



Vritantā



March 2017
Volume 4 issue 1

Memoirs of SIBM Pune



**THE ROAD NOW
TAKEN**





Rohit Bhawsar

President, Students' Council

2017-2018

"I thank everyone for bestowing their trust in me and believing that I would be fit to take up the mantle of being a Student President. I will ensure that I keep SIBM Pune's flag flying high and maintain successful relationships with the various stakeholders. I will maintain the sanctity of the institute's reputation and strive to become a worthy representative of the student body."



From the Director's Desk..

It gives me immense pleasure to present this issue of **vritanta** – Memoirs of SIBM Pune. SIBM Pune has stepped into its 40th year and with four decades of glorious history behind it, it is no surprise that heights will continue to be achieved in the coming years. Our institution is not something that is designed by textbook, it is more of a tree that has been nurtured with love, care and dedication. And this approach has been lauded by both the industry and our alumni.

SIBM Pune is different in the sense that it is, in its entirety, a student-driven institute. Students' council along with the administration handle the day-to-day activities of the institute like admissions, guest lectures, placements etc. Handling such events inculcates in one a sense of responsibility and awareness which helps the students in the long run.

This issue includes all the events and activities that makes the life at SIBM Pune interesting and enriching. The Godrej LOUD winners narrate their story about how to win competitions, the cover story talks about what can one expect out of their two years and Ms. Radhika Maira Tabrez, an alumnus of 2008, sends in her best wishes for the new batch. The issue also covers the main events of the SIBM Pune calendar, namely Senate, Transcend, PROelio, Encore, SPL etc.

Apart from organising events that attract students from across the country, the students of SIBM Pune have been actively participating in various corporate competitions – national finalists in L'Oréal Brandstorm 2017, finalists in Janssen's Quest 2017 and Samsung E.D.G.E., being the first runners-up in Mahindra Logiquest and many more. This showcases that the effective application of classroom teaching to the real-world problems.

This is the time of the year which is actually a bag of mixed emotions – the mixed feelings as one batch graduates and gets ready to step into the corporate world. The 38th batch of SIBM Pune is all set to graduate and it gives me immense pleasure to see them all set and ready to embark on the new, upcoming adventure. I take this opportunity to wish them the very best for the future. Also, I take this opportunity to welcome the 40th batch and hope that this journey adds on to their experiences and congratulate the achievers, participants, contributors and the Information Systems and Media Relations Team for the efforts they have undertaken in bringing out this magazine.

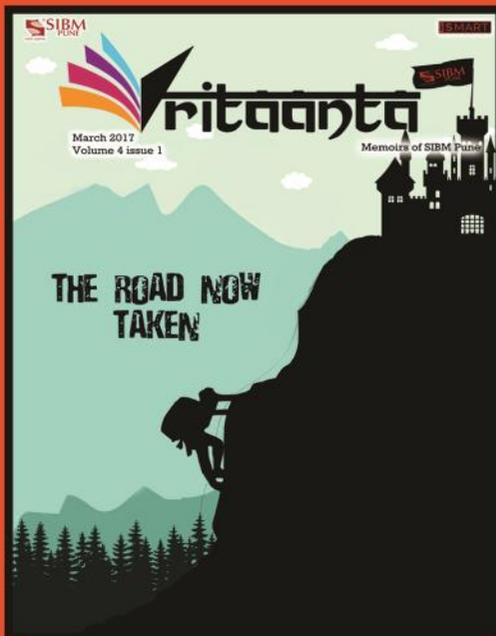
Dr. R. Raman

Director, SIBM Pune

This issue is a confluence of sorts as it bids adieu to the graduating batch and welcomes the new batch into the SIBM Pune family. It covers the events that have taken place in campus over the last few months.



This issue's cover story "The Road Now Taken" talks about what one should expect out of the two years at SIBM Pune. Also in this issue are tips from the Godrej LOUD winners who share their experiences about the competition.



Events like Transcend, Gravitas, SPL, PROelio etc. dotted the calendar and have seen high levels of participation from top B-Schools across the country. Tune into the section "Ground Zero" to know more.

White Collar

#Focus #Corporate #Alumni
#Achiever

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#OnCampus #Events #Summits

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#DivergentViews

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Senate 2017—Challenge of Change

Experience enhances classroom knowledge and the best way to learn it is on hearing live how the people take on corporate challenges. The Corporate Interface Team's flagship event brings together industry stalwarts on a single table to discuss on pertinent topics.

The Senate is the flagship event of the Corporate Interface Team, SIBM Pune which invites industry stalwarts from myriad sectors to come at one table to discuss and deliberate upon the burning topics of the day. In this year's edition, the Senate invited

the honoured guests, Dr. R. Raman, Director, SIBM Pune and Mr. Varun Rao, President, Students' Council, SIBM Pune. The first panel discussion was on the topic "**Co-Opetition: The New Strategy in Dynamically Networked Markets**". The panellists were **Mr. Damodar**



some big names from the corporate world in order to give exposure to the students of life and trials that surrounds one as they step into that world.

The event commenced with the lighting of the lamp by

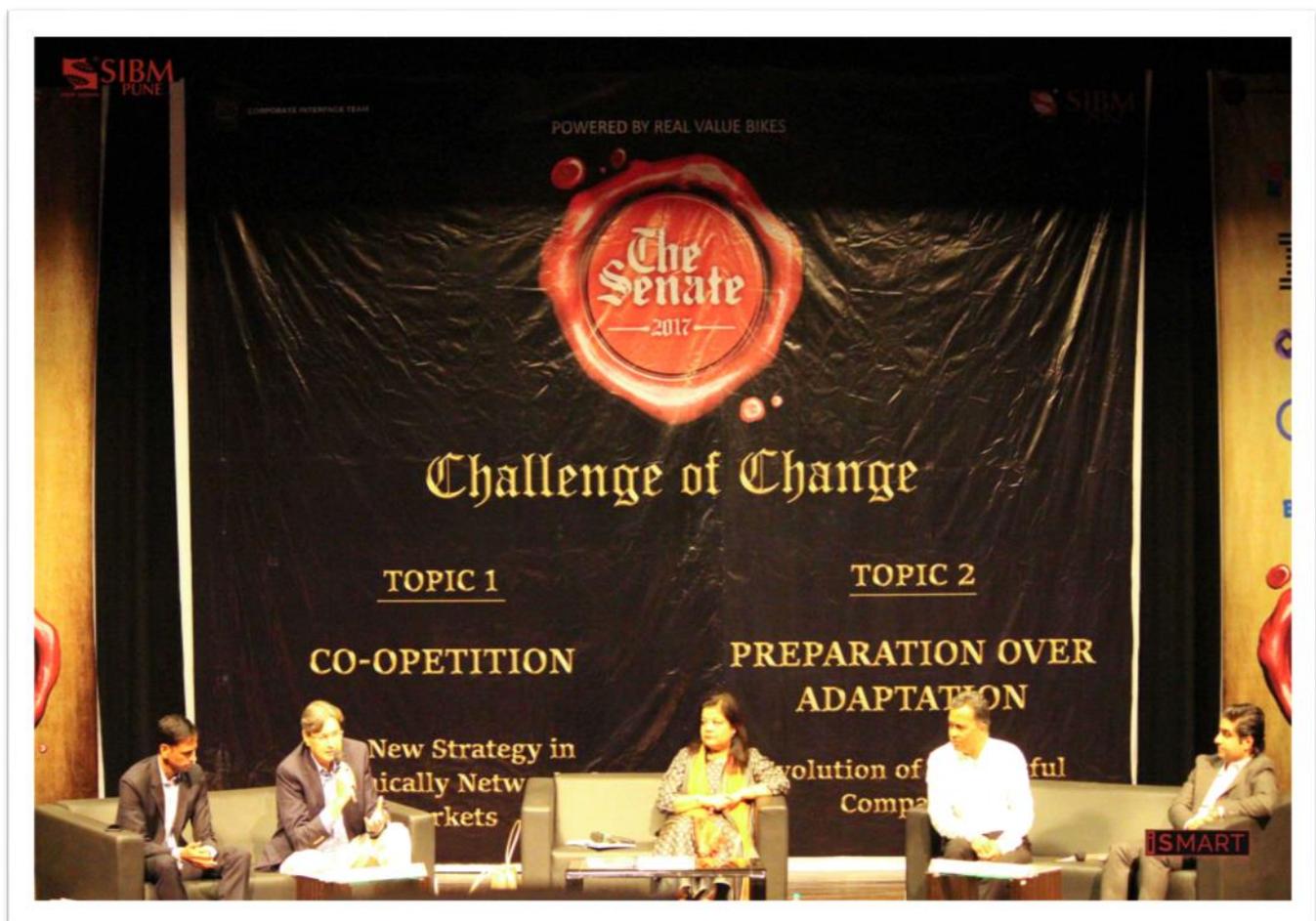
Mall – CEO, Reliance Retail; Mr. Rajiv Dube – Director, Aditya Birla Group; Mr. Khazat A. Kotwal – Partner, Deloitte and Mr. Ram Gopal – COO, Barclays. The panel was moderated by **Dr. Suruchi Mittar - Director - Learning, Development & Culture, Appster.** The discussion began with the definition of "Co-Opetition" which is the portmanteau of two words "competition" and "cooperation". With the businesses rapidly changing and transcending dimensions, no longer is any business identified by the boundaries set by definition. The need of the hour is to embrace the change and work out the

plans accordingly. If needed, one has to evolve in order to match and surpass the increasingly high standards set by the markets. The discussion was dynamic as the panellists elaborated their points with real-life examples.

The second panel discussion was on the topic "Evolution of Successful Companies: Preparation over Adaptation". The panelists were Mr. Ketan Kulkarni - Senior VP/ CMO, Blue Dart; Mr. Ravinder Reddy - Partner, Grant Thornton; Mr. Shreyash Sigtia - Industry Head: Media and Entertainment, Google India and Mr. Siju Narayan - Retail & Consumer Industry Business & Technology Practitioner, IBM. This panel too was moderated by Dr. Suruchi Mittar. The discussion reiterated the fact that successful companies tend to think many steps ahead instead of taking decisions at the moment. They map out the possible reactions and prepare themselves for

them. Thus, they are rarely caught unprepared. Instead of preparation over adaptation, one should let these processes occur in a parallel manner as they both are equally important for any company or business to succeed. Adaptation means to look at a problem in a way different than the others; this will enable one to come up with a different solution to the problem which might end up becoming the most optimal one. And with technology changing on almost a daily basis, adapting quickly is an asset all companies should have in their repository.

The session concluded with a special address by Mr. Bhaskar Pramanik - Chairman, Microsoft India and a vote of thanks by Dr. R. Raman. It was indeed an informative Saturday for the students of SIBM Pune as they had this rare opportunity to discuss and ask questions on such burning issues and took back a wealth of knowledge with them.





Going LOUD - Dreams That Scream

Godrej LOUD winners Sourav Dutta (MBA-1 Human Resources) and Snehil Nigam (MBA-1 Marketing) narrate their experiences about the competition and what made them emerge victorious.

Sourav Dutta's Story

It all started with the city meet at Jamshedpur, where I met our senior who explained the concept of Godrej LOUD to us. We had to make a video on our dream for the initial rounds, and although I had my story and

content in place, I still had to prepare the video. So I asked my seniors to help me with the video who taught me how to make video from the scratch. They were extremely accommodating and always available, even at 2 'o' clock at night. I still had a month and my video was

well prepared, then winners of last year's LOUD helped me refine the story and flow altogether before submission of the video. Soon, the national finalists were declared and I was one of the 15 finalists, I was really excited but at the same time I remembered the words of my father, when he explained to me in the words of my very own sport Archery that "It's not over, till you shoot your last arrow". I did not celebrate much and started the National preparation because I had waited 13 years for my dream to come true and this time I got the closest to completing my yearlong dream and I did not want to lose this opportunity.

I knew I had to do something creative if I had to have the



slightest chance of winning. So I decided to shoot on the stage as a demo. But, as I planned it wasn't easy to get the permission to carry my equipment to the corporate headquarters at Godrej. Getting the equipment to the venue was a painful task. I somehow managed and reached the venue but got no time to practice, because of security reasons. I had no idea about the distance I was about to shoot and shooting after 3 months without practice made my chances even more bleak. It was soon showtime, the time I waited for even before I joined SIBM, dressed in the Indian National team uniform, I was scared to miss in front of the board of directors and esteemed jury present there. After four and a half minute presentation, I had 30 seconds left to shoot and end on a high, I pulled the bow and there was pin drop silence. In the final position, I got the aim to the bull's eye, pulled the trigger and closed my eyes. The crowd stood up, there were whistles and applause as I hit the perfect bull's eye.

And when the results were declared, I was one of the winners and went to train at the Easton Archery Centre, Yankton, USA on 14th November 2016 and shot with the former world number one. I learnt a lot about my sport, and these learnings would take me a long way fulfilling my dreams of winning a medal for the country. I thank Godrej and SIBM Pune; they have been the best things that happened to me so far.

Snehil Nigam's Story

It all started with the Godrej LOUD season 5 program for which we all we were asked to do was share one of our dreams with Godrej. It could be in the form of a video, a presentation, a written document or anything which they found interesting and which reeked of true 'passion', a latent desire that created an insatiable hunger in us. It is because they were willing to give away Rs 1.5 lakhs to fulfill our dreams. I loved the fact that instead of going through the usual route of case studies and resumes, Godrej

wanted to know the real side of us, the DREAMER in us. The dream I shared was to learn the flute and become the best flute-boxer in India. One Tuesday evening at SIBM Pune changed it all when my friends barged into my room to let me know that I made it to the finals.

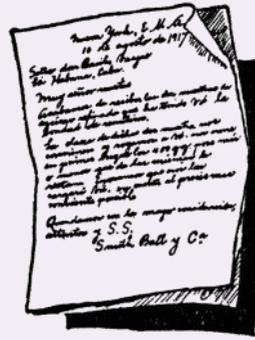
The days between my initial dream submission, final presentation and interview were interspersed with rounds of quantitative tests, verbal aptitude tests, psychometric forms and video submissions. I was the last person to be announced as a winner on stage. It was nerve-wracking to say the least and for a brief moment, I felt that my heart had stopped.

The day wasn't over though and it isn't Godrej's culture to end its events and interviews without a bang. There was a grand party thrown by the company for the LOUD participants. I must say that being surrounded by truly ardent and adept people, with fervor for knowledge and success along with deep passion was truly inspiring. The fact that I managed to settle my internship within the 1st 100 days at a B- school was more than anyone could ask for. Godrej LOUD was one of the best things that happened to me at SIBM Pune and I am eagerly looking forward to my marketing internship at one of the top-notch Indian conglomerates.

The future belongs to those who believe in the beauty of their dreams.

-Eleanor Roosevelt





A Letter to the Future...

An open letter to the current batch by our alumnus **Ms. Radhika Maira Tabrez** who has won *The Muse—Satish Verma Young Writer Award* and has recently debuted with the novel "In the Light of Darkness".

It was a surreal moment and yet very real. I found myself standing in the same room where I had stood almost over eight years ago. As the first batch to move to the sprawling Lavale campus of SIBM; our affection and sense of ownership for this place was, I believe, a notch higher than usual. That sentiment too added to this

emotional moment, as I started to address the students sitting in front of me, just as I had once addressed the incoming batch as the President of the Students' Council for the year 2008-2009. The talk, of course, started with the most anticipated question – about my experience in SIBM. Hindsight is a beautiful life tool, that way; both

cathartic and educational. As I stood there thinking back on my time in this institute, I could practically see the person I was when I walked in, and who I had become when I walked away. The two years in SIBM changed me in ways which make for a delightful discovery even till date. Joining the Placement Team was one of the best decisions I took, I believe. The journey was arduous and often disillusioning,

considering that 2008 was when the global economic recession struck out of nowhere. But all that hard work, all that regimentation, and discipline, did morph me into a much better professional. I believe my one year in PAT is where I found the strength to apply for the post of the President of Council; there had never been a single fe-



male in the institute's then 31-year history, I was told. It was a fact that intrigued but frustrated me all the same. Supported by my fellow PAT members I applied, won and became the President. It was a year of many highs and lows. We as an institute were still struggling to find our sea legs on a new campus far away from the city. The recession certainly didn't help the situation either. I had to take many tough calls; some that would go on to be right and many that would go on to be wrong. It is a year that steeled me up like few others and yet remains as one of fondest years in my memory.

That's SIBM for you. A place that teaches you what you need to learn. Makes you what you need to become. Take you where you need to go.

I know that a lot of personal and professional decisions I have taken in my life, stemmed out of the strength I found during my years at SIBM. As alma maters go, this is the best gift one can give to its students, isn't it? Therefore, when I finally took the plunge into my writing profession, I

did so with utmost confidence and peace. Perhaps that's why my book 'In The Light Of Darkness' has been able to stand up to the commercial and critical scrutiny. The Muse India-Satish Verma Young Writer Award was a cherry on the cake that took me by a pleasant surprise too.

So, friends, SIBMITes, and countrymen; taking the essence of my life in SIBM and thereafter, I can only leave with these thoughts. The two years in this institute will transform you in ways that you cannot even begin to fathom, at the moment. Just go with the flow; but of course, keep your eye on the ball – a successful professional career. Diversify your exposure. Learn. Make mistakes. Grow.

Give your all to the two years here, and then just watch your wings unfold.

Love and luck!

Radhika Maira Tabrez



“Give your all to the two years here, and then just watch your wings unfold.”



Encore North 2017

The Alumni Team, SIBM Pune, organized Encore North—the alumni meet where the erstwhile students interacted with each other and renewed their old memories.

The Alumni Team of Symbiosis Institute of Business Management (SIBM), Pune aims to ensure that the alumni are well connected with their alma-mater and have a sense of belonging towards the institute. It also aims at empowering the current batch of students by increasing interactions with the

illustrious alumni and establishing a link where the experienced past meets the aspirational future. With this aim, the Alumni Team organizes Encore at various locations across the country. Encore North was organized at The Sheraton Hotel, New Delhi, after its last edition in September 2015. It was a well-structured combination

of the formal setting of an alumni meet with the informal setting of a batch reunion. The meet was attended by the Director, Dr. R Raman, Administrative Officer, Mr. Anand Singh & faculty member, Dr. Preetha Menon. The alumni of batches ranging from 1980 to 2016 attended the event.

The Alumni Team conducted a few crowd engaging events, one of them being a quiz named 'The Capital Connect'.

The Director brought the attendees up-to-date with the happenings at SIBM, Pune. The atmosphere was full of warmth and nostalgia.

Events like this inculcate the spirit of Vasudhaiva Kutumbakam, inspired by founder and chancellor of Symbiosis International University, Dr. S B Majumdar.



prerna

Inspiring Change

Prerna—Digitizing India

Social, Entrepreneurship and Consulting Cell, SIBM Pune in association with RITES conducted Prerna which involved student volunteers visiting several villages and teaching the residents about cashless transactions.



At the wake of the digital era where the events of the past year are casting shadows to shape the future of the country, students of "Symbiosis Institute of Business Management-Pune" (SIBM-Pune) endeavoured in their own capacity to facilitate change by imparting banking knowledge to the rural population around Pune.



The “Social, Entrepreneurship and Consulting Cell” (SECC), a student body at SIBM Pune through their initiative “Prerna” – an event aimed at spreading knowledge and instilling in people a passion to learn, spearheaded this cause of promoting a cashless society by organising awareness drives to promote various digital payment platforms like BHIM.

The project was executed in collaboration with **RITES Ltd** an ISO 9001:2008 company, is a multi-disciplinary consultancy organization in the fields of transport, infrastructure and related technologies and was given financial assistance to the tune of **Rs.10 lakhs under RITES CSR Plan 2016-17. RITES Ltd.**

In the first week of February, volunteers from SIBM Pune conducted surveys in the villages within the Mulshi Taluka, checking the feasibility of the project. The targets were narrowed down to four villages based on the availability of infrastructure and resources at these locations.

The project was conducted in two phases spanning the entire month of February. During this period the students first organised a pilot project at the village of Lavale which yielded encouraging results. As a result of which, in the first phase the students from SIBM Pune conducted training sessions for the campus staff, that included close to 300 individuals, including the security, mess and house-keeping personnel; all of whom resided in various villages

in the Mulshi Taluka.

Additionally, door to door sessions were also conducted over three consecutive days at the village of Nande, where students went to the houses of the residents and individually taught them about digital banking and online transactions with special emphasis on the practical use of BHIM, the digital platform launched by the government.

In the second phase, training sessions were organised at the villages of Ambadved, Ghotawde and Lavale, where the students taught the residents about the various aspects of banking, digital modes of payment and BHIM. The effort was reciprocated by great enthusiasm from the residents with the masses turning up in good numbers. All of the sittings were very informative and the attendees of these sessions can now impart the knowledge they gained onto their families as well.

In a step to make life easier for the rural population who are yet to be hit by technology and in pursuance of a greater cause of attaining complete financial inclusion in the country, the project made an impact on more than **1600 people** by assisting them in the transition to digital platforms.



Gravitas—Prepare for Glory

Sports Management Team, SIBM Pune organizes the flagship sports fest in which top B-Schools from across the country compete for winning the coveted trophy



Gravitas'17 - the third edition of the inter B-school sports Fest welcomed over 5 colleges this year. There were about 10 sports each with its own arena which followed the theme Greek Gods. There were a total number of around 110 participants from colleges namely NMIMS, NITIE, JBIMS, SCMHRD, IIT Bombay. The day dawned bright and clear as the sun rose over the pristine campus of SIBM Pune, thus signalling the start of Gravitas'17. The sports fest began with cricket, the first match being SIBM Pune vs NMIMS Mumbai. NMIMS Mumbai put up a good fight but the home team managed to overpower them and secured a comfortable win.

The next game was Table Tennis (Men) which was again between SIBM Pune and NMIMS Mumbai. SIBM Pune dominated the game, which led to them matching up



against JBIMS Mumbai. This wasn't a problem for the home team either as they cruised to a comfortable victory again.

The trend continued in both Basketball (Men) as well as Badminton, where SIBM Pune again defeated all the teams despite a commendable and strong fight from the opposition.



In the final cricket match of the tournament held between SIBM Pune and JBIMS Mumbai, the home team chased down the target without too much trouble to emerge victorious.

In Table Tennis (Women), NMIMS Mumbai put on a tremendous fight, and earned the tag of champions by defeating SIBM Pune. But SIBM Pune, as always, turned the tables against all odds in Chess by winning against NMIMS Mumbai.



Thus, Day 01 ended on a good note with the home team securing the winning positions in many sports.

The 2nd day took off where the first one ended. It was a pulsating and nerve wracking affair as NMIMS took on

SIBM Pune in the Men's Basketball. NMIMS managed to see off SIBM's challenges to emerge victorious.



It was a similar story in Volleyball as well as NMIMS saw off NITIE with the help of coherent game plan and brilliant execution. NMIMS continued their winning streak and managed to wrap up titles in Women's Table Tennis and Badminton.

SIBM managed to wrap up the Pool and Table Tennis titles which required nerves of steel to say the least.

The third and last day of the tournament was one in which never was there a football match so intense, it was SIBM and NMIMS fighting for the title. And as if extra time was not enough, penalties were required to decide the champions!

It was a tough fight for our home team and victory evaded us by a whisker.

This year saw great enthusiastic participation and the event turned out to be great success. A lot of determination was shown by participants, event associates and the Team. The event was ensured it ran smoothly by the Sports Management Team and the Event Associates.





SPL 9 - 8 Teams, 1 Dream

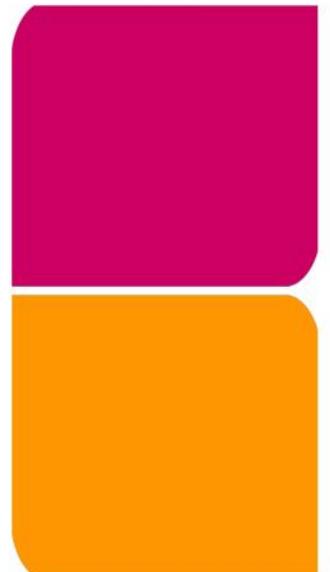
Sports Management Team, SIBM Pune organizes SIBM Pune Premier League which sees IPL-worthy action from the auctions to the actual field.



At SIBM Pune when you talk about the memories you've had over the years, the **SIBM Pune Premier League** undoubtedly serves as one of the most memorable events ever. SPL 9 started on the 23rd January with the Captain's Auction followed by the Player's auction the next day. The tournament started on 13th February with 8 teams divided into two pools. The tournament lasted for 9 days with an outstanding turnout, lots of humor from commentators and amazing cricket. The first semi final was between Sharks and Dragons, and the second semi final between Devils and Stallions. The final match between Devils and Dragons was full of cheer, excitement and unanticipated buzz. At the end of it all, The Devils won the championship by 18 runs, winning the SPL trophy second time in a row, with their captain declared as man of the tournament.

There were other awards too; Emerging Player of the

tournament - Akhil Deshpande, Value for Money Player was Animesh Rathore, Best Catch by Rahul Grover, Best Brand Ambassador was Anjali (Team Stallions), Best Batsman was Naman Jhavar and Best Bowler was Anirudh Jhavar. The tournament also included an alumni match, which was held on the 17th February 2017 with the alumni and students of SIBM Pune. There was a Girls' Match between, MBA 1 and 2. The Sports Management team also hosted the first Faculty match in SPL the history. It was a fun and friendly experience with Faculty/Staff against the Executive Student Council of SIBM Pune.



The Road Now Taken

You have crossed the hurdles in the form of SNAP and the subsequent GE-PI-WAT process...now what? This article gives a sneak peek into the life at SIBM Pune

“There is a time and place for everything and that’s called college” - Bill Cosby

Advent

A serpentine path in the midst of mesmerizing scenery and a lush green hillock leads you to the place where you will spend the next two years of your life. It seems like a fairytale and yet your heart beats fast in anticipation. Among crowds of young faces, anxious parents and more cars than what are usually allowed on campus, you wonder if you would be able to fit in. Despite clearing your group discussions, written tests, interviews and hours spent in hoping that you’ll get through, a little bit of skepticism creeps in. What if it’s too rigorous? What if after years of working in corporate, you can’t handle

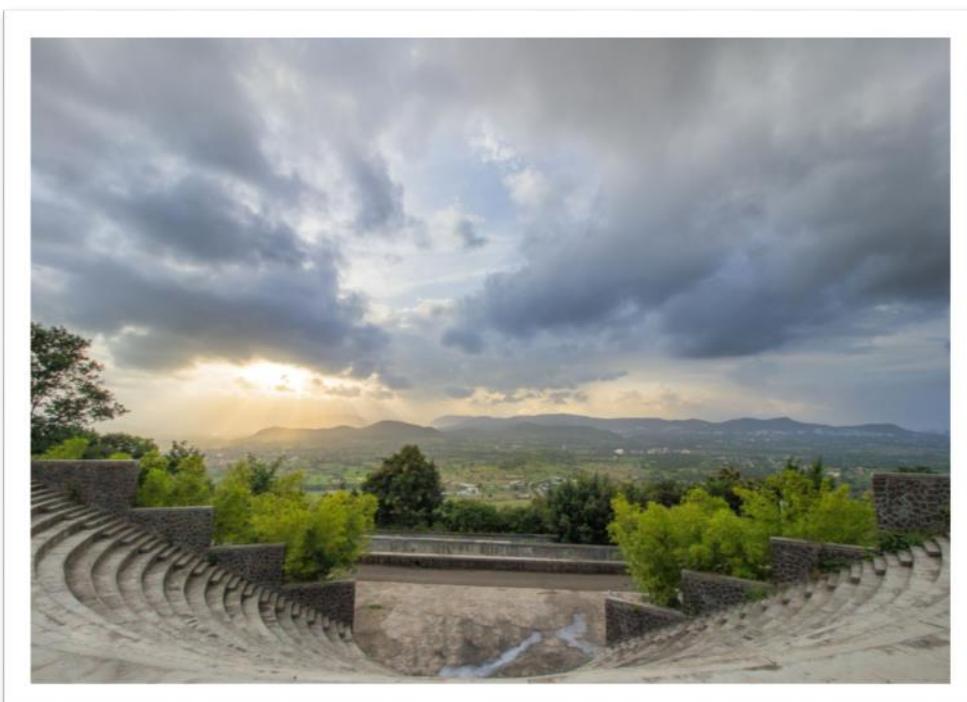
back-to-school? What should your specialization be? Should you have signed up for MBA after all?

Ridges and Furrows

As you unload your luggage and search for your room in the spacious and welcoming hostels amongst other curious freshmen, your heart starts falling in love. Staggering under the burden of the multiple blankets and boxes of “ghar ka khaana” that your mom compelled you to pack, you manage to reach your room in the maze of similar looking doors. You feel like Harry Potter at Hogwarts as you push open the door to find one person or more with whom you will be sharing the room and the experience called MBA with all its ridges and furrows and fervently pray that you get along with them!

The next week is jam packed with activities like you’ve never done before and promises to melt all the anxiety and break the ice among your batch mates, whom you now call “friends”. Over late night discussions, sessions from the industry bigwigs and trips to places you hadn’t been to, you begin to settle down.

And just when you had gotten relaxed, you realize that comfort is the last thing that SIBM, Pune intends to offer you. The course and the activities are designed to keep you on your toes and bring out the best of your talent and skills in order to make you a competent leader tomorrow. As the induction phase comes to an end, you are now armed with your brand new SIBM Pune bags, an elaborate



timetable and an email id which will ensure that you remain alert at all times! But you have one comfort apart from the kind coordinators and helpful professors, and those are the newfound bonds that you have formed here. The long walk from the hostels to the academic block is much less tiring now, with a number of familiar faces around you and the eating at the mess becomes a joint family affair with tables filled from one end to the other!



Transcend

As days pass you realize, that your life is undergoing transition. Your days are no more like the job life you had or even your undergrad college. The classes are different, more interactive and interesting. And then you start seeing new faces, which are not of your batch mates, and the empty rooms in your hostels start to fill up. You soon realize that these are your seniors, just back from their internships and you worry if the anti-ragging posters outside were just a joke.

However, as you get to know them, they seem affable and friendly- eager to share their experiences and information about the college. Some of them, you understand work for the Students' Council- in the nine teams dedicated to certain tasks essential for the smooth functioning of the college namely- **The Alumni Team** which keeps in touch with all the alumni of SIBM, Pune, **The Aspirant Relations Team** which had managed your admission procedure, **The Information Systems and Media Relations Team**

which acts as the voice of SIBM and handles PR activities, **The Corporate Interface Team** which acts as a medium to connect industry and academia, **The Co-Curricular Team** which organizes recreational events, **The Placement Advisory Team** which takes care of the summer internships and final placements, **The Research and Scholastic Development Team**, which compiles and creates papers and study material for the students, **The Social Entrepreneurship and Consulting Cell**, for the big hearts who want to bring about a change to the society and the **Sports Management Team** for all the sportspersons and athletes amongst you.

There are Special Interest Groups for each specialization namely- **Mark-o-Polo**, **Caf-Fin**, **Vitarka** and **Opcellence**. There is also **Toastmasters Club** for all those who want to hone their speaking skills and the **Quiz-zing and Debating Society** for the curious students. Some of you join the Council and clubs as Interim members to add a dimension to your MBA journey and you realize that time flies here and the preparation for your Summer Internship Recruitment Process (SIRPs) must soon begin.

PROelio

The first big battle of your life is soon to come. Another cycle of sharpening your skills and practicing for GDs and PIs begin. With the constant guidance from your seniors who act as your teachers and mentors- sometimes appreciating you for good efforts and sometimes reprimanding you for lagging behind, you slowly prepare yourself for the grilling process ahead.

You make some of your closest friends during this time, helping your friends through their fears and getting out of your own fears. After a grueling phase which tests all your strengths, you emerge stronger. It is soon time for yet another battle- the final exams. Nights are spent at the Midnight Canteen, huddled over books and notes, scrounging for copies of lecture notes and revising everything you had learnt to do well in your finals. Some of you scrape by and some of you exceed expectations, but all of you at the end are elated to have undergone a rigorous first semester.

It is time you get a mini-break and pack a bag to leave for vacation. As you look back onto the times you've been through, you have all your initial questions answered and you finally begin to call SIBM Pune your home.

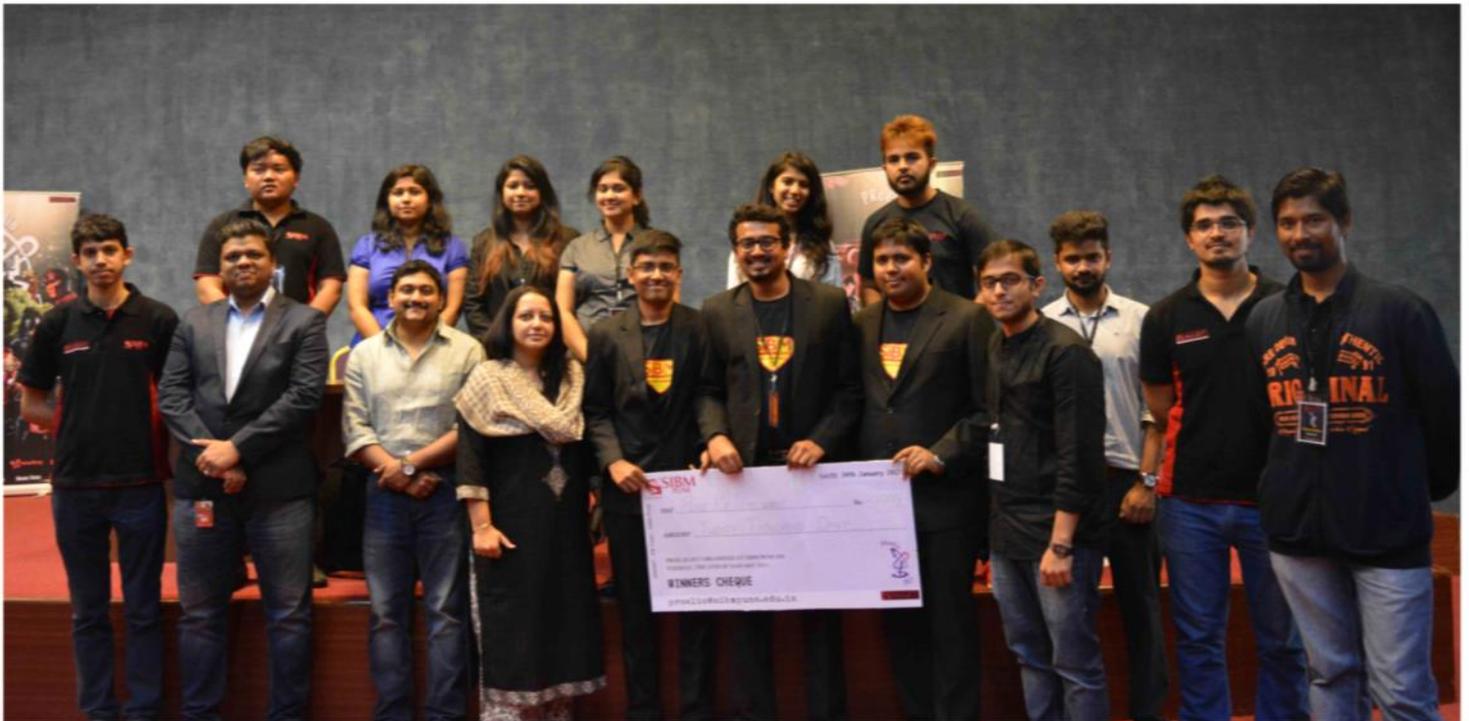
Batch of 2015-17





PRoelio 2017 - Cut Through The-Noise

Information Systems and Media Relations Team, SIBM Pune organized their flagship event PRoelio, a national-level PR case study competition



PRoelio is a unique national-level case study competition organized by Information Systems and Media Relations Team (iSMaRT) which involves participants solving a PR disaster and coming up with unique strategies to salvage the value, reputation and trustworthiness of the client it represents. As part of the event promotions, iSMaRT organized a campus-wide treasure-hunt titled "The Murdering Santa" in which teams of three members each had to solve riddles in order to determine the real culprit. It was a subtle exercise on how negative PR had the potential to almost destroy a company. Around 60 teams participated in the event this year.

In the 2017 edition, PRoelio saw nationwide participation from premier B-Schools like IIM Shillong, IIM Raipur, IIM Indore, NMIMS Mumbai, JBIMS Mumbai, MICA, SCMHRD Pune, DMS IIT Delhi etc. apart from the home campus SIBM Pune. After a grilling elimination round on 13 January 2017 in which around 170 teams attempted to solve a decision analysis quiz, eight

teams were shortlisted for the finale which was held at the SIBM Pune campus.

The final round tested the team's ability to defend their client in a public setting, answer the questions convincingly and accurately, take in new information and act accordingly without showing external signs of flustering, their communication skills and the manner in which they faced the live press. The teams presented their case post which a sudden crisis situation was created and the teams had to incorporate the new information and answer the judges' questions accordingly

The focus of PRoelio has always been on live changes and interactive presentation as it attempts to simulate the live press challenges a professional PR agency faces. The winners of PRoelio 2017 was the home team "Pune ke Pehelwans" with members Srinath Bharadwaj, Skaria Parakal and Ashish Sharma while the runner-up was the team from MICA "BaAdSa" with members Bagmishree, Aditya Dhupar and Sahil Bhatia.



"With great power comes great responsibility"

The Information Systems and Media Relations Team (iSMaRT) organized a mystery hunt named 'The Murdering Santa' in the Lavale campus. The target was to find the true culprit by deciphering clues that were scattered all over the campus. 47 teams consisting of 3 members each participated in this event.





Transcend—Beyond the Horizon

The Co-Curricular Team, SIBM Pune organizes Transcend, the flagship cultural-cum-management fest of SIBM Pune which sees participation from the best B-Schools of the country.

One of the most awaited Annual Management and Cultural fests throughout the B-schools of the country, **Transcend** celebrated its 27th edition this year. One of the largest B-school events in India, this three day fest was held from 20th to 22nd of January, 2017 at SIBM Pune. Transcend 2017 with its theme of Beyond the Horizon, reinforced the need to dream big and explore the world of opportunities lying dormant. The theme symbolized challenging ourselves to aim for zeniths beyond our sphere of thought and reach out for the extraordinary.

With over 20 events spread over different domains, Transcend has always aimed to cater to the interests and expertise of all college goers. From entrepreneurial to artistic, from gaming and play to grueling and demanding, Transcend with its variety of events always has something for everybody.

the **official launch** of Transcend 2017, in association with Red Bull Tour Bus which saw eminent artists from the world of music like Dhruv Visvanath and The Raghu Dixit Project visiting the hill-top campus. The other buzz events such as the "Bonfire Night" and the "Ethnic night" gave the usually engrossed in work campus a chance to break off from routine and participate in the merry atmosphere that had been created.



With a swaying audience and enthusiastic organizers from **the co-curricular team**, Transcend 2017 raised the bar with its innovative and entertaining mix of management and cultural events. This time, in collaboration with multiple renowned artists, Transcend hosted its Pro-



Taking ahead such a well celebrated legacy, Transcend began with an exuberant start in November 2016, with



Nights- Raagalogik, with their tribute to A.R. Rahman and Amit Trivedi, Sahil Shah with his comedic ventures, Progressive Brothers of Sunburn repute for EDM Night, and Maruti Suzuki Colours of Youth with Raftaar for Bollywood Night to complete the 3-day thrilling experience!

Coupled with these events, were a plethora of cultural competitions which included- the Campus Princess- a gateway to Miss India, Rampage-the fashion show, Swing in Sync-Dance Competition, War of DJs- the live DJ war, Cinematrix- the movie making competition and lots more.

One of the most entertaining and legendary competitions of the fest is the **Last Man Standing**, which subjects the

participants to 72 hours of excruciating tasks which are a series of management, tactical, athletic and like events. The format of the event tests skills, acumen, knowledge and most importantly perseverance and resilience of the participants. The winner takes home the much coveted title of the **LAST MAN STANDING** along with the glory of outwitting the best minds in the country. This year's winner was Sahil Bhatia from MICA, Ahmedabad.



Thus, this year's Transcend was another feather to the cap of SIBM Pune and left us with the message that while the horizon is splendid to look at, and symbolizes the end of a journey, and Transcend entreats you to look beyond it! Because beyond the horizon lies excellence, where you outdo yourself, you outshine others, and finally Transcend!



Learning through Business Simulation

An article on Business Simulation by Dr. Sonal Shree, Faculty (HR), SIBM Pune



"We developed a firm, practical feeling of solidarity, which grew, on the battlefield, into the best thing that the war produced - comradeship in arms."

— *Erich Maria Remarque, All Quiet on the Western Front*

What happens when young soldiers march into the battle field armed with all possible weapons in their armour? They fight with all their strength and might. The focus is clear: to win the battle by dint of their inner motivation, team camaraderie, and strategic moves. Students of SIBM Pune, in this endeavour to help them understand the moves of business battlefield, get a chance to show their mettle on a virtual platform called *Marketplace Live* as a part of the rigorous and multi-faceted academic pedagogy.

Marketplace Live is a business simulation game subscribed every year by SIBM Pune to provide students with a unique opportunity to transform their classroom learning into business strategies, experiment with them

and experience the true implications of consequences of resultant corporate decisions in a virtual business environment. The emphasis on practical integration at the tactical stages propels one to think creatively and logically. The young turks get an opportunity to learn about all the aspects of running a business in a competitive environment not in silos, but by working as teams in their virtual persona of the Board of Directors from various divi-



sions of the company, ranging from CEO and President to Marketing, Operations, Manufacturing, Finance, Sales and Human Resources. This enhances interpersonal relationships via leadership and teamwork, which is vital when it comes to success of any organisation or team. Hunger for triumph coupled with the right strategies & the need to work together lead to appreciation of the softer yet inevitable aspects of a business- the spirit of collaboration, right communication and flexibility. These provide a 3D visualization to enable them to grasp the key business concepts quicker and understand the results of their actions better. The visually rich interface of simulation allows them to see the products they design and introduce to the market. The added layer of video elements plays out the consequences of their actions as life-like situations. Linking each decision to the firm's cash flow and financial performance enables them to see and feel the financial implications of

their actions. This results in a greater financial accountability and an in-depth understanding of the business enterprise as a whole.

It is a shared sentiment amongst students & faculty members that simulation is a great learning experience that provides comprehensive understanding of the processes and strategies required in a competitive environment. It widens the learning horizons and as a result of their deep involvement, by the time students complete the exercise, there is sharp increase in their level of confidence through experiential learning. Any why not? The business simulation

game challenges set assumptions at every stage. Each quarter probes them to think about critical decisions from multiple points of view, thereby stimulating their minds to consider the pros and cons of all decisions & the resultant impact on other decisions or performance areas in a competitive and risk-free environment. This gives them a holistic picture of how business operates with just enough details to help them understand the nuances of marketing, operations, finances, accounting and management.

The next team is winning accolades, earning profits and we are not? Let's revise our strategy! Attack! Oh wait, we should defend! No, attack. Let's use a mix of both. New strategy or improvisation of the existing?

Future CEOs in making? You bet!



Marketplace[®]
L I V E



The Taxman Comes Calling

A candid take on the Budget 2017 by Prof. Santosh Gopalkrishnan, Assistant Professor (Finance), SIBM Pune

It is again that time of the year, where you expect your Indian Santa Claus to come out and deliver. The Finance Minister of India proposes the Finance Bill generally in March; which preponed to February this year (amidst a lot of protests from the Opposition, though more on that later).



The Indian Budget can be compared to a lot of things. Like your SSC/HSC Board Exams, Office Dynamics in a new workplace, a relationship with your girlfriend/boyfriend – this carries a lot in common with them all. For starters, you know that it is more complex and more complicated than that meets the eye. More difficult to fathom with the ocean-bed being far more deeper than as it appears from the surface with a lot of interlinked and intertwined angles and viewpoints.

With a country as wide and broad and as diversely and immensely populated as India is, the Finance Minister can never rehash and overhaul the Budget completely overnight. For the same reasons, an exercise as radical as De-monetisation cannot be carried out in the Budget. Each change affects the Indian populace, and the effect and impact of such change has to be studied before its implementation in the real world.

Which means, it leaves us with a very interesting possibility that most of us are masters at – Jumble and Juggle. We bring about changes within a narrow framework with an existing set of variables. In a lighter vein, the lyrics of a popular bollywood number comes to mind – *Kabhi Naye Packet mein Beche Tumko Cheez Purani; Phir Bhi Dil Hai Hindustani!*

Budget 2017 brought about some facts and information which weren't highlighted in past Budget sessions. For instance, that India is largely a tax-non compliant society. Due to lack of overall compliance and weak detection and enforcement, what happens is the inevitable – the honest tax paying citizen gets taxed even more. Out of 76 lakh tax payers in the bracket of 5-10 lakhs, 56 lakh tax payers are from the salaried class. This means that not more than 20 lakh people in India have income from business and profession in the range of 5-10 lakhs. Shocking! Instead, the FM could have introduced people having crores of rupees as income from agriculture to the taxation system. In India, even today, income from agricul-

ture (forming a majority of the population) is still tax exempt.

The real-estate sector, especially the housing domain got handed a mixed bag. While first time home buyers got a rebate of upto 6.5 percentage points (approximately upto Rs. 2.50 lakhs) if their annual income was below 18 lakhs; most others didn't have it so lucky. While the general expectation was of an increase in the exemption on the interest paid on housing loans; what happened was the reverse. As per existing rules, interest of upto Rs. 2 lakhs on the primary housing loan and the total interest paid on the second housing loan were exempt. In order to reduce money flow into real estate for investment purposes (which blocks direct consumption with purposes of own residence), the Finance Minister capped the total interest exemptions available to a person to Rs.2 lakhs, including all owned properties. The difference of interest over claims can be accumulated upto 8 years as loss due to income from house property – though it would almost be impossible to get benefits from the claims as housing loans are generally taken for 15-20 years. Also, rental payments of more than Rs.50,000/- p.m. would attract a 5% TCS, which might encourage many property owners to collect a part of the rent amount in cash, thereby adding to the parallel and black economy.

Apart from these, some other major tax impacts are:

Corporate restructuring is a generic practice followed by companies worldwide. It is engaged in for various strategic reasons – strong valuations, hiving off a division, centralisation of power etc. In order to avoid the tax impact, assets such as shareholdings and other assets are “gifted” to other group companies. In the new Budget, such “gifting” practices are not spared and come under the tax scanner.

Foreign owned companies transacting business in India would be affected with the proposed change in upward transfer pricing norms (with

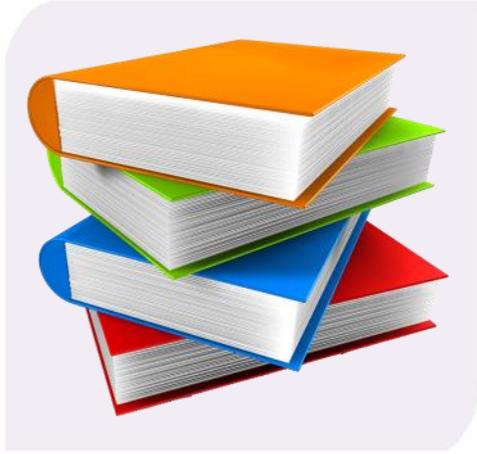
the parent being foreign). If the money sent to the parent is not returned back to India within the stipulated time(which is yet to be prescribed), it would be treated as a loan to the parent, with interest added to the subsidiary's income and taxed as well. However, interest on loans being a tax-deductible activity, thin capitalisation rules have been effected, thereby restricting the amount of funds which can be passed on as loans.

After the Budget which proved to be a mixed bag for all, all eyes trained on the Monetary Policy announced by the RBI in the first week of February 2017. The question on the minds of people was to see how parallel do these lines run, and do the numbers add up? While the clear lines turned up blurred in certain factors, it remains to be seen how far the promises made are fulfilled and the changes capitalised upon.

One fact remains, this Budget could prove to be a make-or-break exercise for the BJP Government ruling the country. And an even greater fact is that inspite of the many uncertainties in the Budget for different stakeholders, a lot of positive expectations ride on it.

And that, we'll have to wait and watch.





Trials, Tribulations and Triumphs

An article on the first year spent at SIBM Pune by Sagar Kashyap, MBA-1 Marketing

It was somewhere around the first week of June that I embarked on a journey. The destination of this journey was no surprise, but what lay ahead of me was something I couldn't imagine in my wildest dreams.

My first few steps into SIBM Pune, I was mesmerized by the pristine and the arresting campus. Never had I thought that I would be living on a hill top.

The first few days for me went in getting to know the people here and the next in adjusting to the intricacies of the campus as well as the lifestyle here. Once I got accustomed to the life here, things started to unfold one after the other. A canteen that opens at 10 PM and closes at 2 AM to cater to us hungry MBAs to be called the Midnight Canteen, a library that is open till 2 AM for the bibliophiles and the intellectuals, an assembly hall that was always available even for late night lectures and batch addresses, an amphitheatre, a helipad with the view of the entire city were just few things that were unveiled at SIBM Pune within my first few days.

As I entered a new phase of my life called Masters in Business Administration at SIBM Pune, I was faced with an array of choices. From choosing a specialization to choosing electives to making a gang of friends, my first year unfolded just like a Hitchcock's thriller. Staying up till dawn talking about my goals and ambitions became a daily routine. Away from the city, a day to the city was a day out in its entirety. But, the need to go out of such a

mesmerizing campus rarely surfaced. The campus was constantly high on life and was always spirited. What baffled me was the vigour with which students worked here and the uniqueness of the student driven culture.

From sports to cultural activities to admissions to corporate events, everything here was handled by the students. Here I was once again faced with a plethora of choices; which student council team do I get into? I had already made up my mind about my specialization and now I made of choice of the team I wanted to work for – Aspirant Relations Team!

As the monsoon set in and brought in the non-stop rain, I learnt that the top notch faculty here uses a pedagogy that only a few institutes use. A practical approach to learning through case studies, simulations and assignments (a lot of assignments – all completed on the last day!) were employed and I was overjoyed by the quality offered here. Being a market-

ing student I promptly bought a Kotler that I have barely touched, but still thanks to my professors, the 4 Ps of marketing are at the tip of my tongue. Classes, submissions, assignments, council work, competitions and to add on that, preparation for the summer internship process really taught me the true meaning of 2 words – multi-tasking



and Jugaad. Those must-read MBA books had filled 356 pages elaborating the same two words.

The large number of competitions that opened to SIBM Pune always kept me on my toes. Fortunate enough to participate in a few of them, the learning experience has been unmatched. It has been 10 months and I am grateful to have met 180 odd people, each bringing something unique to the table, each having a different background and a completely different horizon, thus broadening the outlook on life. Living on the hill top at Lavale, I am glad that I can now speak fluent Hindi, shoot and edit videos, sleep for 3 hours and attend a guest lecture, eat more cheese, make killer presentations and talk in front of an audience from demonetization to absolutely nothing.

The last few months have been a wondrous ride, a ride I hope takes its own time before coming to its end.



15 Cities - 3 Days

Coffee with SIBM organized by the Aspirant Relations Team is an endeavor to reach out to MBA aspirants and help them crack SNAP over a 2-hour nationwide interactive seminar.



Achievers Corner



Bidding Adieu to The Senior Team...



From L to R: Hitesh Paikra, Smit Pandey, Temsumongba Pongen, Surbhi Prasad, Azeem Ranpuri, Utsav Parekh and Vishal Bhardwaj.

The Junior Editorial Team of VRITAANTA



*From L to R: Srijita Sarkar, Rahul Grover, Prachi Kamble, Puneet Sachdeva,
Sampada Joshi, Dixit Jaiswal, Anjali Hamirwasia, Preet Mehta.*

Volume 4

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**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT
SYMBIOSIS KNOWLEDGE VILLAGE
LAVALLE, SUS-ROAD
PUNE - MAHARASHTRA - 412115**

e-mail - prteam@sibmpune.edu.in

Phone-No: 020-39116064

fb.com/sibm.edu

twitter.com/SIBMPune

www.sibm.edu