



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



# CATCH THE NEW WAVE

## **K J Somaiya Institute of Management**

**PGDM-MMS Placements 2019-21**



# CONTENTS

- |  |   |
|--|---|
| 01. Somaiya Vidyavihar<br>(Page 03)          | 11. The Infrastructure<br>(Page 34)   |
| 02. Director Speaks<br>(Page 05)             | 12. Students Achievements<br>(Page 39)  |
| 03. The Institute<br>(Page 07)               | 13. Initiatives by Career Management & Corporate Relations Team<br>(Page 42)        |
| 04. Guiding Factor<br>(Page 08)              | 14. Why Recruit from<br>K J Somaiya Institute of Management<br>(Page 44)            |
| 05. Know the Diverse Programmes<br>(Page 09) | 15. Batch profile 2019-2021<br>(Page 45)  |
| 06. International Conferences<br>(Page 14)   | 16. Recruitment Process<br>(Page 47)  |
| 07. Global Exposure<br>(Page 18)             | 17. Some of our Prominent Recruiters<br>(Page 48)                                   |
| 08. Student Committees<br>(Page 21)          | 18. Student Placement Committee<br>(Page 51)  |
| 09. Student Activities<br>(Page 29)          | 19. Career Management & Corporate Relations Team<br>(Placement Office)<br>(Page 52) |
| 10. Alumni Relations<br>(Page 31)            |   |



# Somaiya Vidyavihar

----- 1 VISIONARY AND 60+ YEARS OF LEGACY -----



**Padmabhushan Shri K J Somaiya**

Founder, Somaiya Vidyavihar (Estd: 1959)



**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



## 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. 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. (Dr) Monica Khanna**  
Director

## Director **Speaks**

### **Catch the New Wave**

**"The place between your comfort zone and your dream is where life takes place."**

– Hellen Keller

### **► Industry 4.0 and beyond**

While every debate has centred around preparing for Industry 4.0, the stealth onslaught of the COVID 19 global pandemic from mid-March 2020 turned every strategy into the realm of history. The unheard concept of social distancing and work from home became the new normal, bringing technology even more into the forefront of conducting business and creating new opportunities for growth. At the same time, industries possibly thought of being insulated from recession or disruption had to face the brunt of the pandemic with losses in revenues, jobs and even closure.

In such a disruptive environment, the ones who would survive are those that can handle adversity, display adaptability, envision alternative plans of actions and accelerate the pace of adoption of new normal into mainstream activities.

### **► Role of Management Education**

The industry and society is at the cross roads of technology and humanism – developing empathetic collective leadership abilities in a highly competitive world will play a key role in the future.

This once again brings into focus the role of management education and its ability to produce employable graduates. The industry now wants human resources beyond their knowledge and skill sets. They are looking for graduates with various personality traits and especially the ability to handle adversities and have high resilience quotient.

At **K J Somaiya Institute of Management**, we have consciously focussed on developing experiential learning platforms for our students so that they can apply their classroom knowledge into the real world situations. At the same time, the Institute is committed on improving pedagogical processes to close the gap between classroom teachings and industry expectations. Our continuous investment in upgrading our technology based teaching aids through installing the Bloomberg Lab, Media Analytics Lab, Simulations, use of Harvard Cases Studies etc helps in better productivity of the teacher and the taught.

A complete module on holistic self-management which includes anger and emotion management, handling failures, sleep management, diet and nutrition along with emphasis on sports (there is world class athletic track and sports facilities including squash and indoor / outdoor gym on campus) builds all round development of the management graduates.

As a leading business management school in India (No. 2 Private b school as per Times B-School Survey 2020 and NIRF 2020 Rank 56) located in a beautiful 50 acre lush green campus in the heart of Mumbai in India, the Institute is fully prepared to develop graduates for industry requirements. The commitment and collaboration among our faculty, staff, students and alumni is a testimony to the outcomes of our journey of excellence.

The objective is to prepare professional managers ready to *Catch the New Wave*.

I invite you to our campus to hire talent that will add to the productivity and prestige of your organization and I look forward to our valued partnership.

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 20 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 full time, part time, Masters and Post Graduate programmes in Business Management and Master of Computer Applications. All the PGDM programmes are approved by All India Council for Technical Education, Ministry of HRD, Govt. of India, New Delhi, while MCA and MMS programmes are affiliated to the University of Mumbai.

**Programmes commencing in academic year 2020-21 and onwards will be full-time/part-time MBA programmes under 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 Factor

## Vision

To build a world class 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.



# Know the DIVERSE PROGRAMMES:

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.

## ► PROGRAMMES:

PGDM	MMS	PGDM - IB	PGDM - FS	PGDM - RM	PGDM - IMC	PGDM - HCM
Marketing, Finance, Operations, HR & Data Science	Marketing, Finance, Operations, HR & Data Science	International Business	Financial Services	Retail Management	Integrated Marketing Communications	Healthcare Management
Intake 120	Intake 120	Intake 60	Intake 60	Intake 60	Intake 60	Intake 30



## ► PGDM

PGDM programme at K J Somaiya Institute of Management is an AICTE approved full time Post Graduate Diploma in Management.

The 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 industry and also increases employability of students. Also 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 chance to work with senior alumni who can 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 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 also Ph.D. holders and are authors of books. Few of them are regular visitors to foreign Universities for teaching. Also, faculty from



foreign Universities visit the campus and share their perspective by conducting lectures and workshops.

Apart from academics, there is ample opportunity to pursue extracurricular activity. The campus has world class infrastructure for various indoor and outdoor sports. Various committees of students allows those interested to learn and participate in hobbies like music, photography etc.

The Institute has excellent track record of final placements. Every year new companies are added to the pool of recruiters visiting the campus for recruitment. The profile and salary package is also one of the best offered in Industry.

PGDM 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.

## ► MMS

Masters in Management Studies (MMS) at K J Somaiya Institute of Management, offered by the University of Mumbai was launched in 1983. The current Batch 2019-21 is the 36th batch. The MMS programme first received NBA accreditation – 2005 and received two more times reaccreditation.

The Institute was conferred Autonomous Status by the UGC in 2013, which allowed its past six batches the benefits of independent course design, regular upgrading of syllabus and adding new electives, etc.

As far Industry-Institute Interaction is concerned, at the end of their First year, students of MMS undergo a Summer Project in reputed Indian companies and regulatory bodies. The Institute invites the feedback from the industry mentors, who are requested to evaluate their summer internship projects. There is a system of identifying Area-wise best Summer Projects on the basis of Project Quality and Viva Voce conducted by a panel of faculty. Selected MMS students do a trimester studies at reputed foreign universities abroad as part of Student



Exchange programme. The MMS programme offered at K J Somaiya Institute of Management has been consistently amongst the Top 1% of MH-CET based admissions offered by institutes under the jurisdiction of University of Mumbai.

### ► PGDM - INTERNATIONAL BUSINESS

The course covers the entire spectrum of International business programmes, thus parting an indepth knowledge of business environment, finance and economics to the students. It focuses on the singular vision of preparing the students to being experts in this field to add value in any company that they chose to work in. Our syllabus is updated according to industry and economy transformation. This makes K J Somaiya Institute of Management one of the best institutes for international business in the country and in the world. The course is a boon for every student willing to make a career in the public or private sector of international business.

#### IBS - International Business Society

International Business Society focuses on:

- Enhancing IB domain knowledge
- Interaction with Industry experts
- Updates on International News

Students get a first-hand experience on working with Alums, faculties and seniors under various projects. Students get a chance to meet Counsel General of various countries during IB summit. Students have a platform to execute various social media strategies and to attract more audience. They are provided with rich alumni base of IBS to guide them through their internship and make them corporate ready.

#### Events

**1) IB Summit:** International Business Summit is a two-day event organized by the International Business Society, where corporate exposure in terms of global

trade and commerce is provided through keynote speech and panel discussions followed by a business plan (case study) competition. The theme of IB Summit 2019 was "International Trade and Protectionism".

**2) International Colloquium:** A cultural exchange programme organized by IBS. In 2019, more than forty foreign students from more than 15 countries across various courses in the Somaiya Vidyavihar University delivered beautiful cultural performances pertaining to their native countries. The event also comprises of Consulate Generals of various countries invited as keynote speakers to enlighten students about the various global relations.

### ► PGDM - HEALTHCARE MANAGEMENT

The two year PGDM in Healthcare Management is designed in collaboration with Imperial College Health Partners, UK. 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 Hackathon (Creating a prototype of a new product/ service based on design thinking process), concurrent projects, industry visits, workshops, etc. We seek to make it industry relevant by undertaking number of activities such as Industry panel discussions and Round Table conferences.



### ► PGDM - 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 also expected to become the world's fastest-growing e-commerce market, driven by robust investment in the sector and a rapid increase in the number of internet users. Keeping ever-growing needs and developments of the industry, PGDM - Retail Management offers students a great platform for learning and gaining knowledge of the retail industry.

The Retail Management programme is 24 months super specialised MBA programme, offering diverse courses, which are unique from other programmes. Specialization starts right from the 2nd trimester. It trains and prepares students for thinking to build agile Retail Management and Retail Marketing Strategies; Sales and Business Development; Digital and Social Marketing; Visual Merchandising, Retail formats and layouts; Customer Engagement and Retail Analytics, etc. for both traditional as well modern retail formats. The major focus is on providing industry-specific knowledge, facilitating and teaching with hands-on experience in the classroom and beyond through Live projects, conceptualising, organising and executing events as well to understand designing and functioning of the Integrated Retail Management.



### ► PGDM - FINANCIAL SERVICES

Post-Graduate Diploma in Management - Financial Services (PGDM - FS) is a super-specialized programme in Finance that offers multi-dimensional learning through hands-on exposure to financial markets, modelling, high-level programming languages, financial decision-making and analysis. Interactive pedagogy, live projects, discussion forums, academic research, soft skills



training and continuous industry interface are the key strategies utilized to make the students industry-ready. In addition to this, most of them pursue CFA, FRM, CMT and other certifications to expand their repertoire of knowledge. During the two-years of the programme, the learners are nurtured and provided individual mentoring based on their specific skill-sets and career plans. State-of-the-art infrastructure including the Bloomberg Lab and experienced faculty resources augment their learning further.

## ► PGDM - INTEGRATED MARKETING COMMUNICATIONS

A 24 Month Marketing Super - Specialization Programme. The PGDM (Integrated Marketing Communications) is a frontend specialization in Marketing with special emphasis on building strong brands, using various communication methods and techniques.

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 Managing Integrated Internal and External Communication; Designing Integrated Marketing Communications.

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 in the academic year 2019-20 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.



**MarCquest** - annual flagship two day extravaganza platform for young marketers to learn from and interact with the pioneers of Advertising, Digital Marketing, Branding and Public Relations. The BigWigs Speak- guest lecture and entirely student driven Immersive learning event; The international immersion programmes are structured in such a way that it not only gives students cross-cultural experiential learning but also helps them to develop skills of global business leadership. In 2019-20, one of the student went to DHBW University, Germany to complete a semester.



# International Conferences

Every year K J Somaiya Institute of Management, welcomes internationally acclaimed academicians and industry professionals from around the world.

## ► SIMSR GLOBAL MARKETING CONFERENCE (SGMC)

The 15th SIMSR Global Marketing Conference was held on the 23rd & 24th January 2020 at K J Somaiya Institute of Management. Like every year, the conference was conducted by the Marketing Department of the Institute with Dr. Kiran Sharma as Chairperson and Prof. Isaac Jacob as Co-Chairperson along with the Interface committee, the official marketing committee of K J Somaiya Institute of Management. The theme for the conference this year was 'MarkTech2.0' with over 65 research paper submissions from various universities and corporates all over.

### WorkShop

The 15th SIMSR Global Marketing Conference commenced with a workshop that was conducted on "Structural Equation Modelling - AMOS" with special emphasis on Marktech 2.0 from 14th to 16th October 2019. The workshop was attended by esteemed faculties belonging to various institutes and the pedagogy included many marketing tools that were covered over 3 days. The trainer for the workshop was Dr. Ajinkya Navare, a Ph.D. on Organizational Behavior from IIT - Bombay. His doctoral work has garnered prestigious 'Best

Paper Award' at Consortium of Management Research – 2018 (COSMAR) held at IISc, Bangalore.

The SGMC workshop on AMOS covered the basics of understanding difference between exploratory factor analysis and confirmatory factor analysis. Further the workshop gave a hands-on experience to the participants in building a confirmatory factor model and then constructing path analysis using structural equation modelling. Overall it was a highly engaging and intensive workshop for Ph.D. scholars, researchers and academicians.

### The Conference

The conference was inaugurated by Chief Guest & Keynote Speaker, Mrs. Lulu Raghavan, Managing Director, Landor Associates and Special Guest, Mr. Chaitanya Govande, Bharat Petroleum Corporation Ltd. and Dr. Monica Khanna, Director - K J Somaiya Institute of Management. This year as well, K J Somaiya Institute of Management was honoured to have Bharat Petroleum Corporation Ltd. as their title sponsors for the conference. A Rubik's Cube Art Installation representing the SGMC Logo was placed to signify the coming

together of people from diverse cultures and backgrounds under one roof with the united goal of sharing and discussing advances in marketing.

The conference, which was spread over two days, consisted of nine tracks which had research papers segregated under topics like Consumer Behaviour, Sales Management and Services, Brand Management, Marketing Strategy, E-commerce and Social Media. The research papers presented provided an in-depth analysis of their respective topics and touching upon diverse aspects of Marketing with Technology. Track chairs from various reputed institutions graced the paper presentation sessions and provided each team with valuable feedback.

The event concluded with the valedictory ceremony in the presence of the Chairperson, Co-Chairperson and the participants. Intention to Redeem M-Coupons: The Role Of Personal Innovativeness, Perceived Convenience And Perceived Risk was adjudged the best paper, authored by Preeti Nayal and Neeraj Pandey. This year as well, the conference was declared a grand success and the Institute looks forward to hosting many more conferences in the coming years.



#### ► SIMSR INTERNATIONAL FINANCE CONFERENCE: (SIFICO)

The Centre of Excellence in Capital Markets jointly with the Finance and Law department of K J Somaiya Institute of Management, Mumbai organized their annual finance conference, SIFICO 2020 with the theme 'Risk Management in Banks and Financial Markets' on 17th and 18th January at K J Somaiya Institute of Management. Academician, researchers, and Practitioners from all over India and other countries presented papers at the conference.

Finance Industry expert, Prof. Bernard McSherry, Dean of Finance, New Jersey City University USA, delivered the inaugural address. SIFICO was also graced by Mr. P. C. Panigrahi, General Manager Union Bank of India as the Guest of Honour and Mr. Shankar Jadhav, MD, BSE Investment Ltd as Keynote Speaker. Prof. Rajasekharan Pillai, Vice Chancellor, Somaiya Vidyavihar University, Dr. Monica Khanna, Director, K J Somaiya Institute of Management and Dr. Pankaj Trivedi, Conference Convener also addressed the gathering.

The aim of the conference was to deliberate on various papers presented which would help the researchers do better research and further improve their work to make it of international standard.





#### ► SIMSR GLOBAL SUPPLY CHAIN MANAGEMENT CONFERENCE:

FORSE (Forum of Operations Research and Supply chain Enthusiasts) is a team of highly dynamic people working together to enhance knowledge sharing in the field of Operations management and Supply chain and work towards bridging the gap between what's taught and what's applied. We have our own YouTube channel "FORSEdu" where we make intuitive videos, In-house self-coded Simulation Games, have knowledge sharing sessions, industry live projects, organize national level case study competitions and other competitive events throughout the year.

FORSE releases "Momentum" magazine every quarter containing the latest happenings in the industry. Last year, our Annual GSCM (Global supply chain management conference) was conducted in collaboration with POMS (Production and Operations Management Society, USA) where delegates from all around the world from industry and academia joined in the round table conferences, seminars and paper presentations.

#### ► HR CONFERENCE:

K J Somaiya Institute of Management organized the 7th International HR Conference on the 30th-31st January 2020 on the theme "Leadership in Changing Times". The 7th HR conference attracted 104 research papers from various leading B-Schools in India. Over 65 research papers were presented during the conference. Prof. Burke Johnson from University of South Alabama, USA facilitated conference workshop on "Mixed Methods Research". Prof. Pawan Budhwar from Aston Business School, Aston University, Birmingham, UK delivered the keynote address where he illustrated different perspectives on leadership and how leadership in many ways is responsible for the eventual success of the organization.





### ► TRANSCEND & CRESCENDO

The HR Department of K J Somaiya Institute of Management, in association with the students HR Committee, Humanist, hosts interesting events throughout the year. The key events conducted by Humanist include Transcend and Crescendo. Transcend is an initiative to train and groom our students to effectively handle Group Discussions and Personal Interviews. Through this activity Humanist conducts mock GD-PI, observes the students, and provides desired feedback. This is followed by training sessions to mold students to be the candidate their employers want. Another interesting event carried out, Crescendo, is an associated event with the Mélange Fest of K J Somaiya Institute of Management. This is a fun filled event where students host various exciting games, quizzes, and competitions that involve strategies and time management to win.

### ► THE EUROMED CONFERENCE (Hosted for the first time in Asia Pacific)

K J Somaiya Institute of Management, Mumbai hosted the 13th edition of the Conference of EuroMed Academy of Business for the first time in the Asia Pacific from 5th to 7th February, 2020. This European Mediterranean (EuroMed) conference is one of the most renowned annual conferences in the arena of business management. The magnitude of the conference, along with its quality of content and standing reputation of attendees are some of the elements that deserve special mention. Previously this conference has been held in countries like France, Italy, Cyprus, Greece, Switzerland, Poland, Norway, etc. This year's theme was 'Business Theories and Practices around the World'. The conference saw research paper entries and delegates from the following 16 countries: India, Israel, United Kingdom, China, UAE, Ukraine, Oman, Belgium, Morocco, France, Romania, Germany, Portugal, Italy, USA and Argentina.





# Global EXPOSURE

Internationalisation is an ongoing process at **K J Somaiya Institute of Management**, determined to strengthen and expand the International Relations with reputed universities worldwide. This is not only aiming to bring internationalisation and multiculturalism in institute but also give opportunities to students and faculty to participate and enrich experience of international competency, this holistic approach is to make our students global citizens and global business leaders.

Recently Somaiya Vidyavihar has signed 11 new MOUs with renowned universities and now all together 32 overseas partnership in 14 countries across the world (USA, Europe, Africa and Asia). The Institute has received and sent 11 professors under faculty exchange programme with partner universities. Delegation from 30 foreign universities have visited campus.

The Institute has also invited Consul General/Consuls from Germany, Italy, Argentina, UK, and Bangladesh for guest lectures for management students. Sixteen PGDM students have cleared International test of Mandarin. Few students also got internship in MNCs like Industrial and Commercial Bank of China.



Students are sent abroad under the students exchange programme to USA, Germany and Austria. 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".

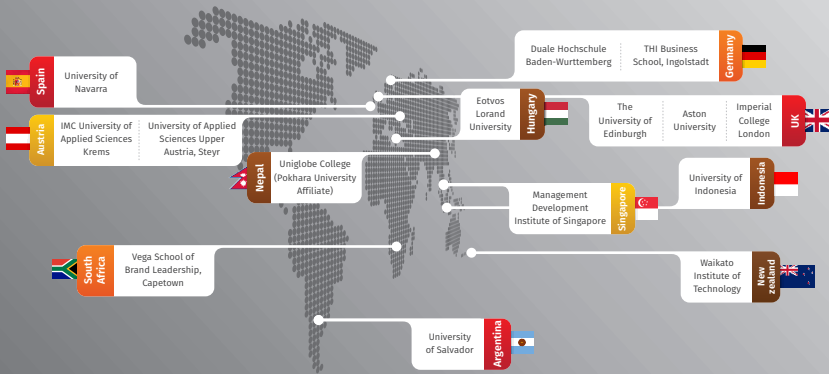
The International Relations Office from time to time disseminates information to create awareness. The office also coordinates, facilitates initiatives on international cooperation.

The Institute has introduced 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.





# 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

Ireland



University of  
Limerick, Ireland

Italy



Istituto  
Italiano Design,  
Perugia

University  
of Brescia,  
Italy



China

Beijing International  
Studies University

Shanghai Lixin  
University of Accounting  
and Finance

Zhejiang  
Gongshang University

Renmin University of  
China

China



Communication  
University of China

Yunnan University

Beijing Foreign Studies  
University

Hunan Sany  
Polytechnic College



# 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 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 committees on campus and ensures their smooth and dissent-proof 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 to assist in maintaining the requisite decorum and discipline both inside and outside the college premises.

Student Council gives an opportunity to its members in the form of a holistic development in the varied fields such as creativity, team building, leadership skills and soft skills.

It is a first-hand experiential learning experience on how to handle teams of students and diverse situations on a daily basis.



Some events conducted by the Student Council:

- ▶ **ASSOCIATION WITH INDIAN RED CROSS SOCIETY**
- ▶ **ORGANIZED A FREE DENTAL CHECK-UP SESSION**
- ▶ **GANESH CHATURTHI**
- ▶ **BLOOD DONATION CAMPS**

## Enactus Somaiya Social Cell

Enactus Somaiya Social Cell is a social entrepreneurship cell striving to build a platform for underprivileged beneficiaries to help them build a respectable life for themselves.

### ▶ **ZERO-WASTE CAMPAIGN**

Endeavoured to inculcate a culture of waste segregation at source and recycling by creating awareness.

### ▶ **EXHIBITIONS**

Showcases their products through stalls both on and off campus.

### ▶ **JOY OF GIVING WEEK**

It is the annual flagship event with activities such as donations drive; monetary donations for eco-friendly sanitary napkins, workshops for underprivileged kids and financial-literacy workshop for housekeeping staff.

### ▶ **COLLABORATIONS**

Breakthrough collaboration with Conference of Indian Society of Clinical Research for huge order of corporate gifts, facilitated by GlaxoSmithKline.

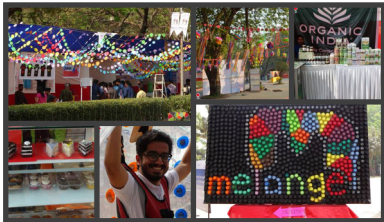


## Melange

Melange, the annual flagship management and cultural festival of K J Somaiya Institute of Management is the convergence of diverse facets of management and its celebration. The fest is a two-day event which was conducted this year on the 14th and 15th February 2020.

The theme for Melange'20 was **Transformational Vision for Sustainable Businesses** that highlighted the importance of adopting eco-friendly business practices and sustainability.

As part of our CSR initiatives, team Melange '20, organized the Entrepreneurial Idea Awards in association with Voice Vision and Enactus which aimed at connecting investors with visually impaired entrepreneurs.



## Public Relations Committee

The major functioning of Public Relations Committee is divided into the following segments:

- Handling and curating content for the official social media platforms
- Run engaging campaigns
- Conducting timely branding exercises for various stakeholders
- Building and maintaining positive relations with the media houses and using the platforms to enhance the reputation of the institute
- Providing extensive coverage to major events of the institute such as Spriha, Melange, National Retail Summit, MarCquest, Investrix, etc
- 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
- Publishing Institute's Annual Report
- Representing the institute in various Campus Ambassador Programmes in which campus ambassadors act as liaison between other B-Schools and our institute's community
- Managing Repository of Students & Faculty Achievement, Guest Lecture, Event Photos, Workshops/Seminars attended and organized by Faculty & Students.
- Creating 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

**Objective :** To provide end-to-end consultancy services to diverse clients in the most cost-effective manner. Our 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.

**Highlights (AY 2019-20):** This year the team worked on 20 odd projects from 15 clients (Till 20th Feb,2020). To the list of clients we have served over the years we have added 7 new clients which include PUMA Sports India Pvt. Ltd., 1Mg, Happa Foods, Language your Way, SEETalk, S9 Financial Services, Top-Cashback.

## Acumen Committee

- Encourage students to develop their business acumen
- Work towards developing in students a sense of inquisitiveness
- Improve their spoken as well as their written language skills
- Enforce Acumen as a vibrant and dynamic extra-curricular development hub
- Assist & Collaborate with other committees



## Quantinum Committee

Quantinuum is the Quants and Analytics committee of K J Somaiya Institute of Management that aims to empower students to gain knowledge of Data Analytics & Quantitative methodologies and acquire necessary professional skills. Through various intellectual events, workshops, live projects and other activities, we tickle the grey cells of individuals to become inquisitive, analytical, data savvy and creative. Our flagship event Quantinum Annual Day takes the involvement to a higher level of intense application of Analytics and quantitative knowledge. We sincerely hope these, in turn, helps them to make good and rational decisions as future managers.



## SIMSR Studio

The journey at SIMSR STUDIOS for the batch 2019-2021 started when the whole team came together to make a short video for the occasion of independence day. The video Garnered a lot of praise across different social media platforms.

The Drama Club followed it up with a mime act for the SVV FOUNDATION DAY. After this the club remained active on various fronts by participating in street plays, making different short videos, keeping the social media pages active by posting videos of various performances, preparing acts for the college parade and visiting various purposeful places like Prithvi theatre, etc. Stage plays at the Alumni meet (Milaap) and AAGAZ (Official announcement of the cultural fest MELANGE), Invitation Parade and street act for MELANGE were some of the most lauded performances of the club.

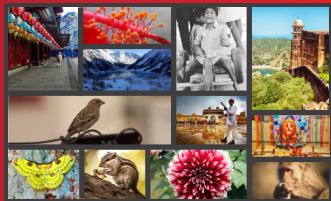


The main highlight of the Journey was however "Natsamrat"-The inter-college event organised by SIMSR STUDIOS. The event saw participants from different colleges grace the stage with their breath taking performances and stupendous coordination. The jury of judges who were from the film & television industry applauded the performances of the participants and congratulated SIMSR STUDIOS for the successful organisation of an amazing event. Thus, the committee finished the year on a high, making each & every member proud to be a part of this journey.



## Photography Club:

Photography Club aims to provide exposure and bring out the photographer in every student of K J Somaiya Institute of Management. We organize various photography competitions and act as a platform for students to showcase their talents all year round. Another primary function of the club is that of extensively covering all the events hosted within the institute, including committee and club events, as well as the flagship fest, Melange, and the Yearbook shoot. The two major events we conducted in the academic year 2019-20 were 'Shutter Up' - an on-the-spot theme-based photography competition and 'Photo Exhibit' - a photography exhibition. We received a tremendous response and hope to engage more participants by giving photography enthusiasts the right platform.



## Admissions Committee

Admissions in K J Somaiya of Management underwent substantial change with the formation of the Somaiya Vidyavihar University. The admissions committee of faculty and staff members had to adapt and be agile on the go. They were ably supported by the (adcom) student's admission committee. The degree changed from PGDM to MBA which was welcomed with enthusiasm. The adcommers kept engaging with the aspirants on varied webportals and social media with varied posts, campaigns and videos. The engagement was in 3 phases pre form filling, post form to GDPI process in 19 locations (including virtual) and post merit round. The last phase got extended due to pandemic COVID19 for an unusual long 4 months. Resilience, perseverance, patience, agile dynamic approach is the hallmark of this admissions season.



## SIMSR Sports Committee

The SIMSR Sports Committee has been an integral part of K J Somaiya Institute of Management 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 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 'Kurukshetra'. The final event organized by the committee is the 'SIMSR 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.



## About Young Indians:

YI is a movement for Indian Youth to converge, lead, co-create and influence India's future. It is an integral part of the 125-year-old organisation Confederation of Indian Industry (CII), an industry led & industry managed organisation playing a proactive role in India's development process.

## About CII YI @ SIMSR:

CII YI works for promoting leadership skills through our impactful activities divided primarily into three areas; 'Youth Leadership', 'Nation Building' & 'Thought Leadership'. We conduct YUVA sessions (Coffee with CEO), Inter college competitions ('Resolution' & 'Green Trade'), Revenue Generation Project (YI Chakra) and offer Live Projects, Internships & YI certifications along with opportunities to attend various events & conferences like Mumbai Youth Conclave: The Future.

Through our virtual learning series with industry experts, we have had many informative webinars post lockdown with a focus on 'Life post COVID 19', 'Future of Work' and await upcoming webinars to impart experiential learning.



## Customized Management Development Programmes (MDPs) & Consultancy

Our Customized MDPs and Consultancy Projects are conducted by our Institute Faculty. This enables the Faculty to have an understanding of the current and emerging needs of leading companies. The Faculty brings this learning including Industry Best Practices to the Institute classrooms /ONLINE classes thereby benefiting the students.



The objective is to strengthen proactively Industry-Interface for the Institute by developing enduring relationships with leading companies in the Private Sector, reputed Public Sector Undertakings (PSUs), well known Hospitals and prestigious Government of India organizations like Indian Navy (INS Hamla), Department of Atomic Energy (DAE) and Insurance Institute of India.

Based on the training and development needs of Senior Managers, Managers, Executives and Staff/Associates of our client organizations, we customize and conduct Leadership Development Programmes, Senior Management Programmes, Executive Development Programmes and Certification Programmes at all the levels of Management using a Partnering approach with our esteemed clients.

## Student Activity Forum

Student Activity Forum or SAF aims at providing a platform for students to express their creative skills. It ensures that the students present across respective courses work as a team, strives for keeping the spirit of teamwork and cooperation alive. Cultural events like All Izz Well and Impressions are held throughout the year.

## Interface

Interface is the marketing committee that strives to cultivate an environment that helps inculcate passion for the field of Marketing and promote it as a challenging career option. It gives a platform to marketing enthusiasts where they can hone their marketing skills and whet their appetite for learning in a continuous process of learning and application.

## Finstreet

The finance committee at K J Somaiya Institute of Management has been a platform serving to initiate interest and further student participation in finance. The major focus is to create value for our students in the fields of finance and economics.

## The Guest Lecture Committee

The Guest Lecture Committee brings eminent personalities from across the industry to campus to deliver guest lectures on relevant topics to enlighten students about the business world scenario.

## E-Cell

Pathfinder E-Cell aims to inculcate entrepreneurial mindset in the student community and to act as a facilitator between the budding entrepreneurs and identifying opportunities at different levels. Their mission is to bring the brightest ideas from around the nation to the forefront by organizing entrepreneurship related activities.

## Alumni Committee

The Alumni Committee connects & collaborates with alumni by inviting them as panelists for the admission process, as guest speakers to share their knowledge & experience with students, as jury members for various events & competitions, as Chief Guest & Keynote speakers for Conferences, to mentor our students, etc. The Alumni Committee also focuses on alumni to alumni connect which helps alumni professionally.



# STUDENT ACTIVITIES

Academics at K J Somaiya Institute of Management have always been supplemented by student activities. The experiential learning happens through various extracurricular activities.





## Student Forums

The proactive student bodies at Somaiya Institute of Management conducts numerous activities under the aegis of in-house committees in association with many industrial players.

Some of the important events conducted by student clubs and forums are:

- **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 and 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
- **Elan-E-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.
- **Quantinium** – 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

With an Alumni base of over 12000 Alumni spread across the globe, it is the constant endeavour of the institute's Alumni Relations team to connect & collaborate with it's Alumni. As many Alumni becoming industry leaders, the institute takes pride in them and celebrates their successes.

Alumni are seeded into almost every activity organized on campus. From inviting Alumni as panelists for the admission process to select the incoming batch of students, as guest speakers to share their knowledge & experience with students, as jury members for various events & competitions, as Chief Guest & Keynote speakers for Conferences, to mentor students, etc. Special emphasis is on Alumni to Alumni connect which helps Alumni grow professionally.

## Initiatives:

- **SIMSR Jobs:** An initiative to share lateral job opportunities with Alumni
- **SIMSR 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 programme for the students to make informed career choices with the help of Alumni mentors
- **Imprints:** Monthly Alumni Newsletter to share latest happenings on campus
- **SIMSR Alumni Virtual Clubs:** Manage and moderate about 50 virtual Alumni clubs
- **SIMSR Alumni Network for Entrepreneurs (SANE):** Senior Alumni entrepreneurs mentor budding Alumni entrepreneurs
- **AlumSpeaks On The Go:** Live knowledge sharing interview with a Notable Alum
- **Ask The Alums:** Live Q&A session with Alumni experts as panelists

## Events:

- **Nostalgia:** K J Somaiya Institute of Management's Annual Alumni Meet
- **Milaap:** Batch-wise reunions for Batches that complete 25, 20, 15 & 10 years of graduation
- **Alumni City Meets:** Organise Alumni Meet Regionally and Internationally
- **CXO Meet:** Alumni Industry leaders come together to build the institute brand
- **SIMSR Alumni NRI Day:** Welcome global Alumni back to their alma-mater





# LIST OF ILLUSTRIOUS ALUMNI

**Anuj Bhargava**

1985  
CEO  
AB Associates

**Harsh Bhosale**

1986  
Chief People Officer  
Nayara Energy

**Prasad Tokekar**

1986  
Sr. VP - Employee Relations &  
HR Compliance  
Reliance Jio

**Shyam Motwani**

1986  
Executive VP & Business Head  
Godrej & Boyce

**Vivek Nayer**

1987  
Chief Marketing Officer - Group  
Corporate Brand  
Mahindra & Mahindra

**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

**Suraj Kaeley**

1988  
Former Group President -  
Sales & Marketing  
UTI Mutual Fund

**Jamnadas Majethia**

1989  
Partner & Actor  
Hats-off Productions

**Makarand Teje**

1989  
Former Executive Vice President  
HCL Technologies

**Hiten Ghelani**

1990  
CEO  
Mahindra Marine

**Ajay Kapur**

1991  
CEO - Aluminium & Power  
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  
Managing Director  
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

**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



# LIST OF ILLUSTRIOUS ALUMNI

## Reuben Pandian

1995  
Chief Omni - Channel Officer  
Tata CliQ

## Arvind Sharma

1996  
Sr. HR Director  
Black & Veatch

## 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 & Partners

## Prakash Nair

1996  
Sr. Vice President  
Ogilvy & Mather

## Ramnath Iyer

1996  
Managing Director  
MSCI

## Ranjeet Sharma

2004  
India Sales Head  
Honeywell

## Ritu Gupta

1996  
Director - Marketing  
Dell India

## Vineet Sehgal

1996  
Senior Director - HR  
PwC

## Anand Ramaswamy

1997  
President & Head - Projects  
Yes Bank

## Anil K Nair

1997  
CEO  
VMILY&R

## Praveen Jaipuria

1997  
CEO  
Continental Coffee

## Sheetal Daftary

1997  
MD - IT Audit & Assurance  
KPMG US

## Vikram Bhatt

1997  
Founder & Director  
Enrich Salons & Academy

## Mehul Kapadia

1998  
COO  
Motorsport Network

## Sudesh Puthran

1998  
CTO  
Aditya Birla Finance

## Manuj Agarwal

1999  
CEO  
Percept Live

## Vikram Malhotra

1999  
Founder & CEO  
Abundantia Entertainment

## Deepak Hegde

2000  
CTO  
EOC Pharma

## Sanjay Podder

2000  
Managing Director &  
Global R & D Lead  
Accenture R & D Labs

## Sudhir Shenoy

2000  
CEO & Country President  
Dow Chemical India

## Suphal Mehrotra

2000  
EVP - Global Enterprise, Alliances  
& Partnerships and Cloud LoB  
Vodafone Idea

## KS Narayanan

2001  
Chief Information &  
Security Officer  
PwC

## Danish Shaikh

2012  
Lead-Learning and Organization  
Development (Retail)  
Nykaa

# 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.





# 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.

These state-of-the-art facilities are well maintained and can also be put in use by students who wish to pursue sports as their career. In addition to this, professional coaching and training is also available.

**Running Track | Live Chess Court | Football Ground | Cricket Ground | Badminton Court | Basketball Court | Volleyball Court | Tennis Court | Squash Court | Indoor sports facilities**





## 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, etc. which provide online access to reputed national and international journals, research papers, articles, dissertations, and financial data.



## Computer Labs

The Computer Center is one of the best equipped IT centers geared to aid the learning process.

Software package like SPSS, SAP-ERP, Rational Rose enable in conducting data analysis for business and marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects.





## Cafeteria

The canteen in the administrative block is 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 have a mess located in the hostel building which serves tasty and healthy breakfasts, lunch & dinner to the students & staff.



## 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.

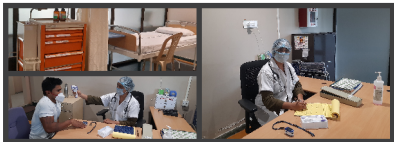
The Girls' Hostel MAITREYI was inaugurated by Honourable Former Chief Minister of Maharashtra, Shri Devendra Fadnavis.





## 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 in K J Somaiya Medical College and Research Center situated near to the campus. An ambulance stationed in the institute campus throughout the year which can be utilised in case of any emergency.



## 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 at 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, stationary store, etc. which helps the students to have all the facilities within the institute premises.





# Student Achievements: 2019-20



S. N.	Event	Organiser	Position
1	Accenture Business Innovation Challenge	Accenture	Runners-up
2	FinShiksha Learning Championship 2019 (Credit Analysis)	FinShiksha	2nd Runners-up
3	IT Campus connect quiz competition	General Mills	Runners-up
4	Hult Prize 2019	Hult International Business School	2nd Runner Up in APac Regional Round
5	Brain-a-Thon	IIM Ahmedabad	Runners-up
6	Influx	IIM Indore, Mumbai Campus	Runners-up
7	Markaholic	IIM Kashipur	Winner
8	Optimus - Manifest-Varchasva	IIM Lucknow	Runners-up

S. N.	Event	Organiser	Position
9	Investate: The Investment and Strategy Competition	IIM Raipur	Winner
10	OpsSamasya of Solaris event	IIM Udaipur	Winner
11	OpsSamasya	IIM Udaipur	Winner
12	Opsamasya-Solaris 2019	IIM Udaipur	Winner
13	Arohan	IIM Udaipur	Runners-up
14	Avenue 2019: on your mark	IIT BOMBAY	Runners-up
15	Sahastrabuddhi	IIT BOMBAY	Runners-up
16	Seal The Deal	IIT BOMBAY	Winner
17	On your Mark	IIT BOMBAY	2nd Runners-up
18	Intelligent Investor 3.0 of SPARX'X9	International Management Institute, Bhubaneswar	Winner
19	"Pinnacle" at Pratyaksha 13.0	Jamnalal Bajaj Institute of Management Studies	Winner
20	Chakravyuh	Jamnalal Bajaj Institute of Management Studies	Winner
21	MANASVINI 2019	K J Somaiya Institute of Management	Winner
22	CaseQuest by MarcQuest 2019-20	K J Somaiya Institute of Management	Winner
23	Adhikosh	National Institute of Bank Management (NIBM)	Winner
24	JOSH	NITIE	Winner
25	Avartan	NITIE	National Finalist
26	Brain Child	NITIE	National Finalist
27	Lakshwiz-Bazaar	NITIE - National Institute of Industrial Engineering	Winner

S. N.	Event	Organiser	Position
28	Arohan 2019	NITIE Mumbai	Runners-up
29	Inspirus	NMIMS	Runners-up
30	Pankh 2019	NMIMS	Winner
31	Chanakyaaneeti	NMIMS Bangalore	2nd Runners-up
32	BRANDVILLE	NMIMS HYDREBAD	Winner
33	Samadhaan 2020	NMIMS Mumbai	Runners-up
34	Samarthya-Inter B school Sports Event	NMIMS Mumbai	Winner
35	Novartis BioCamp 2019	Novartis	Winner
36	Runbhoomi-sibm	SIBM	Runners-up
37	Transcend 2020/ Mindz	SIBM Pune/ Marsh & MacLennan Companies	Winner
38	Udaan	SIBM, Pune	Winner
39	Arthashastra 5.0	SIIB	2nd Runners-up
40	Convergence	SIMSREE	National Finalist
41	Target Marked	Symbiosis Institute of Media and Communication	Runners-up
42	Funnel Bottom	Symbiosis Institute of Media and Communication	Winner
43	Quonnaissance	Symbiosis Institute Of Operation Management	Runners-up
44	Exhuberance, 2019	Toastmasters at Reliance Ltd	2nd Runners-up
45	XIME-National B-Plan Competition	Xavier Institute of Management	Runners-up
46	Finalytics	Xavier School of Management (XLRI), Jamshedpur	2nd Runners-up



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 skill courses and training for 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 B-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. From past experience, 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 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 almost 39 years, K J Somaiya Institute of Management consistently ranked among top 20 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, our 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 student.



### **Intellectual Capital**

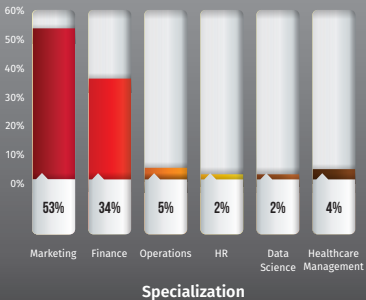
K J Somaiya Institute of Management has 80+ full-time faculty members with rich industry experience, under whose intellectual guidance, students gain in-depth knowledge and clarity of concepts.

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.

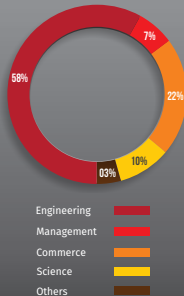


# Batch Profile 2019-2021

## Student Specialization

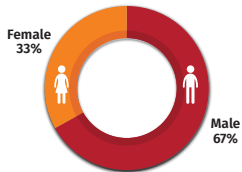


## Academic Breakup

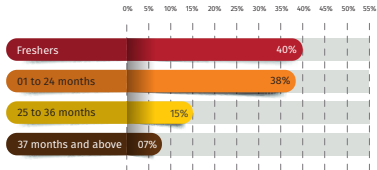




### Gender Ratio



### Work Experience





# Recruitment Process





# Some of our Prominent Recruiters



ORIGIN  
Experience you can TRUST





# Some of our Prominent Recruiters

Odessa  
Technologies



Canon



J.K. Helene Curtis Limited

JPMORGAN CHASE & Co.

ORACLE

TOTAL

EICHER

Bisleri



Abbott amazon

bookmyshow FCBULKA



NOMURA



Atos



BYJU'S The Learning App

Michael Page



WITH YOU ALWAYS



Bloomberg DAIMLER



Mu Sigma



BLACKROCK COLGATE-PALMOLIVE



BNP PARIBAS BLUE STAR

KORA



virtusa Accelerating Business Outcomes



TresVista FINANCIAL SERVICES



TRIDENT GROUP vedanta



Standard Chartered TATA TATA CONSULTANCY SERVICES



## Some of our Prominent Recruiters





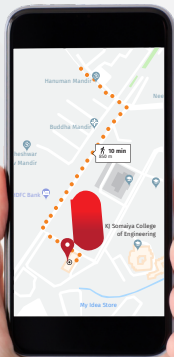


# Student Placement Committee



Sector	Name	Course	Contact Number
Banking & Insurance	Siddharth Mehta	PGDM FS	+91-9167649135
	Karthik Rajagopal S	PGDM	+91-7026852864
	Payal Patil	MMS	+91-9579714922
Conglomerate	Pearl Sardana	PGDM IMC	+91-9501553561
	Kushagra Kasliwal	PGDM	+91-8103057336
	Ayush Dugad	PGDM IMC	+91-7498757498
	Rama Bhandare	PGDM IMC	+91-9552014357
Consulting	Vaidehi Gujarathi	MMS	+91-9167357350
	Akshmeet Kaur	PGDM IB	+91-8979953431
	Aashna Khanna	PGDM RM	+91-9163992760
	Sagar Kharche	PGDM IB	+91-9619032254
Financial Services	Rishabh Jain	PGDM FS	+91-8981223333
	Kavish Kejriwal	PGDM FS	+91-9925988625
	Shruti Sadalge	PGDM	+91-9920757421
	Vibhuti Sharma	PGDM FS	+91-7022597070
FMCG	Arnav Krishnan	PGDM RM	+91-9962766475
	Vishant Gogri	MMS	+91-9619389259
	Mugdhaa Goswamy	PGDM RM	+91-8194954653
	Hiba Shakeel	PGDM HCM	+91-9833281847
	Dr. Sana Kayanat	PGDM HCM	+91-7738183604
IT	Akhil Varshney	PGDM RM	+91-9967196026
	Smriti Basu	PGDM IB	+91-8290710843
	Avila Antao	PGDM	+91-9757394049
	Saurabh Sahoo	MMS	+91-9890609912
Manufacturing	Aditya Malhotra	PGDM IB	+91-8800263568
	Harsh Bhanushali	MMS	+91-8369894213
	Poorvi Pathak	PGDM	+91-9468821519

**Route to  
K J Somaiya Institute of Management**



## Career Management & Corporate Relations Team (Placement Office)

**Mr. Hari Sabnis**

Head – Career Management &  
Corporate Relations

☎ +91 9820845187 | ☎ +91 22 6728 3004 / 3050  
✉ hari.sabnis@somaiya.edu

**Ms. Pooja Anil Rasal**

Senior Manager – Career Management &  
Corporate Relations

☎ +91 9653632079 | ☎ +91 22 6728 3089 / 3050  
✉ p.rasal@somaiya.edu

**Ms. Nikita Nimkar**

Assistant Manager – Career Management &  
Corporate Relations

☎ +91 8291719569 | ☎ +91 22 6728 3230 / 3050  
✉ nikita.nimkar@somaiya.edu

**Mr. Niteen Pawar**

Associate Head – Career Management &  
Corporate Relations

☎ +91 9969634293 | ☎ +91 22 6728 3005 / 3050  
✉ niteenpawar@somaiya.edu

**Mr. Prashant Sharad Wadkar**

Administrative Officer – Career Management &  
Corporate Relations

☎ +91 9987770448 | ☎ +91 22 6728 3078 / 3050  
✉ prashantwadkar@somaiya.edu

**Mr. Rushikesh Patil**

Assistant Manager – Career Management &  
Corporate Relations

☎ +91 8879010926 | ☎ +91 22 6728 3087 / 3050  
✉ rushikesh@somaiya.edu