## IMPRINTS

**Jan - Feb 2013**

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Dear Reader,

Welcome to another edition of your alumni newsletter. Imprints starts afresh this year enthused with your constant support and encouragement. The last two months have been very eventful at SIMSR.

This year started off with an event of knowledge and enlightenment with Mr. Sameer Saxena, VP Communications, HSBC based out of Hyderabad. The discussion was on the vital role communication plays in organizations and how crucial it really is.

As a part of ALUMNISCENCE, we had the person behind popular TV shows like Khichdi, Baa Bahu aur Baby, and of course, Sarabhai vs. Sarabhai. It was none other than Shri Aatish Kapadia, co-producer, Hats Off Production who enchanted the audience with his multifaceted personality and extreme genius.

We then move on to the mentoring sessions by Shri Harsimran Sandhu, Zonal Head - Wealth Advisory, Standard Chartered Bank, India that continued for SIMSR students interested in making a career in Financial Management.

A first time ever MILAAP, a reunion for SIMSR Alumni of the first 10 batches i.e. from 1985-1994 batches was held on 16th February 2013. It ended on a very memorable note with discussions amongst the students & alumni.

An inter-B-school event MELANGE was held on Saturday and Sunday the 23rd and 24th of February 2013. It included the participation of B Schools from many locations across India.

On 4th and 5th Jan, 2013 the 8th SIMSR Global Marketing Conference was held giving SIMSR an international visibility with a large number of delegates from abroad presenting their papers at this conference. Also we had another conference i.e. the General Management Round Table Conference. For this event we had with us Shri David Sinate, Chief General Manager, Exim Bank of India, Mumbai and Shri Rohit Pandya, General Manager, Export Credit Guarantee Corporation of India Ltd. Mumbai.

On behalf of SIMSR ALCOM team we wish all our alumni and their families a very prosperous and professionally rewarding 2013-2014.

Happy Reading!
Dear Alumnus,

We are pleased to bring to you the Imprints for January-February 2013. We hope you find it interesting. We welcome you to write for us, articles for the forthcoming March-April 2013 issue of Imprints.

Both January and February 2013 were eventful at SIMSR. To name a few important events, we had as a part of ALUMNISCENCE, Shri Aatish Kapadia, co-producer Hats Off Production, who enthralled the students and faculty on 28th January 2013. The mentoring sessions by Shri H. Sandhu, Zonal Head - Wealth Advisory, West2 Wealth Management, India, Standard Chartered Bank continued for SIMSR students interested in making a career in Financial Management. A first time ever MILAAP, a reunion for SIMSR Alumni of the first 10 batches i.e. from 1985-1994 batches was held on 16th February 2013.

A major institute level event MELANGE was held on Saturday and Sunday on 23rd and 24th February 2013. Like in prior years, some of our senior Alumni participated actively as judges for some of the contests held during Melange. During this period various areas of SIMSR like Marketing, Finance, General Management and Operations organized a series of Round Table Conferences. All these conferences were very useful in terms of learning for both SIMSR faculty and students.

On 4th and 5th Jan, 2013 the 8th SIMSR Global Marketing Conference was held giving SIMSR an international look with a large number of delegates from abroad presenting their papers at this conference.

Most of these events have been covered in this issue. We are also planning to have Chapters Meet at Mumbai on 21st, April 2013 at our institute. We cordially invite all our Alumni at Mumbai and those visiting Mumbai on 21st April 2013 to join us for the Chapters Meet.

Please do visit your Alma Mater more often; the Alumni Committee will be delighted to welcome you.

Prof. C.P.Joshi
Chairman Alumni Committee
SIMSR Mumbai
The Alumni Committee organized an evening of knowledge and enlightenment with Mr. Sameer Saxena, VP, Communications, HSBC based out of Hyderabad on 2nd January, 2013.

Mr. Saxena heads the corporate communications for HR, Finance and a few more departments of HSBC globally. The discussion was on the vital role which corporate communication plays in fulfilling a company’s aim of communicating with all its customers, partners, common public etc. as they are the link between an organization & its various associated stakeholders. Encompassing corporate branding, crisis communication, and investor relationships, PR etc. A career in corporate communications is much sought after & challenging.

The evening began with what role communication plays in organizations and how crucial it is. How the scenario has changed across 25 years and media got evolved with time and brought about a huge change in how organizations function today. Also technology and digitization has changed the face of corporate communication as well. He threw light on the challenges, which are usually faced because each day changes take place, and there is no escape, but to adapt to this change.

Mr. Saxena handled all the queries of the students, some of which were about career growth and opportunities, job security, performance etc. Commenting on how performance is measured, he said, “Earlier performance was measured in terms of outcome, for e.g.: how many people attended a meeting arranged after they were invited to. But, this isn’t the scenario now. In present times, it will be measured on the basis of how many actually understand the message which is being conveyed.” Further, he guided students on the career paths they can choose in corporate communication.

This session was fruitful to the students as they received guidance towards their career path. We look forward to interact and develop mutually beneficial relationship with all our illustrious alumni in years to come.
The world is changing rapidly and so are the industry requirements. It is very crucial for the students to keep up the pace with this change, and be ready to embrace new learning. No matter how many books, journals or newspapers one reads, the knowledge acquired from an experienced person is always invaluable. It is always beneficial to students when the concepts are discussed along with the realities and events taking place. Thus in the light of all this, the Alumni Committee has organized a set of 4 sessions, in which the students will be mentored by their very own Alumnus Mr. Harsimran Sandhu.

Mr. Sandhu began with his initial stint at Birla Sun Life as a Relationship Manager and today heads a key group of investment advisors with specialties as diverse as insurance and foreign exchange, working with Standard Chartered Bank. He is presently the Zonal Head – Wealth Advisory at Standard Chartered. Mr. Sandhu had recently been on campus for Alumniscence, where he gave valuable insights on finance careers and profiles, and how students must prepare themselves for it.

These mentoring sessions are on different concepts of finance and how to apply them in real life. Till now, we have had 2 sessions which were very insightful. He covered various topics in great detail, which are usually not taught in curriculum. The topics covered were yield of bonds, CRR, SLR and many more. He explained in detail regarding various Policy rates and Reserve ratios of Banks. He also explained the role of RBI in controlling inflation by managing interest rates. It made our concepts very clear. He also explained about three important markets which are Equity markets, Debt markets and Foreign exchange markets. Information regarding debt market and derivatives was very useful. Link between price of a bond and interest rates was also explained very well. He also introduced students to private equity and its 3 types: venture capital, leverage buyout and mezzanine debt. Mr. Sandhu had great enthusiasm to teach and made sure that everyone understood the concepts by constantly interacting. By the end of this excellent session the students were overjoyed and enlightened to multiple aspects of finance. We will be looking forward to more such sessions developing mutually beneficial relationship with our distinguished alumnus in years to come.
All of us have been fans of popular TV shows like Khichdi, Baa Bahu aur Baby, and of course, Sarabhai vs. Sarabhai. Have you ever wondered who is behind these shows that continue to tickle our funny bones even after their end? Well, it is none other than our very own Alumnus Mr. Aatish Kapadia, Co-producer, Hats Off Productions.

Mr. Kapadia, who is a famous scriptwriter, has crossed many a milestone in his professional career. He is a multifaceted personality and has wooed his audiences with his extreme genius. His soaps have won many television awards. He started his career with Gujarati theatre which was followed by writing scripts for Gujarati soaps. His big break in the Hindi television space came with Alpaviram. Later, the immensely popular Ek Mahal Ho Sapno Ka happened. Mr. Kapadia has also been a storywriter, dialogue writer and lyricist for various successful films such as Aankhen, Waqt - The Race Against Time, Mann and others.

The evening began with Mr. Kapadia’s acting clip from Sarabhai vs Sarabhai, where he plays the role of a poet who is popularly known as “Kaccha Kela”. He says that he prefers to call himself “Lukha”, (a regaled the audience with his anecdotes about life as a SIMSR student and the lessons that he retained. During that time he was aimless and had no clue as to why he was doing his management course because it wasn’t invigorating, and thus was determined to quit. However, his friend and colleague Mr. Jamnadas Majethia, better known as JD Majethia, also an alumnus of SIMSR, encouraged him to continue with his studies.

Mr. Kapadia always loved to be an actor and wanted to do plays. He and Mr. Majethia together did a play during their SIMSR days. They successfully did 14 shows and received an amazing response. That’s when he had a very clear picture in his mind that he did not want a regular job. He was quite an insurgent, and is very frank and straightforward by nature. He rejoiced when he did not get a job through campus placements.

However, later on he joined Indian Express with a condition that he will not work beyond 5pm. During his travelling time, to and fro from office, he would write scripts for Gujarati TV shows. He knew that he wanted to be a scriptwriter in future, but he wasn’t yet ready for it.

He faced some hard times at Indian Express but he was able to overcome them. His work was appreciated. He was promoted and given raises. He tried to change the face of Indian Express from a serious newspaper to something, which can be attractive to all. However, a point came when he was being made the manager; he decided to quit the job because he was aware that if he took up the post then he would be sacrificing on his passion.
Mr. Kapadia interacted with the students and took up their queries. A few questions asked by the students were -

1. How do you define the characters in your serials?

The characters have come to life due to my observations. All my characters have been inspired by individuals I have come across in my life and thus I know what would entertain people. I do not believe in a continuous story and hence one would see that most of my serials have stories restricting to a single episode.

2. What and where do you see the future of Indian TV shows?

TV shows go through phases. Sadly all the shows are rating driven and these meters have gone to rural areas. However, digitization of cable TV has raised our hopes as it is another new phase of modern TV where shows have started following the western pattern of having seasons for each show.

Students were also curious to know when the beloved serial Sarabhai vs Sarabhai would be coming back. Finally he advised the students and said, “Follow your heart but use your head”. Championing the need to be honest to one-self, Mr. Kapadia stressed that students must make an objective evaluation of their merits and their demerits before undertaking a venture. If you are passionate about something then make sure to evaluate yourself for it. Keep yourself motivated by believing and appreciating people who are better than you, and from whom you can learn. Don’t go astray, but find and follow your path, even when the grass on the other side seems greener. The secret to being a successful manager or entrepreneur according to Mr. Kapadia, lies in translating this edict into reality. Remind yourself by saying, “Main lukha hoon”.
Marketing Metamorphosis - the theme for the 8th SIMSR Global Marketing Conference was held on the 5th of Jan, 2013 with a lot of panoply and enthusiasm by unerringly recalibrating our way we saw the world of marketing and nurturing us to move ahead with that connotation.

K.J. Somaiya Institute of Management Studies & Research (SIMSR) received participation from all across the world, thus truly making it a Global Marketing Conference. It was held in academic association with College of Business & Public Administration, California State University, San Bernardino, USA; School of Management, Xiamen University, China and Management University of Africa, Nairobi, Kenya.

The conference began with Chief Guest Mr. Sameer Satpathy, Vice President, Marketing, Marico India & Mr. Tarun Chauhan, Managing Partner, JWT, Mumbai inaugurating the conference in the auditorium that was reverberating with excitement.

After the inauguration, Mr. Satpathy stepped onto the dais and delivered his exhilarating speech based on the conference theme “Marketing Metamorphosis” His inspiring keynote speech was followed by Mr. Tarun Chauhan also discussing the theme of the conference with an enthralled audience. They also inaugurated the book of abstracts.

The Q&A session had both Mr. Satpathy, Mr. Chauhan and the audience profoundly engaged. They quizzed him on the current marketing scenario and its continuous paradigm shift to which they both responded earnestly with real life examples and their personal experiences.

Nearly 60 research papers were presented within the course of the two day conference - topics ranging from Brand Management, Consumer Behaviour, Services Marketing, Retail Management, Social Media to Integrated Marketing Communications. Each session track was judged by two respected industry stalwarts on predetermined criteria who were also experienced faculty of a high reputation.
Based on the feedback received from them, the two best research papers that were awarded cash prizes along with certificates were:

1st place to Prof Kiran Desai for her paper Antecedents Of Clothing Expenditure (Relationship Of Fashion Involvement To Purchase Of Clothing) that was part of the Consumer Behaviour track.

2nd place went to faculty & students of SIMSR for the research paper, Celebrity Endorsement And The Effect Of Q Rating On Brand The award want to Prof. Isaac Jacob, Dr.Monica Khanna & MMS Marketing Students Raunaq Rupani & Tanvi Mehta.

The 5th of Jan, 2013 also saw an intense panel discussion by esteemed speakers on “Doing Business in Asia”

The panel of speakers were Mr Sanjay Arun Kawale - Senior Expert, Marketing Group and Director of ZTE India Wireline, Mr Sanjiv Sarin : Regional President of South Asia, Tata Global Beverages Limited, Bengaluru, Mr Sudhakar Desai : Vice President – Risk Management & Director, Bunge International and Dr Satyendra Upadhyay, Consultant on India China Trade Relations & Professor of Chinese Language. Our Chinese delegates Mrs Feng Yuan - ICBC Bank, Mumbai Branch confabulated the “Contrast of Marketing in China and India - a view to the cultural differences” & Mr Shui Bo - China Shipping India Pvt Ltd gave us a glimpse on the “International Shipping Business”

The two days of the conference, thus ended on a high note making it a grand success.
A Round Table Conference arranged by the General Management Area was held on Friday 22nd February 2013. The theme of the Conference was "Global Opportunities & Risk Management in International Trade".

It was addressed by the following two distinguished speakers:

1. Shri David Sinate, Chief General Manager Exim Bank of India Mumbai.
2. Shri Rohit Pandya, General Manager Export Credit Guarantee Corporation of India Ltd. Mumbai.

The conference was attended by a large number of SIMSR Faculty and students of different programs at SIMSR. Shri Sinate spoke on Emerging Opportunities in Global Trade & the changing trends in India’s Exports & Imports portfolio & its trade partners. Shri Pandya spoke on Risk Assessment & Risk Management in International Trade & the role of ECGC. Both the speakers answered the numerous questions from a very engaged audience. It was for all the participants a great learning on the finer aspects of International Trade.
Time and again the students at KJ Somaiya Institute of Management Studies & Research have had the opportunity to interact with some of the biggest names of the corporate world. But this time it was the alumni, along with the students, who got an opportunity to interact among themselves & with some eminent personalities.

The first ‘Milaap- Back to school’, a classroom learning event for our Alumni was held on 16th February, 2013. It was an opportunity for the alumni of the 1985 – 1994 batches to become students once again with their batch mates by revisiting their alma mater.

Being the first of its kind, a one day event was organized. The alumni first had a campus tour and walked down memory lane. The interaction then began with a session by Mr. S.P Agarwal, a management consultant who elaborated on the ‘Challenges of Leadership’.

Mr. S.P Agarwal - Mr. Agarwal is a well-known management consultant and has 40 years of professional experience. He is a Fellow of IMCI and of Institute of Chartered Accountants of India. He is also an international consultant with the World Bank, and also has worked with National Dairy Development Board as Head of Finance and Management Services and with Glaxo India as Vice President – Finance.

He was also considered teacher par excellence at IIM-A. He has consulted with over 350 organizations in private, government, public and co-operative sectors. He has served as the Vice President of the Institute of Management Consultants of India for 3 years. Mr. Agarwal is also the Ex-President of the Bombay Management Association and IMCI.

He spoke on the challenges leaders faced, face and will face in the near future. He enlightened us by quoting various stupendous leaders. One of them for instance was “The only thing necessary for the triumph of evil is for good men to do nothing.” – by Edmund Burke. The session was also open to questions and answers by the alumni as well as the students. Mr. Agarwal ended the session with his own quote “If you are curious then you will search” which kept everyone wanting for more.

The next technical session for the Alumni and the students was conducted by a renowned corporate personality Mr. Suresh Mhatre, VP, Tata Consultancy Services.
Mr. Mhatre, a mechanical engineer from University of Bombay later pursued his Masters in Industrial and Systems Engineering from the University Of Florida, USA. He then joined TCS and became the head of the Management Consultancy Division in TCS. His technical excellence won him the IIIE Gold Medal for the 'Best Case Study'. He then went on to become the National Vice-President of the Institute of Management Consultants of India. He is a Fellow of the Institute Of Engineers and a Fellow of the Institute of Management Consultants of India. He also was the Chief Technical Architect for the National Rural Employment Guarantee Scheme. Currently, he his role is the Project Director of the MCGM Project on behalf of TCS.

He addressed the audience on the topic ‘Emerging Tech Trends’. Claiming that Cloud Computing will be the next big thing, he also familiarized us with Green Computing, security related risks, flash memory, domain knowledge, big data analytics, smart card and gene technology. He emphasized on how technology is going to drive major changes in the near future.

An interactive session ensued amongst the alumni present & the students moderated by Prof.C.P.Joshi. This interaction was special given how candid the esteemed alumni were when discussing their experiences in life, both personal & professional, and in expressing their opinions on topics brought up by students. Some of the topics discussed ranged from ‘personal integrity & safe guarding it at work’, ‘perception of SIMSR amongst companies & students at large’, ‘anecdotes from work life’ etc.

This session was followed by an entertainment program, performance by Mauj - the college band creating a memorable day for the esteemed guests, alumni and the students.
Melange 2013-Where Ideas Converge

Melange, 2013 the annual cultural festival of SIMSR was conducted in the month of February. It witnessed the enthusiastic participation of premier B-schools from across India. It encompassed newer & bigger events hosted with renewed fervour. The events sought to test the managerial acumen of the participants in the fields of strategy, marketing, operations, finance and human resource management. It was heartening to witness a host of corporates like Mahindra & Mahindra, Bombay High, Baker Street, SAP university alliances, We-chat mobility etc, pitching in as sponsors.

Some of the events hosted are as follows,

**Financial Engineering – Developing a Structured Product:**

The teams had to come up with a new and innovative financial product and analyse the risk and returns of the portfolio using different parameters. Participants were asked to develop a structured product which was a pre-packaged investment strategy based on derivatives, indices, commodities, debt issuance, foreign currencies and swaps with a primary feature that they offered protection of principal if held till maturity.

**Cultural events:**

A dance competition called ‘Jalwa’, fashion show called ‘Sizzle’ & an inter college bands competition called ‘war of bands’ were hosted.

**Green trade:**

A strategy based game which had a dual objective of increasing the awareness level regarding green technologies and making the management students understand the importance of carbon credits and the carbon trading concepts.

**Stratinnova:**

Participants had to know more about Baker Street, their present strategies, problems being faced and develop strategies & plans for promoting the same in three categories namely, a case study, video and a print AD competition.

**Mythogenius- Mythology Quiz**

The buzzwords in business circles are no longer TQM (Total Quality Management) or Kaizan but are Aham Brahmasmi and Tat Tvam Asi. Corporates are fast realising the immense learning that can be derived from the ancient Indian religious texts like Vedas, Ramayana and Mahabharata and in particular Bhagvad Gita. Mythogenius was that unique quiz competition that dwelt on Indian heritage & culture.

**Commercio- International business event:**

The participating teams from various B-Schools in India were required to analyse a developing country from the viewpoint of which industry sector would be globally competitive if a company from that sector was based in that country. The shortlisted teams presented their country analysis and recommendations for the industry sector to a panel of external judges.
Wanted: Battle of Campus Ventures:

An inter college campus venture competition where college ventures locked horns and the best came out victorious.

Scorpio- case study & Scorpio- an icon:

The participants had to acquaint themselves & assimilate the iconic status of Mahindra Scorpio and come up with strategies to bestow upon Scorpio, a cult status by way of presentations & digital submissions.
The chapter meets, a recent initiative started by the alumni committee is to bridge the gap, and bring the alumni of SIMSR to provide them a common platform to interact and build relationships. The alumni committee had organised one such chapter meet on the 2nd of February 2013 in Pune. The venue was in koregaon park, Pune, the center of all commercial activity.

It was a wonderful Sunday lunch where in the alumni based out of Pune interacted amongst themselves. There was good food and good conversation flowing throughout, but there was a certain air of gloom as a lot of alumni were concerned and saddened to hear the news of Dr. Suresh Ghai and Prof. P.V Narsimhan's untimely demise. But the Sunday afternoon was a sure precursor of more chapter meets to come.
Dear Alumnus,

I joined SIMSR recently in the Finance area after an earlier stint as a Visiting Faculty.

About 2 decades back, we saw some new technology options for printing documents, i.e. WYSIWYG (pronounced as VIZIWIG) (What You See Is What You Get). It revolutionized the way the document on screen would be printed on paper. Taking this mnemonic parallel, over a period of time, one realises that life is a lot about WYGIWYG (pronounced as VIJIVIG) (What You Get Is What You Give). Do not ever think of interchanging the two Gs because a lot is often hidden and may have to be developed and patiently cultivated. I completed my full time MBA education in Japan and one of the biggest challenges there was to study Japanese language and culture. Not that it was compulsory (as instructions were imparted in English) but as they say, one must try to learn the local language if one has to stay there for a long period of time. I found Japanese language to be rather simple since the set of sounds (pronunciations) is a sub-set of those in Hindi or Sanskrit. The syntax of the language is also quite similar to other known Indian languages. My Japanese language teacher used to say, ‘Indian students have good brains and they are very sharp, but the bridge between brain and the tongue is missing’, and so we used to have Language Labs every week. This is the level of rigor which they take in teaching their language. This is applied to other courses as well. The teachers expected reciprocal efforts from the students thus underlining the point that it is important to read a lot at B-School and apply all that is learnt. Japan also has a very strong system of old-boy network which reinforces learning across time.

Management education is a lot about reading, comprehending and applying. Remember VIJIVIG! Maybe that is why it is imparted (almost) at the end of academic life (of most people, who may never enrol for an academic program beyond the MBA). Physical laws of motion, gravitation and planetary motion will pretty much remain the same (during my lifetime and perhaps yours as well) and they may be mastered early on in life by practitioners. However, issues on the frontiers of management may get fully solved in the first pass only possibly with the likelihood crying for another solution at some later stage. Hence, management education and practice are both dynamic in that sense as the Kaliedoscope changes every now and then since time is an important element in the landscape. Management situations require careful application of the concepts learned at B-School. There is nothing wrong in trying out a project / idea even though it may have failed in the past. Of course, implementation of new products / ideas is always welcome and chances of success are high if a proper due-diligence is conducted and problem areas are identified upfront.

There have been numerous instances when new financial products / services have been launched and they have the potential to become successful or fail, depending on the quality of ground work done in the run-up to the launch. I have been associated with lending to and appraising and consulting for industrial projects and real estate and infrastructure projects in India and in the Middle East. Not all of them turned out to be money spinners. Some failed to take off while some turned into cash drainers. This takes us back to the requirement of reading and surveying well before a new
launch with a view to minimizing the uncertainties. I often quote from an Unknown source, reading makes a complete man, writing makes a perfect man and speaking makes a ready man. Management education revolves around the above and students of management should try to develop all the 3 mentioned above with a view to have a better understanding and assessment of the situation.

Going forward, we need to have a breed of doers in our midst, from GeNext rather than those who say, 'this can be done, ho jayega, abhi lo ji, ' etc. Because we know that those who just say this rather than do the task, have no idea of the practical difficulties associated therewith. We need to have a lot of doers so as to deliver good results and take our economy forward.

As I interact with corporates who speak highly of our students, I would like to reinforce that since current students are on the launch pad of their careers it becomes all the more important for them to put in their best and learn as much as they can. They need to be prepared to take on challenges so that when the opportunity arises, they can apply their learnings. This will also ensure that they do not have to go about reading when they should actually be applying.

Wishing you all the best,

Prof Deva
I have followed the classical career path of an HR professional with my initial grooming at the plants as an Industrial relations expert. According to me this has exposed me to different facets of human behaviors under various circumstances and challenging situations. I feel fortunate to have experienced the various aspects of personnel management including managing workers on strike, getting my hands dirty in complying with the various statutory requirements, quality orientation through TQM, driving change with respect to increasing worker productivity in my initial 13 years of association with various factories. At Crompton Greaves, therefore I was a natural choice to lead as TQM Head, HR Head & the Operating Factory Manager.

My litmus test as an HR professional was when I was leading HR function for Asia as part of Scottish & Newcastle plc, a UK based beverage co, in 2004; especially because of need of managing the cross-cultural collaboration of employees working in countries like UK, France, China, Vietnam & India. After a successful stint in China and Vietnam, I was back in the country to head the HR function for RPG’s Specialty Sector and then Saint Gobain (India) subsequently. From 2010, I have been associated with Essar Group as Head HR for Essar Steel and just recently have assumed the role of Head HR for Essar Oil.

**Key factors that led you to your present position:** In my career spanning of over 26 years, I have an exposure to a wide spectrum of HR & IR functions in different organizations, cultures and countries. I have acquired a good operational experience in driving change, implementing performance management system, building employer brand, talent management processes and union negotiations.

**Relationship between your work and experiences you had in college:** Being a humanities graduate, MA, followed by MMS in Personnel Management and Industrial Relations, I have always found my education helpful for my profession. I look back and I know that it is because of my choice of subjects back then that I can truly add value now in my role. Apart from studies, I carry fond memories of dealing with people when I was pursuing extra-curricular activities like sports and NCC. I represented Maharashtra in two National Athletics Games and lead Naval wing NCC as a Cadet Captain. These experiences had taught me camaraderie, meritocracy and the egalitarian approach which I still carry as important values.

**Personal satisfaction and dissatisfaction:** I truly believe in the profession of Human Resources and that it can positively impact individuals by helping them grow in their career on one hand, and on the other hand build the organization for the future. Though India has progressed manifold in its business outlook, I find that some businesses run in India still need to enhance the sensitivity to the concept of “investing” in employees; as in some of these companies any developmental activity is even now
considered as a “cost”. We, the HR professionals have to try harder, if we happen to work in such companies, to ensure this perspective changes. Fortunately the company in which I am currently working has a very high focus on employee development and it’s a real fun and challenge to work here.

**Likes and dislikes about working in this industry:** The beauty of a manufacturing Industry lies in its people. They are forthright with both positive and negative views; are passionate, focused on their delivery and believe in teamwork. It is a great experience to work with them and learn from them. The downside of being in a manufacturing set-up is managing traditional outlooks; resistance to change especially in processes. Also there is more focus on managing physical assets, like plant and machinery, effectively over human assets. This, at times, leads to a skewed perspective among leaders and as responsible HR practitioners it becomes imperative to sensitize them.

**Key factors that led to your career advancement:** Apart from getting the right opportunities and possessing the right skill sets, I believe my attitude has helped me build my career. I am a firm believer of “getting the basics right”. From the start of my career, I have always focused on understanding the basics of the situation, getting into root causes, applying the concepts, which have helped me immensely to grow in my career. My nature is to seek out new challenges and this has not only ensured that I have made the maximum of the opportunities made available to me but also driven me to bring out of the box solutions to many a business challenges. My ability to adapt has helped me to excel in many a tough times including cross-cultural, cross-border assignments. Being reflective and not a reactive person I have ensured that I remain the approachable HR person which employees of all levels seek.

**Message to the students:** Students should focus on getting the basics right. A good foundation is the beginning of a good career and a good life. It will be a good idea is to relate one’s academic knowledge to outside classroom by adopting some principles in one’s daily life. For example can you apply the ‘appreciative enquiry’ technique while interacting with your family members and friends or for that matter with strangers, or apply the various motivation theories to your maids/drivers, or applying the concept of ‘branding’ to yourself, if yes, then you have understood the theories completely. This will give you the capability to apply the learning into practice. Believe in yourself and your profession and have pride in whatever you do.

**Perception about SIMSR and also any suggestions you could cite for our college:** It gives me pride to see that my Institute has managed to retain its position as one of the premiere Institutes for Management Education in the country. While a lot of good work is being done for managing the current batches of SIMSR, which I read in papers, I would like to see more longer term initiatives involving Alumni. I like interacting with students and I am sure many other Alumni would too. Arranging for a guest lectures by Alumni is a possibility you could explore. It would be great if we get to meet or know about our batch mates or other alumni. SIMSR should strive for getting their Alumni networked in a more structured way on common groups where they can interact. It calls for an ‘investment’ of time, energy and resources. I want to give back to my Institute and I am sure other Alumni would also want to, in their own capacity, it would be a worthwhile exercise to connect with all alumni for understanding their levels of engagement with the Institute and to explore possibilities of mutual benefit.
Imprints team would love to hear from you ...

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