Italy, Argentina, UK, Israel and Bangladesh for guest lectures for MBA students. Students found these cross-cultural exchange program and interaction very enriching and lifetime experiential learning. This holistic process of internationalization provides an equal opportunity to MBA students to become global citizens and global business leaders.





International Affiliations





International Affiliations



USA

New Jersey City University
The University of Akron
Saint Martin's University
University of San Diego



Belgium

University
College
Leuven

Russia



Peter the Great
St. Petersburg
Polytechnic University



Australia

Curtin
University

Russia



Istituto
Italiano Design,
Perugia

University
of Brescia,
Italy

Italy



China

Beijing International
Studies University
Shanghai Lixin
University of Accounting
and Finance
Zhejiang
Gongshang University
Sany Polytechnic
Engineering College
China



Australia

Curtin
University

Russia



Istituto
Italiano Design,
Perugia

University
of Brescia,
Italy

Italy



China



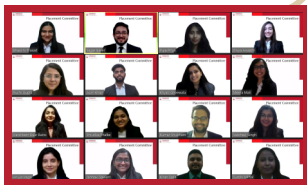
Communication
University of China
Yunnan University
Beijing Foreign Studies
University
Renmin University of
China



Student Committees

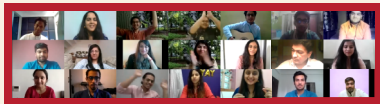
PLACEMENT COMMITTEE

The Placement Committee at K J Somaiya Institute of Management is a student driven body that takes pride in its industry partnerships and by interfacing between the industry and students, it strives to make this affiliation mutually beneficial. The Placement Committee under the guidance of the Career Management and Corporate Relations team, facilitates the placement process, ensuring a smooth transition for participants from campus to a corporate life. With the aim to bolster this symbiotic relationship, the Placement Committee connects with companies for possible campus engagement opportunities like Final Placements, Summer Internship Placements, Live Projects and Guest Lectures. It seeks to provide a holistic development to the students with a mix of academia and industry exposure that makes them job-ready. Placement Committee organizes webinars for providing the much needed exposure to the students by inviting industry leaders to share their experiences.



STUDENT COUNCIL

The Student Council of K J Somaiya Institute of Management is the apex student body which governs various domains in our student driven activities, by crucially working towards maintaining an effective channel of communication between the college management and the students. It strings together a plethora of 28 committees on campus and ensures their smooth functioning. As one of the most accountable bodies on campus, our onus varies from ensuring a proactive team working towards empowering the brand Somaiya in all domains and to assist in maintaining the requisite decorum and discipline both inside and outside the college premises. The team works towards the enhancement of academic rigor and quality as well. The Student Council helps its members develop holistically in areas of creativity, team building, leadership and soft skills. It gives them a first-hand experiential learning opportunity to develop interpersonal skills and to handle diverse situations on a daily basis.



► SOME EVENTS CONDUCTED BY THE STUDENT COUNCIL INCLUDE:

- Mental and physical fitness sessions like Yoga, Zumba and Meditation
- Up skilling workshops on topics such as Tax-filing, E-database Training, Presentation Etiquette and LinkedIn Optimization
- Cultural events like Ganesh Chaturthi, Felicitation and Convocation



ENACTUS SOMAIYA SOCIAL CELL

Enactus Somaiya Social Cell is a student driven social entrepreneurship cell involved in various community outreach projects to empower the underprivileged sections of society. By structuring sustainable employment sources for its beneficiaries, they aim to provide a means of livelihood to them.

MELANGE:

Melange, the annual flagship event is the management and cultural festival of K J Somaiya Institute of Management. This is the convergence of diverse facets of management and its celebration. The latest edition of the fest was conducted on 19th and 20th February, 2021.

Melange '21 showcased the theme of "Digital Transcendence" and focused on 'The New Normal' of conducting businesses through various digital platforms. The volunteers from Team Melange undertook training sessions on the use and awareness of social media in business for young girls as a part of its CSR initiative, in collaboration with Kshamta Foundation and Enactus.

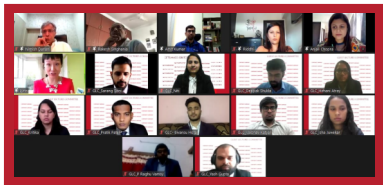
The event was successfully executed in association with its esteemed sponsors like Union Bank of India, Decathlon, PETA and Times Prime. The various student committees of the institute invited students from all across the country to participate in a number of cultural and academic events under the umbrella of the fest. Melange '21 was concluded in a euphoric way with The Star Night which featured the bands.

'The Progressive Brothers and When Chai Met Toast'



GUEST LECTURE COMMITTEE:

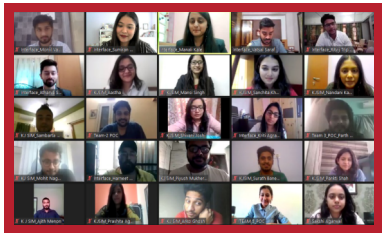
The Guest Lectures Committee aims at bringing the stalwarts and eminent personalities from across the industry to the institute. It provides a platform for sharing success stories and effective ideas on relevant topics to enlighten the students about the business world scenario.



INTERFACE:

Interface, the Official Marketing Committee of K J Somaiya Institute of Management is a team of driven individuals with a passion for marketing that brings together a plethora of events, activities and initiatives that provide the student community a platform to test and display their marketing acumen and passion.

With a vision of providing a truly enriching marketing experience, the committee proudly hosts four annual events.



PATHFINDER- THE ENTREPRENEURSHIP CELL:

They work towards their mission to nurture the young minds gain a competitive edge by providing them a platform, wherein they could leverage their entrepreneurial skills. Their Vision is to be a luminary for the budding entrepreneurs at and around the campus and be a key player in the enrichment of the institution.

We at Pathfinder work relentlessly in order to transform budding ideas into reality by providing them with end to end solutions, resulting in a win-win situation for all the stakeholders.



PUBLIC RELATIONS COMMITTEE

Following are the major functions of PR & Branding Committee:

- Handle and curate content for the official social media platforms
- Run engaging campaigns
- Conduct branding exercises for various stakeholders
- Build and maintain positive relations with the media houses and use the platforms to enhance the reputation of the institute
- Provide extensive coverage to major conferences and events of the institute
- Act as the common joining force for all the bodies and committees through appropriate digital coverage of all the activities and conferences
- Collaborate with corporate houses and media houses to build brand saliency
- Publish Institute's Annual Report
- Represent institute in various Campus Ambassador Programmes
- Manage repository of students & faculty achievements, guest lecture, event photos, workshops/seminars attended and organized by Faculty & Students
- Create podcasts for SIMSR Radio
- Participate in educational fairs, Corporate Expos, etc. to reach out to newer audiences
- Coordinate with IT team of the institute in order to update the website

Consultancy @ SIMSR:

The objective of the committee is to provide end-to-end consultancy services to diverse clients in the most cost-effective manner. The objective is to render personalized and tailor-made services that suit the varying requirements of small, medium, and large scale profit and non-profit enterprises. This year the team worked on 29 projects from 15 clients. They added 7 new clients to their list which include PUMA Sports India Pvt. Ltd., AMUL, 1Mg, Happa Foods, SEETalk, S9 Financial Services, and Top-Cashback. Along with this, they have associated with Leveraged Growth, a business consultancy firm, as their knowledge partners.

Ankur ELI:

Ankur is an Experiential Learning Initiative (ELI) that unites all aspects of learning and provides holistic development of our management students. It gives management students the opportunity to learn by engaging with students from Vinay Mandir, a Gujarati medium school to teach basic English and Mathematics. Its emphasis is on social and ethical responsibility and communication skills. Management students get to hone managerial and leadership skills through their interaction with the mentees. With the world shifting to virtual learning, mentors have used game-based learning as well as storytelling sessions to keep the learning process interesting for the mentees. In return they often find themselves at the receiving end of a mentor-mentee bond that is beyond the teacher-student relationship. In the last year Ankur ELI launched its social media verticals and donated 9 mobile phones to the students of Vinay Mandir to help cross the hurdle of learning virtually in these tough COVID times.

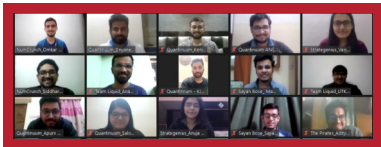
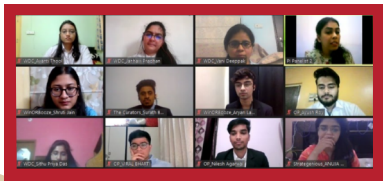


HUMANIST:

They are a diverse team of individuals from different backgrounds, bringing together the best of our talents to assist the student community to transcend their limitations to become industry-ready and better versions of themselves. They facilitate a better understanding of the HR stream through various events & Guest Lectures like, Transcend- to equip students to ace their GDs & PIs, Case Rachna- a pan India case writing competition and Crescendo -an event with distinct themes. They also support & facilitate events conducted by the HR department like CDMI and The International HR Conference.

WOMEN'S DEVELOPMENT CELL:

Women's Development Cell (WDC) operates with an objective to create a gender sensitized environment by spreading awareness through events, workshops and theme-based competitions. WDC utilizes offline as well online platforms effectively for campaigns and programmes on gender amity, women's welfare and to recognize individual efforts towards equality and empowerment.



QUANTINUM COMMITTEE:

"Quantinum – The Quants and Analytics Committee" aim to bring the latest happenings and changes in the field of Data Analytics and Quantitative methodologies to students of K J Somaiya Institute of Management. This helps them acquire all the necessary technical and professional data-oriented skills required in the ever-changing and fast-paced work environment.

They believe that every individual has a hidden data analyst within, which enables planning the future using the analysis practiced and perfected during his/her MBA. Thus brain becomes the "database" to store old happenings of the past, basically data, and the mind is the "analysis tool" using which future data is processed. They organize various inter and intra-college events, workshops, guest lectures from experts, live projects, and other activities for students to bring out this analyst and show the world their understanding and mastery over the power of "data". Quantiz and our flagship event, Quantinum Annual Day, celebrates quant-curious minds by bringing them together from across domains.

SIMSR STUDIOS:

It is the official dramatics club of the K J Somaiya Institute of Management. They are a diverse group of individuals having unique talents. The Studios committee consists of actors, writers, poets, social media specialists, video editors and cinematographers. They are involved in innumerable activities around the year and the most important is our Annual Event "Natsamrat" which is a national level event, where participants come from all over the nation. With the possibility of Campus life ahead, SIMSR Studios is planning to diversify its content which would include stage skits, street acts (nukkad), and theatre monologues and slam poetry.

SIMSR TALKIES:

Founded in 2012, SIMSR Talkies is a student driven initiative which showcases movies, series and documentaries for the students. One of the major arms of the club, Instagram handle is where they analyse movies and sitcoms to give you quick synopses of interesting, off-beat & binge-worthy productions.

Buzzinga, one of our two major events, was enthusiastically conducted on the 8th of November 2020 over two days and multiple rounds in which the participants were rigorously tested on their knowledge of movies and series of various genres. Game Theory, the other event, is an inter-college quiz competition based on Bollywood/Hollywood movies & TV shows, as a part of the annual festival, Melange. It is the best platform you could get to put your binge-watching hobby to the test and win exciting prizes! A multi-round competition; it put to the test, everything from drawing skills to risk management and points gambling.

PHOTOGRAPHY CLUB:

The Photography Club at K J Somaiya Institute of Management believes that photography isn't limited to having a camera and taking pictures. Students of the club are provided opportunities to develop and hone their skills. With experience and skill sharing, they aim to better themselves by providing a platform for students' artistic expression.

While the primary function is to cover several committee & club events, the flagship fest Melange, and the yearbook shoot, this year has been a little different for us all. They took this challenge in their stride and have transitioned into being "virtually picture perfect". The club & the members immersed their efforts into sharing students' creations on their official club page, while also conducting workshops for peers to grow their skill-set.



ADMISSIONS COMMITTEE:

The Committee is composed of Faculty, Staff and Students. It works towards enriching the applicant pool to the varied programmes offered by the Institute. The Committee uses various online (including Web Portals, Social Media, WhatsApp Sessions and Webinars) and offline measures to connect with Students wanting to pursue a Post Graduate Degree and enhance their career. This year, the entire admissions process was online and the selection of candidates was seamlessly done through Zoom. The Faculty, Industry Experts, Alumni participated in the selection process globally. They were assisted by the staff and ad-com and alumni committee student volunteers.

SPORTS COMMITTEE:

The Sports Committee of K J Somaiya Institute of Management has been an integral part of the Institute and helps to create the 'Brand Somaiya' in the field of Sports among the top B-Schools in the country. The Committee, every year conducts 6 sports events along with a couple of treks. The first event, 'Elan-E-Yudh' is conducted in the middle of August in which we host 12 different sports. This inter-class multi-sports event witnesses a footfall of around 1000 every year and is one of the biggest events conducted in the college. In November, the second event, 'Gully Cricket' is conducted. It is followed by 'Yudh', an Olympic-style multi-sports event hosted in December. Top B-Schools around the country participate in over 12 different sports in the Somaiya Vidyavihar campus. A points table is maintained and the winning contingent is awarded the Champions Trophy at the end of this event. Yudh attracts a footfall of around 700. The fourth, auction-based event called 'Badminton Premier League' (BPL) is held

in January. After BPL, in February, an inter-class Cricket tournament is conducted which is known as 'Kurukshehra'. The final event organized by the committee is the 'K J Somaiya Premier League' (SPL), an auction-based football tournament held in the first week of March. Yudh is the only inter-college event while all others are limited to the college.

CII – YI @ SIMSR

Young Indians (Yi) is an integral part of the 125-year-old non-government and non-profit organization - Confederation of Indian Industry (CII). Through its programs and initiatives, Yi provides an opportunity to the Indian Youth to converge, lead, co-create and influence India's future and work towards realizing the dream of a developed nation.

CII-Yi works towards promoting leadership skills through their impactful events and activities divided primarily into three areas; "Youth Leadership", "Nation Building", and "Thought Leadership". These include YUVA sessions (Coffee with CEO), Revenue generating project- Yi Chakra, and Inter college competitions (Resolution and Green Trade). Through these events, students gain access to networking opportunities with industry experts and corporate majors. They also offer live projects, Internships, and Yi certifications, along with opportunities to attend conferences like Mumbai Youth Conclave: The Future.



ONLINE & CLASSROOM MODE CUSTOMIZED LDPS, MDPS AND CONSULTANCY PROJECTS:

With the objective of strengthening proactively the Institute's Industry connect, Customized Leadership Development Programs (LDPs), Customized Management Development Programs (MDPs) and Consultancy Projects are undertaken with a partnering approach for leading companies including MNCs, PSUs, reputed Hospitals and prestigious Government of India organizations like Indian Navy (INS Hamla), Insurance Institute of India, International Institute for Population Sciences and the Department of Atomic Energy. Our prominent PSU clients include Life Insurance Corporation of India, Konkan Railway Corporation Ltd and POSOCO (subsidiary of Power grid Corporation Ltd).

The recent diverse corporate clientele includes Larsen & Toubro Ltd, Schaeffer India Ltd, Mahindra & Mahindra Ltd, STELLANTIS (Fiat Chrysler Automobiles India Pvt Ltd), Godrej & Boyce Manufacturing Co Ltd, Nuvoco Vistas Corporation Ltd, Owens Corning India Pvt Ltd, Godavari Bio refineries Ltd, ARKEMA India, BASF India Ltd, Galderma India Pvt Ltd, Zydus Takeda Healthcare Pvt Ltd, Hershey India Pvt Ltd, Reliance Retail Ltd, Zeta Technologies Pvt Ltd, HDFC Securities Ltd, STCI Finance Ltd, ITI Asset Management Ltd and Nippon Life India Asset Management Ltd. Their other recent clients include Jaslok Hospital, K J Somaiya Hospital, Nanavati Super Speciality Hospital, Somaiya Vidyavihar, Association of Non-Government ITIs and IMC Chamber of Commerce & Industry. During the past 8 months, they customized and facilitated ONLINE LDPS and MDPS on the themes and topics chosen by their 14 client organizations. 9 of these organizations are among their clients who have awarded them repeat orders of customized LDPS and MDPS. Godavari Bio refineries Ltd and K J Somaiya Hospital are among their clients for Consultancy Projects.



INTERNATIONAL BUSINESS SOCIETY:

It is a student driven committee at K J Somaiya Institute of Management, Mumbai. It strives to amalgamate traditional academic learning with practical insights gained from a global perspective. IBS works towards enhancing students' knowledge to help keep them updated with International news, global events, and current trends. The committee consists of five verticals spread across different functionalities that conducts various events like IB Summit, Commercio, IB Peek, etc.

The International Business Society offers a range of opportunities to the students in order to help them develop their managerial skills as well as to equip them with knowledge and insight of multiple and varied quarters that will go on to prove beneficial to them in their future careers. It provides opportunities for students to interact with Industry leaders and experts along with students from across the borders. IBS is determined to enrich the college experience of students and to create for them a smooth transition into the global marketplace. It promotes awareness about the global business environment, offers a platform to connect with business students from all around the world and encourages students to develop leadership skills.

K J Somaiya Institute of Management, Mumbai
International Business Society
Presents
Commercio 2021
A Country Entry Analysis Competition
Time: 2:00-5:00 PM

14th Feb, 2021
Saturday

The Judging Panel

 UJJAVAL SHAH GM & International Business Head, Godrej	 COMMON JUDGE Lecturer (IT), SOAS University of London	 SAJAD AHMED Director - Human Resources, Cappemini
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POC: Kirti Agrawal - +91 9715002811 Neelamsha Sunil - +91 9991067931

MAUJ:

It is the sole committee that is dedicated to music and entertainment through music. Along with entertaining others they also stress on self-development in terms of not just music, but organization, teamwork, and leadership. In a B-school, it is important to catch a break from time to time and Mauj does just that for the campus.

STUDENT ACTIVITY FORUM

This is the official cultural committee of K J Somaiya Institute of Management that provides a platform for students to celebrate the non-academic benefits of being in a B-school. This forum provides a blend of culture, management, friendship and fun, which gives a home-away-from-home and an enriching experience for everyone.



ACUMEN:

Acumen is the Quizzing & Debating Society of the institute that encourages students to develop their business acumen. They conduct various events throughout the year to develop a sense of enquiry among students. They assist and collaborate with other committees to ensure that Acumen remains a vibrant and dynamic extra-curricular hub. Acumen is an enjoyable place for quizzers and speakers who always want to learn more about all the aspects of the business world.



SOMAIYA TOASTMASTERS CLUB:

Somaiya Toastmasters Club, chartered under Toastmasters International in 2016, provides an exposure to experiential communication and development of leadership skills. It conducts weekly meetings and offers one-on-one mentor guidance to its member students for their professional development. It conducts events such as knowledge-power series, GD-PI sessions from industry experts, along with national level speech contests like 'Speak Up' and 'IPL', which impart the members with not just local but international exposure as well.



GITA CLUB:

Gita Club is a social committee at K J Somaiya Institute of Management that promotes diverse growth of the students, in a quest to discover the leader within them.

To create a sense of work-life balance, the committee conducts various meditation sessions and guest lectures, thereby inculcating the seeds of self-discipline and perseverance among others.

Adding to its glory is its annual flagship event Corporate Ranbhoomi that battles to bridge the gap between our rich, historical yet scientific Indian past and the promising future.

ALUMNI COMMITTEE

The Alumni Committee (ALCOM) connects and collaborates with alumni by inviting them as panellists for admissions process, as guest speakers to share their knowledge and experience with students, as jury members for various events and competitions, as Chief Guests & Keynote speakers for Conferences, to mentor students, and so on. The Alumni Committee also focuses on alumni-to-alumni connect which helps alumni grow professionally.



Student Activities

Student Forums:

- **Spriha** – The Summer Internship Project Competition.
- **Melange** – The Annual Inter Collegiate Festival
- **Nostalgia** – The Annual Home coming event for all our alumni.
- **Samavesh** – Sharing of knowledge and experiences of practitioners.
- **SIMSR FCB ULKA COMSTRAT** – Inter institute communication strategy live case study competition.
- **Human Equation** – HR event encouraging professionals to discuss issues regarding challenges in HR.
- **Stratinova** – Case study, video making and Print Ad competition.
- **Yudh** – Inter B-School Sports competition.
- **Navikaran** – The Marketing festival
- **Global Conferences and Workshops** – These comprises of Research seminars, workshops, competition and industry interaction.
- **Investrix** – The Finance festival
- **Enactus** – Social and Innovation driven Entrepreneurial cell.
- **Pangea** – Annual International Business Conference.
- **Commercio** – Annual Inter B-School competition.
- **NRS** – National Retail Summit.
- **Metamorph** – Annual festival of MMM/ MHRDM/ MFM/ MIM students.
- **Quantinuum** – Quantitative & Analytics club
- **ICON** – Annual festival showcasing IT and other extracurricular skills of MCA students.
- **E-Week** – Annual event collaborating with National Entrepreneurship Network inculcating in students the values of Entrepreneurship.





Alumni Relations

The Alumni Relations team strives to connect and collaborate with its 13000+ Alumni spread across the globe. Alumni are involved in almost every activity organized on campus. From inviting Alumni as panellists for the admission process to select the incoming batch of students, as Guest Speakers to share their knowledge and experience with students, as Jury members for various activities and competitions, as Chief Guest and Keynote Speakers for conferences, as Recruiters for summer internships and final placements, to mentor students and so on.

Initiatives:

SIMSR Jobs: An initiative to share lateral job opportunities with Alumni

Superstars - The Alumni Awards: Recognize and honour the Alumni who have brought laurels to the institute, business and/or to the society

AlCheMy: Placement mentorship program for the final year students to make informed career choices with the help of Alumni mentors

Imprints: Monthly Alumni Newsletter to share latest happenings on campus

Alumni Virtual Clubs: 52 virtual Alumni clubs (WhatsApp groups) as support groups

SIMSR Alumni Network for Entrepreneurs (SANE): Senior Alumni entrepreneurs mentor budding Alumni entrepreneurs

Activities:

Nostalgia: K J Somaiya Institute of Management's Annual Alumni Meet

Milaap: Batch-wise reunions for Batches that completes 35, 30, 25, 20, 15 & 10 years of graduation

Alumni City Meets: International & domestic Alumni Meets

CXO Meet: Illustrious & senior Alumni industry leaders come together to build the institute brand

Alum Speaks On The Go: Knowledge sharing interview with illustrious Alum

Ask The Alums: Round table on contemporary topic with Alumni experts as panellists

Illustrious Alumni

Anuj Bhargava

1985
CEO
AB Associates

Harsh Bhosale

1986
Chief People Officer
Nayara Energy

Prasad Tokekar

1986
Head - Employee Relations &
HR Compliance
Reliance Jio

Shyam Motwani

1986
Executive VP & Business Head
(Locking Solutions and Systems
Division) Godrej & Boyce

Ashutosh Khanna

1988
Sr. Client Partner
Korn/Ferry International

James George Almeida

1988
Interim Dean
Silberman College of Business

Lata Pillai

1988
Group President -
Urban Infrastructure
Yes Bank

Lloyd Mathias

1988
Former Director - Marketing
(APAC & Japan)
Hewlett Packard

Jamnadas Majethia

1989
Chairman & MD
Hats-off Productions

Sujesh Vasudevan

1989
Senior Advisor
Boston Consulting Group

Hiten Ghelani

1990
CEO
Mahindra Marine

Ajay Kapur

1991
CEO - Aluminium & Power and
MD - Commercial
Vedanta

Aslam Karmali

1991
CEO - Consumer Division (Retail)
Eureka Forbes

Madhusudan Kela

1991
Proprietor
MK Ventures

Saurabh Singh

1991
President
ICICI Foundation

Sanjay Shah

1992
Country Head - India
Morgan Stanley

Saru Kaushal

1992
Institutional Partnerships &
Strategy
INDwealth.in

Shankarnarayanan Sethuraman

1992
Managing Director
Accenture

Puneet Gupta

1993
Managing Director
Franke Faber

Murali Viswanathan

1994
Managing Director
SCHOTT Glass India

Ashutosh Kapoor

1995
Sales Director - Power
Automate & Power Platform
Microsoft

Kamlesh Dangi

1995
Group Head - HR
InCred Financial Services

Loveena Khatwani

1995
Chief Client Experience Officer
Edelweiss Capital

Nirav Dalal

1995
Sr. Group President
Yes Bank

Arvind Sharma

1995
Sr. HR Director
Black & Veatch

Illustrious Alumni

Dr. Vineet Sehgal

1996
Senior Director –
Digital Transformation
PwC

Gaurang Desai

1996
Advisor - Financial Markets
Securities and Commodities
Authority (SCA)

Jagannath Dholakia

1996
MD - Global Corporate &
Investment Banking
Bank of America Merrill Lynch

Kishore Subramaniam

1996
Executive Director
Lowe Lintas

Prakash Nair

1996
Associate President &
Integrated Brand Leader
Ogilvy & Mather

Ramnath Iyer

1996
Managing Director
Head of Data Management
MSCI

Ritu Gupta

1996
Director - Marketing
Dell India

Anand Ramaswamy

1997
Senior President & Head –
Digital Transformation
Yes Bank

Anil K Nair

1997
CEO
VMPLY&R

Nitin Mehta

1997
Partner
EY

Praveen Jaipuria

1997
CEO
Continental Coffee

Rishi Srivastav

1997
CEO
AIA, Hongkong

Sheetal Daftary

1997
MD – Technology Assurance
KPMG US

Sony Nichani

1997
CEO
Publicis Group, Indonesia

Vikram Bhatt

1997
Founder & Director
Enrich Salons & Academy

Mehul Kapadia

1998
Global Head of Marketing,
MNC & Corporate
Vodafone Business

Sudesh Puthran

1998
Chief Technology Officer
Aditya Birla Finance

Manuj Agarwal

1999
CEO
Percept Live

Shailendra Shukla

1999
MD – Vehicle Group
Eaton Industrial Systems

Sanjay Podder

2000
Managing Director & Global
Lead-Technology Sustainability
Innovation Accenture

Sona Mazumdar

2000
Chief Revenue Officer
Parentune.com

Sudhir Shenoy

2000
Senior Vice President
EQUATE Petrochemical

KS Narayanan

2001
Chief Information
Security Officer
PwC

Charmie Awasthi

2005
Sr. HR Director & Business HR
Lead- National Entertainment
& Digital Ventures Viacom 18

Karan Sharma

2006
Executive Director & Co-Head -
Digital & Technology Investment
Banking Avendus Capital



Student Achievements: 2020-21



Sr.No.	Event Name	Organiser	Position
1	Data Hack (Annual Flagship Event)	NMIMS	Winner
2	Quonnaissance	Symbiosis Institute Of Operation Management	1st Runner Up
3	Transcend 2020/ Mindz	SIBM Pune/ Marsh & MacLennan Companies	Winner
4	Markopoly a Case Study Challenge by PeeSafe	IIM Nagpur	Winner
5	SportsShark	IIM Lucknow	Winner
6	Madvertising - KaChing 2020	NMIMS	Winner
7	Sarvatra	XLRI Jamshedpur	Winner
8	Wemarsh (Aditya Birla Capital Case Challenge)	Welingkar Institute of Management	1st Runner-Up
9	OpsEnigma 2.0	IIM Udaipur	Winner
10	Stratinnova by C@S	K J Somaiya Institute of Management	1st Runner Up

Sr.No.	Event Name	Organiser	Position
11	Bid The Pip	National Institute of Bank Management (NIBM), Pune	1st Runner Up
12	Samadhaan 2020	NMIMS Mumbai	1st Runner Up
13	Founder 2.0	JBIMS, Mumbai	Second
14	IICMR Case Contest	Indian Institute of Contemporary Management and Research	1st Runner Up
15	INDUSTRYCreds™ Certification	Kraftshala	National Rank 7 INDUSTRYCreds™ Score: 77/100
16	Strawcture Eco Marketing Challenge	Strawcture Eco	1st Runner-Up
17	PHOENIX GLOBAL & Organon - Analytics Club, IIM Rohtak National Case Study Competition	PHOENIX GLOBAL & Analytics Club, IIM Rohtak	2nd Runner up
18	Exquizite by Advertising and Marketing Circle	Narsee Monjee College of Commerce and Economics	Winner
19	E4 MBA Intercollegiate Summer Trainee Awards (India Region) 2020	E4 Development and Coaching Ltd.	Winner
20	Finzomania	Finstreet-K Somaiya Institute of Management	1st Runner-Up
21	Think Like An Economist 2.0	Symbiosis Institute of Management Studies, Pune	Winner
22	Innowiz - Digimarkation	BML Munjal University	Winner
23	Chanakya - Avenues'20	Shailesh J. Mehta School of Management, Indian Institute of Technology, Bombay	National Finalists
24	Quizzinga 3.0	University Business School (UBS), Chandigarh	Winner

Sr.No.	Event Name	Organiser	Position
25	NIVESHAK- Article of the month, November issue	IIM SHILLONG	Winner
26	Catena Aurea	SBM NMIMS Mumbai	Second
27	Gordian Knot	IIM Indore	1st Runner-up
28	INPHINITE	Indian Institute of Foreign Trade (IIFT), Delhi	Winner
29	Merx, Nisadya 2020	Department of Management Studies, National Institute of Technology, Tiruchirappalli	2nd Runner-Up
30	ALL IN 2020	Retail Lab Committee, K J Somaiya Institute of Management	Winner
31	Resolution 2020	K J Somaiya Institute of Management	1st Runner-up
32	Finovation	ICFAI Business School (IBS), Mumbai	2nd Runner up
33	Stocker	Fore School Of Management, Delhi	1st Runners- Up
34	Brand-IT of Social Ideate	K J Somaiya Institute of Management	1st Runner-up
35	Stratinnova	K J Somaiya Institute of Management	2nd Runner Up
36	Sylogize - Vriddhi 2021, Annual Business Summit, IIM Vishakhapatnam	IIM Vishakhapatnam	Winner
37	Agon Rush 2021 - Scytale	IIM Ranchi	2nd Runner Up
38	Concoct'21	FORE School of Management, New Delhi	Winner
39	Solo Singing Competition presented by Sanskriti, Sierra '21	IIM Sirmaur	2nd position
40	Cognizance	IIM Sirmaur	2nd position

Sr.No.	Event Name	Organiser	Position
41	Green Trade	K J Somaiya Institute of Management	1st Runner-Up
42	Commercio 2021	International business society, K J Somaiya institute of Management	Winner
43	IBS Commercio	K J Somaiya Institute of Management	1st Runner up
44	Impromptu	K J Somaiya Institute of Management (FORSE)	Winner
45	ANUKARAN 3.0	XIMB	1st Runner-Up
46	Imperium	MDI – Gurgaon	Winner
47	Globus Fernatus	IMI New Delhi	1st Runner Up
48	Quantathlon	K J Somaiya Institute of Management	Winner
49	Media Mojo	Nirma University	1st Runner Up
50	Yukti	IIM Nagpur	Winner
51	Case Files 5.0	IIM Raipur	1st Runner Up
52	Pocket Full of Proses - Ensemble Valhalla	XLRI Jamshedpur	1st Runner Up
53	2021 POMS Annual Conference (Production and Operations Management Society)	ISBA College of Business Administration, Florida International University	Second
54	Navikaran - Market Shastra	K J Somaiya Institute of Management	Winner
55	Casealetics- Live Case Study Competition	K J Somaiya Institute of Management	Winner
56	Finamite	Loyola Institute of Business Administration (LIBA), Chennai	1st Runner Up
57	Finamite	Loyola Institute of Business Administration	2nd Runner up

Sr.No.	Event Name	Organiser	Position
58	RANNITI	K J Somaiya Institute of Management	Second
59	Show Me The Money	IIM Shillong	Winner
60	Speak Up 2021	K J Somaiya Institute of Management	1st Runner-Up
61	Abhiviyakti 21- What's your super power?	BITS Pilani	1st Runner-up
62	Emporia	NIA-Pune	1st Runner-Up
63	1. Endgame 2021-The National Business Simulation Challenge 2. Udhyam	1. IIM Kashipur 2. IFMR	Winner
64	DataWiz	SCMHRD	Winner
65	Vishleshan - Analytics Case Study Competition	IIT Jodhpur	Second
66	Abhiviyakti	IIT Roorkee	Second





Initiatives by

Career Management & Corporate Relations Team

Preparation for Placements:

At K J Somaiya Institute of Management, we ensure that students are in line with the demands of the dynamic corporate environment. The aim is to prepare them for participating in the placement processes and getting these opportunities converted into job offers. This helps the Recruiting panels of companies to zoom in on to candidates, who are a near perfect fit for the job profiles on offer. While the Institute puts in a lot of emphasis on assignments, curriculum, pedagogy, we also encourage our students to develop and evolve their purpose and objective in life and to think logically. While imparting the above training and providing them the much needed exposure, we strive hard to not only make them job-ready, but also to enable them to face the multifarious challenges that will confront them as they move out of the portals of this institution. Overall, we follow an integrated approach for broadening the horizons of the students and make them worthy of the assignments they will take up in industry.



Grooming Standpoints

- Honing student's business communications skills
- Ensuring that students are in line with latest industry trends and topics
- Soft skills training and aptitude tests, mock GDs and PIs
- Personality grooming sessions
- Video-based feedback for encouraging critical thinking
- Exposure to the working of start-ups for firing the Entrepreneurial ambitions
- An overall integrated approach to enhance the capability of the aspirants
- Alumni from different corporate entities/verticals are invited to guide the students on resume building and placement preparation



Corporate Engagement Activities

- **Guest Lectures, Webinars and Competitions:** Connecting with students and sharing industry insights and knowledge through guest lectures by dignitaries from various organizations. Companies may even engage with students through Business-plan and Case Study contests and national-level competitions.
- **Live Projects:** The duration of the live/concurrent project may vary as per the complexity of the project and company requirements. A live project would last for maximum three months in which students would be working on a part-time basis with the organization.
- **Summer Internships:** Full-time Summer Internships in the months of April-June for a period of two months to gain hands-on training and learning experience with the organization, in partial fulfilment of the requirement of the degree. Students also get an opportunity to receive a Pre Placement Offer on successful completion of their summer internships.
- **Final Placements:** Building a fruitful and win-win relationship through permanent employment with the recruiting organization.

Why recruit from K J Somaiya Institute of Management

Legacy:

K J Somaiya Institute of Management was established in 1981.

Legacy in education sector for over 40 years, K J Somaiya Institute of Management has been consistently ranked among top 25 management institutes and top 10 private sector B-schools in India.

Crème de la crème (Rigorous selection process):

At K J Somaiya Institute of Management, we follow a very rigorous selection process which helps us select some of the best talent available in the country. The ratio of students getting selected to those seeking admission at K J Somaiya Institute of Management is 1:20. The selection process involves case based assessment, academic achievements of the students, Statement of Purpose (SOPs), Group Discussions (GD) and Personal Interviews (PIs).

Sincere students with Indian Ethos

From the feedback we received from our regular recruiters, K J Somaiya Institute of Management students are well-versed with Indian ethos, sincere and committed in their approach to work, thereby leading to minimum level of attrition.

Multifaceted:

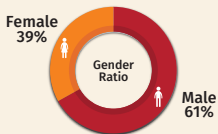
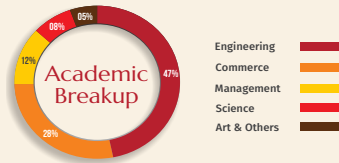
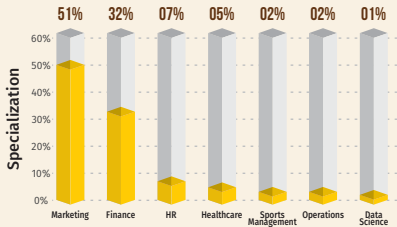
At K J Somaiya Institute of Management, students come from different parts of the country. This diverse culture allows the students to learn from and grow with each other. The course curriculum, state of the art facilities and practical exposure, offer a holistic growth of the students.



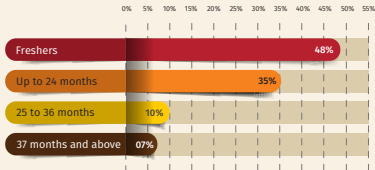
Intellectual Capital

K J Somaiya Institute of Management has 80+ full-time faculty members with rich industry experience, under whose intellectual guidance, students gain in-depth knowledge and clarity of concepts. This makes them worthy of on-boarding large corporate houses and prepares them to become industry ready. The students are also taught, mentored and counselled by leading industry stalwarts and dignitaries to make the pool of talent at K J Somaiya Institute of Management tremendously attractive for recruiters.

MBA Batch Profile 2020-2022



Work Experience





Recruitment Process



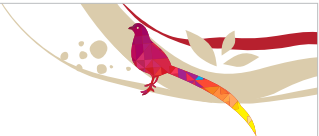


Some of Our Prominent Recruiters



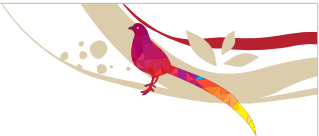


Some of Our Prominent Recruiters





Some of Our Prominent Recruiters



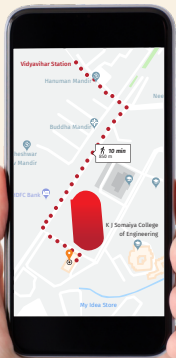


Student Placement Committee



Sector	Name	Course	Contact Number
Banking & Insurance	Devesh Punjabi	MBA D	+ 91-8080211499
	Ruchi Gupta	MBA D	+91-9820749967
	Pranav Agarwal	MBA FS	+91-7976099726
Conglomerate	Yogesh Lakhotia	MBA FS	+91-8388062659
	Rohit Rane	MBA IB	+91-8369593824
	Khyati Gheewala	MBA IMC	+91-7303077337
	Mahaveer Singh	MBA IMC	+91-9982137991
	Puja Priya	MBA IMC	+91-8678891839
Consulting	Sagar Baver	MBA C	+91-8850076850
	Shivangi Katyal	MBA HR	+91-9068803614
	Divya Awasthi	MBA IB	+91-9005940390
	Anika Agarwal	MBA RM	+91-8447058112
	Pratik Mishra	MBA RM	+91-7507179209
Financial Services	Surbhi Dhoot	MBA A	+91-9769594811
	Bhawini Prasad	MBA B	+91-703952530
	Achyutam Shandilya	MBA D	+91-8840837735
	Meera Mali	MBA FS	+91-8208488599

Sector	Name	Course	Contact Number
FMCG	Eshwari Chaudhari	MBA A	+91-9004534872
	Harshleen Kaur Bains	MBA B	+91-9131639311
	Saili Narwankar	MBA C	+91-8692847722
	Anuja Vagal	MBA HCM	+91-9821518066
IT	Surbhi Mittal	MBA HCM	+91-9718274540
	Slisshaa Shetty	MBA A	+91-9833663145
	Kumar Shubham	MBA B	+91-7873788947
	Shikha Makhija	MBA C	+91-9820760905
	Janhavi Sawant	MBA HR	+91-8452056336
	Asim Khan	MBA RM	+91-8380078691
Manufacturing	Shrutika Phalke	MBA SM	+91-9284105815
	Nitish Bhardwaj	MBA A	+91-7698449677
	Vaibhavi Singh	MBA B	+91-9082077984
	Kiran Salla	MBA C	+91-9052018058
Pranay Singh Rathor	MBA IMC	+91-9284028007	



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