

# ANNUAL REPORT

ACADEMIC YEAR 2017 – 2018

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CO – CURRICULAR TEAM



**SIBM**  
PUNE

॥वसुधैव कुटुम्बकम्॥

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## ABOUT CO-CURRICULAR TEAM

### 1. MISSION

To enhance the brand image of SIBM - Pune while maintaining a balance between the academic rigor and co - curricular activities on campus.

### 2. ABOUT THE TEAM

Being one of the parent teams to serve the college since its inception, the Co-Curricular Team is amongst the benchmarked council teams of SIBM Pune. We as a team strive to bring in a blend of fun and management ethos in the form of events and meets.

Our objective is to assist students to achieve holistic growth and we endeavor to add more value to a student's life and give them an opportunity to express themselves. The Team believes in celebrating every occasion.

Our flagship event, TRANSCEND, is one of the most respected and sought-after B-school festivals in the country. It has students coming together to concoct a heady cocktail of the most innovative games, case study competitions and the hottest cultural events in this part of the country.

Our aim is to challenge you to your limits and create a demanding environment in which you as a participant or organizer can exercise and indulge in your creative and competitive urges to the maximum.

That is why we do not just indulge in rhetoric but back ourselves by inimitable actions, WE DO!

### 3. SIBM PUNE- BRAND PROPAGATION

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend 2018

### 4. VALUE ADDITION TO SIBM PUNE STUDENTS

1. Inculcate a sense of responsibility
2. Independently let them organize various management and cultural events
3. Enhance their knowledge, skills and talent
4. Develop competitive attitude in students
5. Maintain academic progress on the campus
6. Revenue generation for the college through co-curricular events

## 5. TEAM COMPOSITION

Senior Team	Junior Team	Interim Team
1. Abhineet Pandey (Coordinator)	1. Aayush Gandhi	1. Aayush Gandhi
2. Anushrav Gulati	2. Alay Thakkar	2. Alay Thakkar
3. Arijit Mitra	3. Anuj Agarwal	3. Anuj Agarwal
4. Saakshi Kothari	4. Ayshu Varsha	4. Ayshu Varsha
5. Sarbari Bhakta	5. Divya Rathi	5. Divya Rathi
6. Varun Narayanan	6. Jayshree Jain	6. Jayshree Jain
	7. Madhur Mehta	7. Madhur Mehta
	8. Rohan Talari	8. Rohan Talari



## ACADEMIC CALENDER FOR THE YEAR 2017-18

### 6. B-SCHOOL AND CORPORATE COMPETITIONS

Co-Curricular Team was the single point of contact for disseminating information regarding competitions coming up in the Business Schools Arena to the students.

#### 1. AARAMBH (22<sup>ND</sup> JULY 2017)

Aarambh is an annual intra-SIU cultural event that sees participation of almost 200 students across various colleges under SIU. This year, nine institutes came together to be a part of the mega event.

The theme for the event was 'Unity in Diversity'. All the teams presented their own interpretations of the theme. SIBM's performance was titled - '*Bharat- Aazadi ka Aarambh*' and they portrayed how inspite of having achieved *Zameen ki Aazadi* (Independence of territory), we still have long way to go in order to achieve *Zameer ki Aazadi*(Independence of Conscience).

The performance was a very effective amalgamation of music, dance and drama and left the audience spellbound with an extremely critical issue to ponder upon. SIBM received immense appreciation in the form of loud cheer and applause.





## 2. COLOSSEUM 2017 (17<sup>th</sup>-18<sup>th</sup> JULY 2017)

The Co-Curricular Team, SIBM Pune, organized Colosseum 2017 on July 17-18, 2017. Colosseum is the intra SIBM management and cultural event where MBA-1 and MBA-2 face each other over an array of competitions.

The first day (17<sup>th</sup> July 2017) saw a range of management competitions. Innovative renditions of Extempore and Quiz were organised. The aim was to infuse learning with creativity and enable students to integrate their learning across functional areas. On the second day (18<sup>th</sup> July 2017), the cultural events, Dance, Music and Fashion Show were hosted. The participants put in their best to showcase their skills and attendees enjoyed performances for all genres in the spectrum.





### 3. GARBA NIGHT 2017 (29<sup>th</sup> SEPTEMBER 2017)

As an auspicious culmination to the festival of Navratri, The Co-Curricular Team of SIBM Pune collaborated with the Co-Curricular Teams of other SIU sister institutes at the Lavale Hilltop Campus to organise 'Garba Night' on September 29<sup>th</sup>. The event that was organised within the campus premises began at 8 pm and witnessed enthusiastic participation from over 200 students from the various institutes.



### 4. TRANSCEND 2018 – LAUNCH (21<sup>st</sup> NOVEMBER 2017)

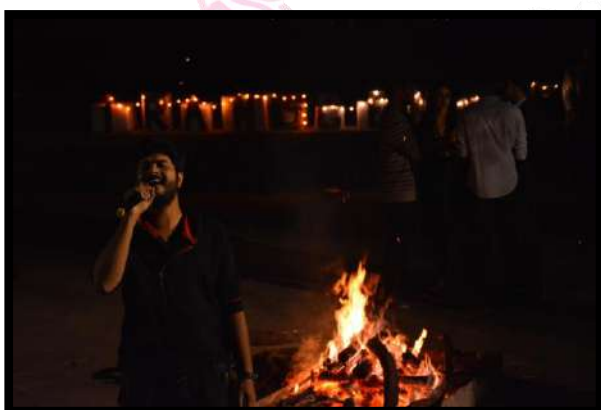
Stunt Mania, the launch event for Transcend 2018, was organised by the Co-Curricular Team on November 21, 2017. Stunt Mania was a stunt show organised in collaboration with Team iStunt and Redbull. Post the stunt show, the theme video was released and the Transcend poster was unveiled. This was followed by a live performance by Band Kops. Stunt Mania marked the beginning of Transcend 2018, which is the annual flagship management and cultural event of SIBM Pune.



## 5. TRANSCEND BUZZ EVENTS

### 1. BONFIRE NIGHT 2017 (18<sup>th</sup> DECEMBER 2017)

Bonfire Night 2017, the first buzz event of Transcend 2018 was organized on 18<sup>th</sup> December 2017 at the Amphitheatre, SIBM Pune. The event saw participation of over 200 students across colleges on the hill-top and hill-base campuses. There was an open mic and karaoke that witnessed enthusiastic participation from all the students present. A round of tambola kept the attendees engaged till the end. Cash prizes were given out to all the tambola winners and Santa caps were distributed as giveaways to patronize the spirit of Christmas. The Best Performer of the Night award was also given out to the best open mic performer. The event concluded with all the students grooving to the beats of Punjabi music.



### 2. ETHNIC NIGHT 2018 (20<sup>th</sup> JANUARY 2018)

Ethnic Night 2018, the second buzz event of Transcend 2018 was organized on 20<sup>th</sup> January 2018 and saw students dress up in their traditional outfits and show up for some memorable photographs. Awards for Best Dressed and Most Creatively Dressed Male and Female were given out and the crowd was engaged with some games and DJ.





### 3. SUPREE VAN SHOW (25<sup>th</sup> – 27<sup>th</sup> JANUARY, 2018)

Team Transcend organized a road show a few days prior to the annual fest, Transcend to advertise the event at various colleges and malls of Pune city.

### 6. TRANSCEND 2018 (27<sup>th</sup> - 29<sup>th</sup> JANUARY 2018)

With a legacy of over 28 years, Transcend is one of the most sought after B-school events across the country. It witnesses a footfall of over 10,000 people and zealous participation in the various management and cultural competitions organised across three days.

The event has over 20 cultural and management events under its umbrella with lucrative cash prizes to be won in each. **Last Man Standing** and **Strategia** are the flagship events of Transcend with a cumulative cash prize of Rs. 3 Lakhs. Other events include specialisation centred management events like Marketshastra, Opstrat, and cHRySalis; and cultural events such as Rampage, Swing in Sync, Battle of Bands, War of DJs, Acoustica and Cinematrix.

This year, Transcend kickstarted with an inauguration ceremony that saw the who's who of the corporate world in attendance with Ms. **Kanisha Raina, Talent Leader – Global Markets – India/ South Asia, IBM India Private Limited** delivering a keynote speech. **Ms. Kreeanne Rabadi, Director-West, CRY** acceded to be Guest of Honour for the event. This was followed by a riotous stand-up act by **Abhishek Upmanyu**. The evening saw SIBM playing host to **FBB Campus Princess** and the **Battle of Bands** competition.



Day 2 witnessed another rib-tickling performance by stand-up comic **Rahul Subramanian** followed by Acoustica, the solo singing competition and Rampage, the ramp walk contest. **Suraj Jagan** of 'Give Me Some Sunshine' fame beguiled the audience with a captivating performance and made the crowd dance endlessly to his beats.



The final day brought in some more stardust in the form of **Sunburn** coming to campus and **Ritviz** of 'Udd Gaye' fame playing at the EDM night. The War of the DJs and Swing in Sync, the group dance competition also happened on this day.



*The event has made a painstaking effort to build a heritage that boasts of providing a platform for young talent to exhibit their aptitude and be appropriately recognized and lauded for it. Transcend is the perfect blend of working to one's optimum competencies while having a pleasantly memorable time with umpteen elements of fun and frolic.*

### CELEBRITIES GALORE AT TRANSCEND 2018

Day 1 (27<sup>th</sup> January 2018)

- Abhishek Upmanyu, Standup Comedian
- Miss Universe India, Shraddha Shashidhar
- FBB Femina Miss India, Campus Princess
- Band Xubaan

Day 2 (28<sup>th</sup> January 2018)

- Rahul Subramanian, Standup Comedian
- Top Model (Mr. India 2016) Dev Paimal & Miss India 2017, Andhra Pradesh, Srishti Vyakaranam
- Suraj Jagan, Bollywood Night

Day 3 (29<sup>th</sup> January 2018)

- Ritviz, Sunburn Campus

**SPONSORSHIP FOR TRANSCEND 2018**

SPONSOR LIST 2018	
Title Partner	Reliance Digital
Co-Partner	Dhara
Associate Partner	Harley Davidson
Luxury Partner	Mercedes Benz
Print Media Partner	Hindustan Times
Radio Partner	Red FM
Online Media Partner	InShorts
Styling Partner	Toni & Guy
Wardrobe Partners	Raymond Global Desi
Snack Partners	Balaji Wafers Budhani Bros
Restaurant Partner	18 Degrees Resto Lounge
Travel Partner	Uber
Good Life Partner	Phoenix Marketcity Pune
Fitness Partner	Gold's Gym
Social Impact Partner	Child Rights & You (CRY)
Event Partners	Canon Credila Chilis Jawed Habib Rastaman Furtados No Escape Nestle PayTM Wizcraft Sentini Triplived Subway Moc 68

### TRANSCEND 2018 PARTICIPATION

Number of Participants – 9438

Number of Teams – 4596

Number of Participating Colleges – 70+

#### Major Participating Colleges

IIM Ahmedabad	IIM Kolkata
IIM Bangalore	IIM Lucknow
FMS, Delhi	IIM Ranchi
IIM Kozhikode	Jamnalal Institute of Management Studies, Mumbai
MDI, Gurgaon	Welingkar College, Mumbai
IIFT, Delhi &Kolkata	NITIE, Mumbai
Tata Institute of Social Sciences, Mumbai	SCMHRD
SJMSOM, IIT Mumbai	TAPMI
ISB Hyderabad	IMI Delhi
Goa Institute of Management	FORE School of Management
IRMA	SIIB
MICA, Ahmedabad	Narsee Monjee Institute of Management Studies
Xavier's Institute Bhubaneshwar	TA Pai Management Institute, Manipal



## 7. MATRIBHASHA DIWAS (22nd FEBRUARY 2018)

To celebrate the true spirit of the mother tongue, The Co-Curricular Team marked the Matrihasha Diwas by organizing a Poetry Slam and Essay Writing Competition. Students participated enthusiastically in both the events and felt the pride of their language.

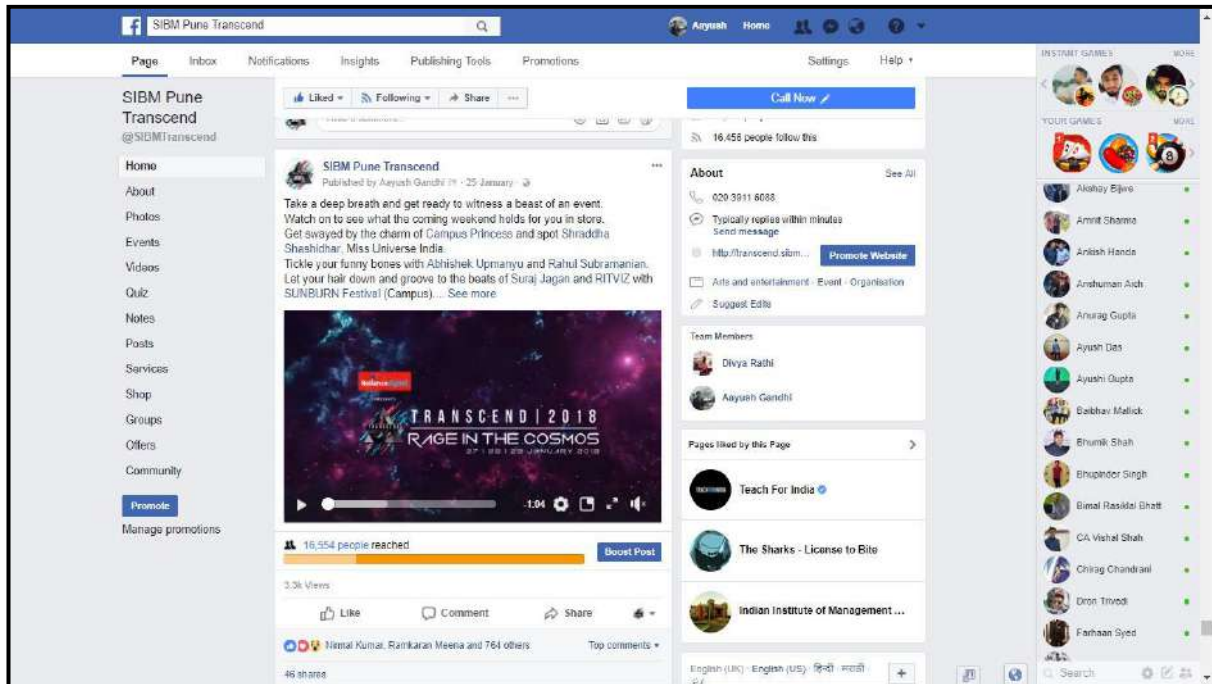


## 8. COLLABORATIVE EVENTS

The Co-Curricular Team, in collaboration with The Social, Entrepreneurship and Consulting Cell (SECC) organises Haat Nights. Haat Nights is a part of Symbihaat, an offering under the banner of The Entrepreneurship Summit, the flagship event of SECC. Haat Nights 2017 was a weekend replete with enigma and enthusiasm with a galvanizing line of events including Karaoke, Band Performances, Live Match Screening and Tambola.



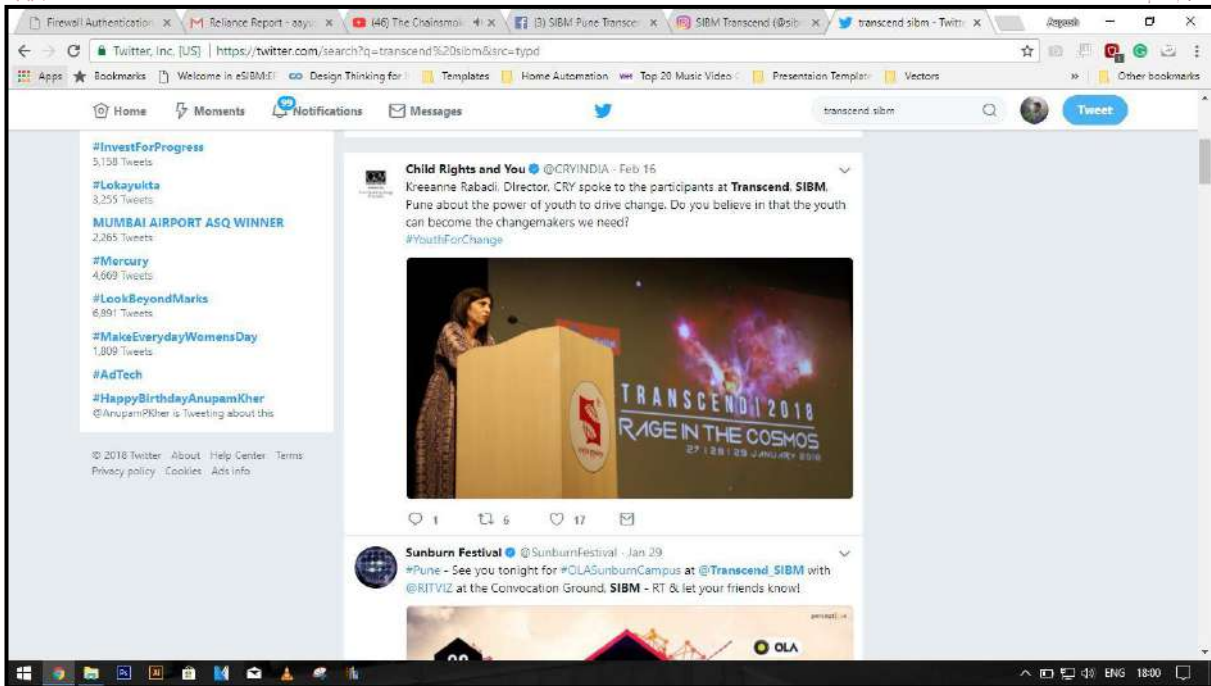
## 9. BRANDING OF TRANSCEND 2018



The official teaser of Transcend was released on 25th January and reached out to 16,554 people on



Headliner poster used for online promotions. The post witnessed a reach of 19,027 people



Transcend 2018 being promoted on the official handle of Child Rights and You on Instagram.



Transcend 2018 article in Hindustan Times Café.



Transcend 2018 got promoted on InShorts.





TRANSCEND  
TRANSCEND | 2018  
RAGE IN THE COSMOS

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PERSONALIZING TECHNOLOGY

CO-SPONSOR



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TWO RIVERS  
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RESTAURANT PARTNER



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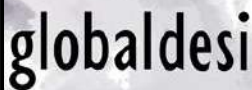
QUIZZING PARTNER



MUSIC PARTNER



PRESENTING PARTNER  
FOR RAMPAGE



FITNESS PARTNER



MEDIA PARTNER



ONLINE MEDIA PARTNER



TALENT PARTNER



EVENT PARTNER



ENTERTAINMENT PARTNER



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WARDROBE PARTNER



RADIO PARTNER



STYLING PARTNER



LUXURY PARTNER



LOCAL TRANSPORT PARTNER



Sponsors for Transcend 2018



Event hoarding put up at S. B. Road which is an extremely prime location in Pune in terms of traffic.



THANK YOU.