



SIBM
PUNE



CORPORATE INTERFACE TEAM

ANNUAL

REPORT

2019-2020

This document highlights the major events conducted by the Corporate Interface Team of SIBM Pune during the academic year 2019-2020.

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OVERVIEW

The Corporate Interface Team, a student run initiative, is the face of SIBM Pune in the corporate world. The fundamental goal of the team is to conceptualize, develop and execute events which supplement the institute's pedagogy. The team has always tried to build, sustain and enhance this institute's relationship with the Indian corporate world and build on the brand 'SIBM Pune' in the industry. CIT, in the academic year 2019 - 2020, has strived to enhance the knowledge and learning of the students at SIBM Pune by complementing the conventional teaching methods with adequate industry exposure through guest lectures, symposiums, seminars, etc.

CIT aims to augment students' understanding of academic concepts by providing them an industry perspective through interactions with industry professionals. Through its series of events in the past academic year, the team provided a practical perspective on various domains of management & business to students and tried to ensure that students were kept abreast with the latest management trends and changes in the industry. The team endeavored to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.



CORPORATES HOSTED BY THE CORPORATE INTERFACE TEAM 2019-2020

McKinsey
& Company

CBRE



RELIANCE

zomato



Mondelēz
International



Zoomcar
Never Stop Living

vodafone

CRIMSON
CONSULTING

GPC



uc UrbanClap

Ashwin Sanghi



Johnson & Johnson

Flipkart



Coca-Cola

OYO

Shuttl

RA Rockwell
Automation

SCHEDULE OF EVENTS HOSTED 2019-2020

Event	Date
Imperio 1.0	16 th June, 2019
Godrej LOUD Campus Launch	23 rd July, 2019
Mahindra War Room Launch	27 th July, 2019
Arcturus 2019	2 nd & 3 rd August, 2019
Imperio 2.0	27 th September, 2019
Mahindra War Room Campus Finale	29 th September, 2019
HR Conclave	9 th November, 2019
Imperio 3.0	11 th January, 2020
Senate 2020	31 st January & 1 st February, 2020

Total number of Corporates Hosted: 30

MAIN EVENTS



IMPERIO

2019

CREATING EXCELLENCE

IMPERIO

Imperio is a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. The series tries to bridge the gap between theory and practice, understand the success stories of thought leaders and garner insights of the driving principles and rationales of contemporary business. Moreover, Imperio also serves as a platform for in-depth training in specific domain areas of students' interests by industry experts.

 <p>CREATING EXCELLENCE 16th June 2019</p>  <p>Mr. Amit Sethiya Chief Marketing Officer SYSKA Group</p> <p>SYSKA</p> <p>A marketing strategist with a penchant for creating and establishing regional and B2B India brands across segments like Start, Real estate and consumer electronics segments over the last 15 years, Mr has a passion towards influencing customers mindset across national and international markets by being a creative and business chair for generating optimal brand equity using traditional and digital media Radio Jockeying, writing, training and teaching are the other interests in the personal time that primes up skills pertaining to customer understanding, story-telling, project planning, team handling and training are eventually adding up to the functional activities.</p> <p>SIBM PUNE</p>	 <p>CREATING EXCELLENCE</p>  <p>DHRUV TALWAR General Manager Head of Brand Strategy</p> <p>Godrej INCORPORATED</p> <p>Dhruv Talwar, Head of Brand Strategy at Godrej Properties & a proud SIBM Pune alumnus (MBA 2013), is presently in charge of creating communication strategies for the masterbrand across all marketing mediums. He has been a part of Marketing Guru Seth Godin's prestigious aIMBA program. He is also a Godrej Fellow and has been instrumental in Godrej Properties being recognised across various forums as the premier real estate developer of the country. Mr. Talwar is also a celebrated LinkedIn influencer and renowned guest speaker, having addressed audiences across top 8 schools in India.</p> <p>SIBM 27th September, 2019 SU Auditorium</p>	 <p>CREATING EXCELLENCE</p>  <p>PRANAB PANDEY Associate Director</p> <p>nielsen</p> <p>Mr. Pranab Pandey (MBA, PMP) is currently Associate Director, Nielsen, where he leads Technology strategy to implementation for Nielsen Global Consumer Insights. Mr. Pandey is a seasoned leader with 14 years of professional experience in Technology Strategy and Operations.</p> <p>Prior to this, Mr. Pandey worked as a Senior Manager for Business Process Improvements at the Centre for Study of Insurance Operations in Toronto, Canada. He completed his MBA in Finance, Consulting and Technology from the Smith School of Business at Queen's University (Canada) in 2012.</p> <p>SIBM 11th January, 2020 SU Auditorium</p>
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IMPERIO 1.0

This first edition of Imperio for the academic year 2019-2020 was hosted on 16th June 2019.

Speaker: Mr. Amit Sethiya, Chief Marketing Officer, Syska Group

Topic: Breaking Marketing Myths and the Role of Digital Platforms



Mr. Sethiya shared his experiences amassed over the years in steel, real estate and consumer electronics with the students. His candid discourse on breaking marketing myths and the role digital platforms play in shaping our perceptions made an impression on the audience. The students gained diverse insights during an interactive Q&A session with Mr. Sethiya post the event.

IMPERIO 2.0

This second edition of Imperio for the academic year 2019-20 was hosted on 27th September 2019.

Speaker: Mr. Dhruv Talwar, Head, Brand Strategy at Godrej Properties Limited

Topic: Evolving Brand Strategies and Humanizing Brands



Mr. Dhruv Talwar discoursed on evolving branding strategies in today's changing business ecosystem and the importance of humanizing brands. He highlighted the use of technologies to integrate different mediums by citing intriguing advertisement examples. He also shared his insights on tapping our potential by living like a linchpin and quietening the lizard brain. These interesting takeaways certainly helped the students broaden their horizon and gain a different perspective.

IMPERIO 3.0

This final edition of Imperio for the academic year 2019-20 was hosted on 11th January 2020

Speaker: Mr. Pranab Pandey (MBA, PMP), Associate Director, Nielsen

Topic: Emerging Trends in Market Research



Mr. Pandey discussed at length about the emerging field of market research and shared insights into distribution, pricing, merchandising and promotion. He also explained how Nielsen deploys consistent quality data to derive Insights from syndicated studies of Retail Measurement Services. Students learned about the significance of relevant data in market research, which would be immensely helpful to them in their upcoming summer internships.

Arcturus

The Leadership Conclave 2019

ARCTURUS 2019

Theme: Digitalization: People, Technology and Services

Arcturus, the brightest star of the celestial equator is the eponymous star of one of the nakshatras of the Hindu astrology. The nakshatras are related to the most prominent asterisms in their respective sectors. SIBM Pune successfully got many Arcturus to campus.

Corporate Interface Team, SIBM Pune hosted its flagship event Arcturus 2019 - The Leadership Conclave on 2nd and 3rd August.



With the onset of the Fourth Industrial Revolution, it was imperative that students understood how evolving technologies are going to affect their businesses and careers. Keeping this thought in mind, the theme was titled 'Digitalization: People, Technology and Services'.

Distinguished experts and industry stalwarts engaged in insightful and enriching discussions on themes such as Phygital Channels and The Digital Workplace. The students gained great insights into facing challenges, developing the right attitude and other key aspects that are critical in both personal and professional lives. The Corporate Interface Team was honoured to be featured in the Hindustan Times for our effort.



Arcturus Day 1: 2nd August, 2019

Keynote Speakers:

1. Mr. Sumeet Verma - Director Strategy, Intel India
Keynote Topic: Innovation for India's digital economy
2. Mr. Steven Murray - Global Head, Recruitment & People Development, Zomato
Keynote Topic: In a fast-paced world, how to avoid becoming redundant

Panelist Speakers:

1. Mr. Mehul Damani - Growth Enabler, DO&P & EOT, Retail-CPG-MFG, Wipro Digital Operations and Platforms
2. Mr. Sankar Sastry - Vice President - HR, Sr HR Business Partner for Technology Shared Services, Vodafone
3. Ms. Perna Bagga - Director, Special Initiative, Shuttl
4. Mr. Sandeep Bhattacharya - Head of Corporate Relations & Faculty, SIBM Pune (Moderator)



Panel Topic: The Digital Workplace

Arcturus Day 2: 3rd August, 2019

Keynote Speakers:

1. Mr. Manish Anandani - Vice President Sales and Professional Marketing India and South Asia Regions, Johnson & Johnson
Keynote Topic: Impact of Innovation on Sales
2. Mr. Kapil Vardhan - Sr. Director, Human Resource, Flipkart
Keynote Topic: Digitalisation in the age of evolving markets

Panelist Speakers:

1. Ms. Simple Juneja - Director, Venturing & Emerging Brands, The Coca-Cola Company
2. Ms. Prachee Sonchal - General Manager, HRBP – GoAir
3. Mr. Abhishek Misra - HR Leader, Rockwell Automation
4. Mr. Sampark A. Sachdeva - Head Sales, OYO
5. Mr. Umesh Krishna K - General Manager, Brand Marketing, Swiggy
6. Mr. Gaurav Pandey - Founder and CEO, Gaurav Pandey Media Company
(Moderator)



Panel Topic: Designing the User Experience through Phygital Channels

MEDIA COVERAGE OF ARCTURUS 2019

New technological advancements discussed at “Arcturus 2019” conclave

“Arcturus 2019,” the flagship leadership conclave of Symbiosis Institute of Business Management (SIBM) was hosted by the corporate interface team on August 2 and 3 at its Lavale campus. The two-day summit aimed to serve as a platform for engaging panel discussions by leaders who are at the forefront of business transformation. This year’s edition was knit, seeking to explore and understanding how today’s technological advancements and the 4th industrial revolution are affecting businesses and the society. Hence, the theme of Arcturus 2019 was ‘Digitalisation-people, technology and services’. The occasion was graced with the presence of eminent personalities from the corporate world and successful entrepreneurs.

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Times

Senate

Management Conclave 2020

SENATE 2020

Theme: Recasting the Indian Economy: The Millennial Effect

Symbiosis Institute of Business Management (SIBM), Pune, organized its annual flagship management conclave, 'Senate 2020' from 31st January to 1st February, 2020 facilitated by the Corporate Interface Team.

Senate 2020 focused on the theme of 'Recasting the Indian Economy: The Millennial Effect' to highlight how industries identify and respond to the evolving millennial trends through disruptive business strategies.

The conclave hosted business stalwarts and thought leaders across industries from esteemed organizations like McKinsey & Company, Reliance Jio, L&T Financial Services, Sony Pictures Networks, Mondelez International, among many others. Moreover, the speakers also included the likes of distinguished authors and venture capitalists so as to add a 360o dimension to the discourse. The two-day event comprised of formats including Keynotes, Panel Discussions and Masterclass workshops.

The discussions provided key insights on how firms re-think and change their conventional framework to adapt to the 'VUCA world' and align their operations with the decision patterns and consumption behavior of the new age consumer. India's consumer segment has witnessed a major transilience over the last decade. Industry experts shared their views on how changes in the determinants of consumer spending are impacting the dynamics of the economy.

The event is a showcase of SIBM, Pune's commitment to promote holistic management education by bridging the gap between industry and academia through extensive corporate connect and providing its students exposure to broaden their management perspectives.

Senate Day 1: 31st January, 2020

Keynote Speaker:

1. Mr. Abhinandan Chatterjee - Solutions Leader, India and APAC, McKinsey and Company

Keynote Topic: Two Truths and a Lie

The CEO Outlook:

2. Mr. Dinanath Dubashi - CEO and MD L&T Financial Services

Keynote Topic: Spending and Saving, the millennial way

Power Speech:

3. Mr. Ashwin Sanghi - Author

Keynote Topic: Business Lessons from India's Ancients



Senate Day 2: 1st February, 2020

VC Talk:

1. Mr. Vikas Chaudhary - President Reliance Jio/ Pivot Ventures

Keynote Topic: Disruption is the mother of innovation

Masterclass:

2. Mr. Sunit Mukherji - Associate Director, Plant and Transformation Lead Mondelez

Keynote Topic: Digitization of Supply Chain and the VUCA world


Panelist Speakers:

1. Mr. Janak Malkani - Executive Director, Advisory & Transaction Services, India CBRE
2. Mr. Nitish Sharma - Head - Insights and Research, Sab, PAL, Movies & Music Sony Pictures
3. Dr. Kushal Sanghavi - Business Head Reliance Entertainment
4. Mr. Ankur Tiwari – AVP, Growth and Marketing Urban Clap
5. Mr. Amit Verma - Director and Head, Growth Marketing Zoomcar
6. Mr. Prodipto Roy - Founding Director Crimson Consulting (Moderator)



Panel Topic: Trends redefining India's consumption story.

MEDIA COVERAGE OF SENATE 2020




india cities coronavirus opinion world cricket entertainment #WFH education trending videos tech podcasts health ...

Home / Brand Post / SIBM Pune's Senate 2020 focused on 'Recasting the Indian Economy: The Millennial Effect'

SIBM Pune's Senate 2020 focused on 'Recasting the Indian Economy: The Millennial Effect'

The Senate hosted business stalwarts and thought leaders across industries from organizations like McKinsey & CO., Reliance Jio, L&T Financial Services, Sony Pictures Networks, Mondelez International and others.

BRAND-POST Updated: Feb 03, 2020 16:32 IST



This year it was a two-day event which was held on January 31, 2020 and February 1, 2020 at SIBM Pune's campus located at Lavale, Pune.(Dipgu)

f The Corporate Interface Team (CIT) of Symbiosis Institute of Business Management (SIBM), Pune, organized its annual flagship management conclave, Senate 2020. This year it was a two-day event which was held on January 31, 2020 and February 1, 2020 at SIBM Pune's campus located at Lavale, Pune.

t With a rich legacy of over 41 years, SIBM Pune has been at the forefront of inspiring the minds of future business leaders through valuable corporate engagements. Taking this trend forward, Senate 2020 focused on the theme of 'Recasting the Indian Economy: The Millennial Effect' to highlight on and understand 'How industries identify and respond to the evolving millennial trends through disruptive business strategies?'. Divyansh Singh, Coordinator, Corporate Interface Team, said "SIBM Pune's Corporate Interface Team aims to bring together diverse thought leaders who can acquaint the students with the key facets of change and also guide

CAMPUS CONNECT EVENTS



Godrej LOUD, Season 8

The Corporate Interface Team successfully launched Godrej LOUD, Season 8, at SIBM Pune on 23 July 2019.

Esteemed guests for the event were Ms. Vandana Scolt, VP, Communication Design and Campus Recruitment at Godrej and Mr. Anubhav Gupta, Executive VP, Business Head Vikhroli, Chief Design Officer, Head CSR and Sustainability, Godrej Properties Limited.

The team was given a grand Maharashtrian style welcome by the students who exhibited their individual talents through a face off and a group dance session.

The Godrej team began the event by interacting with the students with the all-time favorite game “Two Truths and a Lie”. This was followed by an inspiring talk by Ms. Scolt, as she shared her life journey and her inspiring career at Godrej with us. Mr. Anubhav Gupta also shared his challenges and how he overcame them. Furthermore, he elucidated how Godrej Properties’ transformation enables sustainable design.

We also had the pleasure of hosting Ms. Rajvi Shah, Employer Brand Manager, Godrej Industries Limited and Associate Companies; Ms. Sandhini Nagvekar, Manager, Campus Relations, Corporate HR; Mr. Punit Thakkar, Senior Manager, Brand Alliances and Brand Communications at Godrej Properties Limited and Mr. Viraf Heerjee, Digital Marketing Manager, Godrej Properties Limited.

Students were addressed by our esteemed alumni Mr. Punit Thakkar (SIBM 2015) and Mr. Viraf Heerjee (SIBM 2019), on the work culture at Godrej and the Godrej LOUD application process, respectively.

We also engaged the Godrej LOUD team in a small tree plantation drive in accordance with their “Good and Green” initiative.

The entire event witnessed enthusiastic and passionate engagement from the students, as they interacted with the Godrej Team for the successful campus launch of Godrej LOUD 2019.



 **LOUD**
AWARDS 2019

THE LOUD AWARD FOR
LOUDEST WELCOME

GOES TO



SIBM & IIM - T

 **LOUD**
AWARDS 2019

THE LOUD AWARD FOR
SOCIAL MEDIA STARS

GOES TO



SIBM

MAHINDRA WAR ROOM, Season 12



The Corporate Interface Team hosted the launch and the campus evaluation round of the 12th Season of the Mahindra War Room. The Mahindra War Room challenge provides B-school students a platform to tackle compelling business problems, pitch their ideas to Mahindra stalwarts and receive their feedback.

The event was kicked off with a launch by the Mahindra team on 27th July, 2019. Dignitaries included our esteemed alumni Dr. Prince Augustin (Executive Vice President, Group Human Capital & Leadership Development), Mr. Prakash Wakankar (Head of International Operations, Farm Equipment Sector & CEO, Two-Wheeler Business), and Ms. Anisha Saluja (Head, GMC Program & Mahindra War Room), along with Mr. Sriram Chandrasekaran (Founder and CEO, Broadvision Group of Companies). The leaders discussed at length about the Mahindra Group and the companies that form a part of it, to give the students a background on ways to approach the challenge. The theme for the challenge was titled "Design to Disrupt", focused on generating ideas that can transform and disrupt various business units within Mahindra.

The Campus Evaluation Round for Mahindra War Room was held on 29th September, 2019. The event was presided by Ms. Nidhi Seksaria (Head of Strategy, Mahindra Lifespaces) and Mr. Ghanashyam Hegdekatte (Head of HR, Mahindra Trucks & Buses Division), who were part of the judging panel from Mahindra. We also had the chance to host our alum, Ms. Garima Nagpal (MBA 2016), who is a Manager (Strategy), Mahindra Life Spaces.

Three teams made it to the second round: PPO Please!, Camels of Thar and Phi-Iter Co-phi.
Team PPO Please managed to emerge as National Finalist of Mahindra War Room Season 12.



 HR CONCLAVE 3.0
SIBM PUNE

HR CONCLAVE 2019

The HR Conclave 3.0 hosted on 9th November 2019 at the Sofitel Hotel in Mumbai, and witnessed a wide array of eminent industry speakers speaking on the topic ‘Embracing Agile HR – Responding to Disruptive trends.’ The Corporate Interface Team was immensely proud to organise and execute this event as a part of the organising team comprising all the student councils at SIBM Pune.



The Conclave witnessed informative keynote sessions, panel discussions, conferment of alumni awards and a case study solution showcase by a team of students from SIBM Pune.

The conclave saw three keynote addresses on Augmenting Human Capabilities in the Age of Artificial Intelligence and Balancing HR and Technology: Gearing up for the Future from Ms. Anita Pai, Chief Operating Officer, Yes Bank, and Mr. Amit Malik, Chief People, Operations

& Customer Services Officer, Aviva Life Insurance India Ltd., respectively, and an ending keynote by Mr. Subhankar Roy Chowdhury, CHRO, Lenovo.

The conclave also had two panel discussions on ‘Best people practices to create competitive business & Building an Agile organization through Agile HR with a multitude of industry professionals expressing their opinions and insights’.

The event was also been featured in Hindustan Times, Business Standard, Yahoo News and ANI.



SOCIAL MEDIA ENGAGEMENT AND RESPONSE

Vandana Lisa Scolt • 1st
Building a purposeful Godrej
8mo • Edited • 🌐

For us, #godrejloud in many ways is about sparking conversations about things that matter deeply - to the many students we meet, to us as Godrej and also, importantly, to us as communities and a planet. What I loved the most about our Symbiosis Institute of Business Management, Pune tour yesterday was how they wove this in. I loved that they picked up topics that mattered to them and us - and built on it. So thank you **Corporate Interface Team, SIBM Pune** for the sapling plantation drive, for the conversations around water conservation and mental health. And of course, the mini rock concert and all the excellent performances 🙌🎶 You really do have the power to build us a stronger and better world, so go out there and make it happen! A big thank you from all of us! **Anubhav Rajvi Sandhini Punit Viraf Sumit Godrej Consume Products Limited Godrej Properties Limited #legacy #internship #people #betterworld #findyourwhy #engagement #employerbrand #purpose #godrej #thegodrejway #makeithappen #dreams #together Sandeep Bhattacharya Ramakrishnan Raman**

Viraf Heerjee • 2nd
Marketer | Analytical | Passion for Tech | I create winning...
8mo • 🌐

Thank you so very much, Sir for having us and being there today! Indeed a fabulous job done by the **Corporate Interface Team, SIBM Pune** with the arrangements. Superb show of enthusiasm by the first year batch.

Sandeep Bhattacharya • 1st
Head - Corporate Relations, MBA Faculty, Strategy/Consul...
8mo • Edited • 🌐

It was an absolute pleasure to host the Godrej team **Vandana Lisa Scolt, Anubhav Gupta, FRICS, Rajvi Shah, Punit Thakkar, Sandhini Nagvekar, Viraf...** see more

Viraf Heerjee • 2nd
Marketer | Analytical | Passion for Tech | I create winning...
8mo • 🌐

Since the past three years, I have witnessed how much LOUDer **Symbiosis Institute of Business Management, Pune** gets. This year, it was off the hook! The **Corporate Interface Team, SIBM Pune** has played a central role in the success of the launch of Godrej LOUD at SIBM Pune each year, and this year, the team have left all of us awestruck! We so look forward to seeing some brilliant applications from SIBM Pune, this year too!

Corporate Interface Team, SIBM Pune
Building value through corporate interactions
8mo • 🌐

The Corporate Interface Team successfully launched Godrej LOUD, Season 8, at SIBM Pune.... see more

Dhruv Talwar • 1st
Brand Strategist | Guest & Keynote Speaker | CMO Asia's...
3mo • 🌐

Nothing, but gratitude.

For all the learning, memories, experiences, and precious habits - thank you **Symbiosis Institute of Business Management, Pune**.

It was a pleasure to be back on campus to talk about empathy, generosity, and honesty as pillars of brand building.

Thank you **Corporate Interface Team, SIBM Pune** and **Divyansh Singh** for inviting me :)

444 8 comments

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Chairman & CEO - India, South East Asia, Middle East & Africa at CBRE
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Janak Malkani at Symbiosis Institute of Business Management, Pune #management conclave #Senate2020 highlighted '#Millennial trends redefining #India's consumption story'

We look forward to more such interactions with bright-minded students at #SIBMPune

#CITSIBMPune

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Janak Malkani at Symbiosis Institute of Business Management, Pune #management conclave #Senate2020 highlighted '#Millennial trends redefining #India's consumption story'

We look forward to more such interactions with bright-minded students at #SIBMPune

#CITSIBMPune




🌐 38 4 comments

CLOSING NOTE

The academic year 2019-2020 was marked by tremendous success as the team facilitated a wide range of dynamic corporate engagements which added to the business acumen of the students. Moreover, through our efforts to interact with some of the leading business houses in the country, we were able to preserve and further establish brand SIBM as home to some of the most ignited business minds in the country.

Going ahead, we aim to host companies previously unengaged by the college, from diverse sectors and industries, for the academic and professional progress of the students. We also strive to build on this in the next year, with a focus on being innovative in our approach, ensuring an enhanced connect between industry and academia and further building value through corporate interactions.

We also extend our gratitude to Director Dr Raman, Deputy Director, Prof. V.V. Ravi Kumar, Head – Corporate Relations & Adjunct Faculty Professor Sandeep Bhattacharya, Administration Head Mr. Anand Singh, all faculty and staff in administration and associated functions for their constant unwavering support to our endeavors.



Corporate Interface Team

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