

S P e c t r u m

Bhavan's SPJIMR Alumni Newsletter **February 2024**

Announcement

SPJIMR: AACSB accreditation extension



Reaccredited for a

5 Year
Period

Excellence always pays off.

SPJIMR was recently reaccredited by AACSB for five years for its' commitment to quality business education.

Synonymous with excellence and continuous improvement, this achievement serves as a testament to students and employers that our participants are equipped with the knowledge and skills required to excel in their careers. It also acknowledges our continual efforts toward innovation and creating a positive societal impact in India and across the globe.

Update

Ehsaas NGO Mela: Empowering Mela



Ehsaas 2024, the annual NGO Mela was hosted at the SPJIMR Mumbai campus between February 15 and 16 to support small and medium enterprises, NGOs, and Self Help Groups (SHGs)

Founded in 2007, Ehsaas is an initiative of the DoCC at SPJIMR aimed at providing a platform for small and medium enterprises, NGOs, and SHGs to promote their products.

The festival hosted more than 55 vibrant micro and small enterprises, social initiatives, and NGO stalls offering products such as regional handicrafts, handlooms, authentic food products, handmade artifacts, eco-friendly utility, and decor products.

This year's event was inaugurated by Dr. Varun Nagaraj (Dean, SPJIMR), Prof. Chandrika Parmar (Director of DoCC), members from the partner organisations including Bharati Singh, Praveen Lata Sansthan Foundation, Shalini Datta from

Aftertaste Foundation, Anjali Sarkale from Anirvedh Charitable Trust, PGDM DoSU participant, Divya Pratap Mall and DoCC Ehsaas co-ordinator Shital Salvi.

Abhyudaya

Green games galore



In a bid to come together to create and reinforce a spirit of positive change, Mentors and Sitaras celebrated Green Games on the theme of “creativity meets responsibility” during their last visit of the year. They engaged in recycling games and more throughout the day. Fun-fair-styled games were crafted from recycled materials. There were eco-friendly versions of Quidditch, Twister, and Carrom.

Participants sorted trash using tools made out of recycled materials, then tossed the trash into the correct containers.

One activity “Guiding your Sitara through the gates of Abhyudaya”, required players to blow through a straw to maneuver the bottle cap through a maze into the Abhyudaya “gate”.

The day was replete with laughter, creativity, and unforgettable memories of nurturing relationships and talents.

To know more, read [here](#)

Center for Financial Innovation (CFI)

FinNovate Insights Journal released



Our Centre for Financial Innovation released the inaugural edition of the FinNovate Insights Journal, a pioneering publication dedicated to breaking barriers between

academic research and practical application within the fintech and startup ecosystem.

Highlights include:

Five Practitioner-focused Essays: Delve into meticulously curated articles, rooted in top-notch academic research, tailored specifically for practitioners.

Expert Interviews: Each article is augmented with exclusive interviews from renowned experts in their respective fields, adding depth to the content.

Read, share, and contribute to FinNovate Insights.

Read the journal [here](#)

Alumni Focus

Notable Alumni

Priya Rege Jaggi (PGDM, 2008) has joined McDonald's India, as Associate Director, Marketing. Read more [here](#)

Samir Joshipura (PGDM, Class of 2000) has joined Trident Limited as Group CEO. Read more [here](#)

Reeti Negeshri (PGDM, 2015) and Naman Jain (FMB, 2016) received the prestigious '40 under 40' award from Business World in the theme of "Recognizing future masters of the Indian Auto Sector.. Read more [here](#)

Taru Gupta (PGDM, Class of 2009) has been awarded 40 under 40 in a finance event in 2024 by Mizuho Bank. Read more [here](#)

Abhijeet Gan (PGDM, Class of 2006) has secured Rs. 100 crore from multiple marquee national and international investors to accelerate clean water initiatives. Read more [here](#)

Projesh Kar General Manager, Digital Sales & E Commerce, Tata Motors, (PGEMP, Class of 2013) has been awarded Digital CX leader of the year at the 4th Digital Customer Experience Confex & Awards 2024. Read more [here](#)

Sankalp Sinha (PGPM, Class of 2015) has received the prestigious '40 under 40' award from Business World in the theme of "Recognizing future masters of the Indian Auto Sector. Read more [here](#)

Share your success stories in brief at alumni.admin@spjimr.org, and include the relevant hyperlinks

Events



Exclusive offer on SPJIMR Alumni ID Card



Diners Black



Diners Privilege

We are pleased to announce the latest offering from HDFC Bank for the Mumbai alumni of SP Jain Institute of Management & Research (SPJIMR) through the Diners Institute program.

The card is offered as **"FIRST YEAR FREE" with subsequent waiver of the Annual fee, based on minimum spending.**

Diners Black & Diners Privilege

Salary Eligibility:-

Net Monthly Income > Rs.1.75 Lakhs per month

Net Monthly Income > Rs.70,000 per month

Eligibility & Card features link:-

<https://v.hdfcbank.com/htdocs/common/dinersblackinstitute/index.html>

https://v.hdfcbank.com/htdocs/common/dinersblackinstitute/diners_privilege.html

Please note the below important points :

- The offer is only valid for resident Indians.
- The offer is applicable for working Salaried professionals or Self-employed individuals only.
- The above link is for a reference on the features of the various Diners card variants. **Do not apply** through the login options in the link as same is unattended.
- A banking relationship in form of either a Savings or Salary account is required for availing these cards as they come as part of Super premium card category with many loaded features.
- Any alumni without an existing HDFC bank relationship – Our team will help to set up the account and the Card variant.

- We offer Diners Millenia card for Final year students to alumni under 3 years of experience / Net Salary < 70K per month
(<https://v.hdfcbank.com/htdocs/common/diners-club/products/diners-millennia.html>)

How to apply – Please email to saikia.vedantam@hdfcbank.com or contact on 9342504294.

Used case – Diners black Metal (Bonus Reward points of 10,000 basis min Quarterly spend of 4 lacs)

Events



Th Delhi alumni event was held at the SPJIMR Delhi Campus on February 6th, 2024



The Kolkata meet was held on 12th February, 2024.



The Bangalore meet was held on 14th February, 2024.



Alumni from Class of 1983 met in Mississauga, Canada on February 18th, 2024, for a lunch and coffee gathering.

Upcoming Events



LIVE WEBINAR

How to SELL: Your Products, Projects and Yourself?

BLOCK YOUR CALENDAR

**SATURDAY
16 MARCH 2024
12 NOON IST**

Duration - 45 mins
[Click here to register](#)



ASHUTOSH SHARMA
PGDM, 1998
FOUNDER & CEO -SYWIL

We are pleased to announce an upcoming webinar with Ashutosh Sharma, one of our esteemed alumni and Founder and CEO of Spread Your Wings Idea Labs.

Ashutosh will be sharing with you invaluable insights on developing gravitas and mastering the art of selling products, projects, and your ideas.

The skills required at the onset of our careers differ from those required as we move up the ladder.

As you move up, the ladder, the ability to "Sell" stands out as the most crucial skill. Great leaders are able to convincingly sell their vision to their teams and stakeholders. Inability to sell leads to missed job promotions, hitting the proverbial corporate glass ceiling OR being frustrated in our careers.

This session promises to be an enlightening session, you will walk away with a few practical tips to implement in your personal and professional lives.

To register click [here](#)

Faculty Speak

Articles

A. ["Mad Over Donuts: Lord of the glazed rings"](#) article by Prof. Ashita Aggarwal published in Forbes on January 05, 2024.

B. ["The way up the global credit rating ladder"](#) article by Dr Tulsi Jayakumar published in The Indian Express on February 08, 2024.

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

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

Case Study

["Snagary Snacks: Building a Start-Up Brand"](#) article by Prof.Ashita Aggarwal and Suraj Commuri (PGDM, 1991) published in Ivey Publishing.

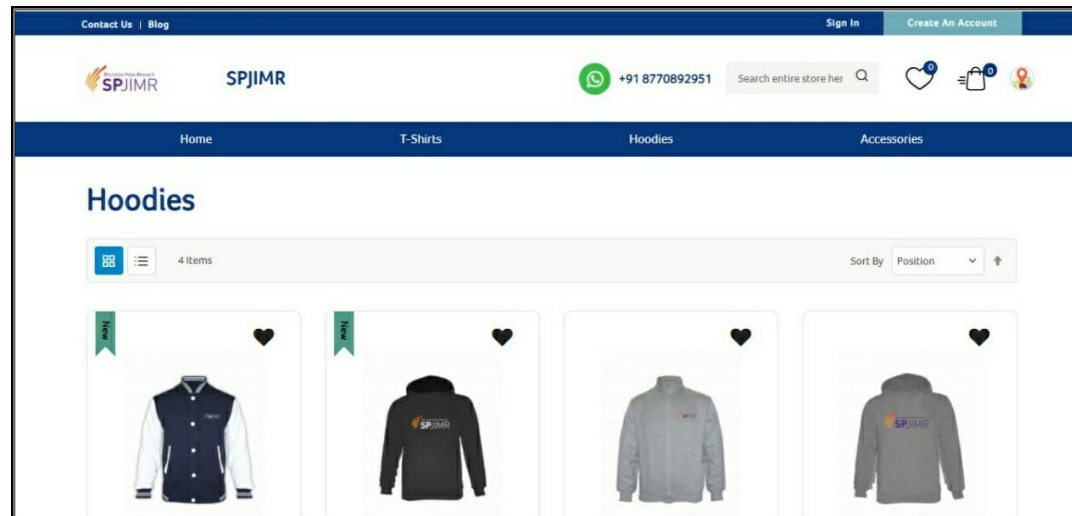
["MoneyTap: Brand Positioning and Architecture for a Fintech Venture"](#) article by Prof.Ashita Aggarwal and Lulu Raghvan (PGDM, 2000 published in Ivey Publishing.

["Beyond The Balanced Scorecard: Agile Planning-To-Execution"](#) article by Prof. Malay Krishna and Nikhil Parva (PGEMP, 2007) published in CXO today.

Online Merchandise

Order SPJIMR merchandise online and have them delivered to your doorstep, anywhere in India, using the 'Campus Mall'.

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



Newsletter Depository

Read our earlier newsletters [here](#)

Stay Connected

Waiting to get on the SPJIMR Alumni portal & app?

- 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 [here](#).

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