



FMB NEWS

FEBRUARY AT A GLANCE



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SAMAGAM
A GREAT START TO THE MONTH
4th FEBRUARY 2020

"Your business, your product, your service will make you stand out", says Mr. Mehra.

Mr. Mohit Mehra (Head of India Operations, Cinestaan Digital Pvt. Ltd.) conducts a Samagam session for the students of FMB Batch 27. He imparts great knowledge on how to turn a product / service into a brand. This is followed by an interactive session, where he urges students to answer questions like "what do you trust in this age of disruption?", thus engaging them in stimulating discussions.

He also highlights the importance of building trust for family businesses, following it up with an insightful speech on the evolution of communication, content, and commerce (the four C's). Furthermore, he elaborates on the function of various social media platforms and their distinct features.

He ties it all together with his keen insights and advice on how to build a brand with story, content, and conversation, eventually leading to commerce.





Mr. Nimish Parkekh (General Manager, Parekh Integrated Services Pvt. Ltd.; FMB Alumnus, Batch 9) conducts a Samagam session for the students of FMB Batch 27. Mr. Parekh opens the session with a recollection of his FMB experience, while further relating his academic and business journey at SPJIMR. He then explains the importance of FMB and networking. He asks students to prioritise the importance of the vision and mission of their family business over the importance of mentors. He also reflects on how he was able to reinvent himself with the help of feedback mechanism, conflict management, and some self-evaluation strategies. He later talks about the Challenges he faced after joining his family business in 2018, the greatest one being the cultural change.

“Failure - a stepping stone towards success”, holds Mr. Parkekh.

Mr. Parkekh invites students to have a transparent conversation with their parents about their role in the business. This is followed up with a motivating speech about pushing boundaries, along with a glimpse of this trek to the base camp of Mount Everest!

Thus, the Samagam session draws to a delightful close.





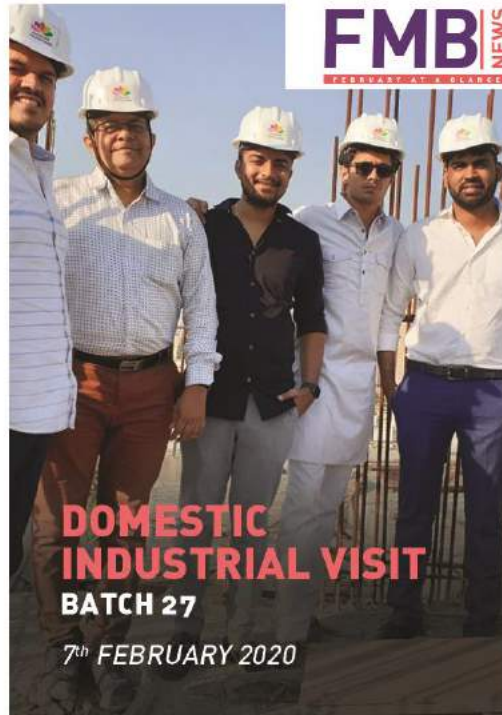
SERVICE

February's Domestic's Industrial Visit takes students of Service elective to IBM. In addition to the exposure to, and demonstration of, some of IBM's latest technologies, students also get an opportunity to interact with IBM executives to understand how they can help clients leverage technology.



REAL ESTATE & INFRASTRUCTURE

Students of Real Estate and Infrastructure elective head to the site of Rajhans Developers as part of their Domestic Industrial Visit. The visit helps them understand the site/operational level issues along with the fundamentals of site-specific planning. Besides that, students also learn about the shuttering design process, material consumption, development of manpower resources, and site-level sales and marketing.



MANUFACTURING

As part of their Domestic Industrial Visit, the students of Manufacturing elective visit Furniture Kraft International Pvt. Ltd., Atgaon, Raigad. The visit helps them gain better understanding of how an SME manufacturer works in a systematic environment. Students also develop deeper insights into Flow of Material, Point of Use Storage, visual boards, training, workstation design, PPC, and space utilisation, amongst other things.



SPJIMR welcomes Adv. Devul Dighe (Lawyer, Company Secretary) to head the Knowledge Session on Insolvency and Bankruptcy Code. He addresses several important topics with reference to Limited, Private Limited, and LLP businesses.

The main topics covered:

1. Introduction of the Insolvency Code;
2. Modes of Recovery under the law;
3. Insolvency Code as an alternative and not substitute to recovery proceedings;
4. Insolvency - a double-edged sword for all businessmen;
5. A process under the Insolvency Code;
6. Importance of the Code;
7. The Dos & Don'ts essential for utilising/shielding from the Code.

His valuable insights and unique approach make the session a great success amongst students and alumni alike!



FMB NEWS
FEBRUARY 2020

BANGALORE FIRESIDE CHAT

WHAT MAKES YOU STAND OUT?

15th FEBRUARY 2020

A chat of FMB, by FMB, for FMB. The topic of discussion for the Fireside Chat was leadership. Every leader has that leadership quality that is unique to them and sets them apart from the rest. Catch a glimpse of February's informative Fireside Chat in Bangalore here.

FIRESIDE CHAT
OF FMB, BY FMB, FOR FMB

15th FEBRUARY 2020
5.00 pm to 6.30 pm

#amFMB



PROUD TO BE AN

#SPJIMRFMB



A NETWORK OF INDIA'S LEADING MINDS. LIKE YOU.

It's not just an institute. You're not just an alumni. You're a family.

The way you have leveraged and executed the knowledge, network, and the entire **SPJIMR** experience is unique to you. It's time to make your success stories known. It's time to inspire our young minds.

Let's add those stories in our monthly newsletter.

Share your stories with us on hemali.shah@spjimr.org

#IamSPJIMR #IamFMB

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To avoid confusing SPJIMR with any other institution, look for the five strokes logo and the Bharatiya Vidya Bhavan association.