

### Message from Alumni Relations Office

Dear Alumnus,

As you know, the alumni portal was launched in June 2020 with an aim to help increase more interaction within the alumni community, driven by alumni themselves. It was heartening to see that 9000+ alumni logged in and updated their profiles. We also realised that career services was the most used feature, with 400+ job postings in the last 18 months with 2000+ applications.

There are several other features like mentorship programme, alumni directory, yellow pages (you can list your business / offers here), city groups and events that we hope you will find useful too.

We believe that the portal can truly help deepen the engagement within the alumni network. With this in mind, starting from December 2021, we will be sending all emails through the portal. We hope this will be your go-to site for connecting with your alma mater and within your alumni community.

In case you haven't logged in and updated your email address on the portal, request you to please do so at your earliest. This will ensure that you don't miss any email sent from the institute. The link is in the 'Stay Connected' section at the end of the newsletter.

Warm regards,  
Ratika

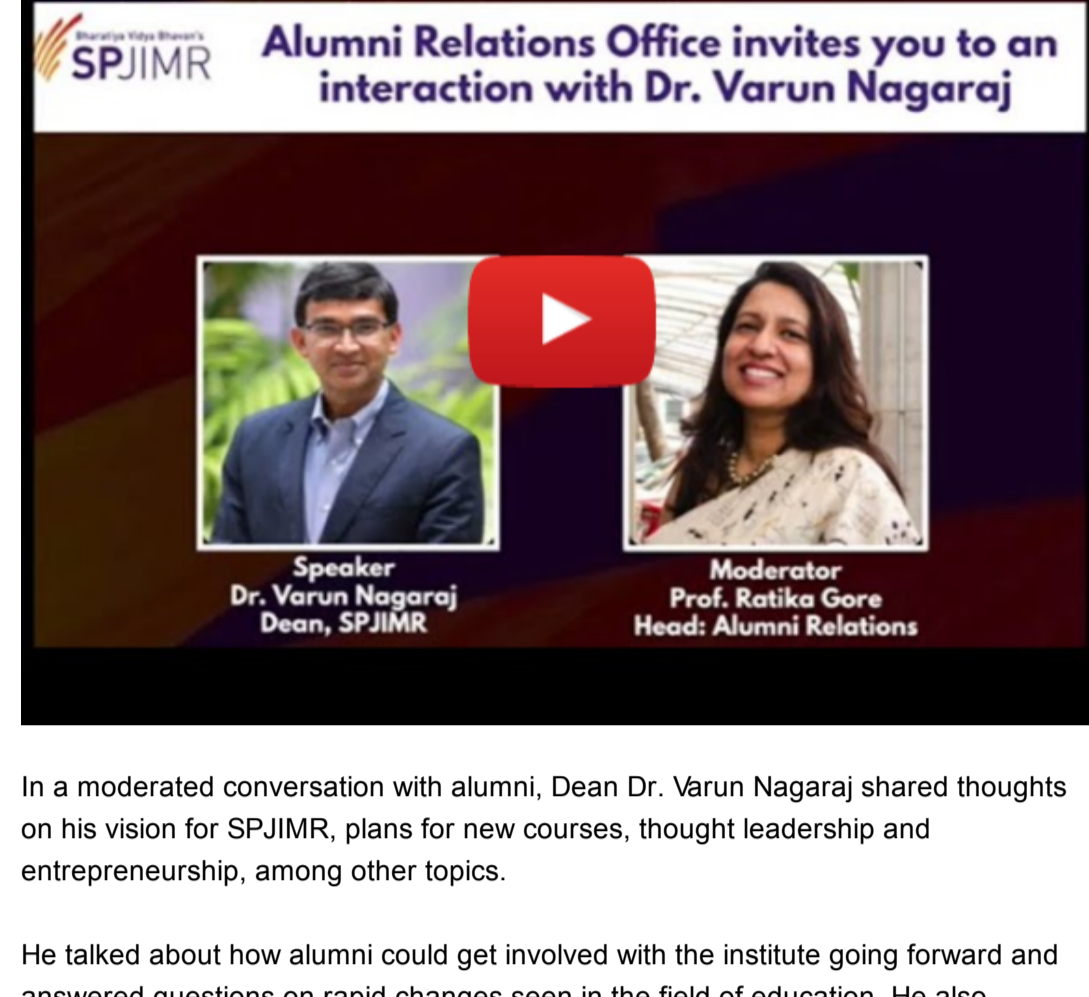
Prof. Ratika Gore  
Asst. Professor  
Head - Alumni Relations  
Alumnus PGDM 1997

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### Announcements

#### SPandan and Alumni Awards 2021



**11<sup>th</sup> December 2021 | Saturday IST | Virtual Event**

6:30 PM - 7:40 PM IST

The annual alumni meet is back – uniting the SPJIMR family across geographies and celebrating the key achievements of Alumni virtually.

**Special Event**  
7:40 PM - 8:00 PM IST  
Interact with award winners and faculty

\*Registrations close on 10<sup>th</sup> December 2021

SPandan presents Alumni Awards 2021 along with student performances, unseen campus visuals and institute updates from the new Dean, Dr. Varun Nagaraj.

We also bring to you interaction with the award winners and faculty. Join us as we reminisce and rejoice **#40YearsOfSPJIMR**.

Register [here](#)

### Institute Updates

#### Dr. Varun Nagaraj's interaction with SPJIMR Alumni



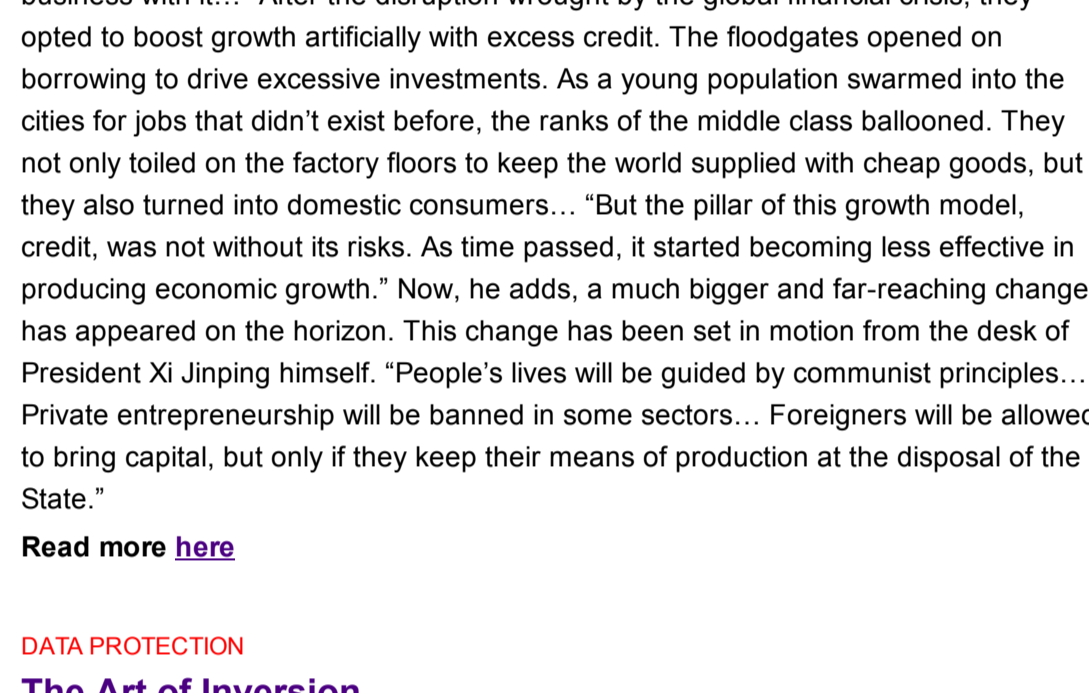
**Alumni Relations Office invites you to an interaction with Dr. Varun Nagaraj**

Speaker: Dr. Varun Nagaraj, Dean, SPJIMR  
Moderator: Prof. Ratika Gore, Head: Alumni Relations

In a moderated conversation with alumni, Dean Dr. Varun Nagaraj shared thoughts on his vision for SPJIMR, plans for new courses, thought leadership and entrepreneurship, among other topics.

He talked about how alumni could get involved with the institute going forward and answered questions on rapid changes seen in the field of education. He also answered questions on his move to academia and to SPJIMR.

### Awards and Recognition



**CONGRATULATIONS TO OUR WINNERS LEMONADE**

Debrup Poddar | Pranjal Jagdish Rao | Nuzhat Tai

SP Jain Institute of Management and Research, (SPJIMR), Mumbai

SPJIMR's Team Lemonade, comprising of PGDM 2021-23 participants Debrup Poddar, Pranjal Jagdish Rao, and Nuzhat Tai won the 13th season of the country's largest B-School challenge, L.I.M.E (Lessons in Marketing Excellence) presented by Hindustan Unilever Limited.

### Topics of Interest

#### Best of Founding Fuel

A selection of stories and columns on curated and related topics, managed by **FOUNDING FUEL**

##### THE BIG PICTURE

#### The dark side of the China Story

From his perch in London, a leading strategic analyst who prefers the pen name **Samuel Pepys**, looks at what's shifting at the intersection of business, markets, economy and society. In this Letter from London, he talks about the global supply crunch; China's imploding credit-driven economic model; and its new economic playbook. He writes: "The \$15 trillion economy is undergoing a once-in-a-generation transformation that will recast not only the nature of its own growth and prosperity, but its role in the wider world and the rules of the game for anyone daring to do business with it..." After the disruption wrought by the global financial crisis, they opted to boost growth artificially with excess credit. The floodgates opened on borrowing to drive excessive investments. As a young population swarmed into the cities for jobs that didn't exist before, the ranks of the middle class ballooned. They not only toiled on the factory floors to keep the world supplied with cheap goods, but they also turned into domestic consumers... "But the pillar of this growth model, credit, was not without its risks. As time passed, it started becoming less effective in producing economic growth." Now, he adds, a much bigger and far-reaching change has appeared on the horizon. This change has been set in motion from the desk of President Xi Jinping himself. "People's lives will be guided by communist principles... Private entrepreneurship will be banned in some sectors... Foreigners will be allowed to bring capital, but only if they keep their means of production at the disposal of the State."

Read more [here](#)

##### DATA PROTECTION

#### The Art of Inversion

In this explainer on the Account Aggregator (AA) model that went live in India last month, **NS Ramnath** tells us what the model is (it is aimed at giving control of data back to users), and its scope (while AA is limited to financial data, eventually, one can expect to see other types of data being shared with the user's consent—from telecom, to health and fitness—which in turn could create more service opportunities.)

We need such a framework because we often don't know what data companies collect about us. So how does the model work?

"The AA model lets users share financial data—from banks, insurance companies and other entities—with any other regulated organisation that would use the data in return for a benefit, such as home loan or financial advice.

"The model includes RBI-regulated Account Aggregators... that act as an intermediary to securely and digitally share a user's financial data between regulated entities on the AA network, once the user gives it permission to do so..." "The term 'Account Aggregator' might suggest that an intermediary agency aggregates and stores your data. It doesn't. The tech is designed so that they have no visibility on your data. What it does is manage your consent to pass on information from a financial information provider (the regulated entity that has your data) to a financial information user."

Read more [here](#)

##### GROUND REALITIES

#### Once the pandemic is over, I wish...

What's the first thing you will do once the pandemic is over? In October, Founding Fuel asked a diverse group of leaders from its community that question. In the Ground Realities series, the team at Quipper Research, led by its co-founder **Piyul Mukherjee** and Founding Fuel's **Anmol Shrivastava** took that question to ordinary people from different walks of life—drivers, security guards, students, a tea stall operator, and farmers. This is their wish list. Where going back to their villages, thanking God, simple goals like getting a good night's sleep, an unspoken need to just get back to a familiar world (or never going back to the old ways!), and a burning ambition feature large. [Read more here](#)

##### LEADERSHIP

#### Anand Deshpande's founder's dilemma at Persistent

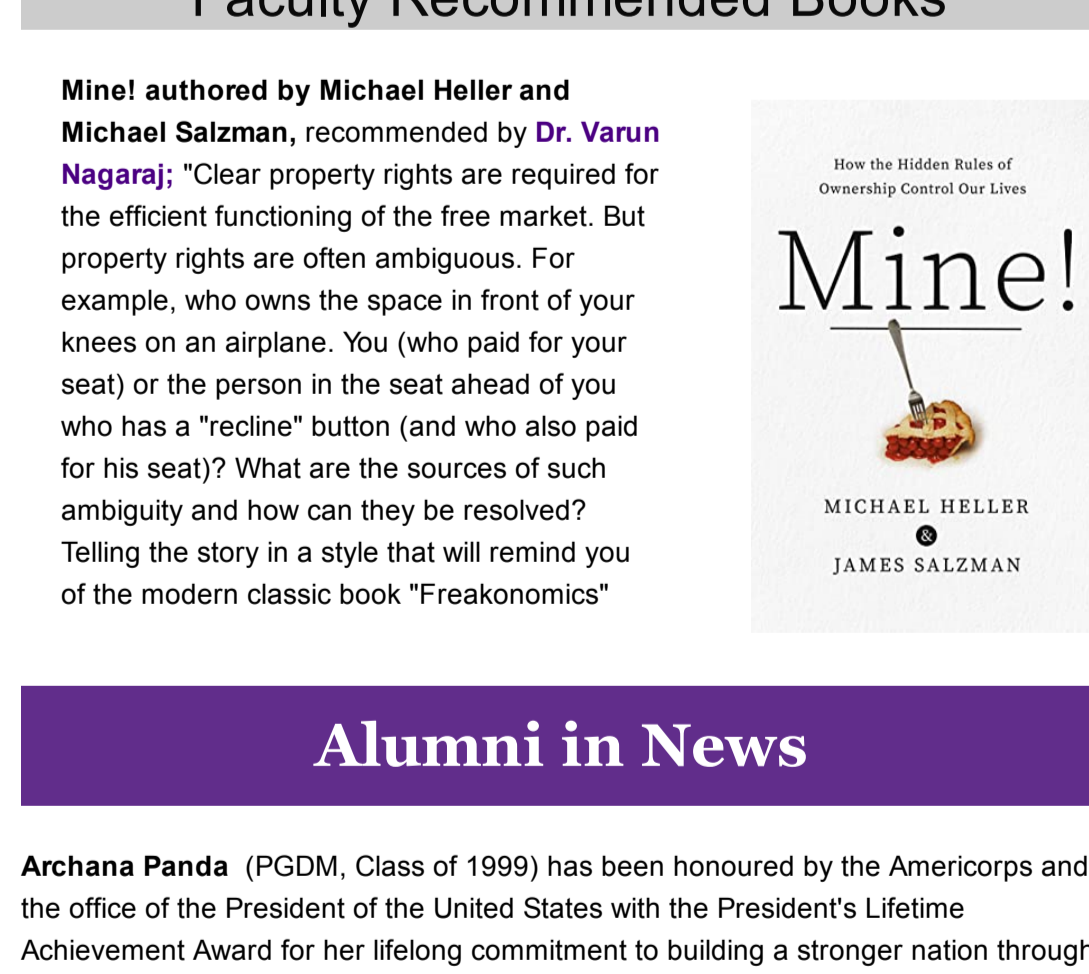
After scaling up, do you get a professional to lead as CEO or continue at the helm? Where do you draw the lines between ownership and management? Is it better to exit totally or wait until the kids have grown up? If they want to, how do you induct them? When a crisis happens, do you step in or let professionals handle it? These are questions that **Anand Deshpande**, founder and chairman of Persistent Systems, has wrestled with and opens up on in this candid conversation.

He frames one of his dilemmas thus: "Do I be the horse, jockey or the unfair to them..." He says: "If I sell out before without asking [be the horse], that would be stable to owner... assuming that they want to be in the business, that is also an unfair assumption on my part... [My kids] need to understand that ownership and management are two different things and both of these options are open to them..."

"I've been drawing these things out and have shared it with my family. They know the options and understand that my being CEO was not that critical. Like I said earlier, it was better off me not being the CEO, and transition to being the owner instead. "Let me share an analogy that a friend of mine shared. He started by asking me to look at things this way. You must decide whether you are the horse, the jockey, the owner of the horse, or the owner of a stud farm. You must make up your mind who you want to be. So, in this context, I started out being the jockey and the owner of the horse. But now I've moved off from being the jockey to being the owner. It is important for me to remember that the jockey is the CEO." [Listen more here](#)

##### BIG IDEA

#### Transforming Indian Banking



ANIL KHANDELWAL | Indrajit Gupta

The next 10 years of banking will be completely and radically different from the last 50. How do we prepare for it through the lens of governance, leadership and culture? That is broadly the theme of this discussion with **Dr Anil Khandelwal**, former chairman of Bank of Baroda; **Shyamala Gopinath**, former chairperson of HDFC Bank and former deputy governor, RBI; **Ravi Venkatesan**, former chairman of Bank of Baroda; **Rajnish Kumar**, former chairman, State Bank of India; and **MS Sriram**, chairperson, Centre for Public Policy, IIM Bangalor.

Disclaimer: Views expressed here may not reflect views of the institute.

### Faculty Articles

A. **'How government can also gain from better corporate governance'** by Dr. Hemant Manuj, published in Business Today, November 17, 2021.

B. **'Beware of threats that can derail India's recovery'**, by Dr. Tulsijayakumar, published in The New Indian Express, November 17, 2021.

C. **'Post-COVID supply chains: A need to build back better'** by Prof. R. Jayaraman and Prof. Malay Krishna, published in Business Today, November 9, 2021.

D. **'Can Bollywood stand up and drive change?'** by Prof. Jagdish Rattanani, published in South Asia Monitor, November 5, 2021.

E. **'Towards borderless and blended learning'** by Dr. Varun Nagaraj, published in India Today, November 5, 2021.

F. **'Fabindia and Urdu a semantic fallout: Why words without thoughts fall'** by Prof. Vineeta Dwivedi, published in The Hindu Business Line, November 1, 2021.

G. **'Wise to stay with accommodative stance'** by Dr. R. K. Pattnaik, published in The Hindu Business Line, October 24, 2021.

H. **'How marketers can manage super networked consumers'** by Dr. Renuka Kamath, published in The Drum, October 19, 2021.

I. **'Moment Marketing: A double-edged sword'** by Dr. Ashita Aggarwal, published in ET Brand Equity, October 8, 2021.

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

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

### Faculty Podcasts

**ThoughtCast** Ms. Megha Tata, Managing Director, South Asia Discovery, Inc is in conversation with Prof. Ratika Gore, Assistant Professor- Communications and Head – Alumni Relations, SPJIMR.



THOUGHTCAST | EPISODE 14 | SPJIMR

A successful career is based on successful relationships at home

Megha Tata | Ratika Gore

Ms. Tata noted that while the participation of women has increased in the workforce, there are still very few CXO level positions held by women in the media industry. She shared her 5-Ps success mantra for women in workplace. The two also discussed how digital consumption accelerated during the pandemic and the unique opportunities that this has thrown up.

Listen on



### From the Archives

Spin, Dance Club of SPJIMR performed at SPandan 2020.



SPandan 2020 | Old School

### Faculty Recommended Books

**Mine!** authored by Michael Heller and Michael Salzman, recommended by Dr. Varun Nagaraj;

"Clear property rights are required for the efficient functioning of the free market. But property rights are often ambiguous. For example, who owns the space in front of your knees on an airplane. You (who paid for your seat) or the person in the seat ahead of you who has a "recline" button (and who also paid for his seat)? What are the sources of such ambiguity and how can they be resolved? Telling the story in a style that will remind you of the modern classic book "Freakonomics"



### Alumni in News

**Archana Panda** (PGDM, Class of 1999) has been honoured by the Americorps and the office of the President of the United States with the President's Lifetime Achievement Award for her lifelong commitment to building a stronger nation through volunteer service. [Read more here](#)

**Trideep Bhattacharya** (PGDM, Class of 1999) has been awarded, Man of Excellence Award by Indian Achievers Forum. [Read more here](#)

**Arun Cavale** (PGDM, Class of 2002) has been awarded as the CMO of the year at Enterprise IT World CMO Leadership Awards 2021. [Read more here](#)

Do share your success stories with the relevant hyperlinks.

### Programmes & Events

#### PGDM Admissions 2022 - 2024



FEW HOURS TO GO!

PGDM 2022-24 APPLICATIONS CLOSE ON 26TH NOV 2021

Master in Management PGDM 2021

Ranked #2 in India & #39 Globally

SPJIMR admissions team is currently accepting applications for PGDM 2022-24. The last date to apply is November 26th, 2021.

Request you to spread the word to recommend anyone you know who may be interested.

APPLY HERE

### Online Merchandise

You can purchase SPJIMR merchandise online and have the products delivered to your home 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](#).

#### Follow Alumni Relations on



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