

# **S P e c t r u m**

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

**Announcement**

Enhancing Women Leadership in India Inc



A study on 'Enhancing Women Leadership in India Inc' conducted by Fortune India and S. P. Jain Institute of Management and Research (SPJIMR) shed light on the persistent gender imbalance in leadership roles in Indian industries.

To highlight the issue a white paper titled 'Women Leadership in India Inc.' was developed by SPJIMR faculty members Prof. Sushmita Srivastava, Prof. Jyoti Jagasia, and Prof. Jankiraman Moorthy.

On March 4, 2004, the paper was released by Hon Minister Smriti Irani in New Delhi at an event attended by Prof. Preeta George, Associate Dean, SPJIMR, Rajeev Dubey, Editor, Fortune Magazine, and SPJIMR PGDM alumnae Debjani Ghosh, President, NASSCOM, among other dignitaries.

The women leadership study had numerous participants. For the study, SPJIMR partnered with multiple organizations including Fortune India, Confederation of Indian

Industry (CII), and Karmannya Counsel. It was supported by the Ministry of Women and Child Development and the Bill and Melinda Gates Foundation.

Read more [here](#)

## Abhyudaya

### Getting set for Academic year 24-25

The Abhyudaya team has started preparations for the forthcoming 2024-25 school year,

The preparations involve a multi-part process which includes the following activities:

- \* Selecting “Pre-Sitaras” for transitioning to “Sitaras” : For this transition, our team conducted and completed 47 video call interviews and home visits to pick from the 110 Pre-Sitaras.. Our up and close personal involvement ensured that the selected families would be committed to the program apart from meeting the underprivileged criteria.
- \* Conducting home visits to the current Class 10 Sitara homes. These 39 home visits were a follow-up to the initial home visit done 4 years ago.
- \* Entrance tests and interviews for the new Pre-Sitaras:
  - \* 180 students (92 boys and 88 girls) from 41 schools were given a psychometric assessment test - the Standard Progressive Matrices (SPM) test which is a culture-fair, non-verbal test of intelligence.
  - \* Of the 180 students, 148 students (76 boys and 72 girls) made it to the interview round.

However, some 30 schools could not be represented as they were closed for survey work during the nomination process.

We will be reaching out to these schools.

This year, Alumni Sitaras assisted with registrations, logistics, and interviews for the new year student selections, completing a gratifying cycle of involvement in the school.

Read the journal [here](#)

## Alumni Focus

### Notable Alumni

**Venu Nair** (PGDM, 1994) has been appointed as Chief of Strategic Partnerships & Omnichannel at Myntra. Read more [here](#)

**Shankha Banerjee** (PGDM, Class of 1997) has been named as CEO and KMP of Dr. Lal Pathlabs Ltd effective 21 May, 2024. Read more [here](#)

*Share your success stories in brief at [alumni.admin@spjimr.org](mailto:alumni.admin@spjimr.org), and include the relevant hyperlinks*

### Events



The London alumni are all smiles at a dinner get-together on March 14th, 2024



The San Francisco alumni strike a pose when they met on 17th March, 2024.

## Faculty Speak

## Articles

A. ["Indian Auto Industry is coming of Age"](#) article by Prof. Prof R. Jayaraman published in Industrial Products Finder Online on February 12, 2024.

B. ['Garibi hatao' as a numbers game](#) article by Prof Jagdish Rattanani published in The Indian Express on February 13, 2024.

C. [Online MBA Vs Regular MBA: Which Is Better For You?](#) article by Prof. Debmallya Chatterjee published in ABP Live on February 29, 2024.

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

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

## Programme

Post Graduate Programme in Marketing &  
Business Management (PGP-MBM)

## **PGP-MBM**

Post Graduate Programme in  
Marketing & Business Management

### Creating next generation **marketing & sales leaders**

13 months modular programme to unleash  
your sales and marketing potential.

#### Key Features

For working professionals | Cutting edge Pedagogy  
Application based learning | Accelerated Growth  
Industry Connect

#### Admissions Open

**Apply Now**



SPJIMR's PGP-MBM (Post Graduate Programme in Marketing & Business Management) is a specially curated programme for executives with more than one year of working experience. It is an excellent program for those who want to excel in the sales and marketing discipline but simultaneously get exposed to all subjects/aspects of business management to help them move up the company ladder.

#### Snapshots of PGP-MBM:

- A 13-month modular programme that aims to prepare executives for a continuously evolving and disruptive business landscape.
- The programme will provide insights into Marketing, Sales, and Business Management, with a focus on execution.

- 5 contacts (6 days each), once every quarter.
- **Blended mode of delivery with alternate on-campus and online contacts.**
- Minimal absence from work.
- Faculty with a blend of academic and industry experience.
- Contemporary and innovative pedagogy and curriculum.
- Application-based learning.
- Two batches in a year- June & December 2024.
- **Programme fee: INR 4,69,500/- plus taxes.**

## The Graduate Certificate Programme in Entrepreneurship (GCPE)



## Ride the **ENTREPRENEURSHIP** **WAVE TO SUCCESS**

### Admissions Open

Batch 3 commences June 2, 2024

Inviting Undergraduates / fresh graduates  
**(Weekend & Hybrid Programme)**

Pay **Rs 25000** and get a scholarship of  
**Rs 15000** on successful completion of  
the programme



REGISTER NOW



The Graduate Certificate Programme in Entrepreneurship (GCPE) is a one-of-a-kind, experiential programme in entrepreneurship offered by SPJIMR's Centre for Family Business & Entrepreneurship (CFBE) – the pioneer in family business and entrepreneurship education and outreach programmes in India.

GCPE is a course aimed at fostering entrepreneurship that makes a difference among youth (undergraduates / fresh graduates of any discipline). This entrepreneurship development programme is specifically tailored and curated to help young, aspiring student entrepreneurs get a head start in India's booming start-up ecosystem.

It will provide participants with the skills and knowledge they need to succeed. The curriculum includes modules on business planning, finance, marketing, and more.

The teaching pedagogy adopted in this GCPE programme is experiential learning. The programme pedagogy inculcates an entrepreneurial mindset amongst participants.

The programme is conducted over one month (Hybrid Mode) during weekends on Saturday evenings and Sunday mornings without disturbing the undergraduate academic schedule.

**GCPE Batch 03 is scheduled to commence on June 02, 2024 (Sunday)**

If you wish to know more about the GCPE programme register [here](#) with your details, our team will share more details on the programme.

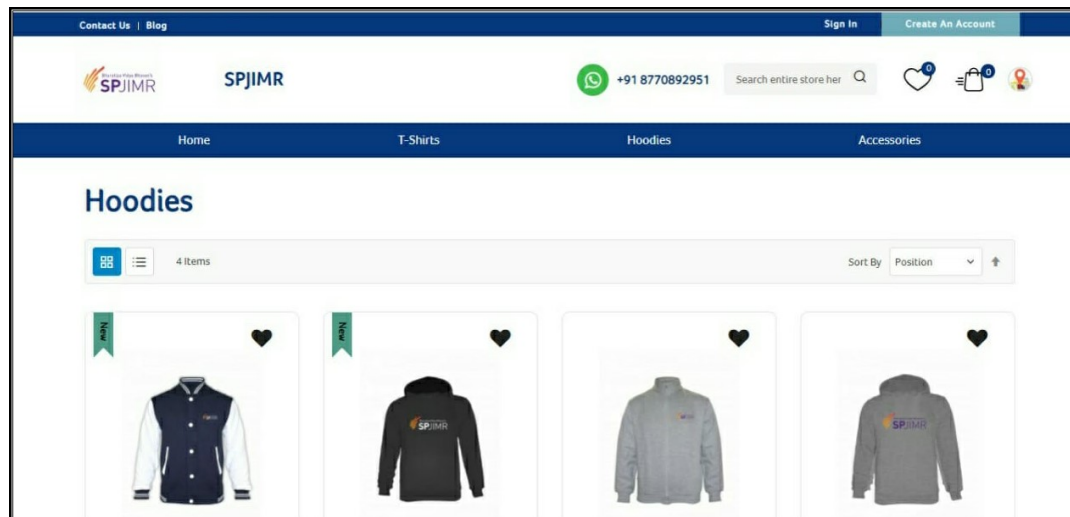
GCPE Promo [video](#)

Participant's Speak [video](#)

## 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

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## 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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