

# S P e c t r u m

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

**Update**

SPandan presents Reunion 2024

# **14 DECEMBER, 2024**

## **SPJIMR CAMPUS, MUMBAI**

<u><b>Time</b></u>	<u><b>Event</b></u>
<b>10 AM onwards</b>	<b>Registration</b>
<b>10:30 AM</b>	<b>Back 2 Classroom</b>
<b>11:30 AM</b>	<b>Dean's Address</b>
<b>12:30 PM</b>	<b>Surprise!</b>
<b>1:15 PM</b>	<b>Batch Photograph</b>
<b>1:30 PM</b>	<b>Lunch</b>
<b>2:30 PM</b>	<b>Campus Tour &amp; Games</b>

It's that time of year again! We're thrilled to invite you back to campus for our Annual Reunion on **December 14, 2024**. It's a chance to reconnect, relive the good old days, and remind ourselves that we once had the stamina for all-nighters!

Expect laughter, nostalgia, questionable dance moves, and the kind of stories that get

better with each telling. Whether it's for the food, the friends, or simply to see if you're aging better than your classmates, we'd love to have you with us!

Click [here](#) to register

## Abhyudaya

### New Beginnings



Abhyudaya SPJIMR and Apnalaya Join Forces to Address Social Issues in Mumbai.

Abhyudaya SPJIMR in collaboration with Apnalaya is set to tackle significant serious social issues in local communities including women's under-representation in the workforce and prevalent health challenges across Mumbai city.

The initiative is focused on inspiring meaningful action and fostering progress and is featured in the 6th edition of ये भी हैं Mumbai, मेरी जान!

To read more about Abhyudaya click [here](#)

# Alumni Focus

## Notable Alumni

**Kunal Sharan** (PGPM, Class of 2015) has been awarded the Best Business leader Award by J.P. Morgan. Read more [here](#)

**Siddhant Masson** (PGDM, Class of 2014) Co-founded Seattle-area AI startup Wokelo raised \$4 million to fuel the development of its technology and go-to-market. Read more [here](#)

**Jyoti Prakash** (PGDM, 2008) all the best for future endeavors. Read more [here](#)

**Bhagat Garg** (PGDM, 2010) has been appointed as Managing Director at Alvarez & Marsal (A&M). Read more [here](#)

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

## Alumni on Campus



**Jai Bahal (PGP-FMB, 2015)** Founder & MD of Jai Bahal, Studio ALAI served as a panel member for the evaluation of the Final Business & Role Plan for FMB 33.



**Saurabh Manjrekar (PGP-FMB, Batch 13)** Director at Sunanda Specialty Coatings Pvt. Ltd., served as a panel member for the evaluation of the Final Business & Role Plan for FMB 33 at the Mumbai campus.



**Suraj Dodeja (PGP-FMB, 2010) ,**  
Director and CEO of Vashi Integrated served as a panel member for the evaluation of the Final Business & Role Plan for FMB 33 at the Mumbai campus.



**Sanchit Mendiratta (SYB, Batch 7)**  
Managing Director, Merkle conducted a Masterclass on Digital Marketing.

Special offers



**Special**

# SPJIMR Alumni Offer



Use referral code  
**"SPJIMR"** to avail **5% discount**

\*Only for SPJIMR Alumni

Special SPJIMR Alumni offer! Register your interest on [fantopark.com](https://fantopark.com) and don't forget to use referral code **"SPJIMR"** when you click **"Enquire Now"** to enjoy a **5% discount** on all sports experience bookings.

**Faculty Speak**

Articles

A. [A tribute to Ratan Tata](#) by Prof. R. Jayaramanan published in Industrial Products Finderon 11th October, 2024.

B. [From 'nudge' to 'sludge': Becoming conscious of consumer behaviour manipulations](#) by Prof. Ruppal Walia Sharma published in FE Brandwagon on 6th October, 2024.

C. [Is India's young middle class a demographic asset?](#) by Prof. Preeta George published in The Economic Times - ET Government on 1st October, 2024.

D. [Dearth of employability skills? What's Going Wrong?](#) by Prof. Debmallya Chatterjee in the Higher Education Review on 30th September, 2024.

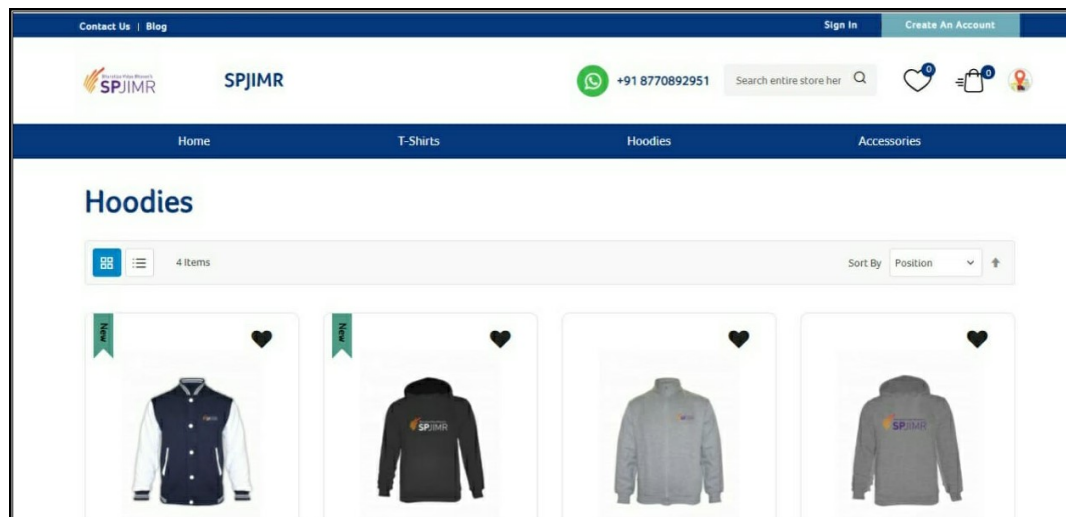
**Disclaimer: Views in these articles may not reflect the views of the Institute**

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

## 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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