



vitaraka
The HR & IR Club

ANNUAL REPORT

2022-23



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ACTIVITY CALENDAR FOR ACADEMIC YEAR 2022-2023

• JUNE •

- It's Personnel
- Char'iculum Vitae

• DEC •

- HRecall 8.0
- Trivia Challenge

• JULY •

- Prep-Shaala
- ReHRsal

• JAN •

- cHRySalis
- HReplica

• AUG •

- HR Compendium
- aHRticutate

• FEB •

- caHRnival

• OCT •

- Experts' aHRchive
- HR Fusion 6.0

• MAR •

- Internship Hackathon

INTRODUCTION

Vitarka, the HR and IR Club is a Student Interest Group (SIG) at SIBM Pune. 'Vitarka' is the Sanskrit word for ideation, deliberation and application of concepts, the ethos that also drives the official HR & IR club of the institute. The group activities are all initiated by its student members who are ardently passionate about HR and work tenaciously to arouse interest in different aspects of Human Resource Management within the student body. This year Vitarka conducted a number of successful learning initiatives in online, offline and hybrid mode, along with organizing National Level B-School competitions and workshops which saw a huge participation from B-Schools across the country..



Vision

To carve Human Resource professionals out of MBA students, through ideation, deliberation and application of concepts, in pursuit of excellence.



Mission

- Train MBA students by facilitating various lectures, group discussions, reading content, interviews, and competitions.
- Conduct in-depth analysis of established and upcoming HR trends to curate material for academic purposes.
- Provide an inclusive platform for all HR enthusiasts to explore the vast ocean of HR knowledge and share the latest developments in HR.
- Develop team-building spirit and interpersonal skills needed in the corporate world among students through their active participation.

➤ It's Personnel

JUNE 2022

Vitarka organised the first session of the academic year, 'It's Personnel', a fun and interactive ice-breaker session with the super seniors! The session was organised over MS Teams for the incoming batch to alleviate their apprehensions about "MBA life" by letting them interact with their super-seniors, the recently graduated students who have all the knowledge to share about the "SIBM Life"! The session was specifically curated to help them understand the nuances of the two year journey that they had embarked on and how they could make the best of it.



➤ Char'iculum Vitae

JUNE 2022

Char'iculum Vitae, was Vitarka's first competition for the academic year, open to all specializations of SIBM Pune. In the competition, the students had to create innovative CVs in a 1 minute video format. The students had to select a character from their favourite TV show/web series/novel where the character must be fictional (for example, one could choose Neo but not Keanu Reeves) and had to make a video resume for the chosen character. Winners got featured on our Instagram handle and received certificates (CV pointers).



➤ Prep-Shaala

JULY 2022

Vitarka organised a series of lectures with the support of the senior batch on various topics in the subject of HR to equip the juniors with the basic HR knowledge required for the rigorous Summer Internship Recruitment Programme. Crucial and relevant HR topics like Organisational Behaviour, Learning and Development, Talent Management, and Labour Laws were covered extensively during the classroom sessions. The sessions were followed by a small quiz on the topics taught in the class to ensure maximum learning and engagement from the students.



➤ ReHRsal - MOCK GD-PI

JULY 2022

Vitarka successfully organised 'ReHRsal', a mock GD-PI process for the HR batch, to further supplement their preparation for the Summer Internship Recruitment Programme, specifically from Human Resources perspective. Multiple panels consisting of seniors were constituted to ensure the smooth process of parallel interviews. Post the mock interviews, students were given feedback immediately, woven together with valuable industry insights. They were given tips on how to improve their answers and what resources to use to hone their knowledge. For mock GDs, students were split into groups and assigned contemporary topics. They were given time to put forward their own points and then discuss as a group. The panel observed their behaviour and provided feedback based on their interactions.



➤ HR Compendium

AUGUST 2022

Vitarka presented the HR Compendium 2022, an edition that was specially curated with a few handpicked Case Studies that would help students ace their SIRP. Although solutions were provided for guidance, students were encouraged to discuss the cases with their friends, brainstorm and come up with multiple innovative solutions. This compendium was distributed via email in August 2022.



➤ aHRticutate

Vitarka successfully conducted its Annual National Level Article Writing Competition "aHRticutate" on Unstop with the message "Think.Create.aHRticutate". It gave an opportunity for students to pen down their thoughts related to the HR domain and beyond. The competition was organized across all the MBA colleges of India. "aHRticutate" was designed to bring out the cognitive writing skills in the HR domain. The event provided participants a platform to make a mark with their wit and delve deeper into the emerging concepts of HR. It involved a short listing of final topics based on the current relevance on which participants prepared articles. The best articles were published Vitarka's annual magazine 'HR Fusion', and won prizes up to ₹15000.

AUG-SEP 2022

Registration Open till 17th August

Cash prizes worth 15k!

National Level Article Writing Competition

Shishek Agarwal +91 77238 68281

Parth Ranade +91 88886 99199

➤ Experts' aHRchive

OCTOBER 2022

Experts aHRchive was conducted in October 2022 and comprised of online interviews with a series of HR leaders & professionals from Tata Elxsi, Doha Bank, Samsung India, and IDFC First Bank. The industry stalwarts shared their experiences, career journeys, insights on industry trends, how they see the workforce evolving and gave industry specific inputs which enriched our knowledge and awareness about the landscape. The interviews were transcribed and published in Vitarka's magazine HR Fusion 6.0.



➤ HR Fusion 6.0

OCTOBER 2022

The annual HR magazine - HR Fusion 6.0, was published in October 2022 with the objective of helping the students of the HR specialization to develop an understanding of the best industry practices while gaining a forward-looking perspective in the world of Human Resources Management and Industrial Relations. The publication included transcripts of a live interview series with HR leaders and professionals “Expert’s aHRchive”, where industry leaders candidly shared their experiences and their opinions regarding future trends in the industry. Award winning articles from Vitarka’s National Level Article Writing Competition “aHRticutate” were also included in the magazine so as to create an environment of peer learning amongst the students.

The Interim team of Vitarka comprising the students from MBA 1 also contributed articles about the various facets of HR including employee centric wellness practices, supporting LGBTQ+ rights, gamification in learning and development, etc.



➤ HRecall 8.0

DECEMBER 2022

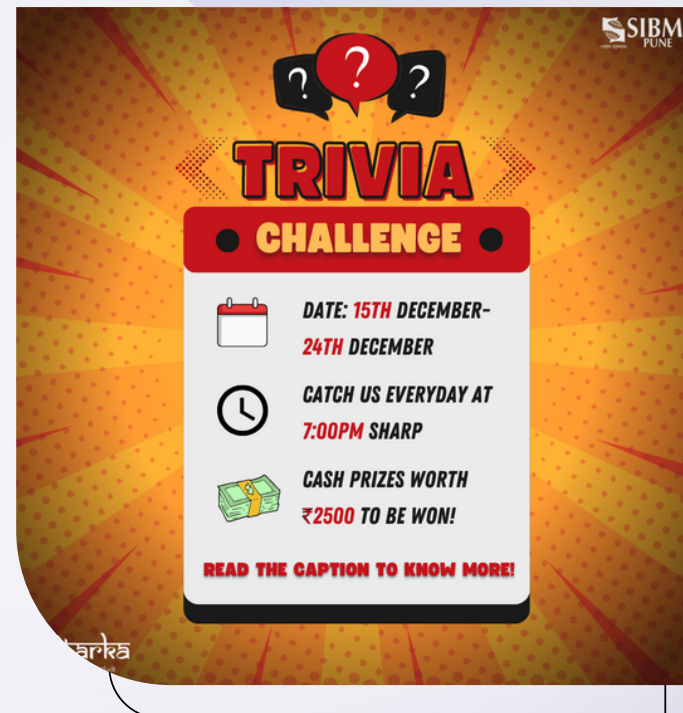
HRecall 8.0 carried forward the tradition of compiling crucial topics from the domains of Human Resources and Industrial Relations for the students of MBA 2 , in order to effectively equip them for the Campus Recruitment Programme 2022. This compilation was aimed towards ensuring the students would be able to excel in the Group Discussions, Case Discussions and Personal Interviews during the recruitment process. It included upcoming HR trends, a compendium of HR concepts, updated Labor Laws and best HR practices - a comprehensive collection of the literature which a student would need to gain an overall understanding in the domain of Human Resource Management.



➤ Trivia Challenge

DECEMBER 2022

The HR Trivia Challenge was conducted over a 10-day duration in December 2022 on Instagram for all the students of SIBM Pune from the Flagship as well as the I&E program. It involved a daily dose of trivia questions posted on the Vitarka Instagram page and a cash prize of ₹1500 for the final winner and ₹1000 for the runners up+ certificates for the top 5 participants. The Trivia Challenge saw enthusiastic participation from the students.



➤ cHRySalis 2023

NOV '22-JAN '23

cHRySalis 2023 was a national-level case study competition organized during Transcend '23, the Annual Management and Cultural Fest of SIBM Pune. The case competition was hosted on Unstop and had over 39000 impressions and 450+ registrations from B-schools across the country. It tested the HR knowledge and skills of the participants through multiple rounds such as the online quiz, the case study submission and the final on-campus round where the final Changemakers visited the SIBM Pune campus and presented their solutions in front of industry stalwarts from organisations such as Godrej Properties Ltd. and _VOIS. The rewards for the winners included cash prizes worth ₹35000.



➤ HReplica

JANUARY 2023

HReplica was an industry engagement session conducted by the industry's finest on the topic "The Secret to a Non-Linear Career Path." The event was conducted in collaboration with the Social, Entrepreneurship and Consulting Cell of SIBM Pune, as part of the Annual E-Summit 2023. We were proud to host Mr. Vineet Rajan, Head of Engagement Marketing at SAP and an esteemed alum of SIBM Pune from the batch of 2008. Mr. Rajan specializes in augmenting brand visibility through strategic integrated marketing campaigns with social and digital media. He is a Content Marketing leader with over 15 years of entrepreneurial and corporate experience. His experiences and learnings provided the students with a well-rounded understanding of the current industry trends.

Mr. Rajan is also the founding member of IndiBlogger - The most prominent Indian Blog directory and popular blogger community. He has demonstrated experience in building organisations from scratch. His unique way of engaging the audience resulted in enthusiastic interactions with the students, who had much to learn from him and his entrepreneurial journey.

SECC | vitarka

E-SUMMIT '23

NO GUTS, NO GLORY

Co-sponsored by Chandulakha Saras

HR replica

Vineet Rajan

TOPIC: The Secret to a Nonlinear Career Path

6th January, 2023

Styling Partner UBUNTU Incubation Partner SCEI Education Partner Knowledge Partner Platform Partner



Vitarka successfully conducted caHRnival - its flagship annual national case competition, with an unconventional twist this year. The competition was based on the legendary Harry Potter novels and involved a case statement which would revamp the HR strategy of Hogwarts School of Witchcraft and Wizardry. Conducted in February 2023 and hosted on Unstop, caHRnival witnessed over 10500 impression and 245 team registrations from premier B-schools across the country. It was held in two rounds: Round 1 of the National Finals required participating teams and individuals to present their ideation to the judges. The top 3 teams went forward to Round 2 where they were allowed to question each other and expose flaws in their opponents' conceptualization and practicality.

Our esteemed faculty Dr. Sonal Shree and Dr. Sujoy Sen guided the participants through the process by providing valuable insights and direction as panelists. The rewards for the winners included a prize pool worth ₹22500.



➤ Internship Hackathon

The Internship Hackathon 2023 organized in March 2023, saw the students from the MBA 2 HR batch stepping forward to share their internship experiences with their juniors from MBA 1 for a series of 3 candid sessions. The series invited the outgoing HR batch to talk about their summer internship journey while working in various sectors such as Automotive, FMCG as well as IT. They described their experiences while providing tips and tricks to excel during the Summer Internships. The highly interactive sessions provided an opportunity for the juniors to resolve their doubts about their upcoming summer internships while connecting with the seniors about how to make the best of the internship experience.

MARCH 2023

vitarka
The HR & IR Club

SIBM
PUNE

INTERNSHIP HACKATHON

Crack the code to ace your internship!

Akshita Garg
P&G Intern

Rajath J
Nestle Ltd. Intern

Taniya Sinha
TCP Ltd Intern

Google Meet · **10th March, 2023** · **4:00PM - 5:00PM**

Sector: FMCG
Learn, Ask, Experience!

➤ Social Media Engagement

1. GK Review and HReview

Regular posts on the official Vitarka Instagram page include GK Review and HReview, which aim to keep the students of SIBM Pune as well as our peers across other B-schools updated with the current happenings across the world related to GK and HR. The content is intensively researched and curated, and presented to the students in a crisp and creative format to ensure engagement and learning.



➤ **Social Media Engagement**

2. Leadership Posts

Regular content about industry stalwarts in the field of Human Resources and their achievements aims to inspire the students by introducing them to role models who have achieved great heights in their careers. It also helps the students to familiarise themselves with the who's who of the HR world.



➤ Social Media Engagement

3. Weekly Newsletter

A compilation of the information published throughout the week is shared with the students of SIBM Pune in the form of a weekly newsletter. This weekly publication clubs together the news shared via HReview and GK Review for each week and also contains embedded links to the original news articles for more detailed information. The aim of these weekly publications is to help the students to gather a repository of relevant data to refer to in their attempts to gain more general and HR-specific knowledge in preparation for the Summer and Final placement processes.



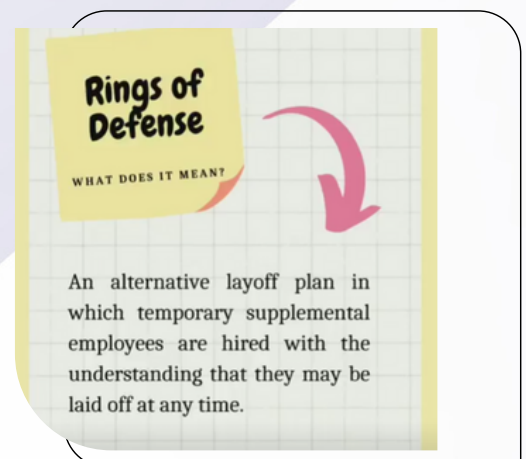
➤ Social Media Engagement

4. Presenting Facts as Facts (PFAF)

The Presenting Facts as Facts (PFAF) series on the Vitarka Instagram page has been successful in equipping the students with relevant data points to substantiate their points of view during Group Discussions, debates, Case Competitions as well as Personal Interviews. The weekly series attempts to increasingly add value to the students' knowledge in the form of facts and figures gathered from various trusted sources.

5. HR Lingo

In an effort to acquaint the students of SIBM Pune with new and old HR terms and jargon, HR Lingo is a weekly series that breaks down and explains the meaning of these terms in a simplified way. This accomplishes the dual purpose of introducing students of all specialisations to the basic HR concepts, while helping to expand the students' vocabulary of HR terminologies.

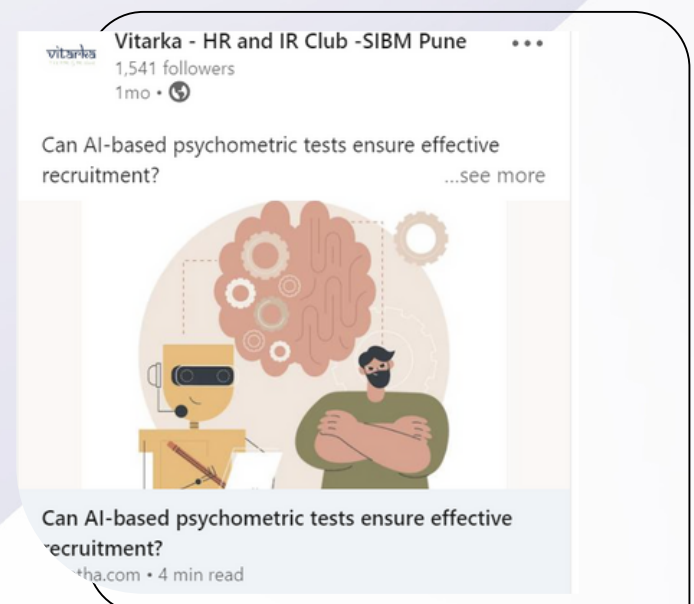


➤ Social Media Engagement

6. Wizardry of Words

An important part of the weekly engagement through the LinkedIn page of Vitarka is the Wizardry of Words (WoW) series, which involves sharing articles and posts about the latest trends and news in the domain of Human Resources and Industrial Relations across the world. This series is an attempt to expose the students to new initiatives in the industry and how these initiatives result in evolving workplace dynamics. There is a large amount of information available across various social media platforms and publications, and the WoW series attempts to curate this information to ensure the students do not miss out on important happenings in the HR and IR domain.

The series covers articles from well-known HR media platforms such as People Matters and HR Katha, in a wide range of HR-specific subjects including Learning and Development, Industrial Relations, Talent Management, Performance Management, Compensation and Benefits, Organizational Behaviour, HR Analytics and others.



➤ **Outgoing S-Team**



From left to right:

Deepanshu Tyagi, Darshna Verma, Ishika Agarwal,
Sakshi Mehta, Sagar Naik

➤ Incoming S-Team



From left to right:
Eesha Singh, Cherry Patwari, Natasha Rajyaguru,
Parth Ranade

➤ J-Team



Abhishek
Agarwal



Cherry
Patwari



Eesha
Singh



Monosij
Banerjee



Parth
Ranade

➤ I-Team



Abhishek
Agarwal



Cherry
Patwari



Eesha
Singh



K Sirish



Parth
Ranade