



**ANNUAL  
REPORT  
2018 -2019**

**INFORMATION  
SYSTEMS  
AND MEDIA  
RELATIONS  
TEAM**

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# About iSMaRT

The main objective of the Information Systems and Media Relations Team - The PR Team, is to be 'The Voice of SIBM Pune'. The team strives to serve as a bridge between the college and the outside world by facilitating communication through social media, online presence, print media, and various events. Some of the team's main activities are:

1. Generating content in the form of articles, reports, posters and videos for various stakeholders, which include students, alumni, and corporates.
2. Carrying out PR and Promotional activities for the institute.
3. Organizing workshops and events that highlight the growing importance of public relations and media management
4. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus.
5. Conducting interviews with corporate guests, alumni and visiting faculty.
6. Managing the institute's IT infrastructure which is vital towards knowledge sharing among students, the placement team, faculty and college administration.

iSMaRT has earned the title of Best Student Council twice in the last 3 years.

# The Team

The senior team of iSMaRT for the year 2018-19 consisted of 6 members. The interim and the junior team consisted of 7 members each. All members had to go through a rigorous selection process to be inducted into the team.

**Coordinator 2018-19: Rashmi Pillai**



## SENIOR TEAM

Craig Pinto

Ishita Grover

Rashmi Pillai

Rewati Kachhwaha

R. Prakash

Vibhav Bisht

## JUNIOR TEAM

Aayush Modi

Akshaykumar Wankhede

Apoorv Vohra

Arshdeep Kaur

Harshit Chaudhary

Mitali Ambaskar

Sayali Chandwadkar

## INTERIM TEAM

Aayush Modi

Akshaykumar Wankhede

Apoorv Vohra

Arshdeep Kaur

Harshit Chaudhary

Mitali Ambaskar

Mansi Mukhija



# HR Conclave 2.0

The HR Conclave 2.0 was hosted at JW Marriott, Juhu on 20th October 2018. HRC 2.0 witnessed a congregation of stellar HR Leaders from the industry with exemplary achievements to their names. The Junior and Senior Team Members of iSMaRT assisted the Executive Council in the smooth planning and execution of HR Conclave 2.0.

The pre-event activities included creating Buzz videos for HR Conclave which encompassed – highlights from the previous HR Conclave, videos of students and faculty expressing their thoughts on – the previous HR conclave, their expectations from HRC 2.0 and their insights about the theme – “Diversity and Inclusion”. We also collaborated with students from Symbiosis School of Photography to create a video which showcased the journey and the strategic approach of the winners of HRC 2.0. iSMaRT worked with the PR team of HRC 2.0 to publish pre-event social media posts mentioning the Key-note speakers, panellists, the competition and the theme. We also took care of vendor management responsibilities to ensure timely delivery of all the requisites.





On the event date, the team covered the entire event by updating stories on Instagram and Facebook, covering the event live through all social media handles of SIBM Pune, recording interview snippets of the esteemed guests. The panellists and the speakers were gifted customised photo-frames (with their live pictures from the event) as a memento. We successfully captured 2000+ images during the event to be posted on Social media and to be used for future promotions. The post event coverage included publishing about the success of HRC 2.0 on all social media platforms and the Director's blog.



**SRINIVAS P.M.**  
 HEAD HR - INDIA SUB CONTINENT  
 PROCTER & GAMBLE

Alumnus of SIBM Pune, Batch of 2000

Has over 18 years of diverse HR experience with expertise in Organizational Transformation, HR Business Partnering, Diverse Talent Development, Employee Relations, Change Management & Rewards and Recognition.

Has worked across multiple geographic locations in Asia including South East Asia, Greater China, Australia and India during his tenure at P&G prior to assuming his current role.

**HR SIBM PUNE CONCLAVE 2.0**  
**KEY INSIGHTS**




**ROHIT SHENOY**  
 LEADER - ORGANIZATION & TALENT DEVELOPMENT  
 STERILITE POWER GLOBAL INFRASTRUCTURE

Alumnus of SIBM Pune, Batch of 2004

Has over 14 years of experience in the field of Human Performance Consulting, Leadership Development, Employer Branding, and Talent Management

Has held several responsible positions in companies like Infosys, Accenture, Siemens & Development Dimensions International

Certified Coach, Facilitator, Psychometric & Behavioural assessor

Co-Lead International Association of Facilitators (IAF) NCR

**HR SIBM PUNE CONCLAVE 2.0**  
**MODERATOR**





# Batch Photo Shoot 2019

On 29th January 2019, iSMaRT hosted the Batch Photo Shoot for the Batch of 2019 by lending them a hand to capture the picturesque SIBM Lavale Campus and fill their albums with a basketful of unforgettable memories created over the last two years. Throughout the entire day, 20 GB of photographs were clicked, edited and circulated amongst the batch, for the students to choose and cherish. Batch Photo Shoot encompassed clicking the group photograph of the outgoing batch, class photographs, the photographs of the executive council, students' councils and special interest groups at numerous nostalgic locations at the campus. The PR team also captured pictures of the faculty members, administration department, staff and supporting staff.





We were able to capture the fervent crowd overflowing with energy at its happiest and most ecstatic self via this Photo Shoot.





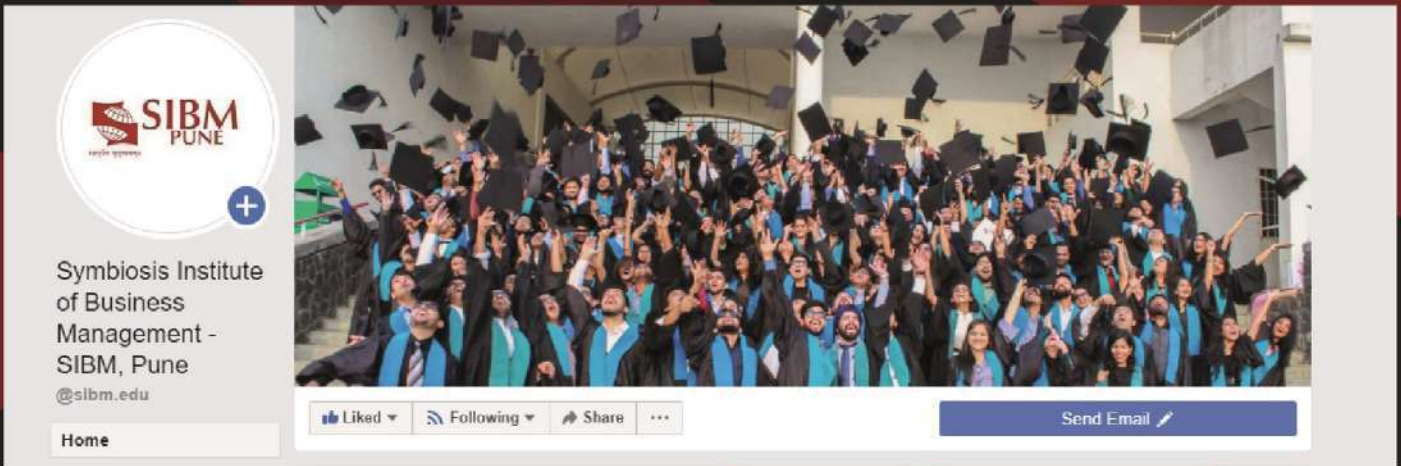
# SIBM Pune's Online Presence-

iSMaRT handles the official social media handles of SIBM Pune. SIBM Pune has an online presence on the following portals – Facebook, Twitter, Instagram, LinkedIn, YouTube and the SIBM Pune Student Blog. These pages are imperative in managing public relations for SIBM Pune and have seen an exponential rise in reach and followers over the past year. iSMaRT works closely with SIBM Pune's administrators, student council teams, special interest groups on campus and the various clubs. We ensure that all the activities and events hosted on campus, student and alumni achievements and other activities are shared promptly on these online platforms and receive the right exposure. The academic year 2018-19 has seen extensive coverage of all the corporate and college events held on and off the campus. We also publish student and director blog posts, guest lectures information, interviews, etc.

## Facebook

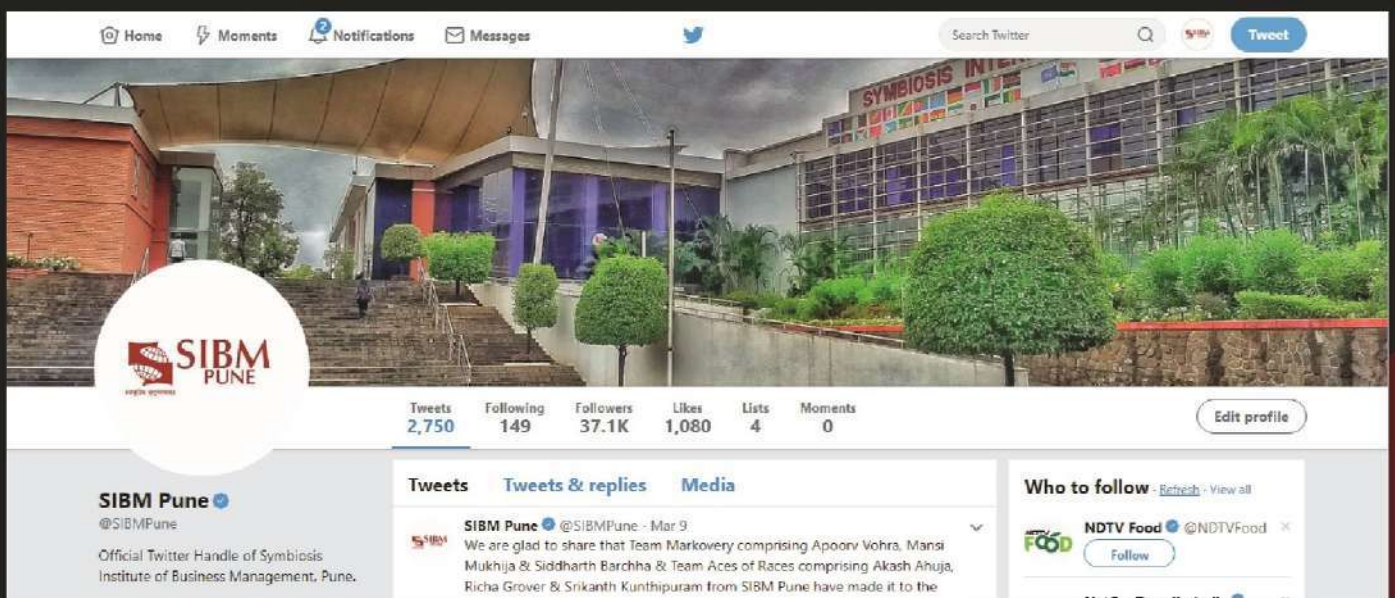
This SIBM Pune official Facebook page, which was launched in the academic year 2014-15, is its primary social media handle. Throughout the year, iSMaRT has ensured that all the events and activities are updated on the page promptly by the way of pictures and a small description. In addition, director's and students' blog posts, student and alumni achievements and news of the institute are shared on the page on a regular basis. Through this Facebook page, iSMaRT, on behalf of the institute, answers queries asked through messages. As a result of the team's constant PR efforts, the official SIBM Pune Facebook page has 60,077 followers as of March 2019. We plan to continue working on increasing the reach and followers of this page in the next academic year.





# Twitter

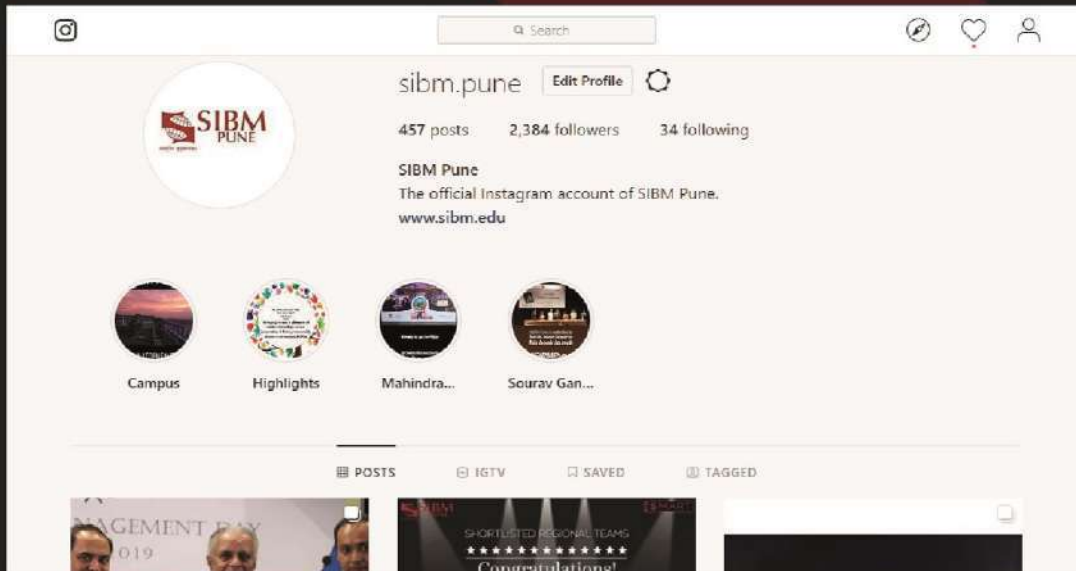
The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of 37100 followers as on March 2019. Our followers include a large number of alumni and corporates. Through the live coverage of every college and corporate event on campus, iSMaRT ensures huge engagement on this platform.





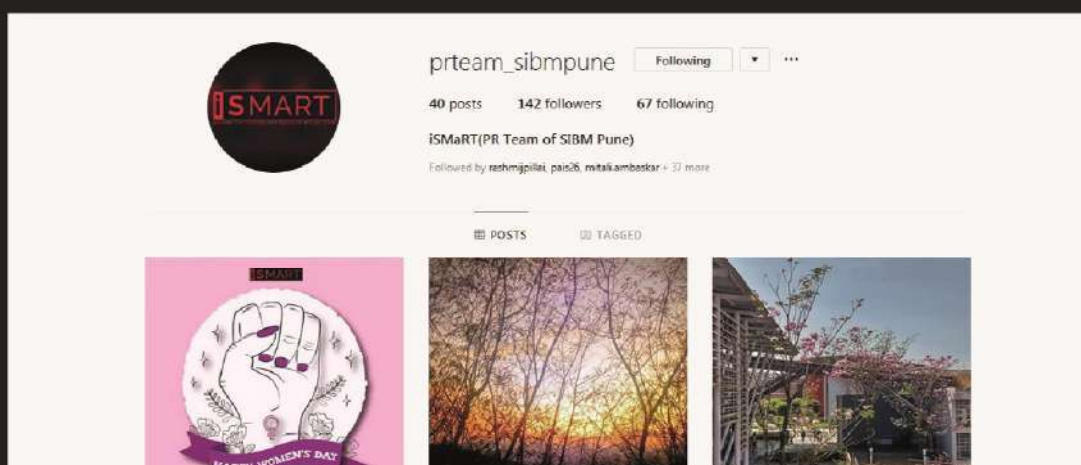
# Instagram

iSMaRT launched the official Instagram handle of SIBM Pune in July 2016. Throughout the year there have been prompt event updates on the platform. In the past year, we have doubled the number of followers from last year, from 1226 to 2384 followers in March 2019. The team plans to increase the same in the coming year.



## iSMaRT Instagram Handle

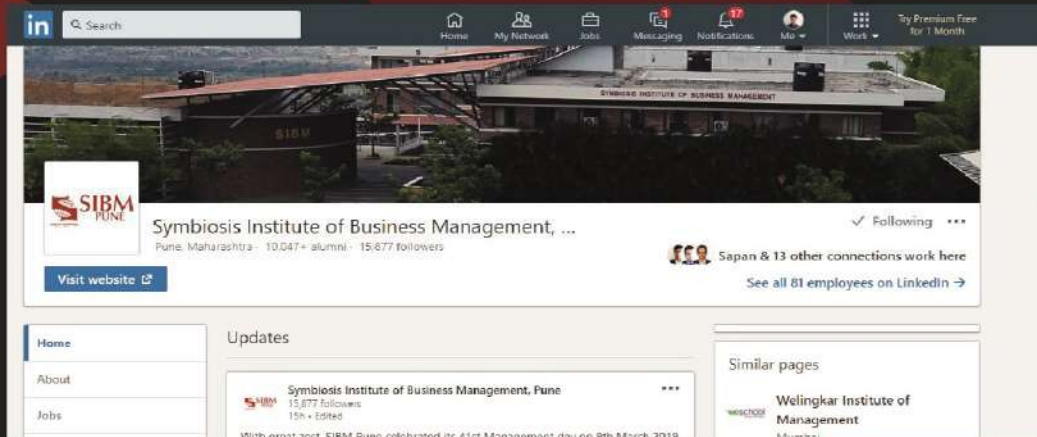
In the year 2018, iSMaRT launched its own Instagram handle for the PR and promotion related activities of the team. The handle has 142 followers and is growing at a fast pace. We aim to engage the audience by means of regular posts celebrating festivals and accentuating corporate engagements on the campus.





# LinkedIn

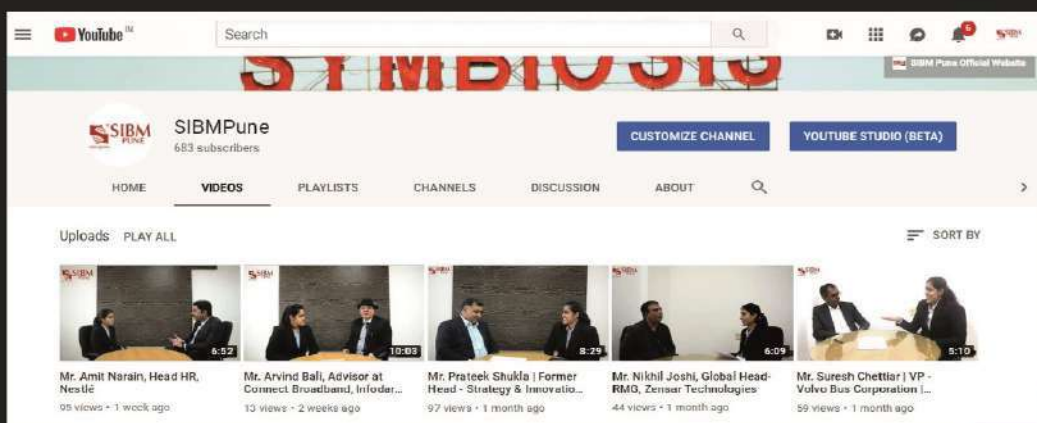
SIBM Pune's LinkedIn account has 15,877 followers and has helped connect with 10,040+ alumni. The team regularly shares institute and student achievements on this platform. The reach also extends to all the people connected to the network of the institute.



# YouTube

The official YouTube channel of SIBM Pune has been growing exponentially in terms of subscribers and view count. Some of the key videos shared on the channel are:

- Alumni Interviews
- Corporate Interviews
- Promotional video for other events
- Event after-movies



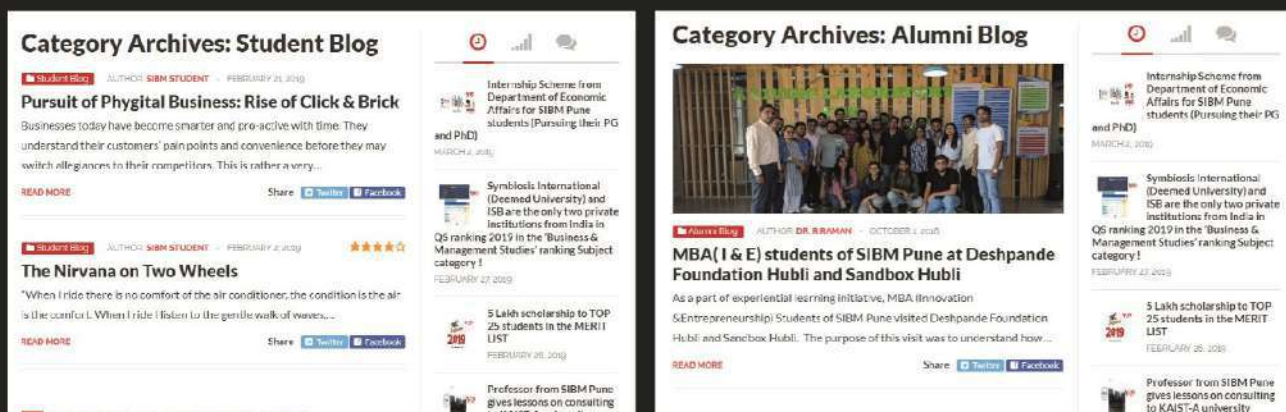
Our interview series Sunday Showcase and Wednesday Wisdom are hugely accepted and appreciated by our wide spectrum of audience which includes corporate leaders, alumni, students and entrepreneurs among many others.



# SIBM Pune Students' & Alumni Blog

The students' blog is a space exclusively reserved for content from the students. Students have the opportunity to write about their achievements, experiences, thoughts and opinions, academic or otherwise on the blog. Artwork, photography or poetry is also welcomed. iSMaRT generates content for the Director's Blog, related to the various events conducted at SIBM Pune and the achievements by the students. The team ensures that the blog is updated with all the current happenings at SIBM Pune.

This year, iSMaRT came up with SMaRT Inputs where the Alumni Blogs are shared via all the social media handles of the institute. Alumni Blog is a platform where our alumni will share their special moments and life lessons learnt at SIBM Pune and post MBA in their corporate life and otherwise. Through the blog, the Alumni fraternity can pass on their pearls of wisdom to the current students.





# Going the Extra Mile : Promotion and Launch through Videos

iSMaRT helps in gauging the interests of students in various corporate competitions and documenting their learning and experiences by means of creating interactive videos with the students in collaboration with various corporations. Various events for which we created such videos for campus engagement are ITC Interrobang, Yes Bank Transformation Series, P&G and Sourav Ganguly's Book launch.





# PROelio Event Launch Paintball

For the launch of iSMaRT's flagship event PROelio - a PR based case study competition, the team hosted 'Paintball Armageddon' on 14th October 2018. The tournament was organized in collaboration with Urban Adventure at the Old Convocation Ground in which a total of 28 teams participated - each team comprising of 5 members. The smooth execution of the launch helped in enhancing the participation for PROelio and thus majorly contributed to PROelio's success. The event was first of its kind at the SIBM Pune campus and was received with enthusiasm by the students.





# PRoelio 2018

PRoelio, the flagship event of iSMaRT, is a unique national-level case study competition which involves participants to solve a PR disaster and come up with unique strategies to salvage the value, reputation and trustworthiness of the client it represents.

The competition saw nationwide participation from several B-Schools including IIM Raipur, IIM Indore, IIFT Delhi, IMT Ghaziabad, NMIMS Mumbai, MICA, SCMHRD and the home campus team from SIBM Pune. After a grilling elimination round from the 130 teams which participated, only 6 teams were shortlisted for the grand finale held at the SIBM Pune's Lavale campus on 20th November, 2018.

The final round tested the team's ability to defend their client in a public setting, answer the questions convincingly, take in new information and act accordingly without showing external signs of flustering and their communication skills and the manner in which they face the live press round.

The judges included Mr. Aniruddha Bhagwat, Director – Ideosphere Consulting and Ourbit, Ms. Bhavana Rajagopalan, Account Manager -The Minimalist and Mr. Shekhar Bhonagiri, Vice President – Kirloskar Institute of Advanced Management Studies.





The focus of PROelio has always been on live challenges and interactive presentations as it attempts to simulate the live press experience a professional PR agency faces.

PROelio 2018 winners received prizes worth Rs. 75,000/-. Team PR Rangers of SIBM Pune comprising Mansi Mukhija, Rohit Sahay and Shivam Aggarwal emerged as the winners of PROelio.

Team Symbiotes of SCMHRD comprising Aditya Nambiar, Aditya Kovvali and Vipul Chainani emerged as the runners-up.

Kuhu Mehrotra was conferred with the Journalist of the year award. The event was sponsored by HelloIntern, Youth Incorporated and Internshala.





# Event Coverage And Interviews

One of the key activities that the PR team undertakes is to provide exclusive coverage to SIBM Pune events that take place on and off the campus. The coverage includes event photography, live tweeting, event reporting, social media postings and interviewing the guests.

The interviews conducted are posted on the official SIBM Pune YouTube channel and they serve as an insightful source of information for the students, aspirants and knowledge seekers.

We also help bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles. Following is the non-exhaustive list of events that were covered by iSMaRT in 2017- 18:

- Piramal Tangram
- Godrej Loud 2018
- HUL L.I.M.E X Campus Round 2018
- Mahindra War Room launch and Campus Round, 2018
- Marico Over the Wall Launch and Campus Round 2018
- Nestle 4Ps Challenger Campus Round 2018
- Nestle Ingenium Campus Round 2018
- Reliance Industries 'The Ultimate Pitch' Launch Event
- Tata Steel-a-Thon Campus Round 2018
- ICICI Beat the Curve, Launch, 2018
- 'Think Raipur' launch event, conducted by Mr.Shaunak Mukherjee, Cofounder, AFP
- Guest Lecture by Mr.DeepayanSensharma, Director HR, JLT
- Guest Lecture by Mr. Manoj Murali, CEO, Kerala &Tamilnadu, BhartiAirtel Limited
- Guest Lecture by Mr.JeetendraPaturkar, HR Professional, Cummins India
- Guest Lecture by Mr.AmitNarain, Head of HR, Nestle India



- Guest Lecture by Ms. Prriti Narrain, Strategic HR Leader, AkzoNobel
- Guest Lecture by Mr. Amit Prakash, CHRO, Marico Limited
- Guest Lecture by Mr. Pradeep Chatterjee, Head Digital Transformation, Tata Motors
- Guest Lecture by Mr. Prabir Jha, Cipla Ltd
- Guest Lecture by Mr. Rajesh Hurkat, Head HR, Mattel India
- Guest Lecture by Mr. Mayank Bansal, Business Head, Hafele
- Guest Lecture by Mr. Saurabh Jain, Vice President PayTm
- Guest Lecture by Ms.Yash Chitale, Reliance
- Guest lecture by Mr. Ashok Sinha, Director, Manufacturing and Supply Chain, Cummins
- Guest Lecture by Prof. Martin Jones, Nottingham Trent University, UK Information Systems & Media Relations Team | Annual Report 2017-18 | 16
- Guest Lecture Mr. Shubhankar Roy Chowdhary, Lenovo
- Guest Lecture Mr. Piccolo Momin, Glenmark Pharmaceuticals
- Guest Lecture Ms. Ritika Chopra, ABGFRL
- Alum Speak Session by Mr.Anjan Bhowmick, The Hershey Company
- Alum Speak Session by Mr. Rohit Kumar, Kellogs
- Alum Speak session by Mr. Ahmed Faiyaz, Author & Advisor - Dubai Health Board
- Alum Speak session by Mr. Vijay Thomas, Customer Experience Manager, Harley Davidson India
- Imperio Session by Dr.Gunjan Bhardwaj, Innoplexus AG
- Imperio Session by Mr. Suresh Chettar, Business Head Volvo Buses, South Asia
- Imperio Session by Mr.Heinzsten Peter, Director HR, Volvo Buses India
- Orange Run 2018 by GSK
- Aarambh 2018
- Admissions 2019
- Arcturus 2018
- Box Cricket & Rink Football 2018
- Budget Symposium 2019
- Consulting Fair 4.0



- Cummins Redefine 2018
- Dwandva 2018
- Economic Conclave 2018
- Encore North 2018
- HR Conclave 2.0
- Entrepreneurship Summit 2018
- Gravitas 2019
- ICABM 2018
- Hoopster 2018
- Batch Photo Shoot 2019
- Legacy 2018
- Management Day 2019
- Prerna 8.0
- Rendezvous 2018
- Ridges and Furrows 2018
- Senate 2019
- SPL XI 2019
- Transcend 2019

Following are few of the many eminent SIBM Pune guests interviewed by iSMaRT in 2018-19:

- Mr. Deepayan Sen Sharma, Director HR, JLT
- Mr. Amit Prakash, CHRO, Marico Ltd.
- Ms. Neha Saxena Shenoy, HR, RB
- Mr. Manoj Murali, CEO, Airtel
- Mr. Ankit Khandelwal, Chief Manager HR, Piramal
- Ms. Ankita Poddar, HR Business Partner, Amazon
- Ms. Yoshita Swarup Sharma, Alight Solutions
- Ms. Anisha Agarwal, External Communication, IKEA
- Mr. Tarun Varma, Head HR, Shell India
- Mr. Sameer Samudra, Cummins
- Mr. Shalaut Jain, General Manager, Piramal
- Mr. Jeetendra Paturkar, HR Professional, Cummins



- Mr. Prabir Jha, Cipla Ltd
- Mr. Sanjay Sharda, Head – Rural Distribution, Rural Banking, IndusInd
- Mr. Sauvik Banerjee, Tata Industries
- Mr. Ranjeet Oak, Chief Business Officer, MakemyTrip
- Major Aditi Mohan, VP & Head, Corporate Services, Fidelity
- Mr. Nachiket Naik, Head, Corporate Lending, IREP Credit Capital
- Mr. Arunesh Kumar, Talent Acquisition Head, GSK
- Dr. Pradeep Chatterjee, Tata Motors
- Mr. Srinivas Chundru, Head Ola Skilling
- Mr. Suresh Chettar, Volvo India
- Mr. Arvind Bali, Videocon
- Ms. Prriti Narain is the Country Head-HR, AkzoNobel



# Print Media & Online News Platforms

We believe that it shows greater authenticity when SIBM events are covered by a credible news organization. We have maintained relationships with online news and education portals such as InsideIIM and Shiksha. Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals. These featured articles help us to expand our online presence and to connect with our huge audience base in India and abroad. Furthermore, an online search for SIBM Pune would throw up many related articles which add immense value to the brand image of the Institute and are hosted on completely neutral third-party websites. This adds further credibility to the claims made by the institute. We are also in the process of engaging the print medium for coverage of events and news.

We have also made our presence felt in college reviewer sites such as Shiksha. iSMaRT members are currently campus representatives on these sites and answer queries regarding the college, questions from MBA candidates and help generate buzz for SIBM related news and events through this platform. In the year 2018, SIBM Pune got authenticated on InsideIIM when we posted a series of articles (200+) on it in collaboration with Aditya Birla Group where the students had to give their views on-

1. What makes my campus unique.
2. A memorable classroom experience in my B-school.
3. Introducing – some of my crazy batchmates (4-5 profiles of interesting students in your batch)

We also promoted these articles on various SIBM social media handles which made our institute “The Most Buzzed Campus” on InsideIIM page. They regularly feature the blog posts of students from our college.



# Infodrome & PAT Portal

The team is also dedicated to the IT initiative and facilitating knowledge sharing. 'InfoDROME', designed and maintained by iSMaRT. It is an intranet portal that equips the students with a platform which facilitates easy functioning of their day to day activities. It aims at collaboration at all levels between the staff, faculty and students to ensure smooth functioning of the entire academic process. Some of its current features include links to the attendance portal and the PAT portal. An entertainment section with fun games, data vaults with quick links to research sites, student query portal, and a daily notifications page are some of the many features available. To make InfoDROME more secure and reliable, a transition process is in the pipeline. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience.

iSMaRT assists the Placement Advisory Team in the smooth functioning of SIRP and CRP process by managing the PAT Portal. It is an interface designed by the erstwhile IT team of 2013 in collaboration with the Placement Advisory Team to provide an easy to use online user experience to the students for various placement processes such as CV submissions, checking schedules, etc.



PAT

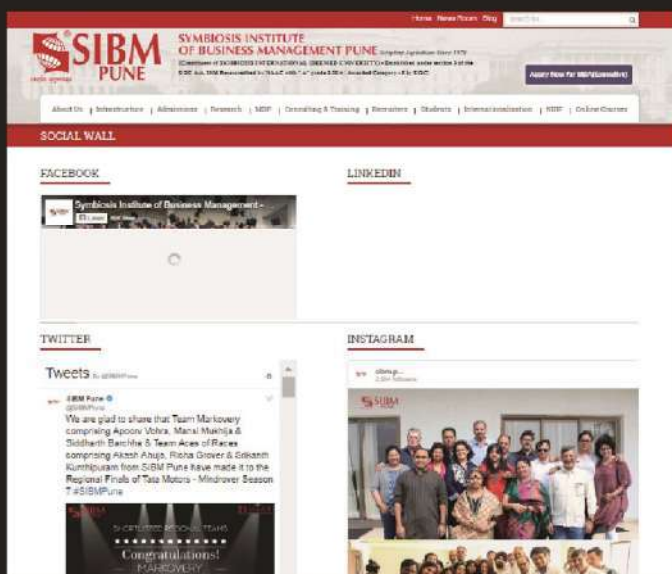


UserID   
Password



# SIBM Pune Website

Working closely with the IT department, one of iSMaRT's responsibilities is to update and maintain the SIBM Pune website. Sections such as featured events, Students tab, Events and achievements page etc. are regularly updated by iSMaRT. The website is also tailored to integrate a variety of social media handles which are managed by iSMaRT. It also includes research and scholarly articles from distinguished faculties at SIBM Pune and essential information is highlighted to students/ aspirants through Notices or Event notifications.





# Collaborations And Initiatives

In the academic year 2018-19, iSMaRT has taken various initiatives and collaborated with other council teams, to ensure adequate PR and exposure is provided to SIBM Pune. Following are the councils with which we collaborated :





The following initiatives were taken by us in the year 2018-19 -

### **Sunday Showcase and Wednesday Wisdom:**

For the Corporate leaders and stalwarts who visit SIBM Pune to deliver Guest Lectures and Leadership Talks, the PR team conducts a tête-à-tête to discuss about the contemporary business scenarios and their personal life. These interviews are posted on the SIBM Pune YouTube Channel under the names Sunday Showcase and Wednesday Wisdom. The interactions are also shared via all the social media handles of the Institute.

### **Newsletter:**

iSMaRT publishes a monthly newsletter to keep the alumni and Corporates updated about the activities taking place on the campus. From covering student achievements in various competitions to encompassing the coverage of cultural and corporate events, the newsletter includes it all and communicates the happenings at the Institute in a simple yet impactful manner.

### **Batch photo shoot:**

iSMaRT ensured that the outgoing batch of 2019 had ample of memories of the SIBM Lavale Campus before they moved on to their future corporate journey. The Batch Photo Shoot of the students, councils, SIGs and the executive council along with the administration department, faculty, staff and support staff was successfully hosted by the PR team.



# Achievers' Database

Each year iSMaRT collects, collates and verifies achievement data of students for the current academic year. This data pertains to academic, sports and other extracurricular achievements accomplished by the students throughout the year.

This is an important administrative task which falls under the purview of the team. The data is collected via online forms throughout the year and is used by the administration, faculty and the director for multiple purpose. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, which include Best Student Achiever, Researcher of the Year, Sportsman and Sportswoman of the Year etc. The data is also used by the administration to participate in various National B-School Surveys.

This year we received more than 50 achiever entries from both the MBA and MBA I&E batches. Here are a few snapshots from the 41st Management Day which was celebrated on 9th March 2019.





# Closing Note

*We take this opportunity to thank Dr. R. Raman – Director SIBM Pune, Dr. V.V. Ravi Kumar-Dy. Director SIBM Pune, Mr. Sandeep Bhattacharya- iSMaRT Faculty in Charge, Mr. Anand Singh – Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their unwavering and unconditional support towards the Information Systems and Media Relations Team. We would also like to thank the entire student body of SIBM Pune for their overwhelming support for and active engagement in the activities and events conducted by iSMaRT. We express our deepest gratitude to every individual who has contributed to iSMaRT's work and mission of taking SIBM Pune to new heights.*

*“Coming together is a Beginning. Keeping together is Progress.  
Working together is Success” -Henry Ford*