

Announcements

Convocation 2022



Bharatiya Vidya Bhavan's
SPJIMR

Shri Deepak Parekh
Chairman, Governing Council, SPJIMR
cordially invites you to the
Annual Convocation 2022
on **Saturday, May 14th at 6:30 pm**

Dr Anish Shah
Managing Director and CEO, Mahindra & Mahindra Ltd
has kindly consented to preside as the Chief Guest

Venue:
Ground No. 3, Bhavan's Campus
Access: Hostel Gate No. 4 (on Idgah Lane, via D. N. Nagar)
5 P Jain Institute of Management and Research
Andheri (West), Mumbai 400 058

SPJIMR will host its Annual Convocation on May 14, 2022, for the graduating batches of PGDM, PGPM, PGMPW, FPM, PGEMP, PGPGM and PGPD. The ceremony will be held on campus after a hiatus of two years.

Dr Anish Shah, Managing Director & CEO of Mahindra & Mahindra Ltd. will grace the occasion as Chief Guest. The Chairman of the Governing Council, Mr Deepak Parekh will open the proceedings.

Executive Programme in Business Management (EP-BM)



Bharatiya Vidya Bhavan's
SPJIMR | EP-BM

Executive Programme in Business Management
DESIGNED FOR HIGH PERFORMING INDIVIDUAL CONTRIBUTORS WITH 1-5 YEARS OF EXPERIENCE

The Executive Programme in Business Management is a unique offering from SPJIMR which aims to prepare executives with 1-5 years of experience for a continuously evolving & disruptive business landscape. It is designed for high performing executives with a potential to transition from being individual contributors to team managers.

The programme also attempts to instill a service-oriented perspective in executives and assist them in understanding the shift from product-based to service-based business models.

The EP-BM Advantage:

- 13-month modular programme with blended delivery
- 5 contacts (6 days each), once every quarter
- Minimal absence from workplace
- Faculty with a rich blend of academic and industry experience
- Contemporary and innovative pedagogy and curriculum
- Application based learning
- Focus on Skills and Attitudes as much as Knowledge
- Be part of the SPJIMR Executive Alumni community

For more information call on **+91 7506828083** or **022-61454253** or email at **pgemp.admissions@spjimr.org**

Institute Updates

41 Years of SPJIMR!

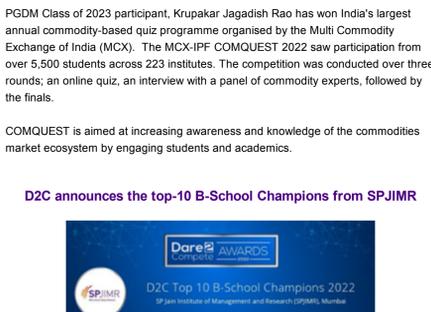


SPJIMR Faculty and Staff gathered at Dr Manesh Shrikant Auditorium to celebrate the 41st Foundation Day. Two witnesses Pralhad Pojary and Jayashree Iyer to the 1981 foundation stone laying event shared their memory and their journey on the campus and at SPJIMR.

Sheela Kapoor and Priti Miranda long serving employees shared their experiences. Dr Suresh Lalwani and Dr Sresha Iyer spoke about what SPJIMR means to them. Dean Varun Nagaraj felicitated employees who completed their 10 years and 20 years and remembered Dr Shrikant's bold decisions in making SPJIMR what it is today. Their speeches peppered with references to SPJIMR's foundation stone laying ceremony by the then British Prime Minister, Margaret Thatcher, invoked nostalgia. The event ended on a sweet note with cake cutting.

Awards and Recognition

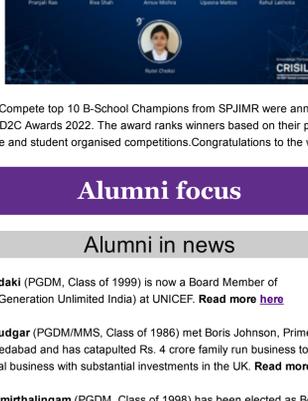
PGDM participant wins commodity-based national quiz



PGDM Class of 2023 participant, Krupakar Jagadish Rao has won India's largest annual commodity-based quiz programme organised by the Multi Commodity Exchange of India (MCX). The MCX-IPF COMQUEST 2022 saw participation from over 5,500 students across 223 institutes. The competition was conducted over three rounds; an online quiz, an interview with a panel of commodity experts, followed by the finals.

COMQUEST is aimed at increasing awareness and knowledge of the commodities market ecosystem by engaging students and academics.

D2C announces the top-10 B-School Champions from SPJIMR



Dare2Compete AWARDS
D2C Top 10 B-School Champions 2022
SP Jain Institute of Management and Research (SPJIMR), Mumbai

1. Anish Singh, 2. Siddhant Pawar, 3. Anshu Singh, 4. Pratiksha Mishra, 5. Anshu Sharma, 6. Pratiksha Mishra, 7. Anshu Sharma, 8. Anshu Sharma, 9. Anshu Sharma, 10. Anshu Sharma

The Dare2Compete top 10 B-School Champions from SPJIMR were announced as a part of the D2C Awards 2022. The award ranks winners based on their performance in corporate and student organised competitions. Congratulations to the winners.

Alumni focus

Alumni in news

- Madan Padaki** (PGDM, Class of 1999) is now a Board Member of YuWaah! (Generation Unlimited India) at UNICEF. [Read more here](#)
- Binish Chudgar** (PGDM/MMS, Class of 1986) met Boris Johnson, Prime Minister of UK at Ahmedabad and has catapulted Rs. 4 crore family run business to a ~ USD 1.9bn global business with substantial investments in the UK. [Read more here](#)
- Bhavani Amirthalingam** (PGDM, Class of 1998) has been elected as Board of Directors of Core & Main, a leading specialized distributor of water, wastewater, storm drainage, fire protection products and related services located at St. Louis. [Read more here](#)
- Kunal Patankar** (PGCIM/GMP, Class of 2012) has authored a book 'Cooking on Pennies'. [Read more here](#)
- Rohan Sharma** (PGCIM/GMP, Class of 2011) has been appointed as Director at Escalent, London UK. [Read more here](#)
- Chetan Gore** (PGDM, Class of 1996) has been appointed as CEO at Shaze Luxury Retail Pvt Ltd. [Read more here](#)
- Sunil Lulla** (PGDM/MMS, Class of 1984) has been appointed as Consultant Advisor for Denstu, India. [Read more here](#)
- Abbas Kharodawala** (PGPDM, Class of 2016) has been awarded the Samartha Global Excellence Awards 2022 by the Samartha Seva Sansthan for his outstanding service for the children and people with special needs. [Read more here](#)
- Dipanjan Purkayastha** (PGDM, Class of 2002) his company hyperXchange has been listed in Business Times among Asia-Pacific's high-growth companies for 2022. [Read more here](#)

Articles & Interviews

- A. Great reset: Tech can make world go round** by Rajeev Shah (PGDM, Class of 2006)
- B. Keeping Pace with Times: Why Should Companies Invest in e-learning to Race Ahead of their Competitors?** by Sumesh Nair (PGDM, Class of 2015)
- C. Sumit Sharma** (PGDM, Class of 2013) [Interviewed by Food Beverages Processing magazine](#) (interview on pg no. 36 & 37)

Case studies

- Suntej Engineering: a struggle to stay afloat in the face of competition**
Authored by Dr. Sajeer A George, Latika Tejwani, Anubha Kachhawa Saini, Nikhil Pathak & Nimish Karvinde (All PGPM, Class of 2016) published by Emerald Publishing Limited.
- John Keells Hotels in Sri Lanka: Building Brand Architecture** Authored by Dr. Ashita Aggarwal, Sulakshana "Lulu" Raghavan (PGDM, Class of 2000), Ruchi Gunewardene.
- GreedyGame: Leveraging Online-Gaming for Brand Storytelling** Authored by Prof. Ashita Aggarwal, Suraj Commuri (PGDM/MMS Class of 1991) and Ankit Rawal (PGDM, Class of 2009)
- Zoom Video Communications: Flash in the Pandemic or Enduring Success?**
Authored by Prof. Malay Krishna and Gursimran Gambhir (PGDM, Class of 2020)

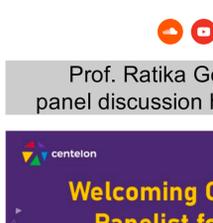
Alumni events

Singapore Alumni meet

Singapore Alumni Council arranged a fun-filled and colourful virtual **Holi Milan** celebration on March 20, 2022. The event was power packed with events like Kavi Sammelan, Antakshari and an Art Exhibition for alumni and their family members.



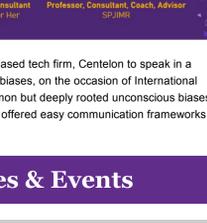
United Kingdom Alumni meet



The UK council organised an alumni meet on Friday April 1, 2022.

Bengaluru Alumni meet

On Saturday April 9, 2022, the Bengaluru Alumni Council organised their first virtual Alumni Event since the pandemic hit us globally. The agenda was to introduce the new Bengaluru Council, share thoughts around the key initiatives planned by the council and to get views and interest of alumni and seek their volunteering support for the activities.



Prof. Abbasali Gabula, attended the meet and also gave insights on different initiatives being planned by the alma mater for the alumni in the near future.

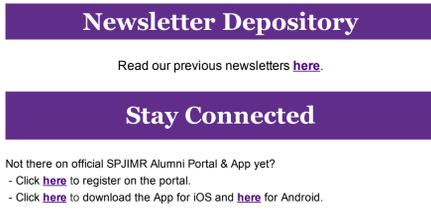
Middle East Alumni meet



The Alumni in Dubai planned a small get together on April 27, 2022.

Upcoming Alumni Events

SPJIMR Mumbai Alumni Council has planned a campus visit and interaction with Dean, Dr. Varun Nagaraj on Saturday, May 7, 2022 from 10.30 am – 2.00 pm.



SPJIMR Mumbai Alumni Council Event
Saturday, May 7, 2022 - Campus Visit & Dean Interaction
Locations: SPJIMR Bhavan's Campus Time: 10:30 am – 2:00 pm (with lunch)

Timings

- 10.30 - 11.15 am – Registration at campus
- 11.15 - 12.15 pm – Campus visit to see the new infrastructure
- 12.15 - 12.45 pm – Interactions with the Dean **Dr Varun Nagaraj** including Q & A session
- 12.45 - 1.00 pm – Group Photograph with the Dean
- 1.00 - 1.15 pm – **Abhyudaya Sitara** interaction at **Abhyudaya Center**
- 1.15 - 1.20 pm – Thanks & Event Conclusion
- 1.20 - 2.00 pm – SPJIMR sponsored informal networking lunch at **Spice & Spoon** (SPJIMR mess)

Topics of Interest

Faculty Articles

- A. 'Driving monetary policy in troubled times'** by Dr. R. K. Pattnaik in The Hindu Business Line, April 7, 2022.
- B. 'Robert Kennedy's politics was almost Ambedkarite. The world needs leaders like him today'** by Dr. Dinyar Patel in The Print, April 1, 2022.
- C. 'The evolution of influencer marketing 3.0 in 2022'** by Prof. Vineeta Dwivedi published in Forbes India, March 28, 2022.
- D. 'Building currency buffers in the new world'** by Prof. Ananth Narayan published in Business Standard, March 27, 2022.
- E. 'Need for bringing India's notorious bureaucracy to account'** by Prof. Jagdish Rattanani published in South Asia Monitor and others, March 22, 2022

Disclaimer: Views in these articles may not reflect views of the institute

To view more faculty published articles click [here](#)

Do share your success stories with the relevant hyperlinks.

Podcasts

ThoughtCast Mr. Dheeraj Sinha, CEO & Chief Strategy Officer, South Asia at Leo Burnett, Publicis Business & Publicis Health is in conversation with Prof. Vineeta Dwivedi, Head – Digital Communications, SPJIMR.

THOUGHT CAST EPISODE 15
"Life is like a dashboard in a creative agency" - Making brands that people love

Mr. Dheeraj Sinha
CEO & CHIEF STRATEGY OFFICER, SOUTH ASIA AT LEO BURNETT, PUBLICIS BUSINESS & PUBLICIS HEALTH

Vineeta Dwivedi
ASSISTANT PROFESSOR & HEAD - DIGITAL COMMUNICATIONS, SPJIMR

In the new episode of Thoughtcast – The SPJIMR Podcast – CEO and Chief Strategy Officer of Leo Burnett, South Asia, Mr Dheeraj Sinha reveals how they come up with ideas for their award-winning campaigns like that for #Spotify and how marketing is evolving. In this conversation with Prof. Vineeta Dwivedi, Head – Digital Communications, he also speaks about a fulfilling career in advertising plus his incredible achievements as a successful author and a podcast show host himself.

Prof. Ratika Gore speaks on a panel discussion hosted by Centelon

Centelon International Women's Day
Welcoming Our Esteemed Panelist for IWD 2022

LCDR Elizabeth Williams
Royal Australian Navy

Neeraja Ganesh
Member & Consultant
Ruppre For Her

Ratika Gore
Professor, Consultant, Coach, Advisor
SPJIMR

Prof. Ratika Gore was invited by Australia-based tech firm, Centelon to speak in a panel, with 150+ attendees about breaking biases, on the occasion of International Women's day 2022. She spoke about common but deeply rooted unconscious biases like the ability bias or the affinity bias and offered easy communication frameworks to help counter them in the workplace.

Programmes & Events

Centre for Financial Studies (CFS)

Bharatiya Vidya Bhavan's
SPJIMR **CFS** Centre for Financial Studies

Professional Certificate Programme in Corporate Finance and Risk Strategy

Start Date - 4th June 2022 Course Format - Live Online
Duration - 5 Weeks (20 Hours) Fees - INR 40,000/- +GST

REGISTER NOW

Discount available for SPJIMR alumni

Online Merchandise

You can purchase SPJIMR merchandise online and have the products delivered anywhere within India, through 'Campus Mall'.

Click on the E-store - [Campus Mall](#)

Hoodies

Newsletter Depository

Read our previous newsletters [here](#).

Stay Connected

Not there on official SPJIMR Alumni Portal & App yet?
- Click [here](#) to register on the portal.
- Click [here](#) to download the App for iOS and [here](#) for Android.

Changed your job, city or contact details?
- Help us update your details [here](#).

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