

ANNUAL REPORT





**ASPIRANT
RELATIONS
TEAM**

2025



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SIBM Pune

Vision

Promoting international understanding through quality education.

Mission

- To inculcate the spirit of 'Vasudhaiva Kutumbakam' (the world is one family)
- To contribute towards knowledge generation and dissemination
- To promote ethical and value-based learning
- To foster the spirit of national development
- To inculcate cross cultural sensitization
- To develop global competencies amongst students
- To nurture creativity and encourage entrepreneurship
- To enhance employability and contribute to human resource development
- To promote health and wellness amongst students, staff & community
- To instill sensitivity amongst the youth towards the community and environment
- To produce thought provoking leaders for the society

Introduction

The Aspirant Relations Team (ART) serves as the face of SIBM Pune, acting as the primary point of contact between the institute and its prospective students for the MBA Regular and MBA Innovation & Entrepreneurship programs. As the main liaison, ART ensures smooth communication and provides comprehensive support throughout the admissions process. Our team fosters meaningful engagement, helping aspirants gain a deep understanding of SIBM Pune’s offerings and culture.

We empower students to organize events, engage with aspirants, and share their personal admission experiences. ART hosts a variety of events such as Advent, Ascend, Nexus, Snaptitude, Coffee with SIBM, and Battle of Empires, designed to strengthen the SIBM Pune brand and connect with prospective students. Through these initiatives, we provide aspirants with valuable insights, showcasing the unique opportunities SIBM Pune offers.

Meet the Team

<u>SENIOR TEAM</u>	<u>JUNIOR TEAM</u>	<u>INTERIM TEAM</u>
Aarushi Sharma	Anshul Dua	Abhimanyu Bhanot
Atharv Arya	Arjun Chauhan	Anagha S Bipin
Gayatri Patil	Gaddam Sai Lochan	Gaddam Sai Lochan
Gumma Mansa	Glen Dsouza	Glen Dsouza
Muskan Dhiman	Prajjawal Pande	Prajjawal Pande
Pooja R	Rushali N M	Rohit Khatua
Rohan Joshi	Simran Thusoo	Rushali N M
Sakshi Agawane	Sreyashi Nandi	Siddhi Jakhotiya
Suddhasatta Chowdhury	Tanisha Nagpal	Sreyashi Nandi

Social Media Presence



Instagram Reach – 161K



Content interaction – 61.2K



New Instagram followers gained – 685



Instagram post views – 485K



Facebook page reach – 236K



YouTube views – 97K



New YouTube subscribers – 217

Onboarding- Battle of Empires

Date: 15th May to 1st June 2024

To promote teamwork, collaboration, and engagement among the incoming batch, ART organized Battle of Empires 2024.

- An interactive online event designed to connect students from diverse backgrounds across the globe.
- In this initiative, students were grouped into teams and assigned an empire.
- They creatively represented the empire through innovative visuals, infographics, and compelling captions.
- They interacted with their peers, articulated their ideas, and developed strategic thinking in an interactive format.



Advent 2024

Date: 19th – 20th July 2024

Advent 2024 embraced the theme '**Questland: Pause, Unwind, Play**', bringing together SIBM Pune's MBA students for a thrilling experience of strategy, teamwork, and spirited competition. As the first event organized by the Aspirant Relations Team (ART) for the batch of 2024-26, Advent 2024 set the tone for a dynamic and engaging academic journey.

The event was designed to offer both fun and meaningful challenges that encouraged collaboration among students. The excitement unfolded through three unique challenges:

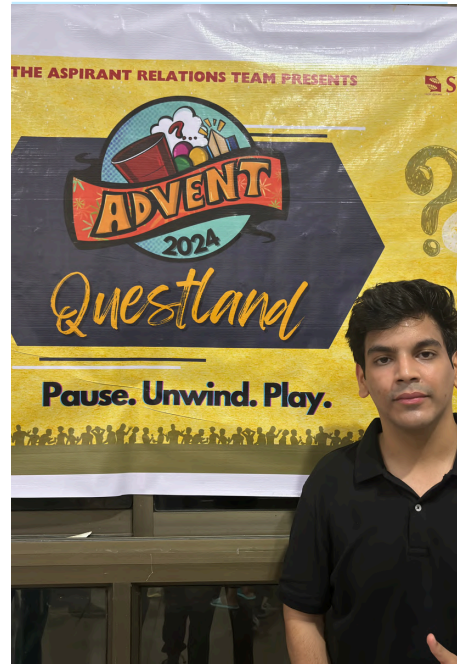
- **Cuppa Jenga:** A strategic twist on the classic Jenga game, where teams were put to the test to maintain balance and structure under pressure, strengthening their teamwork and problem-solving skills.
- **Question Roulette:** A fast-paced, creative challenge that tested quick thinking, wit, and creativity as participants faced unexpected questions and had to come up with innovative answers on the fly.
- **Relay Rampage:** A high-energy race requiring agility, coordination, and seamless collaboration as teams competed in a series of fun and physically demanding tasks.



Advent 2024



CUPPA JENGA



QUESTION ROULETTE



RELAY RAMPAGE

Ascend 2024



Date: 3rd – 4th August 2024

The Aspirant Relations Team (ART) at SIBM Pune organized Ascend 2024: 'Where Dreams Take Flight', to support MBA aspirants in their preparation journey. This initiative provided invaluable insights into the SNAP examination and a comprehensive understanding of the MBA experience at SIBM Pune. Through Ascend 2024, aspirants gained detailed **strategies for exam preparation**, explored the various specializations offered at SIBM Pune, and engaged directly with current students, helping them understand what it takes to succeed at one of India's top B-schools.

Prime Objective:

- Equip aspirants with effective strategies for excelling in the SNAP examination.
- Provide personalized guidance on section-wise exam strategies for Analytical & Logical Reasoning, Quantitative Aptitude, and General English.
- Help aspirants master time and stress management techniques, including practical methods like time-blocking and goal-setting (WOOP method).
- Offer a deeper understanding of SIBM Pune's academic resources, student culture, and placement records.
- Foster an inclusive, interactive environment where aspirants can ask questions, engage in discussions, and receive personalized support.
- Prepare participants with critical exam strategies, practical techniques, and insights into life at SIBM Pune.

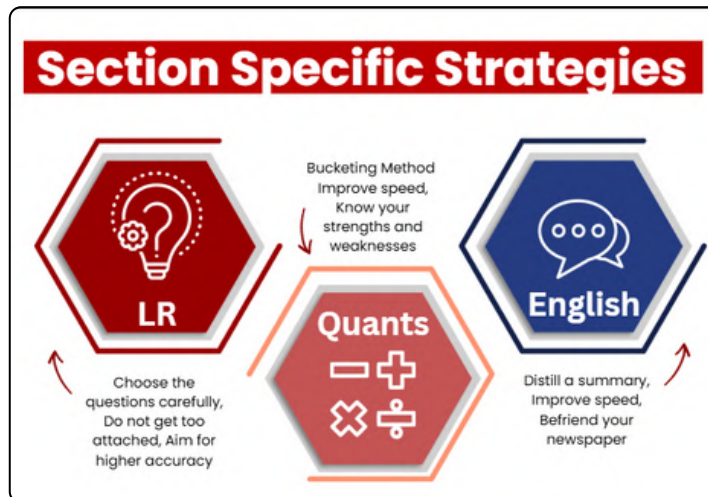
Ascend 2024

Online Engagement and Connect:

To ensure broad participation, Ascend 2024 was conducted online across multiple platforms, enabling 401 aspirants to interact with SIBM Pune's students. Activities included interactive SNAP-pattern Kahoot quizzes, section-wise exam strategies, and discussions on tackling weak areas. ART also maintained a strong presence on social media platforms like Instagram, WhatsApp, and Facebook, providing ongoing support and addressing aspirants' queries. Additionally, YouTube sessions were conducted to further guide and engage aspirants, offering them a comprehensive understanding of the preparation process and life at SIBM Pune.



Ascend 2024



SNAP TIPS AND TRICKS

KAHOOT QUIZ



Time Management



Time Blocking Technique

TIME MANAGEMENT TIPS

Nexus 2.0



Date: 13th – 15th October 2024

NEXUS 2.0, a **three-day virtual event** by the ART of SIBM Pune, provided MBA aspirants with insights, discussions, and practical strategies to navigate their career paths. The event aimed to provide a holistic approach to both personal and professional growth.

- **Day 1:** 'Entrepreneurship and MBA' focused on the power of combining an entrepreneurial mindset with an MBA, emphasizing how this fusion drives innovation and success.
- **Day 2:** 'Prioritizing Mental Health' centered on the importance of mental health, offering practical tips on stress management and building resilience in a high-pressure environment.
- **Day 3:** 'Business Awareness' provided critical insights into industry trends and essential business concepts, helping aspirants stay informed and adaptable in today's dynamic business world.

We also launched the second edition of SIBM Pune's exclusive **SNAP mock test, SNAPTITUDE**, on the 25th and 26th of October 2024, as part of NEXUS 2.0. This 60-minute test was meticulously designed to replicate the SNAP experience, offering aspirants an opportunity to fine-tune their approach ahead of the exam.

- **Registrations: 1,200+**
- **Impressions: 45K+**

Nexus 2.0

ENTREPRENEURSHIP AND MBA

ENTREPRENEURIAL ECOSYSTEM AT SIBM PUNE

- 1** The **Grand Pitch** functions as SIBM's very own "Shark Tank", enabling startups to secure funding
- 2** During the Grand Pitch event held on October 6, 2023, startups secured a total funding amount of **Rs. 5.7 Crores**
- 3** With over **80+ revenue-generating ventures**, SIBM Pune offers an unparalleled platform for students

THE GRAND PITCH
Oitary Bagged 7,50,000/-



MINDFULNESS

- 1** **Box Breathing exercise** is a deep breathing technique to help center your focus
- 2** A **Body scan** helps you notice stress by focusing on your body's sensations, so you can release it.
- 3** Taking **Mindful breaks** during the day keeps you grounded and prevents burnout



PRIORITIZING MENTAL HEALTH

BUSINESS AWARENESS

THE IMPORTANCE OF BUSINESS AWARENESS IN CAREER GROWTH

- 1** Anticipate opportunities and challenges
- 2** Spot trends and competitors early
- 3** Leverage technological advances and enhance networking
- 4** Adapt to customer behavior changes and make informed decisions



Coffee with SIBM



Coffee with SIBM is the flagship event hosted by the Aspirant Relations Team, serving as an interactive and insightful platform for MBA aspirants. This year marked the **19th edition** of the event, held from **27th November to 1st December 2024**, both online and offline, across 12 cities. The event saw an overwhelming participation of over 1,600 aspirants, offering them a chance to interact directly with the team and gain valuable insights into their MBA journey at SIBM Pune.

Event Overview:

The event provided aspirants with an opportunity to clear their doubts about the **SNAP examination, MBA life**, and the overall **admissions process** at SIBM Pune. It was also an opportunity for aspirants to receive guidance on various critical aspects of their preparation, as well as life after admission. The sessions were conducted by **batch toppers** and **current students**, providing first-hand experiences and practical tips for success.

Cities:

Ahmedabad, Bengaluru, Chandigarh, Delhi, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, Nagpur, Noida and Pune

Key Highlights of the Event :

- **SNAP Preparation Strategies:** Participants were provided with section-wise tips and strategies tailored to improve performance in different sections of the SNAP exam. These strategies helped aspirants prioritize and focus on key areas for effective exam preparation.

- **Interactive SNAP-patterned Quiz:** The event featured an engaging SNAP-patterned quiz, where participants tested their knowledge and competed for exciting prizes. The quiz was designed to simulate the pressure and format of the real exam, offering aspirants a glimpse of what to expect.
- **GE-PI Guidance:** One of the main highlights was the Group Exercise (GE) and Personal Interview (PI) preparation. Aspirants received valuable insights into the GE-PI process, understanding the key aspects of these stages in the admissions process. This segment was led by experienced students who had successfully gone through the process themselves.
- **Life at SIBM Pune:** Current students and batch toppers shared their experiences, offering a comprehensive view of life at SIBM Pune. Topics such as academic rigor, student culture, campus facilities, and placements were covered in detail, giving aspirants a complete understanding of what awaits them at one of India's premier B-schools.

Primary Objectives :

The core objective of Coffee with SIBM is to serve as the first point of contact between aspirants and SIBM Pune, introducing them to the institute's offerings and culture. Additionally, the event aimed to:

- **Foster Peer Interaction:** Provide a platform for aspirants to connect and build a community that learns from shared experiences.
- **Clarify Aspirants' Doubts:** Address common queries related to MBA, SNAP preparation, and SIBM Pune admissions. The interactive sessions allowed aspirants to clear their doubts directly with current students and batch toppers.
- **Provide Tailored Guidance:** Assist students in their last-mile SNAP preparation through daily quizzes, study materials, and personalized Q&A sessions with students from the previous batch.

- **Prepare for GE-PI:** Provide preparatory materials and guidance for the GE-PI rounds to help aspirants excel in the next stage of the admissions process.

Hosts and Team :

The event was led by a dedicated team of hosts, who guided the sessions in each city and ensured smooth interactions. Some of the key hosts for various cities included:

- **Ahmedabad, Jaipur, Mumbai:** Simran Thusoo, Tanisha Nagpal, Prajjawal Pande
- **Delhi, Chandigarh, Noida:** Atharv Arya, Sakshi Agawane, Arjun Chauhan, Glen Dsouza
- **Bengaluru, Hyderabad, Nagpur:** Gaddam Sai Lochan, Sreyashi Nandi, Rushali NM, Rohit Khatua
- **Kolkata, Lucknow, Pune:** Gayatri Patil, Pooja R, Muskan Dhiman, Suddhasatta Choudhury, Rohan Joshi

Digital Engagement & Reach :

- **Digital Promotion:** Trailers, teasers, event posters, and videos were shared across YouTube, Instagram, WhatsApp, and Telegram to generate excitement.
- **Social Media Reach:**
 - **Instagram:** Increased followers and engagement, reaching over 89.2 K accounts.
 - **Telegram/WhatsApp Channels:** Direct interaction with over 1k aspirants for real-time support.
 - **Video Promotion:** Engaging teaser and promotional videos on YouTube, Instagram, and Facebook.
 - **Dedicated WhatsApp and Facebook Groups:** Ensured aspirants had access to event details and quick replies to queries.

Coffee with SIBM, Edition 19 provided aspirants with an enriching, informative experience just before the SNAP examination, offering them motivation and clarity for the next steps in their MBA journey.

Coffee with SIBM



AHMEDABAD



BENGALURU



CHANDIGARH



DELHI



HYDERABAD



JAIPUR



KOLKATA



LUCKNOW



MUMBAI



NAGPUR



NOIDA



PUNE

Coffee with SIBM 2.0

Coffee with SIBM 2.0 (CWS 2.0) was an exclusive **online event** organized for candidates **shortlisted for the GE-PI process** at SIBM Pune. Held on 25th January 2025 and 26th January 2025, at 6 PM via Zoom, the event was conducted by senior members of the Aspirant Relations Team :

- | | |
|------------------|--------------------------|
| 1. Gumma Manasa | 6. Muskan Dhiman |
| 2. Rohan Joshi | 7. Aarushi Sharma |
| 3. Atharv Arya | 8. Sakshi Agawane |
| 4. Gayatri Patil | 9. Siddhasatta Chowdhury |
| 5. Pooja R | |

Objectives:

The event aimed to help aspirants gain clarity and confidence as they progressed in their MBA journey, focusing on strategies for the GE-PI process and providing insights into life at SIBM Pune.

Sessions Covered

- **Strategies for GE-PI:** Expert tips to excel in the Group Exercise and Personal Interview rounds.
- **Career Opportunities & SIBM Pune's Culture:** Insights into career prospects and the dynamic student-driven culture at SIBM Pune.
- **Open House:** A dedicated session to address any queries from the aspirants.

CWS 2.0 provided valuable guidance, helping aspirants prepare effectively for the GE-PI process and understand the opportunities awaiting them at SIBM Pune.



Admissions 2025

ART spearheaded SIBM Pune's admissions process for MBA Regular and MBA Innovation & Entrepreneurship programmes. The GE-PI process was conducted in two phases for 6412 candidates across diverse backgrounds. The **Admissions 2025** process of SIBM Pune was successfully conducted by the Aspirant Relations Team under the guidance of the **Director of SIBM Pune – Dr. Shirang Altekar**, Deputy Directors, Administration, teaching and non-teaching staff, and student volunteers.

The institute is widely known for its innovative and seamless admission process. The entire process is fair and transparent, providing equal opportunities for all the candidates involved, and is designed to assess their overall personality. The process was conducted for the **two programmes** offered at SIBM Pune i.e. **MBA Regular and MBA in Innovation and Entrepreneurship**. The entire process spanned over a period of 10 days and two windows, i.e., 5th February 2025 to 9th February 2025 and 12th February 2025 to 16th February 2025. To kickstart the Admissions process, ART launches several social media content to inform the aspirants about the upcoming process and experience.

Key initiatives undertaken:

- Introduced the **Immersive Assessment** to evaluate EQ, personality traits, focus, and conflict management.
- Integrated insights from assessment into GE-PI rounds for a well-rounded candidate evaluation.
- Ensured top candidates secured their place in the institute.

This year, we published:

- **Journey to Admissions video series** – Short clips by current SIBM Pune students describing their Admissions experience and smart tips to tackle stress and anxiety.

- **My SIBM Story** – Series of Posts on POVs of 5 different students for choosing SIBM Pune. The differentiating factor for why they chose SIBM and their unique journeys shall be highlighted.
- **Inspiring Minds** – Series of Posts on 5-star performers in 5 different fields (Case comps, Sports, Council head, Startup founder, Professional certifications)
- **Success Blueprint** – Posts about the post-MBA Journey of 5 SIBM Alumni of both MBA Regular and MBA I&E. The alumni shared their success stories. (3 Regular + 2 I&E)

Note – Admissions under the IS (International Students) category is held separately, and does not come under the purview of the Aspirant Relations Team.

The second phase of Admissions, the GE-PI process for both programmes consisted of the following stages:

1. Group Assessment:

Group Exercise (MBA): The group exercise examines one's ability to come to a consensus about a given topic. This year two separate formats of group exercises were designed for both the phases of Admissions.

- In the first phase, A 4x4 feasibility-importance matrix was given, categorizing each solution as A, B, C, or D. One problem statement and four related solutions were given. After categorizing the solutions, the candidates had to prioritize either Category A (high feasibility, low importance) or Category D (low feasibility, high importance).
- In the second phase, the problem statement was examined through two parameters, and each parameter included two specific issues to analyze. The candidates had to select one critical issue from each parameter based on its significance and had to propose one solution for each selected issue, ensuring the solution corresponds to its respective parameter.

Group Exercise (MBA-Innovation and Entrepreneurship):

The same pattern of two formats was also followed for this programme:

- In the first phase, A starting point, midpoint, and endpoint representing three phases of a scenario were given. There were two blank spaces, and candidates were given nine options to fill them in. The first blank connected the starting point to the midpoint, and the second blank connected the midpoint to the endpoint.
- In the second phase, A problem statement and three solutions were given. The candidates had to select the best solution from the three. Then, they had to identify one potential challenge with the selected solution, and then they had to give one remedy for the identified challenge.

2. Individual Assessment:

Personal Interview: The personal interview or rather an interaction is designed in a creative way to judge the 360-degree skills of a candidate appearing for Admissions in SIBM Pune. It aims to assess the candidate's academic skills, personality, prior experiences, decision-making, negotiating skills, empathy and mindfulness in a very practical setup. The interview panels overtaking this crucial task consisted of SIBM Pune's esteemed faculty as well as external panelists who are stalwarts at leading companies.

Immersive Assessments:

This year, SIBM Pune is one of the prestigious B-schools in the country to incorporate Immersive Assessments in the admissions process in the year 2025. The variety of assessments examined the candidate's Emotional Quotient, Conflict management skills, and Focus & Attention. Over and above the traditional method of questionnaire or simple discussion. Though easy to play, these skill tests helped the panelists understand the personality of the candidate to design the interview as required.

Insights gathered through the reports generated from the assessments were added to the candidates' profiles and helped the panelists understand them better. The reports were collated by a panel who are experts in psychometric benchmarking, content reliability, and cognitive analysis. Thus, the reports were an accurate measure of a student's skill and knowledge along with assessing their soft skills, such as Emotional Quotient, Conflict management skills and Focus & Attention.



Shortlisting of the Aspirants:

The first phase of Admissions is the SNAP tests conducted on the 08th, 15th and 21st of December 2024. The candidates are shortlisted for the subsequent round based on their performance. Aspirants were shortlisted for the GE-PI process on the basis of their SNAP scores. This year, more than 6,400 candidates were shortlisted for the GE-PI process across both courses.

The second phase of Admission is the GE-PI rounds, post which the selected candidates are offered admission to the institute.

Information outflow:

Shortlisted candidates were informed about the declaration of results via email and the SIU online portal. All the candidates had to log in to the portal available on the SIBM Pune website and had the option to choose their interview date and time-based on their preference after filling up the SNAP common form and uploading the documents containing all the necessary details. GE-PI Slots – The shortlisted students had the option to choose the following dates for appearing in the GE-PI rounds as per their convenience: 5th, 6th, 7th, 8th, 9th, 12th, 13th, 14th, 15th, and 16th February 2025.

Each day had two slots, Morning and Afternoon, with the following timings:

Morning slot timings: 07:30 AM to 12:30 PM

Afternoon slot timings: 12:30 PM to 05:30 PM

Each candidate was allotted a GE-PI ID to identify their candidature throughout the process. The same were used for reference in the Zoom video call and by the panelists to upload their assessment on the portal.

The GE-PI ID was given in the following format:

- First letter - R (for Regular MBA course) & I (for I&E MBA course)
- Second and third letter - Range from 05 to 09 and from 12 to 16 (to indicate the date of the process)
- Fourth letter - X or Y (X for the Morning slot, Y for the Afternoon slot)
- Fifth, sixth and seventh letter - The fifth letter used was G indicating group, and the other two letters ranged from 01 to 08 (01 for 1st group, 02 for the second group, and so on)
- Eighth and ninth letter - Range from 01 to 08 (indicating position in the group)

Thus, a student who had applied for the regular MBA course, and had booked the morning slot on 6th February, and had been allotted the 6th position in the 4th group, had the following GE-PI ID number: R06XG0406 Similarly, a student who had applied for the I&E MBA course, and had booked the morning slot on 6th February, and had been allotted the 5th position in the 4th group, had the following GE-PI ID number: I06XG0405.

Arrangements for Specially-Abled Candidates:

Every year, a variety of **Diversity & Inclusion initiatives** are put into place, all while firmly sticking to the university ideal of "**Vasudhaiva Kutumbakam.**" To ensure the same joy and excitement for all the aspiring candidates, the Aspirant Relations Team of SIBM Pune implements changes like:

- **QR codes** in the call letters for the candidates who wish to hear out the letter's content.
- A **dedicated helpline by ART** throughout the Admissions phase to support the candidates.

- All the videos related to Admissions have a translated version with **Indian Sign Language by an ISL interpreter**.
- **Closed captions** are also provided for all the videos for reading the message conveyed.
- During the GE-PI rounds, the students of SIBM Pune volunteering for the mediation are sensitized towards special needs for being empathetic and friendly.
- Captions of required, ISL interpretations for important instructions were offered to ensure a seamless process.

Buddy Program:

The **Buddy Program 2025** kicked off after the release of the list of shortlisted candidates for the **GE-PI process**. The primary objective of the Buddy Program is to offer support to shortlisted candidates as they prepare for their journey to **SIBM Pune**. The entire first-year batch, including both **MBA Regular** and **MBA Innovation and Entrepreneurship** students, volunteered for the program.

Each shortlisted candidate was assigned a **buddy** - a first-year student who acted as their single point of contact for all queries related to the admission process, previous year experiences, expectations, and preparation strategies.

Each buddy was responsible for approximately **12 to 15 candidates**, and they communicated using their official college email IDs, with their respective **ART SPOC** kept in the loop for transparency. Buddies also sent timely reminders about important deadlines and shared **Sizzlers and Silhouettes** - informative newsletters offering insights into life at **SIBM Pune**, including details on student-driven councils and special interest groups (SIGs). Additionally, the newsletters included information on prominent corporate competitions in which students excelled, guiding aspirants in their preparation and offering a glimpse of the opportunities that await them at **SIBM Pune**.



THANK YOU