

2023-2024




ANNUAL REPORT



INFORMATION SYSTEMS AND
MEDIA RELATIONS TEAM

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ABOUT iSMaRT

The Information Systems and Media Relations Team (iSMaRT) is the official PR Team of SIBM Pune. As the 'Voice of SIBM Pune', iSMaRT takes the sustenance and amplification of Brand SIBM Pune as its primary and most important responsibility. iSMaRT takes pride in facilitating communication between the institute and its stakeholders, both internal and external. Lucidly narrating the rich legacy and multitude of achievements of the institute, iSMaRT is indeed the 'Custodian of Brand SIBM Pune' - a responsibility that the council shoulders with no small amount of grit, dedication and perseverance.

Apart from managing the institute's communication across all news portals and social media platforms such as Instagram, Facebook, Twitter, YouTube and LinkedIn, the team creates visual and written content in the forms of posters, videos, and articles, which become part of the official online and offline communication channels of SIBM Pune, while also organising events highlighting the importance of Media Management and Public Relations. iSMaRT conducts exclusive coverage of all major offline and online events of the institute, including Corporate Events, Cultural and Management Festivals, Conclaves, and events organised by the Student Councils and Special Interest Groups.

Our Core Values



Branding

Elevating SIBM Pune's prestige through strategic branding and innovative engagement.



Strategy

Crafting visionary strategies that drive sustainable success and growth.



Creativity

Unleashing boundless creativity to craft compelling and memorable experiences.

Meet The Team



Senior Team

Mesbahul Alam
(Co-ordinator)

Aditya Periwal

Isha Billore

Kshitij Vajpei

Pemila Sherpa

Sankalpa Sarkar

Shreya Bhattacharya

Junior Team

Atharva Bajaj

Darshana Kothari

Deepali Malhotra

Kunal Vinaykiya

Prasanna Parsodkar

Sanjay J

Tisha Sanghavi

Yashwi Partani

Interim Team

Atharva Bajaj

Darshana Kothari

Deepali Malhotra

Garv Mulchandani

Manvi Agrawal

Nimisha Katyayani

Prasanna Parsodkar

Tisha Sanghavi

Yashwi Partani

“In the intricate tapestry of public relations, our team stands as the master weavers, intertwining strategies, creativity, and dedication to craft compelling narratives and foster meaningful connections!

AN OVERVIEW

of iSMaRT's work in the Academic Year 2023-24

SOCIAL MEDIA PRESENCE

Overseeing the official social media platforms of SIBM Pune.

EVENT COVERAGE

Capturing events through photography, videography and comprehensive content coverage.

EVENTS & NEW INITIATIVES

Directing annual flagship events, campaigns, Propelx, PressPlay release and Vritaanta publication.

IT & ADMIN SUPPORT

Curating the Achievements Database and overseeing the official website, among other duties.

GRAPHIC DESIGNING

Conceptualizing, crafting, and curating distinctive digital and tangible creatives.

CONTENT CURATION

Crafting official press releases, event summaries, and blog entries with precision and clarity.

SIBM PUNE'S ONLINE PRESENCE

iSMaRT is entrusted with overseeing SIBM Pune's digital presence, with the mandate to uphold a robust and influential online stance for the institute. Recognized for their prowess in generating high-quality content with a significant impact, iSMaRT employs ingenuity and expertise to produce captivating and informative materials, spanning from captivating visuals to intellectually stimulating articles.

Collaboration is vital for iSMaRT, as they work closely with the administration, Students' Council, Special Interest Groups, and other stakeholders to ensure content relevance and visibility. This includes comprehensive coverage of on and off-campus events, highlighting student, faculty, and alumni achievements, corporate functions, cultural events, and more. By fostering relationships and enhancing online presence, iSMaRT significantly strengthens the institute's digital footprint.

Last year, iSMaRT gained significant traction on social media, showcasing SIBM Pune's lively student culture. The team's innovative content creation and steadfast dedication to promoting the institute's values have played a key role in establishing a strong online presence for SIBM Pune.

SOCIAL MEDIA HANDLES MANAGED BY THE TEAM :



[Click on the icons to view the pages](#)



LINKEDIN

SIBM Pune's LinkedIn presence serves as its primary social media platform, boasting more than 43000 followers, which reflects a 7.4% increase from the previous year. The team consistently shares updates and achievements, fostering stronger connections with corporates, alumni, students, prospective applicants, and other stakeholders. Engagement on the platform is robust, with a notable 42.9% increase in organic impressions, alongside a 3014% rise in total impressions underscoring the effectiveness of our content strategy.

43K+
FOLLOWERS

97K+
PAGE VISITS

1557K+
IMPRESSIONS

Symbiosis Institute of Business Management, Pune
43,007 followers
+ Create
View as member

Feed
Activity 99+
Analytics
Inbox
Edit page
Settings

Analytics

Content **Visitors** Followers Leads Competitors Employee advocacy

Mar 27, 2023 - Mar 25, 2024

Export

Visitor highlights

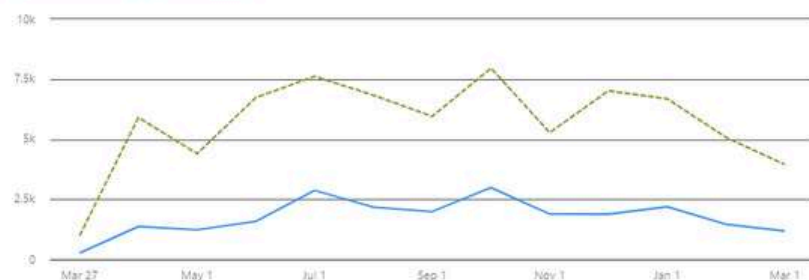
97,419
Page views

30,239
Unique visitors

309
Custom button clicks

Visitor metrics

Page views All pages All filters



Desktop 23,059

Mobile 74,360



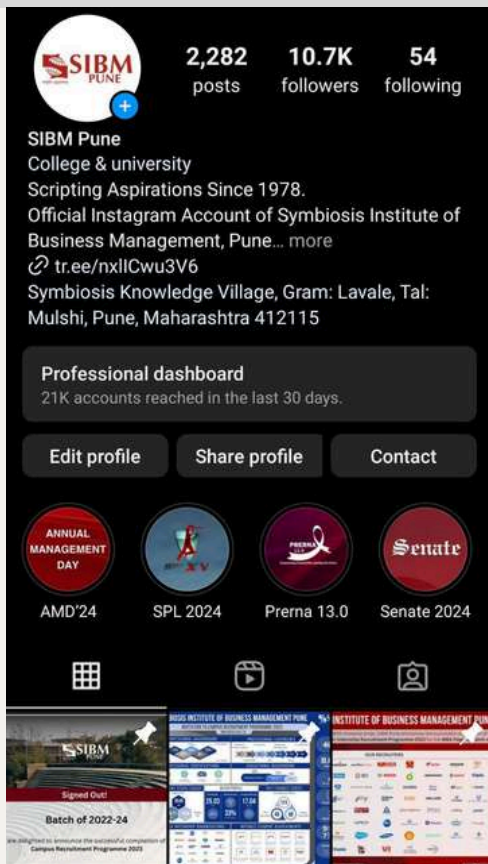
INSTAGRAM

The Instagram account of SIBM Pune offers stakeholders a glimpse into campus life. iSMaRT uses diverse publishing formats on the platform to promptly share event updates, student achievements, and activities undertaken by students. Last year, there was a significant 13.8% increase in followers, and the accounts reached was 279K in 3 months. The handle posted over 696 updates, generating over 40000+ engagements in likes, comments, saves, and shares.

SIBM

10.7K+
FOLLOWERS

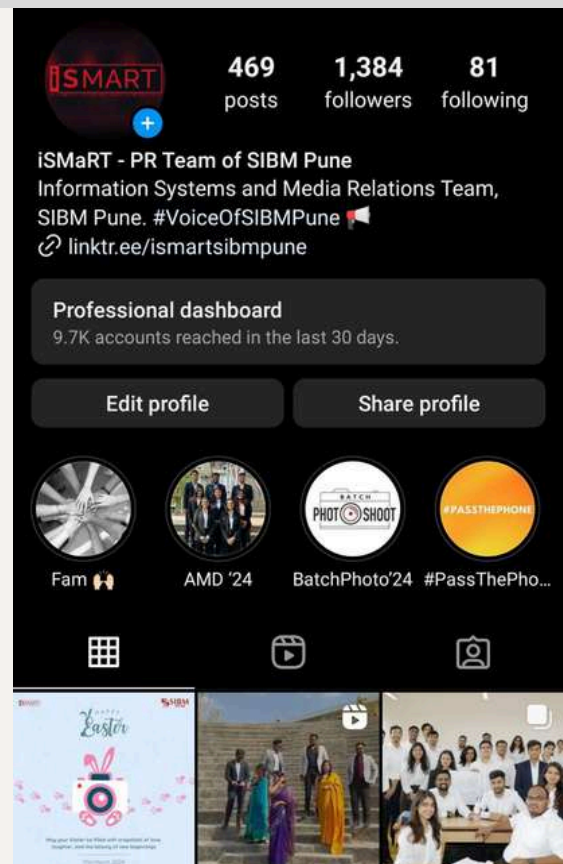
40K+
ENGAGEMENTS



iSMaRT

1.3K+
FOLLOWERS

10K+
ENGAGEMENTS





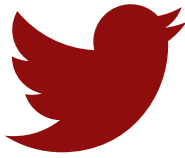
FACEBOOK

Since its launch in the academic year 2014-15, the official Facebook page of SIBM Pune has been managed by iSMaRT, ensuring prompt updates of all event activities. The team actively responds to inquiries from different stakeholders via messages on the platform. Currently, the page has more than 58000 followers and has accumulated over 2.23 million impressions. By harnessing the full potential of this platform, we aim to reinforce SIBM Pune's online presence and effectively communicate our values, achievements, and initiatives to a broader audience.

58K+
FOLLOWERS

2.23M+
IMPRESSIONS

The screenshot displays the Facebook page for Symbiosis Institute of Business Management - SIBM, Pune. The top section features a cover photo for the '20th Convocation Ceremony' held on Saturday, 9th December, 2023, at Symbiosis Campus, Lavale. The cover photo lists the Chief Guest as Hon'ble Dr. Justice D. Y. CHANDRACHUD, Chief Justice of India, and Prof. (Dr.) S. B. Mujumdar, Chancellor, who will preside. Other officials mentioned include Dr. Ramakrishnan Raman (Vice-Chancellor) and Dr. Vidya Yeravdekar (Pro-Chancellor). The page header shows the SIBM Pune logo and name, with 58K likes and 58K followers. Navigation tabs for Posts, About, Mentions, Reviews, Reels, Photos, and More are visible. An 'Intro' section at the bottom left mentions SIBM Pune's 40th year of service to the student community. A search bar and icons for Live video, Photos/videos, and Reel are also present.



TWITTER

The official Twitter account of SIBM Pune, established in 2009, is now a verified handle—a distinction achieved by only a select few colleges and universities nationwide. Currently, the handle boasts 36.5K followers, including esteemed corporate stakeholders and distinguished alumni. Through live coverage and timely updates of both online and offline events, iSMaRT drives significant engagement on this platform. This strategic approach aims to harness Twitter's potential among younger audiences and enhance brand recall through effective SEO strategies and meticulous content planning.

36.5K+
FOLLOWERS

60K+
IMPRESSIONS

The screenshot shows the Twitter profile of SIBM Pune. At the top, the name 'SIBM Pune' is displayed with a back arrow and '5,138 posts'. Below this is a banner for the '20th Convocation Ceremony' of Symbiosis International (Deemed University), dated Saturday, 9th December, 2023, at Symbiosis Campus, Lavale. The banner lists the Chief Guest as Hon'ble Dr. Justice D. Y. Chandrachud, Chief Justice of India, and Prof. (Dr.) S. B. Mujumdar, Chancellor, with a note that the Chancellor will preside. It also mentions Dr. Ramakrishnan Raman as Vice-Chancellor and Dr. Vidya Yeravdekar as Pro-Chancellor. The profile picture is a circular logo for SIBM Pune. Below the banner, the name 'SIBM Pune' and handle '@SIBMPune' are shown, along with the bio: 'Official Twitter Handle of Symbiosis Institute of Business Management, Pune.' Location is 'Pune, India', website is 'sibm.edu', and it was joined in July 2009. At the bottom, it shows '142 Following' and '36.5K Followers'. An 'Edit profile' button is visible on the right side of the profile.

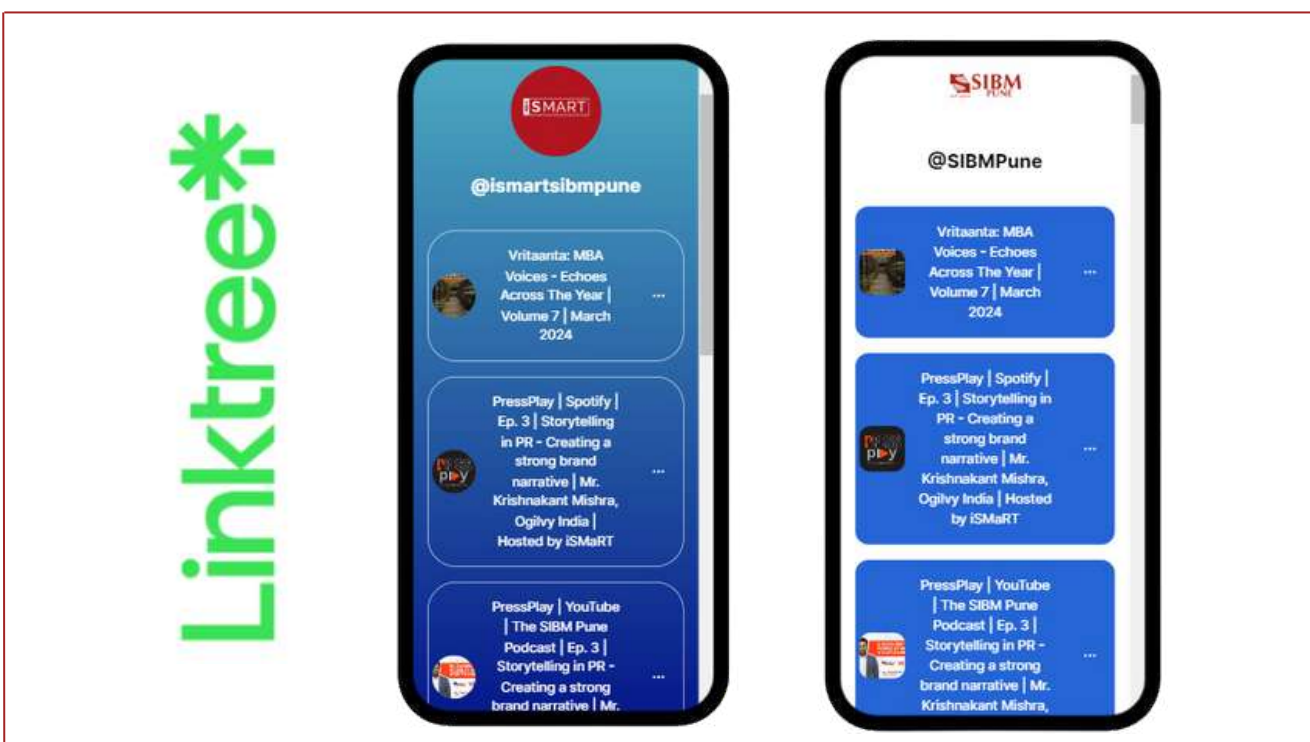
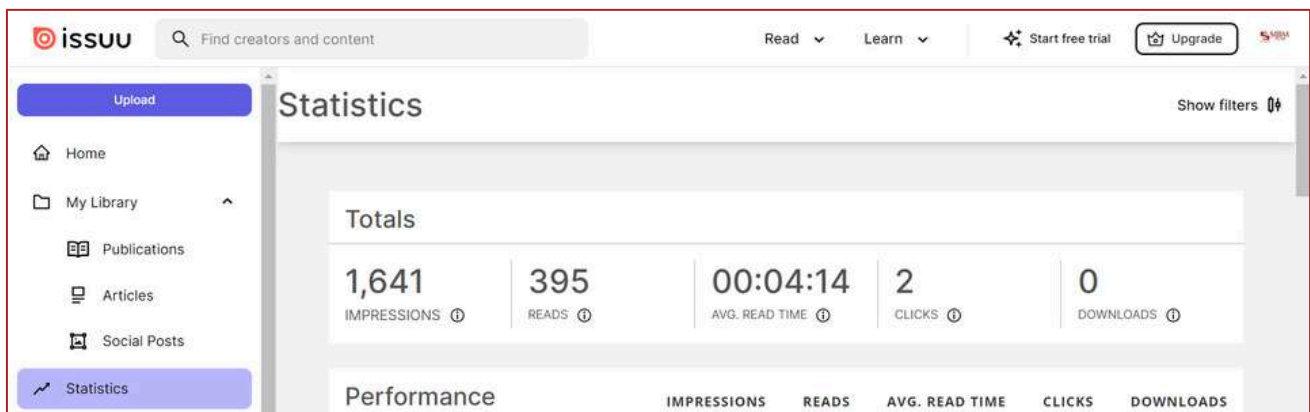


LINKTREE

ISSUU



Acknowledging the expanding influence of digital content platforms like Issue.com and Linktree, iSMaRT initiated the creation of official accounts for SIBM Pune on both platforms. Issue.com serves as a robust digital publishing platform, enabling SIBM Pune to showcase its diverse publications and reports effectively. Meanwhile, Linktree provides a centralized hub for navigating stakeholders to essential information, events, and resources related to SIBM Pune, thereby optimizing user interaction and engagement.





Event Coverage

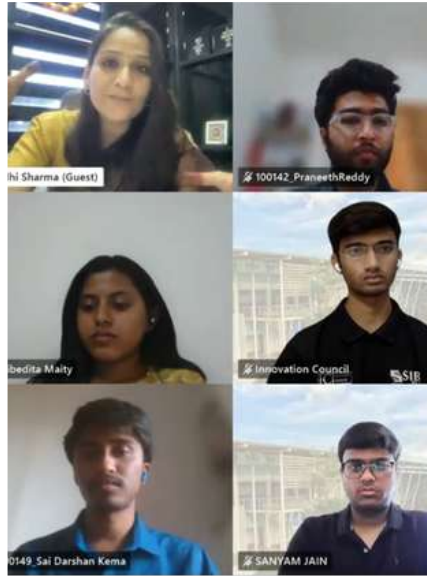


100+ Events Covered





Event Coverage





Event Coverage



Executive Summary: Sales and Distribution

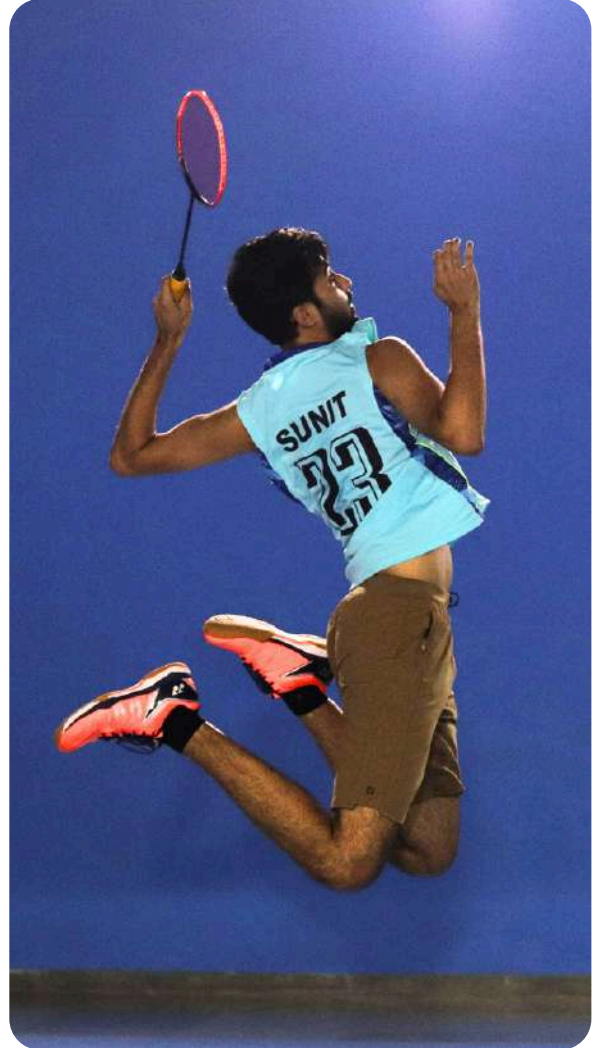
View Options

Sales & Distribution Channels		Collaborating with Existing Sales Teams and Cross-Selling Opportunities	
Direct sales teams	Partnering with existing verticals	Cross Training & KT	Joint sales initiatives
Online platforms	Channel partnerships	Sales incentives	Regular collab meetings
Collab - Financial Institutions	Collab - Healthcare	Customized sales	





Event Coverage





Event Coverage



PRoelio 9.0

PRoelio 9.0, India's Biggest PR Face-off proved to be a monumental success. With more than 400 registrations from premier Business Schools nationwide, the event showcased the best and brightest in the public relations domain. This year's theme, "Shape Perceptions, Influence Reality," spurred an intense competition culminating in a thrilling National Finale held at the campus.

The event was judged by Mr. Prathamesh Gosavi, Founder of The Civilization Project, Mr. Avinash Gawai, Founder of MEDIA4U and National Vice Chairman of Public Relations Council of India-PRCI and Mr. Rajesh Srinivasan, an Author and the Chief Strategy Consultant at Mindful Marketing. After fierce competition, Team Proton from T.A. Pai Management Institute emerged as National Winners, Team Innovisionaries from Symbiosis Centre of Human Resource and Development emerged as the Runners Up and Sunit Koodli was honoured as the Best Journalist.

PRoelio 9.0 marked not just the closure of an eventful day but stood as a testament to the legacy we meticulously uphold at SIBM, Pune. As an institution committed to academic excellence and holistic development, hosting events of this magnitude is ingrained in our ethos. PRoelio, in its ninth edition, embodies our unwavering dedication to nurturing talent, fostering innovation, and expanding the horizons of knowledge within the domain of Public Relations and Management.



[Click on the image to watch the video](#)

FLAGSHIP EVENTS & INITIATIVES

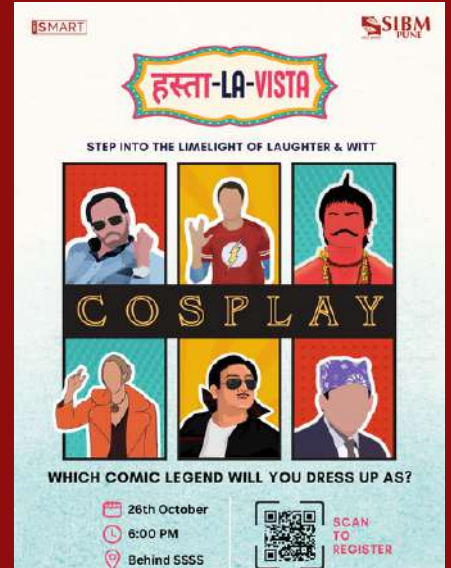
PRoelio 9.0



HASTA-LA-VISTA

The launch event of PRoelio 9.0, Hasta-La-Vista, was a one-of-its-kind humour and everything fun and memel-themed event. The evening saw a grand array of fun competitions. The cosplay contest where students dressed up as their favourite characters, the housie game and the engaging meme and pop culture themed games all converged towards an unforgettable evening.

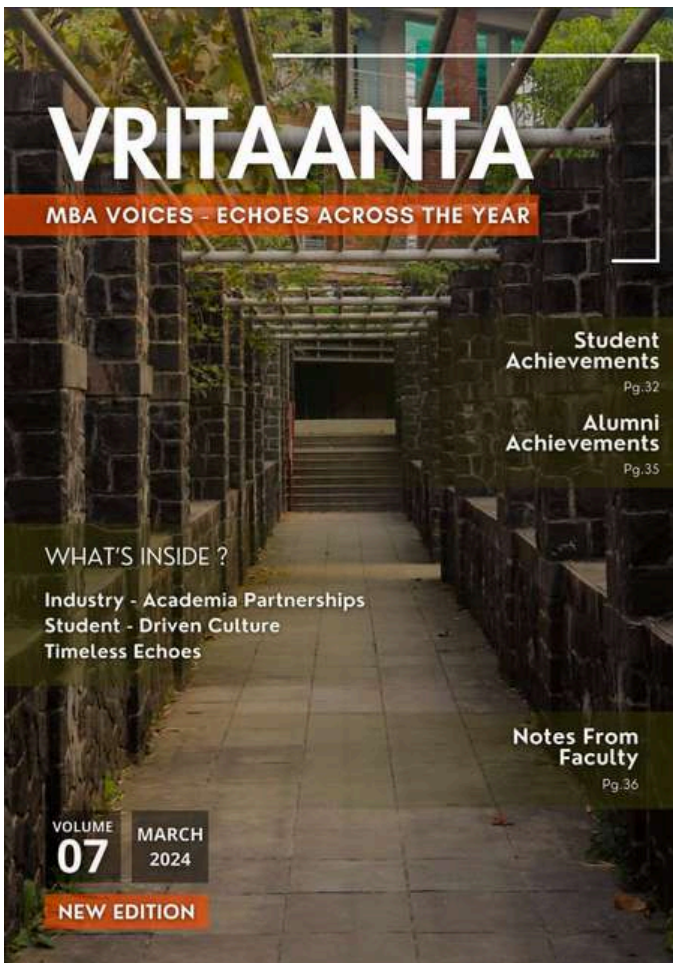
Shreya Mukherjee and Joshua Sinate were adjudged as the Best-dressed Female and Male respectively in the Cosplay Contest. Team Undressed bagged the first prize in the game-based competitions. The eventful evening ended with the trailer release of PRoelio 9.0 – India’s Biggest PR-based case competition, which was based on the theme of Shape Perception, Influence Reality.



FLAGSHIP EVENTS & INITIATIVES

VRITAANTA

Vritaanta, the official magazine of SIBM Pune is distributed to internal and external stakeholders of the institute, including the students, faculty, administration, alumni, corporate guests and other media bodies. It serves as a platform to showcase the prestigious accomplishments and latest advancements of our institute. From exploring the dynamic student-academia relationships and notes from our esteemed faculties to the vibrant student culture, Vritaanta captures the essence of SIBM Pune.



KNOW WHAT'S INSIDE

APR Pg. 11	ShopTalk	NOV Pg. 21	Transcend Launch
MAY Pg. 11	Battle of Nations	DEC Pg. 21-22	PrOello Coffee with SIBM Rendezvous Litmag Research Conclave
JUNE Pg. 12	Induction Propelx Illumo	JAN Pg. 23-25	Saarang Startup Drive Block & Tackle Gravitas Transcend
JULY Pg. 13-14	Manthan- BFGI Manthan CAS Genesis Nexus Startup/erse Colosseum NewWind Lumiere	FEB Pg. 26	Budget Symposium Finowiz E-Susmit
AUG Pg. 17-18	Aarohan PressPlay Iconclave	MAR Pg. 27-30	Symiosis Premier League Prana Riddis and Furrows Carnival Opastoch Paramesh Scribbleing Bay Batch PhotoShoot
SEPT Pg. 18	Repsite Encore West	MISC. Pg. 31-40	Student Achievements Alumni Achievements Faculty Notes X Factor Meet the team
OCT Pg. 19-20	The Grand Pitch Nexus Dwandva Jalsa Mental Wellness Weekend		

INDUSTRY - ACADEMIA PARTNERSHIPS

"In the nexus of industry and academia, innovation thrives" - An exploration of symbiotic relationships in experiential learning, with insights from industry luminaries, guiding tomorrow's leaders.

CATAPULT

A LEADERSHIP TALK SERIES

CONCOURSE

A CATALYST TO RESILIENT PERSPECTIVE

JANUARY

SAARANG

Co-organized by Saarang Management Team

Saarang, a student-led organization, showcased the vibrant fusion of innovation and creativity through its annual event. The event was a testament to the institute's commitment to nurturing and empowering future leaders. The event was a grand success, with a record-breaking turnout of students and faculty members. The event was a testament to the institute's commitment to nurturing and empowering future leaders. The event was a grand success, with a record-breaking turnout of students and faculty members.

STARTUP DRIVE

Co-organized by Startup Drive Team

Startup Drive, a student-led organization, showcased the vibrant fusion of innovation and creativity through its annual event. The event was a testament to the institute's commitment to nurturing and empowering future leaders. The event was a grand success, with a record-breaking turnout of students and faculty members. The event was a testament to the institute's commitment to nurturing and empowering future leaders.

BLOCK AND TACKLE

Co-organized by Block and Tackle Team

Block and Tackle, a student-led organization, showcased the vibrant fusion of innovation and creativity through its annual event. The event was a testament to the institute's commitment to nurturing and empowering future leaders. The event was a grand success, with a record-breaking turnout of students and faculty members. The event was a testament to the institute's commitment to nurturing and empowering future leaders.

GRAVITAS

Co-organized by Gravitas Management Team

Gravitas, a student-led organization, showcased the vibrant fusion of innovation and creativity through its annual event. The event was a testament to the institute's commitment to nurturing and empowering future leaders. The event was a grand success, with a record-breaking turnout of students and faculty members. The event was a testament to the institute's commitment to nurturing and empowering future leaders.

TRANSCEND

Co-organized by Transcend Management Team

Transcend, a student-led organization, showcased the vibrant fusion of innovation and creativity through its annual event. The event was a testament to the institute's commitment to nurturing and empowering future leaders. The event was a grand success, with a record-breaking turnout of students and faculty members. The event was a testament to the institute's commitment to nurturing and empowering future leaders.



Click [Here](#) or Scan the QR Code to read the full magazine.

PRopelX

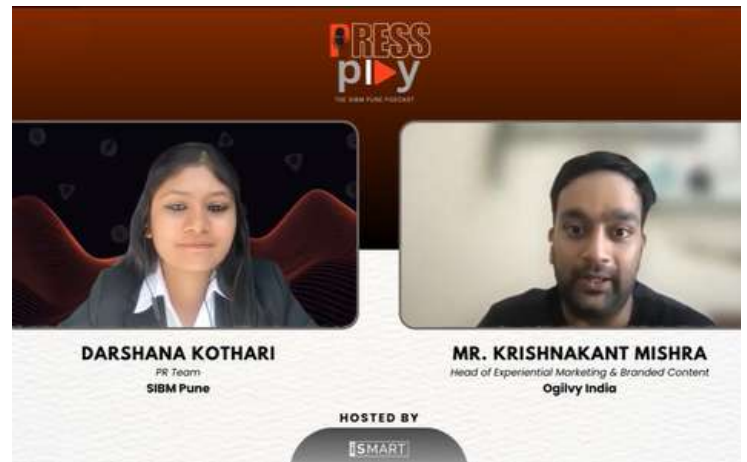
PRopelX, an innovative venture by iSMaRT in the dynamic landscape of personal branding, stands as SIBM Pune's own in-house TEDx initiative. It aspires to revolutionize the art of crafting and presenting personal brands, reshaping how individuals navigate the ever-evolving realm of personal branding. The event featured distinguished speakers such as Mr. Shantanu Naidu, General Manager at the office of Mr. Ratan Tata, and Ms. Sonali Karande Brahma, a revered alumna from the Batch of 1991. These thought leaders shared invaluable insights on effective networking through personal branding, inspiring the SIBM Pune community to explore and amplify their distinctive narratives.



FLAGSHIP EVENTS & INITIATIVES

PRESSPLAY

PressPlay – the SIBM Pune Podcast, is a recent initiative spearheaded by the Executive Council & executed by iSMaRT. It features industry stalwarts like Mr. Neelesh Das, Assistant General Manager at Paytm, Mr. Jatin Panchal, Director of Sales and Commercial excellence at Danone India and Mr. Krishnakant Mishra, Head of Experiential Marketing and Branded Content at Ogilvy. This podcast series reflects the institute's commitment to a student-driven culture. PressPlay promises an immersive audio-visual journey with insightful talks from the past and an exciting lineup for the future. PressPlay stood as a groundbreaking platform fostering not only industry insights but also a dynamic exchange between students and seasoned professionals.



CATALYST

An event for the incoming batch of 2023-25, Catalyst was an intriguing contest wherein students were provided with an opportunity to showcase their creative acumen and skills including, but not limited to, photography, content creation, videography, and graphic design.



FLAGSHIP EVENTS & INITIATIVES

SHOPTALK

ShopTalk, an enlightening reflection of corporate journeys through the lens of interns, unveiled the experiences of the SIBM Pune Batch of 2024 during their summer internships. In this insightful series, the students shared few glimpses of their professional journey, offering a firsthand experience of the skills honed and lessons learned. ShopTalk served as a valuable repository of practical knowledge, providing a nuanced understanding of the dynamic business world. This series stands as a testament to SIBM Pune's commitment to nurturing future leaders and the intern's ability to translate education into tangible success stories. Through captivating narratives and detailed accounts, the ShopTalk series also highlighted the diverse industries and functional areas that the interns were exposed to, underscoring the versatility and breadth of the internship program. From challenging assignments to collaborative projects, the interns not only contributed to their host organizations but also broadened their own perspectives, setting a solid foundation for their future careers

SMART 

ShopTalk | **accenturestrategy**

“ My experience at Accenture Strategy & Consulting as a summer analyst provided invaluable exposure to real-world business challenges and solutions. I honed my problem-solving and analytical skills through hands-on client projects, collaborating with diverse teams. The experience deepened my understanding of industry trends and enhanced my communication abilities. The internship helped me build a strong foundation for my future career in consulting by empowering me with practical insights and a network of professionals.

**Summer Intern @
Accenture Strategy & Consulting**
#ConsultingCatalysts

SHREYA BHATTACHARYA
MBA (Marketing) 

SMART 

ShopTalk | **accenturestrategy**

“ My internship stint with Accenture Strategy & Consulting as a summer intern gave me a modern-day consulting experience with a challenging learning curve. Working with the Industry X robotics team provided me with an exposure to advanced automation, robotics & digital twins. From learning new tools to engaging in volunteering activities, every task presented a set of challenges and learnings. The three key takeaways from my stint were - creating value driven, business centric decks, strategic planning, goal setting & structured problem solving and stakeholder management.

**Summer Intern @
Accenture Strategy & Consulting**
#ConsultingCatalysts

POOJA VAIDYA
MBA (Marketing) 

SMART 

ShopTalk | **marico**

“ The crux of my project was focused on scouting and recommending Topical Combos relevant to the target audience of Set Wet and executing one of the identified combos on e-commerce platforms, while scouting, recommending and calendarizing brand promotions and activations in North-East India for the brand along with end-to-end execution of one of these ideas with suitable vendors. The internship gave me a plethora of learnings including the importance of execution as well as the importance of breaking down a problem statement into smaller elements to view it through different lenses.

Summer Intern @ Marico
#MarketingMavericks

BHAVYA NAGPAL
MBA (Marketing) 

SMART 

ShopTalk | **EY**

“ During my summer internship at EY, I encountered an enriching experience that imparted invaluable insights into the realm of consulting. The dynamic work environment facilitated my personal growth and enabled me to harness my knowledge while collaborating with exceptional colleagues and engaging with pivotal stakeholders. This transformative engagement significantly enhanced my comprehension of diverse frameworks, operating models, and structural strategies. I was able to embrace adaptability to navigate evolving circumstances, and internalized the principle that failures serve as integral milestones on the journey to achievement.

**Summer Intern @
EY India**
#ConsultingCatalysts

SHUBHANKAR DUTT SEMWAL
MBA (HR) 

SMART 

ShopTalk | **JPMORGAN CHASE & CO.**

“ The crux of my project was focused on assessment of credit risk associated with facilities extended to UNNIFIN. I had a golden opportunity to work on projects assessing creditworthiness, conducting financial analysis, and mitigating risks and collaborated with professionals from various departments, broadening understanding of credit risk management. The exposure to J.P. Morgan Chase's policies, tools and internal monitoring processes gave me insights into the industry.

**Summer Intern @
J.P. Morgan Chase & Co.**
#FinancialFuturists

PRIYANSH MEHTA
MBA (Finance) 

SMART 

ShopTalk | **Hindustan Unilever Limited**

“ The main objective of my project was to identify discerning species and benefit articulations for Dove Body Lotion and to speak to consumers in the H&B Skincare category. I had to present all my consumer and brand learnings through a review report and organize the 'Ideation & Way forward' workshop involving both the internal and external stakeholders. The internship presented me with a myriad of learnings such as the need to always proceed with an open mindset when connecting with the consumers, to showcase logical approach through storytelling and how interaction with senior leadership can widen one's perspective.

**Summer Intern @
Hindustan Unilever Limited**
#MarketingMavericks

PRANAV DEORAS
MBA (Marketing) 

FLAGSHIP EVENTS & INITIATIVES

BATCH PHOTOSHOOT 2024

A right of passage of sorts, iSMaRT organised the Batch Photoshoot for the outgoing Batch of 2024 amidst the unfamiliar setting of nostalgia, tears and hugs. The event also encompasses the photoshoot of the official administration, staff and faculty. Capturing the cohesiveness of the Student Councils and Special Interest Groups, the day saw a plethora of team pictures taken at various picturesque spots on the campus. With a treasure chest of over 3000+ photos, iSMaRT captured the effervescence of the students into pixels that will be a constant source of nostalgia and hope for them.



FLAGSHIP EVENTS & INITIATIVES

ONLINE CAMPAIGNS

Online campaigns are organised to showcase the culture of the institute as a healthy balance of academic and corporate sessions, leadership exercises and physical experiences. The team organised various campaigns on the occasion of Friendship Day and Batch Photoshoot focussed on interpersonal relations, familial ties and commemorative efforts to ultimately improve the visibility of SIBM Pune.



[Click here to view the Friendship Day Campaign](#)



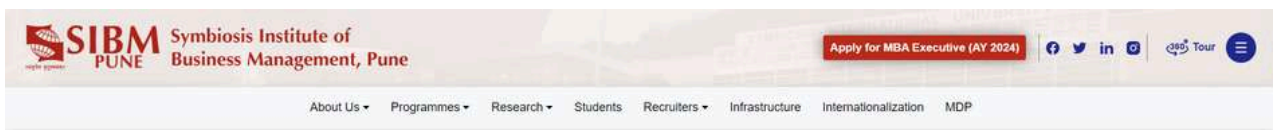
[Click here to view the Pass the Phone Campaign](#)



WEBSITE

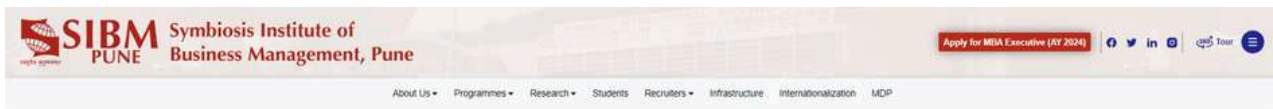


iSMaRT collaborates closely with the IT department and is tasked with updating the SIBM Pune website. This includes maintaining sections such as the Achiever's Database, Vritaanta, the Director's Blog, featured events, the Students tab, Events, and Achievements pages. The website integrates various social media platforms managed by iSMaRT and features research and scholarly articles from distinguished SIBM Pune faculty. During the website's recent overhaul, iSMaRT played a crucial role in decision-making and ideation, contributing to the user interface design, content creation, visual design, photograph selection, and other functional elements, while maintaining regular communication with external stakeholders and the administration. Additionally, essential information for students or aspirants is prominently displayed through notices and event notifications.



- Student's Council
 - Alumni Team
 - ART
 - CIT
 - CO-C
 - ISMART
 - PAT
 - IC

Events



Students

- Student's Council
 - Alumni Team
 - ART
 - CIT
 - CO-C
 - ISMART
 - PAT
 - IC
 - RSOT
 - SGC
 - SMT
- Student's Initiatives
- Student's Achievements
- Student's Startups
- Student's Project
- Events
- Campus Life

Student's Council

SIBM Pune is a student-driven institute, with MBA candidates encouraged to participate in the decision-making process that shapes their future as well as that of the institute. The Student's Council at SIBM Pune is the student body responsible and accountable for all activities conducted on campus throughout the year. The teams consist of students from the first and second year led by coordinators. These coordinators, along with the President of the Student's Council, form an executive body to oversee all activities.

The teams work in the interest of SIBM Pune, the student community, industry and alumni in keeping the vision of the institute and striving towards excellence. The executive council has been provided the independence to plan and set goals for their respective teams, and to efficiently use budgeted resources to accomplish them. The Director and Faculty Chairperson offer their guidance and support.

The Student's Council at SIBM Pune Consists Of The Following Teams:



ACHIEVER'S DATABASE

SIBM PUNE Symbiosis Institute of Business Management, Pune

Apply for MBA Executive (AY 2024)

About Us | Programmes | Research | Students | Recruiters | Infrastructure | Internationalization | MDP

Students

- Students Council
 - Alumni Team
 - ART
 - CIT
 - CO-C
 - ISMART
 - PAT
 - IC
 - RSOT
 - SGC
 - SMT
- Student's Initiatives
- Student's Achievements**
- Student's Startups
- Student's Project
- Events
- Campus Life

Student's Achievements

Achievements: 2023-24 | 2021-23 | 2020-22

Marketing | Human Resources | Finance | Operations | I&E

Sr.No	Host Institute/ Company	Event	Description	Participants	Position Secured
1	iSM Ranchi	Revive 2.0 Product Revival Strategy 2023	B-School	Sarthak Gupta Shantanu Sachdeva	2nd Runner Up
2	Tata Consumer Private Limited	The FNB Challenge 2022	Corporate	Siddhartha Malviya Isha Chaudhan	National Semi-Finalist
3	Hero MotorCorp Limbed	Hero Campus Challenge Season II	Corporate	Nabil Akhtar Mayank Mishra	National Semi-Finalist
4	Tata Steel	TomorrowLab (Idea Track)	Corporate	Nabil Akhtar	National Semi-Finalist
5	Tata Consumer Products	The FNB Challenge 2022 - Flourish, Nurish, Build	Corporate	Nabil Akhtar	National Finalist

To document excellence in extracurricular activities, iSMaRT collects, verifies, and organizes student achievement data from online forms submitted throughout the year. The exceptional and diligent students of SIBM Pune have consistently strived to surpass their peers in numerous corporate, business school, and independently organized management challenges and competitions. This year, more than 132 outstanding entries were received from students enrolled in the MBA and the MBA (I&E) programs. One primary function of this database is to determine the winners of various awards, such as Best Student Achiever and Outstanding Student, announced during the Annual Management Day. The administration, faculty, and director utilize this information for various purposes.

Team Da Vinci
Hero Campus Challenge – Season 9
NATIONAL SEMI - FINALIST

ACHIEVERS' DATABASE | iSMaRT
2023 - 2024

Achievements Database for Academic Year 2023-2024

With numerous competitions happening all around the country, we are sure you must have participated and excelled in many of them. This is your opportunity to share your achievements with the Institute. The **Achievers' Database** enables us to record the distinguished achievements of the students including **Corporate Competitions, B-School Competitions, Research Publications, Investments Received, etc.**

An up-to-date student achievements database enables us to **publicize the event both internally and externally** as well as to **maintain records for college accreditation purposes.**

Future Women Leader's Circle 2024
Johnson & Johnson

IT & ADMIN SUPPORT

iSMaRT closely collaborates with the administrative department of SIBM Pune, offering support in graphic design, event coverage, and IT assistance. Throughout the academic year, iSMaRT assisted with digital creatives, such as YouTube banners, digital certificates, and e-frames for the Institution's Innovation Council Regional Meet 2022. The team worked diligently to curate content for the National Assessment and Accreditation Council (NAAC) visit and during the 46th Annual Management Day.



DESIGN, CONTENT, AND MISCELLANEOUS SUPPORT FOR THE ADMINISTRATION DEPARTMENT:

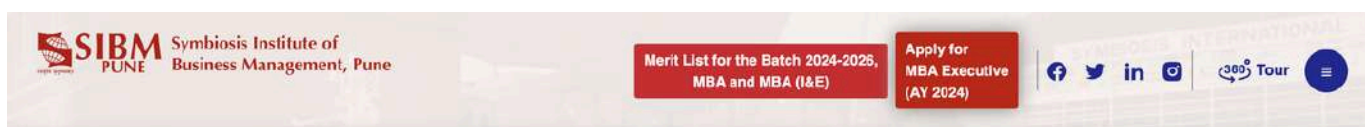
- Crafted e-frames and YouTube banners.
- Conducted ranking audits.
- Ensured comprehensive coverage for various events.
- Designed banners, certificates, and standees for SIBM Pune.
- Provided complete event coverage for the Roundtable Conference.

IT & ADMIN SUPPORT



COVERAGE OF THE FESTIVAL OF THINKERS:

- Delivered continuous event coverage.
- Consistently updated social media stories and content.
- Kept the institute's social media handles current with relevant event updates.



Notice

Merit List for the Batch 2024-2026, MBA and MBA (I&E) | Admission open for MBA Executive



WEBSITE REVAMP:

- Consistently updated design and content on the revamped website.
- Regularly refreshed campus photos.
- Ensured current updates on student achievements, startups, event reports, and initiatives.



Achievements Database for Academic Year 2023-2024

With numerous competitions happening all around the country, we are sure you must have participated and excelled in many of them. This is your opportunity to share your achievements with the Institute. The **Achievers' Database** enables us to record the distinguished achievements of the students including **Corporate Competitions, B-School Competitions, Research Publications, Investments Received**, etc.

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ACHIEVEMENT'S DATABASE:

- Curating a comprehensive repository of student accomplishments and records.
- Assisting administrators with case competition and other achievement documentation.
- Publishing student achievements on social media platforms for wider recognition.

IT & ADMIN SUPPORT

BPCL MDP SESSIONS

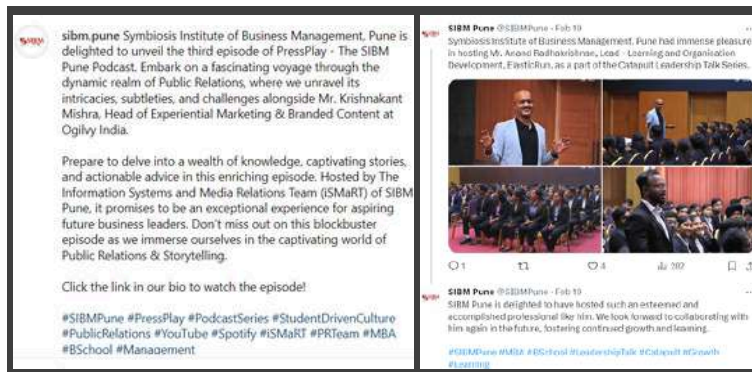
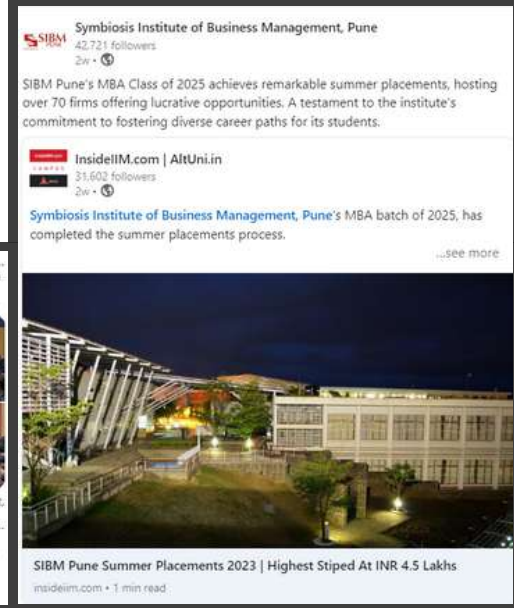
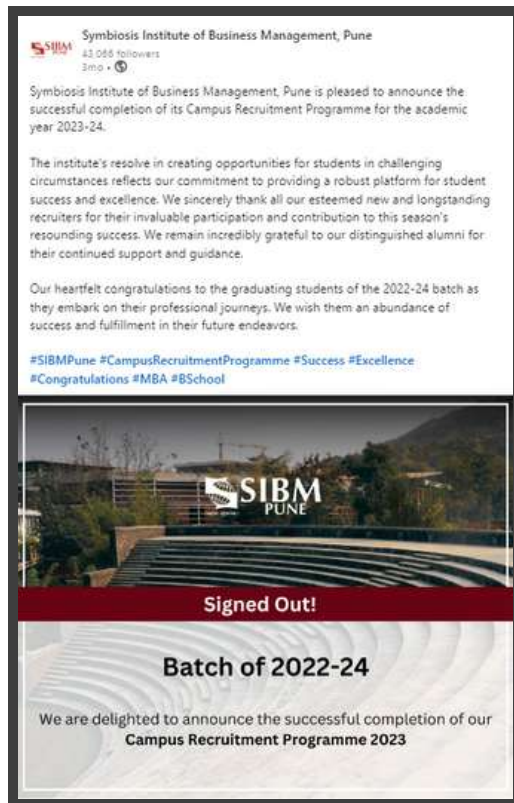
iSMaRT plays a crucial role in documenting BPCL sessions, organized by our esteemed Director and faculty in collaboration with Bharat Petroleum Corporation Limited. These sessions aim to impart valuable leadership and management lessons as part of a capability-building workshop. By providing comprehensive coverage, iSMaRT not only supports the administration but also reinforces the institute's dedication to nurturing professional growth and development among its stakeholders.



CONTENT CREATION

The team prioritizes crafting a robust content strategy and meticulously curating top-tier content for publication. This approach aims to effectively engage their target audience and solidify an impactful online presence. Central to their strategy is identifying optimal channels, themes, and formats that resonate with their audience while aligning with their core values and objectives. Through consistent delivery of valuable and engaging content, the team ensures accurate dissemination of information and updates to their global audience.

CONTENT WRITING & STRATEGY



CONTENT CREATION

VIDEOGRAPHY & CREATIVES



[Click on the images to view the social media posts](#)

Collaborations

"Collaboration is the fuel that allows common people to attain uncommon results." – Andrew Carnegie

In the pursuit of seamless and comprehensive event coverage throughout the year, iSMaRT, as the PR Team of SIBM Pune, collaborates extensively with all other Student Councils and Special Interest Groups (SIGs). Commencing with event-day coverage, the association progresses to the presentation of personalized photo frames to distinguished guests.

Our objective is to furnish students with insights into the corporate realm through interviews with esteemed panelists, who generously share their distinctive perspectives despite their demanding schedules. Various initiatives were undertaken by iSMaRT during the 2023-24 term, forging partnerships with other teams to ensure SIBM Pune receives ample PR and exposure.



Alumni Team



A Year at iSMaRT

JUNE

SHOPTALK
CATALYST
PROPELX
IMPERIO

JULY - SEPT

CATAPULT
MANTHAN
GENESIS
STARTUPVERSE
COLOSSEUM
REWIND
LUMIERE
AAROHAN
PRESSPLAY
ICONCLAVE
REPRISE
ENCORE WEST

OCT - DEC

THE GRAND PITCH
NEXUS
DWANDVA
JALSA
MENTAL WELLNESS WEEKEND
TRANSCEND LAUNCH
COFFEE WITH SIBM
RENDEZVOUS
UMANG
RESEARCH CONCLAVE

JAN - FEB

SARAANG
STARTUP DRIVE
BLOCK AND TACKLE
GRAVITAS
TRANSCEND
BUDGET SYMPOSIUM
FINOWITZ
E-SUMMIT

MARCH

SYMBIOSIS PREMIER
LEAGUE
PRERNA
RIDGES AND FURROWS
CARHIVAL
OPSTOCK
PARAMESH
SCRIBBLING DAY
BATCH PHOTOSHOOT

CLOSING NOTE

We extend our heartfelt appreciation to Dr. Shirang Altekar, Director of Symbiosis Institute of Business Management, Pune.

Our sincere gratitude also goes to Dr. Madhura Bedarkar, Deputy Director (Administration), Dr. V V Ravi Kumar, Deputy Director (Academics) at SIBM Pune, Mr. Anand Singh, Head of Administration, and the entire faculty and staff of SIBM Pune for their unwavering support and guidance throughout the academic year.

Their invaluable expertise has enabled us to achieve significant milestones and set new benchmarks. We would also like to thank the entire student body of SIBM Pune for their active engagement in iSMaRT's activities and events. Every individual who has contributed to iSMaRT's mission has played a crucial role in advancing SIBM Pune's brand and passion for excellence.

