



# Alumni Team

Annual Report for the year 2016-17

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**Coordinator**  
**Alumni Team**

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## TEAM COMPOSITION AND EVENT CALENDAR

The Senior Alumni team for the year consisted of the following members:

- Utkarsh Chowdhary (Coordinator)
- Arth Dodeja
- Kritika Agarwal
- Mamta Bhatia
- Prakhar Palawat
- Reema Ghosh
- Sadhvi Jaggi
- Venkatesh Prathik

2016-17 was an eventful year for the Alumni Team. The team undertook various new initiatives and most of them bore very good results. Special efforts were taken to improve Alumni engagement at meets, increase personal connect with the Alumni and improve the quality of information on the Database.

Mentioned below are the activities carried out by the Alumni Team in the Year 2016-17.

Event Name	Pre-Activity Dates	Event Date
Database Update Drive	July 2016	-
AlumSpeak 2016	Aug & Nov 2016	17 <sup>th</sup> Aug, 12 <sup>th</sup> Nov, 19 <sup>th</sup> Nov 2016
Recuerdo – 15 Year Reunion for Batch of 2001	July - Aug 2016	27 <sup>th</sup> Aug 2016
Encore West – Mumbai	Aug – Sep 2016	24 <sup>th</sup> Sep 2016
Rendezvous – Convocation for Batch Of 2016	Sep 2016	1 <sup>st</sup> Oct 2016
Legacy	Oct- Nov 2016	20 <sup>th</sup> Nov 2016
Silver Jubilee Reunion – Batch of 1991	Nov – Dec 2016	3 <sup>rd</sup> and 4 <sup>th</sup> Dec 2016
Batch Photo shoot	Jan 2017	3 <sup>rd</sup> Jan 2017
Alumni SPL	Jan - Feb 2017	17 <sup>th</sup> Feb 2017
Encore North – New Delhi	Jan - Feb 2017	25 <sup>th</sup> Feb 2017
The Yearbook 2017	Jan – Mar 2017	5 <sup>th</sup> Mar 2017
Scribbling Day	Feb - Mar 2017	9 <sup>th</sup> Mar 2017

## **DATABASE UPDATION DRIVE**

A huge amount of importance this year was given to updating the database with latest Alumni details. The team has managed to compile data this year from wider platforms. Registration records of most of the older batches were obtained from the record room and names of all the Alumni for these batches were thus obtained. Using these names on social media and through contacting known members from the batch, we tried to obtain their contact details. The team updated 4909 existing records through various modes of verification including:

- Emails (using Mail-Merge)
- LinkedIn
- Google
- Calls

Starting with the list of the graduation batch collected during the Yearbook registration, lists of students were also taken from the administrative staff which they used during calling to include new Alumni. Dedicated calling to update batches of 1991 and 2001 was also carried out and SPOCs from these batches were noted.

## **RECUERDO- 15 YEAR REUNION FOR THE BATCH OF 2001**

Recuerdo- the 15 Year reunion for the batch of 2001 was organized by the Alumni team on 27th August 2016 at SIBM-Pune, Lavale campus. The event was an amalgam of formal and informal interaction with a walk down the memory lane for the batch of 2001. The event started with the alumni gathering for breakfast with the guest house Vashisht playing host to the batch. With the alumni arriving in healthy number the guest hall reverberated with tales of nostalgia and hearty laughter about the years gone-by.

The breakfast set the tone for the next segment of the event called, 'Roll Your Sleeve'. The segment comprised of fun-filled activities, charades and Bollywood quiz with our esteemed alumni competing against each other to get their hands on the goodies at offer and more importantly the bragging rights. Next came in a surprise for our alumni as their favourite faculty Dr. Kumar Shrinivasan joined them for a sumptuous lunch.

The next stop for the batch of 2001 was the SIU auditorium where the students of SIBM had gathered for a batch interaction with our corporate heroes. The gathering was addressed by Dr. R. Raman- Director SIBM-Pune. With 15 years of rich corporate experience behind them, our alumni answered numerous queries posed by the current students. The students not only picked on the brains of our alumni but also connected with their stories. The alumni were then felicitated by Director- SIBM Pune.

The last stage of the event took our alumni to their 'original' campus of SIBM at S.B. Road. The alumni entered their classrooms of yore and sat on the same benches again with the clock turning back by 15 years. The event was brought to a close with tea and snacks at their beloved NCC canteen.



## ALUMSPEAK 2016

AlumSpeak, an initiative by the Alumni Team in the first half of 2016, bloomed to its full potential as the year went on. The event attempts to connect the Alumni to the students on a micro-level. It is a voluntary exercise and any alumni can volunteer to take a guest lecture, share knowledge of current industry happenings and even informal student-interactions. This initiative is active throughout the year and any alumnus who wishes to take a session for the students can inform us by connecting with us on the Alumni Portal, e-mailing us or calling us. The initiative has seen great enthusiasm by the Alumni who lauded the team for starting an initiative like AlumSpeak.

### **Objectives:**

- Creating a connect between the students and the Alumni
- Involving the Alumni in creating a new generation of Business Leaders and Managers
- Involving with the Alumni on a micro-academic level

The first AlumSpeak for the academic year was organized on 17<sup>th</sup> August 2016. Mr Dhruv Dhawan - Head of Industry, BFSI & Healthcare, Google and an alumnus of SIBM Pune, Batch of 2002, was the speaker.

The second in the series of lectures was organized on 12<sup>th</sup> November 2016. Our esteemed alumnus, Mr. Anjan Bhowmick, Batch of 2002, Director - Human Resources - India and EMEA (Europe, Middle East and Africa), The Hershey Company was the second speaker for AlumSpeak.

The final lecture was organized on 19th November 2016 when Ms. Joyeeta Chatterjee, Batch of 1994, Chief Human Resource Officer, OLX, South Asia graced the campus to share her experience with the aspirational B-School students at SIBM Pune.



### ENCORE WEST 2016

Encore West the flagship event of the Alumni Team was organized on September 24th 2016 at the JW Marriott, Sahar in Mumbai. The event began with the registrations of the guests. The alumni were then addressed by the Director, Dr. R. Raman and this was followed by a factual video to showcase the developments at SIBM Pune in the past year. As a surprise planned for the guests, the Alumni Team had a quiz planned for the Alumni titled 'The City of Dreams'. The quiz helped in breaking the ice amongst the various batches present in the banquet hall. The alumni were bubbling with excitement to shout out answers and win prizes and goodies. With this the evening finally broke into a social mingling session, where all the alumni interacted with each other and relived their old memories while building newer bonds. The enthusiasm shown by the batches have encouraged to team to only go grander in the next Encore.

Publicity for the meet was done through:

- 3 rounds of calling
- 2 round of mails
- Extensive use of Social media (Facebook and Linked-In)

**The event saw a participation of 120 alumni from batches ranging from 1981 to 2016.**



### RENDEZVOUS WITH THE BATCH OF 2016

On the 1st October, 2016, Symbiosis International University had organised the convocation day for the class of 2016 of all Symbiosis Institutes. The Director and the Alumni Team of SIBM Pune went a step ahead to make it special for the graduating class of 2016. Paper scroll certificates were given to students from the class of 2016 by the Director. Wooden scrolls were given to council members by the director for their valuable contribution to their respective councils.

All of these moments were captured along with **iSMaRT** and the pictures were instantly printed and framed to be given to the students so that it remains as a fond memory with them.

This was the second time such an event was organised. The Alumni Team plans to continue this for all the batches to come. A few glimpses of the event can be seen below



## LEGACY 2016

Legacy is the annual event of the Alumni Team which is aimed at facilitating the connect between the students and alumni in a formal setting. The 3<sup>rd</sup> edition of Legacy was organised on 20<sup>th</sup> Nov 2016, Sunday. This year the event was designed to help students gain relevant industry insight and to develop a better connect between our illustrious alumni and students. The topic of discussion for Legacy 2016 was **Transforming Business in the Digital Era**.

The Alumni panellists for the event were:

1. Ashwini Holkar (Batch of 2003) - Brand and Innovation catalyst specialising in FMCG Personal Care, Marico Ltd.
2. Samarth Garg (Batch of 2009) - Associate Vice President, Deutsche Bank
3. Protik Basu (Batch of 2009) - Director- Strategy & Digital, Templatolio Technologies
4. Deepak Bhauwala (Batch of 2011) – Program Manager, Amazon
5. Swati Kawatra (Batch of 2012) - Product Manager, Reliance Jio Infocomm Ltd.
6. Keyur Munot (Batch of 2012) – Sales Manager, Star Sports



The format of the event was as follows:

1. Informal Meet – before the event began officially, there was an informal meet between the alumni and the student panellists. This gave the students an opportunity to gain insights from the alumni about their respective industries.
2. Speech by Keynote Speaker – Ms. Ashwini Holkar, Batch of 2003, Brand and Innovation catalyst specialising in FMCG Personal Care, Marico addressed the audience with her informative speech on the changing face of brands in the market today, breaking down the conventional marketing channels and classical ways of marketing the commodities.
3. Students' Panel Discussion – the Keynote speech was followed by a panel discussion on the topic between the students from the perspective of the different specialisations. The students discussed the different ways in which each specialisation is being affected in the Digital Era. The panel discussion was judged by the alumni panellists.
4. Alumni Panel Discussion – the alumni discussed on the changing dynamics of business in the Digital Era. They spoke about the changing business practices in different sectors like Banking, Telecom, FMCG with the advent of the digital era basis their experiences in the outside world.



## **SILVER JUBILEE REUNION FOR BATCH OF 1991**

Every year the Alumni team invites the batch passed out 25 years ago and celebrates the silver jubilee of graduating from SIBM Pune. This reunion is a major platform where alumni share their experiences and connect with the current batches. The 'Silver Jubilee Reunion' this year saw the MBA and MPM batch of 1991 visit the SB Road as well as Lavale campus.

The reunion spanned the first weekend of December 2016 (3<sup>rd</sup> & 4<sup>th</sup> December). 27 members of the MBA batch and 20 members of the MPM batch turned up for the weekend. Ms. Swati Mujumdar and Mr. R. Janakiraman played an important role in getting the Alumni from MBA batch of 1991 to campus and making the reunion possible. The event commenced at the SB Road Campus where the alumni had a chance to reminisce their memories and relive old days. The alumni shared their valuable experience in corporate and personal life with each other. Then they visited the picturesque Lavale campus where they interacted with the Director of SIBM Pune and discussed about what differentiates our institute and what can be done to sustain and grow the brand of SIBM Pune.

Some of the illustrious Alumni of the batch who attended the meet were:

- Swati Mujumdar, Director, Symbiosis Center For Distance Learning
- Archana Shiroor, Director - Head HR for Corporate, investment Banking and Wealth, Barclays Bank
- Harsha Rao, Vice President and Country Head, Swiss Singapore Overseas Enterprises Pvt. Ltd.
- Sumita Majumdar, Head Organisation Development, ITC Hotels
- Sridhar Bharadwaj, Vice President - Business HR, Grasim

### **What was different about the Silver Jubilee Meet of the MBA & MPM Batch of 1991?**

The batch had the chance to visit both the campuses and re-live the old memories in an old as well as a new way. The batch enjoyed an evening of togetherness with fun and dinner at Vashisht. Another highlight of the reunion was that the batch celebrated the meet with a visit to the SB Road campus where they had the opportunity to meet their beloved Professor George Judah, who was Director of SIBM Pune while they were graduating.

The Alumni who attended the meet were felicitated with SIBM Pune customized merchandise.



## PHOTO SHOOT FOR THE BATCH OF 2017

The graduating batch of 2017 was invited for an informal photo shoot. The photos clicked during the event were used for the Yearbook (an annual publication of the Alumni Team). Pictures were clicked according to the different specializations, council teams (I Tenure, J Tenure and S Tenure), special interest groups (SIGs) and also entire batch pictures were taken. Pictures of the administrative staff and the faculty were also clicked. This event is a favourite among the students of the graduating batch.

Glimpses of the event:



## ALUMNI SPL

Alumni SPL is an annual Cricket event hosted by the Alumni Team in association with the Sports Management Team. We invited Alumni to the Campus on Friday, the 17th February, to play a Cricket Match with the current students at SIBM Pune. It was a fun-filled affair with the current students scoring 87 in their allotted 10 overs and the Alumni overhauling the target with an over to spare. The event was followed by Dinner which was arranged at the Vashisht guesthouse. This event allowed the Alumni to reminisce their times at the Campus and connect with other Alumni from the institute.



## ENCORE NORTH 2017

Encore North 2017, arrived back in Delhi on February 25th 2017 after a gap of a year. Encore, an all batch meet, is an event organized by SIBM Pune for its alumni. It combines the formal setting of an alumni meet with the informal environment of a batch reunion. Unlike reunions and alumni events, it involves attendees from every batch of SIBM Pune leading to an experience that cannot be achieved in any other format. It enhances the connection the alumni have with their alma mater whilst ensuring that the alumni have a relaxed evening and take home new memories.

It was the awaited event, the gathering of all the batches, the coming together of the two worlds – family and friends. It was organized at the ITC Sheraton in Saket, New Delhi. Exquisite and full of grandeur, with all preparations in place, we were ready to welcome our alumni after a long year.

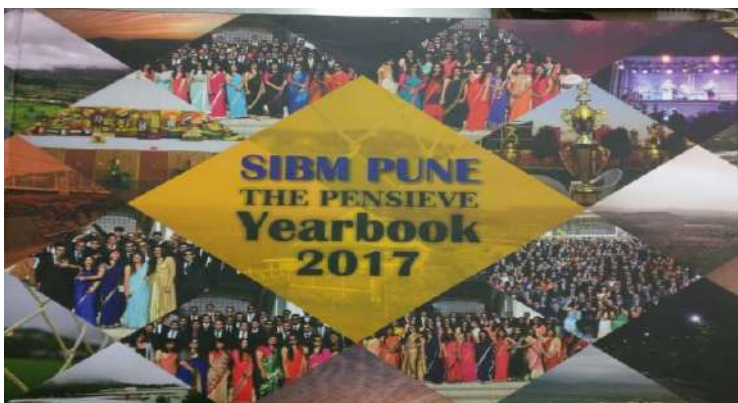
The event started with the Encore North promotional video, the teaser to the main event which was launched on social media. This was followed by the factual video for the alumni, demonstrating the activities that happen in SIBM today. It took the alumni on a walk through the new campus, the infrastructure, the students' council, the competitions won by the meritorious students and everything that would make our alumni proud of their institute.

The crowd was then welcomed by the coordinator of the Alumni Team and addressed by the Director. The batches were excited to see each other. This was followed by a quiz based on the famous landmarks in and around New Delhi and it was called the 'Capital Connect'.



## YEARBOOK 2017 - THE PENSIEVE

The yearbook is an initiative by the Alumni Team to record the memories of the graduating batch. As the name suggests, it is a book handed out to the Class of 2017 on Scribbling Day, which has the most important details about each student including their best moments on Campus, photographs with their friends, and their recollections. It serves not only as a trip down memory lane but ruffling through these pages a few years down the line will definitely elicit a huge smile on our fresh Alumni faces. The data collection and planning was done over a month with the help of student volunteers selected from amongst the junior batch with another 2 weeks for finalizing the layout and printing. It is made annually for the batch passing out that year.



## THE SOCIAL MEDIA AND ALUMNI PORTAL CONNECT

The Alumni Team connects with SIBM Pune's alumni through different platforms such as LinkedIn, Facebook and Twitter. This initiative has been hugely successful with 4120+ likes on Facebook, 410+ followers on Twitter and 3880+ connections on LinkedIn respectively. It helps us stay in touch with them in innovative ways and make sure they're updated about happening in their alma mater, their batch-mates and events. This year we hope to locate and add many more of our existing alumni to form a more wholesome network. The Alumni Team also made sure that all the platforms are intern-linked and linked with the Official Alumni Portal as well, example, the sign-up button for Alumni portal on Facebook page.

The Alumni Team, having launched the Alumni Portal amidst great fan-fare in September 2015, have managed to register over 1750+ Alumni. This is a registration of over 39% in the span of 18 months. The domain name for the portal is: <http://alumni.sibm.edu>.

With the coming of the Portal a lot of things have become easier to do. It has become a one stop database updating tool. The Alumni can themselves edit their data, if it changes. Moreover, it has become easier to invite Alumni to events with the RSVP feature in the Events section. This has been successfully used both for Encore West and North. The features of the portal are:

- Events Page - Updates about Alumni meets
- Gallery and Memories - To share pictures and videos
- Jobs and Internships - Opportunities shared by PAT and Other Alumni
- Newsroom - Current happenings informed to the Alumni
- Whiteboard – Post to the Alumni / Batch

This allows us to communicate across Batches and Geographical locations in a streamlined manner. The Alumni themselves appreciate the Portal on account of its exclusivity and simplicity in its operation.





## SIBM Pune Alumni

@SIBMPune\_Alumni

Official Twitter Handle of Alumni Team, SIBM Pune for sharing tweets on alumni news, events, networking and career resources. [alumni.sibm.edu](http://alumni.sibm.edu)

📍 Lavale, Pune

🌐 [alumni.sibm.edu](http://alumni.sibm.edu)

📷 88 Photos and videos



**We the Senior Alumni Team, would like to thank the Director and SIBM Pune, for their continued support and encouragement. We hope that the Alumni Team in future would continue in their endeavour to nurture an alumni community where each and every member feels connected with the alma mater and with each member of the SIBM family.**



(From L to R – Kritika Agarwal, Reema Ghosh, Sadhvi Jaggi, Prakhar Palawat, Mamta Bhatia, Arth Dodeja, Venkatesh Prathik, Utkarsh Chowdhary)