

## Message from Alumni Relations Office

Dear Alumnus,

We hope this email finds you and your family in good health.

This newsletter is a new initiative created in an attempt to keep you connected with the institute without crowding your inbox. We hope to curate information like college updates, announcements, alumni in news, faculty articles / podcasts and invitations to events & webinars.

Since we will avoid sending reminder emails, it would be useful if you would register for interested events at your earliest. We plan to make this a monthly newsletter, sent to you every last Friday of the month. We may send you one more, smaller version mid-month if needed.

**Suggest a name:** we are looking for a name for this newsletter... a name that evokes a memory, a connection with the institute. The alumnus with the winning suggestion would get full bragging rights, along with Bhavan's SPJIMR coffee mug from a very grateful team. We will, of course, acknowledge the alumnus in the newsletter and on social media. Do send us your suggestion by 31st May [here](#).

Stay connected!  
Warm regards,  
Ratika

**Ratika Gore**  
Asst. Professor  
Head - Alumni Relations  
Alumnus PGDM 1997

## Announcements

### Change in SPJIMR Logo

Dear Alumnus,

Five years back our logo underwent a change and we have since become closely associated with the Five Strokes, Purple - Orange colour and the acronym SPJIMR.

In order to give a place of prominence to our parent organization, we are making a small change in our logo, which now displays Bharatiya Vidya Bhavan on the top. Images below will show the change in logo.

Warm regards,  
Renuka

**Dr. Renuka Kamath**  
Professor & Associate Dean  
Academic Services and External Relations (AD-ASER)

#### OLD LOGO



#### NEW LOGO



## College Updates

### SPJIMR Day

SPJIMR celebrated its 40th Foundation Day – SPJIMR Day on April 17, 2021, attended by students, staff, faculty and alumni.

You can watch the full 1-hour video on the link below.

**Quick time prompts:**

**0:05** - Prof. Vineeta Dwivedi, Head of Digital Communication with 'welcoming remarks'

**1:05** - Dr. Vasant Sivaraman, Associate Dean, on 'the legacy of the institute a future.'

**6:50** - Dr. Seshu Iyer, Advisor to the Dean, on 'Bharatiya Vidya Bhavan, the origins of SPJIMR and its early days'

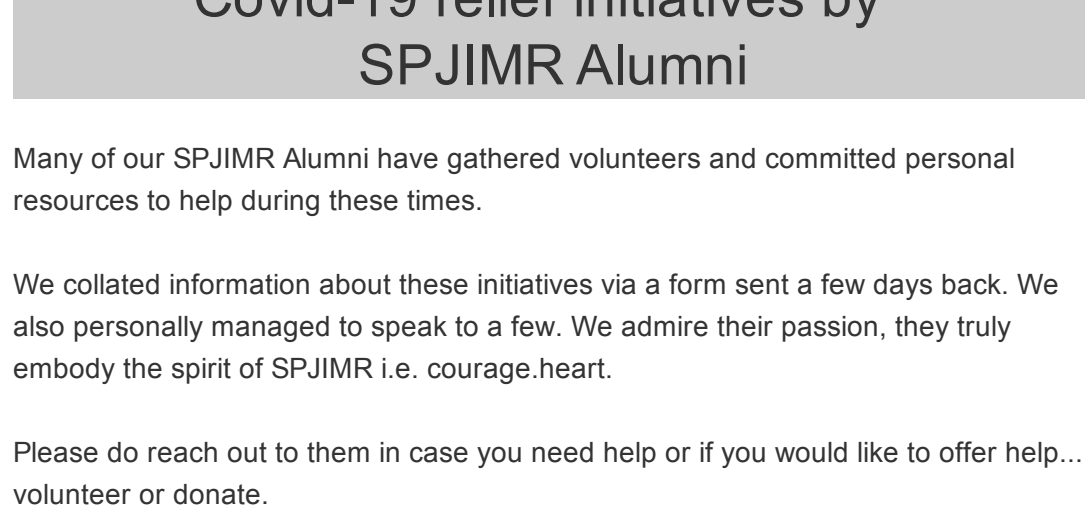
**13:35** - Prof. Ratika Gore, Head of Alumni Relations Office, in chat with alumnus Mr. Madan Padaki (PGDM Class of 1999), Serial Entrepreneur, Strategic Advisor - UNICEF India & President, TIE Bangalore, on 'the entrepreneurship landscape'

**26:15** - Video on 'SPJIMR's legacy and evolution in the last 4 decades'

**30:25** – Prof. Ratika Gore and Prof. Vineeta Dwivedi in chat with alumni and students on 'the essence of SPJIMR'

**49:40** - Ms. Jayashree Thampi from SPJIMR's IT Team on 'institute transformation in her 25 years at SPJIMR'

**54:05** - Video on a 'virtual campus tour'



### Covid-19 relief initiatives by SPJIMR Alumni

Many of our SPJIMR Alumni have gathered volunteers and committed personal resources to help during these times.

We collated information about these initiatives via a form sent a few days back. We also personally managed to speak to a few. We admire their passion, they truly embody the spirit of SPJIMR i.e. courage.heart.

Please do reach out to them in case you need help or if you would like to offer help... volunteer or donate.

You will find information on these initiatives on our [website](#) (click on 'Covid Help')

## Topics of Interest

### Faculty Articles

**A. 'An elephant called digital transformation'** by Prof. Vijay Sampath in ET CIO, May 18, 2021.

**B. 'Why is there a celebrity boost in IPL ads'** by Dr. Ashita Aggarwal & Dr. Ambi Parameswaran in the Brand Equity, May 17, 2021.

**C. 'Inflationary expectations ought to be anchored better'** by Dr. Tulsii Jayakumar in Mint, May 11, 2021.

**D. 'Sadness, anger and schadenfreude with India's Covid-19 Crisis'** by Prof. Vineeta Dwivedi in Forbes India, May 11, 2021.

**E. 'Why the RBI urgently needs a forex policy'** by Prof. Ananth Narayan in Mint, May 6, 2021.

**F. 'Blind optimism on GDP growth'** by Dr. R. K. Pattnaik in The Hindu Business Line, May 4, 2021.

**G. 'Vaccines: why are Government, Serum Institute and Bharat Biotech quiet on the questions being raised?'** by Prof. Jagdish Rattanani in National Herald, May 3, 2021.

Disclaimer: Views in these articles are personal to the authors and may not reflect views of the institute.

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

### Faculty Podcasts

**Thought Cast with Mr. A. M. Naik, Group Chairman of Larsen & Toubro and Dr. Pallavi Mody.**



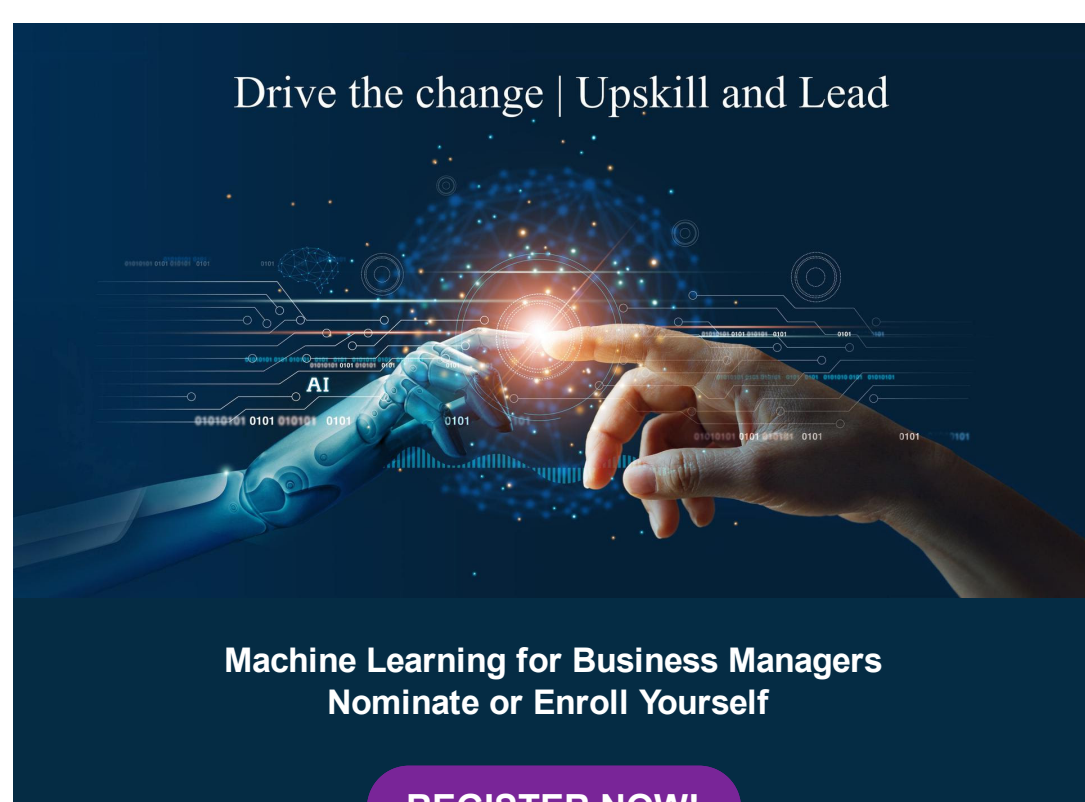
Mr. A. M. Naik, Group Chairman of Larsen & Toubro (L&T) talks to SPJIMR Professor Dr. Pallavi Mody in the latest episode of Thought Cast – the SPJIMR Podcast.

Mr. Naik talks about his 56-year journey at L&T where he started off as an engineer on the shop floor and went on to become the CEO of the company in 1999 and later the MD, Chairman and Group Chairman of the company. They discuss his first 90 days as CEO of L&T, how he brought about a culture of value creation in the company and why he decided to make L&T an international organization.

They also discuss the importance of Atmanirbhar Bharat, how L&T started it in 1971 by building India's first nuclear reactor, why India needs to become a matured democracy to ensure its own growth, why every single Indian needs to contribute to the betterment of society overall and a lot more!



### Management Development Programmes (MDP's)



**PROGRAMME BROCHURE**

Discount available for SPJIMR Alumni

### From the Archives

**SPJIMR Webinar**  
Topic : India's Third Pillar-The Way Forward.

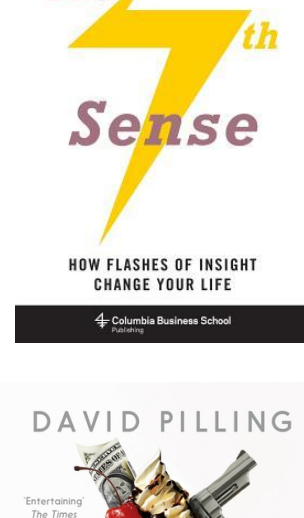


Speaker : Dr. Raghuram Rajan  
(Katherine Dusak Miller Distinguished Service Professor of Finance at Chicago Booth)

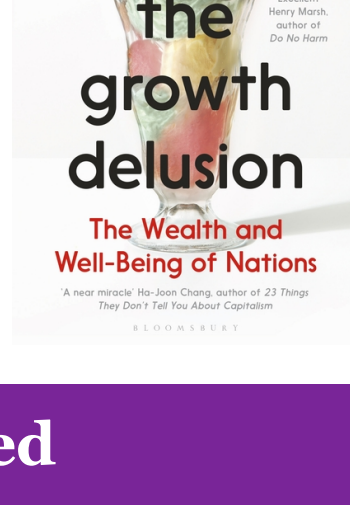
Moderator : Prof. Ananth Narayan  
(Associate Professor, Finance, SPJIMR)

### Faculty Recommended Books

**7th Sense by William Duggan**  
Recommended by **Prof. Malay Krishna**  
(Strategy Area); "It is a book on strategic intuition - what it is and how to cultivate it"



**The Growth Delusion by David Pilling**  
Recommended by **Prof. Vijay Sampath**;  
"A witty, well-informed and well-travelled guide to our obsession with growth. If he sometimes makes fun of measurement, he also makes measurement fun. A real achievement" (Angus Deaton, Winner of the Nobel Prize in Economics).



## 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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