



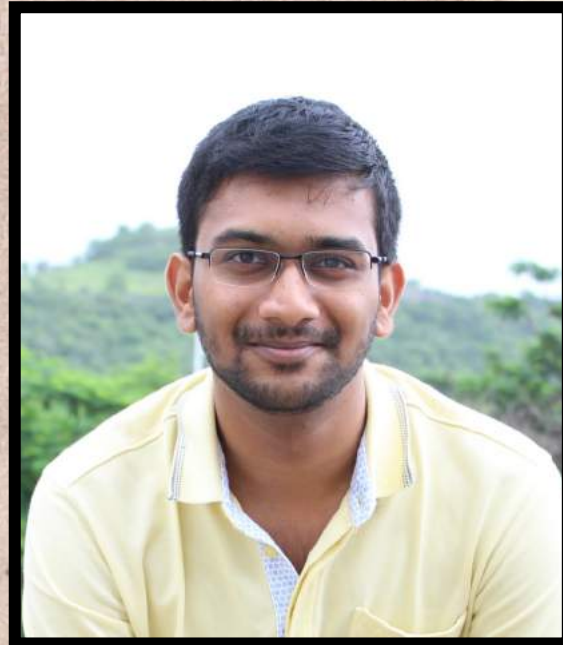
रितचण्टा

August 2016
Volume 3 issue 1

Memoirs of SIBM Pune



UNITED BY SIBM



VARUN RAO

PRESIDENT, STUDENTS' COUNCIL

2015-2016

"The academic year is on in full swing and it has been a pleasurable challenge so far to lead the Students' Council. I want to use this space to thank all of you for providing me this opportunity and considering me worthy to take on this responsibility. It shall be my constant endeavour to work towards the development of the institute and its students. A lot of initiatives for the betterment of the student community have already been put into effect and many more that are in the pipeline shall be implemented soon.

Looking forward to a great year with all of you! "



From the President's Desk...

It gives me great pride to write the editorial for the latest issue of **vritaannta**, the first issue of the third volume — an issue that marks the beginning of a new academic year.

The theme for **vritaannta** is 'celebrating diversity' which is expressed through the cover feature 'United by SIBM'. It is a story that highlights the potpourri of culture present in our SIBM Pune campus.

The issue also sheds spotlight on the various corporate competitions that have been launched on our campus - Mahindra War Room, Godrej LOUD, ITC Interrobang, Accenture and LinkedIn Hackefest 2016 and Ground Zero by Future Group.

Also in this issue is a story on The Toastmasters club, written by Abbas Akbar from MBA II Marketing and a story on the annual entrepreneurship conclave E-Summit 2016, a festival that celebrates the many facets of entrepreneurship. We also have events such as The Economics Conclave, an initiative by the Research and Scholastic Development Team, which was a panel discussion among some of the best and brightest minds in the fields of Economics, Public Policy and Finance, Research and Commerce. The issue also features Hoopster 2016, a 3 on 3 basketball competition which saw active participation from students of SIBM Pune.

The magazine's regular contributors also hit their stride in the Pedagogy section as Professor Manasi Phadke has written an interesting take on becoming an Economist. With student contributions and a guest feature from our Alumnus Mr. Paneesh Rao, all of this makes for a truly outstanding first issue for the semester.

It is also at this point that I would like to highlight the achievements of **vritaannta**, as the magazine has helped us establish a greater connect with our distinguished guests who we regularly host on campus. It has also provided the faculty a platform to engage with students and lastly the magazine serves as the **print** and digital face of SIBM Pune for communicating our student culture and talent to the outside world.

I'm sure that in the coming issues the team behind **vritaannta** will strive to maintain their continued excellence in content and quality.

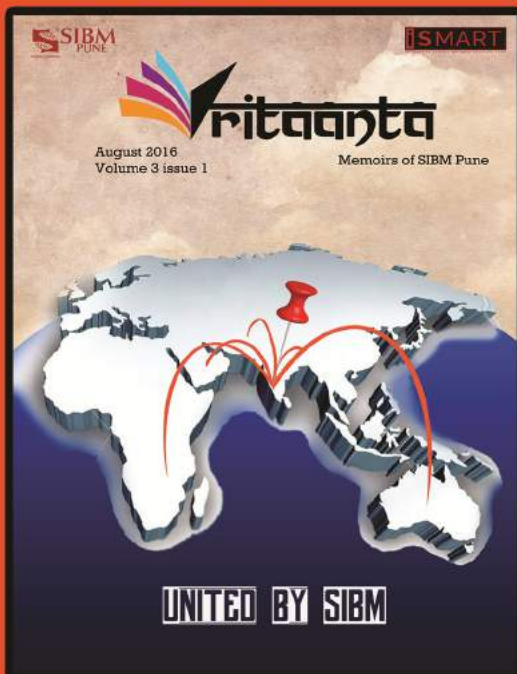
Varun Rao

President, Students' Council, SIBM Pune

One of the featured stories for this issue is the internship diaries, where the students of innovation and entrepreneurship batch share insights on their internship experience of working in a start-up, they also share how it is like to work on your own business idea



Flip to page 3 to know more about the various competitions that have launched on campus. Students of SIBM Pune also had an opportunity to go camping in Karjat as part of their induction. August also saw the launch of E-Summit an event that celebrates the entrepreneurial spirit. This issues also features student articles from the field of operations and marketing.



The cover story for Vritaanta 'United by SIBM' highlights the cultural and educational diversity present at our 'lovely' lavale campus. Flip to page 12 for the full story.

White Collar

#Focus #Corporate #Alumni
#Achiever

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Ground Zero

#OnCampus #Events #Summits
#Lectures

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Pedagogy

#Academic #Education #Professors
#DivergentViews

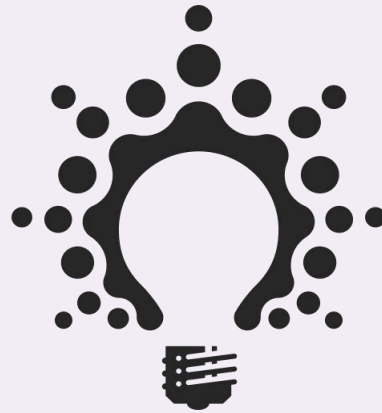
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Zeitgeist

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Internship Diaries

The Innovation and Entrepreneurship batch of 2016 undertook unique internships, some in startups while others worked on their own business idea. Whether its being surrounded by emerging talent or to find inspiration for your own startup these internships have a high learning quo.

Education through experience is truly today's guru mantra! And here, at Symbiosis Institute of Business Management, Pune (SIBM Pune), we have it imbibed in us. The students of the institute have been taking up internships since time immemorial! The internship lasts approximately two months and this gives the students hands-on industry experience translating classroom learning into practice.

SIBM Pune, started a course MBA (Innovation and Entrepreneurship) last year. The first batch 2015-17 rolled out for their internships this summer. Being entrepreneurship centric, the students have an option to either work on their own business plan or join a firm for internship. The batch had a good mix of students taking up both the given options. Let us see what the experience of some of the students were.



Vibhuti Happa

A student, **Vibhuti Happa** worked at a start up – engage4more.com. During the internship, she was solely responsible for handling two IPs for the organisation which gave her sound knowledge of how Intellectual Properties along with various departments of the startup is of extreme importance to business development and brand building and helps in

project management.



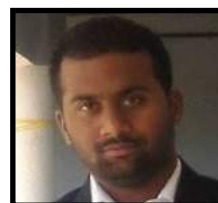
Vaibhav Gupta

Vaibhav Gupta worked with a venture capitalist firm, Ankur Capitals. This internship gave him an opportunity to interact with venture capitalist, investees, investors and the ecosystem which left him rich of knowledge and experience for lifetime.



Shagun Agarwal

Shagun Agarwal was a part of an internal strategy building model for the company Lokusdesign. "I learnt management the- design way". She says "I got a new perspective to look at brands and learnt management the design way. The learnings would aid me think innovatively & creatively which can be applied in future".



Kundan Reddy

Kundan Reddy, another student also worked at the design thinking firm – Studio 5B by Dr. Reddy's. Through this internship, he got a real life experience which is so different than what is learnt in a classroom. He believes it sure was a value addition for him.



Sayantan Mukherjee

Sayantan Mukherjee interned as a part of a three-member team of Mahindra Innovation Cell. They had been given the responsibility of brin-

ing out strong insights about the harvester business eco system and propose solutions that can eventually become game changing business models. As a part of this project, he visited 7 states over a period of 25 days, conducted 53 depth interviews and suggested insights to the management to further decide the plan of action.



**Yashwant
Kumar**

Yashwant Kumar worked with ForclosureIndia, a start-up in banking sector. He was required to work on sales business development and expansion strategies. It helped me understand the culture and dynamics of working in a startup even better.



Shreshtha Gupta

While many worked with established firms, classmates - **Shreshtha Gupta** and **Geethika Ravindran** worked on their own business idea – I Feel Like Dosa. It Is a chain of South Indian QSR aiming at customisation and a fun dining experience. In their two-month long experience, they met a lot of experts from the food & beverage industry who



**Geethika
Ravindran**

shared their experiences and guided them. The budding entrepreneurs suggest their batch mates and juniors to work on their own respective ideas. "Even though it is a huge risk, the experience and learning is worth it".



Angad Dey

Angad Dey too worked on his own venture – Let It Out. As of now, he has kept this venture of his hush-hush however, he says "It was a very great experience, one really doesn't know how it is going to be until one goes out in the field and gets some real time experience by talking to people and dealing with all the aspects involved in such an endeavour."

Hearing these experiences, we understand that classroom learning is a thing of passé and in today's world, we really do need hands-on experience. It is vital to seek the knowledge we gain on the field and the perspective it gives.



'A LOUD Welcome by SIBM Pune' - Photography by **Ankit More**, MBA I Marketing



The Launch Date

SIBM Pune saw the launch of several corporate competitions including Mahindra War Room, Godrej LOUD, ITC Interrobang, Accenture and LinkedIn Hackefest 2016 and Ground Zero by Future Group



Mahindra War Room Season 9

Mahindra War Room a case competition designed to bring forth out-of-the-box and innovative ideas for live business challenges in their various verticals.

Mr. Udit Tewari, Senior Manager, Campus Branding and Recruitment, started with his message of cleansing the 'doors of perception' for self-improvement. He spoke in detail about the Mahindra journey, the platinum standard and how they have always courageously risen to challenges.

Following the Senior Manager's speech, **Dr. Prince Augustin**, Executive Vice President, Human Capital at Mahin-

dra & Mahindra Direct informed the students of the challenges they would face in the course of the competition and what it would take to reach to the top. With international colleges participating for the first time this year, the level has surely been upped!

Mr. Srisram Chandrasekaran Founder and CEO, Broadvision Group the knowledge partner of War Room, gave the students an overview of the caselets which were varied and based on actual business scenarios in Mahindra's many business-domains.

Ms. Anisha Saluja and **Mr. Abhishek Nair**, SIBM alumni and winner and campus-shortlist respectively, made the students aware of what lay ahead in the competition. It was an engaging and interesting experience and a great first-hand introduction to one of the most prestigious business school competitions.



Godrej LOUD

It was the D-Day as Godrej Loud Launched at SIBM-Pune, and the campus was abuzz, bustling with energy and excitement. The esteemed guests included **Mr. Parmesh Shahani** - Head, India Culture Lab at Godrej Industries, **Mr. Sunil Kataria** - Business Head, India and SAARC and **Ms. Vandana Scolt** - Head, Communication Design. In order to welcome them, the students of SIBM-Pune performed a flash mob leaving the guests both surprised and delighted at the lively and sprightly enthusiasm of the students.

The event proceeded, and the guests couldn't reiterate the fact enough, that never have they received such a pronounced response from any of the campuses in the past, and as a result SIBM-Pune was the **"LOUDest amongst all campuses**. The guests explained that people make many sacrifices along the way, and Godrej Loud inverts the Maslow's Pyramid

of Hierarchy envisaging that self-actualisation comes first. In a way, by sharing their own dreams and fears, they connected to the students and formed an environment that was jovial and full of life. For being creative on social media campaigns, the students' efforts were recognised by Godrej, as they handed prizes to the winners.

"No dream is big or small" was the undertone of the launch. It was a fun-filled event, a memorable one for many and an inspiring one for everyone.

Interrobang Season 6

The 6th season of ITC Interrobang was launched at the SIBM Pune campus. It was presided over by two of our alumni, **Ms. Manisha Rana** Assistant Manager Plant HR ITC Ltd. from batch 2011-2013 and **Ms. Rupinder Saini** Assistant Manager ITC Ltd. from batch 2014-



2016. The competition included events like Interrojam and Interroquiz. Interrobang, being a talent acquisition program, is conducted through a case study competition. Interrojam includes a QnA session with the senior management of ITC. The Interroquiz is a 15 day quiz event conducted on the ITC Hub and Scope facebook page, with 5 winners receiving gift vouchers every day.

Ms. Manisha explained that the case studies will be based on Industrial Relations and will help students understand the evolution of IR, and how organisations deal with the change in the current landscape. Factors and the environment influencing IR would be the judging parameters for the same.

The HR students of SIBM, Pune are excited and geared up for ITC Interrobang - Season 6.

HackFest 2016



When multinational corporates like LinkedIn and Accenture come together to organise an event, one can expect an innovative and fascinating plan. HackFest 2016 is a unique idea to pool all the brilliant and resourceful minds of the undergraduate and graduate students of the country.

The power packed competition will take place in three stages, with the finale taking place in Bangalore on 25th - 26th September. At a recently held launch at SIBM Pune, the LinkedIn and Accenture representatives explained the concept and what lies ahead for them!

Apart from gizmo bags with premium products, the students will be the proud participants of the first HackFest ever! It being a non-technical event focuses on holistic solutions, rather than only a technologically smart one. Students will also be able to interact with some of the bright-

est students from all backgrounds. Hackfest 2016 has thus become one of the most awaited events of the semester.



Future Group - Ground Zero 2016

Future Group chose the Lavale campus of SIBM Pune for the official launch of their new, one of a kind competition – “Ground Zero”. The launch of the event was undertaken by **Mr. Vaibhav Date**, Head - Talent Management at Future Group, and his team. India, being at the cusp of an “opportunity explosion”, provides great prospects for all companies to expand. Concepts like Internet of Things are set to change the tone. Herein lies the opportunity to innovate disruption, and transform the landscape of the consumption and demand. This is the concept of Ground Zero.

The competition is not based on the imagination quotient of the students, driven by design-thinking and scenario planning. The whole idea was met by a great sense of excitement and interest from the students. The speakers also conducted a competition, in which teams of students had to assemble a food dish with unconventional ingredients, which was an engaging exercise as the entire batch enjoyed the same.





Past Forward to Future – Trends in Talent Acquisition

An article by Alumnus batch 1987 – 1989, **Mr. Paneesh Rao** Chief Human Resources Officer at L&T Technology Services Limited

An old cliché "*hire for the attitude, train for the skill*"

I am from the era, when hiring used to be in measured numbers and the only source that was believed to be the best was 'employee referral'. This source was most preferred for guaranteed attitude of loyalty & integrity with the assumption that skills can be developed with an on-the-job training. Leaders were willing to spend quality time to hand-hold/coach debuts and took immense pride in doing it again and again.

While the services industry, especially the IT Industry, was growing rapidly there was a phase where industry had to create the workforce it needed to grow business, and industries and leaders focused/spent considerable time and effort on grooming talent to meet their business needs. However, after building considerable scale and attaining high level of maturity, focus has gradually shifted to hire for skills needed at that point rather than mere potential of a candidate. Presently skills & experience are playing a greater role especially while hiring at junior and middle levels.

This brought us to the era of 'consultants and head-hunters' and this was touted as options for talent that a manager singularly could not fetch. Also it was believed that the consultants would do the talent search and initial screening and thereby saving valuable time of the business leaders. With competition becoming fiercer this approach allowed them time to concen-

trate on business essentials. While the belief continues that people are the most important asset to an organisation, we experience an equal reliance on artificial intelligence and human intelligence in the selection process in the era that is experiencing mass hiring and time to on-board, to bill is emergent and a priority. Over the years, the outsourcing of certain talent acquisition tasks / processes to both routine transactional and specialised service providers is also playing an important role there by helping enterprises to make best of their partner network.

I deliberate to describe them in short as under;

Hi-performance organisation's success is attributed to what can be labeled as people management practices that result from hi-performance leaders.

A strategic focus on people management is necessary because innovations come from people, and no organisation can maximise innovations unless it is capable of encouraging innovation, attracting, retaining and rewarding "Innovators". Subsequently, provide great leaders and an environment that supports innovation.

Far from simply filling existing gaps as quickly and eco-

nomically as possible, recruiting has become a hi-stakes competition to foresee economic conditions and business projections, estimate critical talent gaps as early as possible, and source the highest-quality talent available or even better prepare from within.

The basic premise of the “people analytics” approach is that accurate people management decisions are the most important and impactful decisions that a firm can make. It is simply not possible to produce superior business results unless leaders make accurate people management decisions. As complexity of the talent management function grows, organisations will rely on outsourcing to fill gaps—particularly recruiting high-value professionals. This is the most expensive proposition, with no guarantee of performance. If failed, the stakes are high, with reputational issues which cannot be revoked and sets the organisation back by many years against competition.

The shrinking world & technology;

Increasing Social Presence and Furthering Training on Social Recruiting - social media is everywhere, still, some companies are reluctant to embrace it and encourage it within the workplace. But a big part of recruiting is going where the good candidates are – and statistics show that these days, they’re on social media.

Improving Sourcing Skills - Sourcing may be the most overlooked and underestimated skill in recruiting. The ability to know exactly where to look for the right candidates for hard-to-fill positions, and what to do when you find them, is what separates great recruiters from those who simply rely on job postings.

Improving Candidate tracking, Management and Relationship – Biometrics has made great in-roads in user-authentication, technology determines the identity based on the candidates, secures access and information flow at all entry and exit points of the funnel, ensuring high security with convenience, by providing a method of fool proof identification and management that cannot be lost, stolen, shared or forgotten. These technologies have been around for business operations but can also be useful authenticating the candidate through various steps of the hiring process.

Making use of Video-interviewing through Computer / Mobile Telephony- As more and more employers embrace

emerging technology, video interviews are gaining popularity. With the Internet and VC technology accessible almost to everyone. We are no longer dependent only emails and phone calls for initial assessment. Today we can meet people from anywhere anytime breaking geographical boundaries and time zone challenges – it’s not only saving the time and cost (otherwise spent on travel), but also provides both parties a richer overall experience.

Recruitment Technology – A Moving Target and Platform

The new technology that has come out in the last decade has totally changed the day-to-day of recruiting.

Integrated Technology has made deep inroads in the entire facets of talent acquisitions and some of the key facets are in (1) employer branding 2) requisition and applications tracking & management (3) assessments selection management (4) offers & document management (5) background & reference checks (6) hiring manager/candidate management and relationships and (7) on-boarding that is beyond mere induction program

Symbiotic relationship between Industry-University-Student

Campuses play a significant role in talent acquisition both for undergraduate and post graduate level. Symbiotic relationship between Industry-University-Student can only go up from here. In the growth phase, when industry still need to induct large workforce year on year, it’s essential that universities and industry work together to create a talent pool with the relevant knowledge and skills required to be readily or with little effort absorbed and made productive. Jointly designed / co-designed elective programs at the university and B-school level with focus on current industry needs and future trends can make students much more aware of the upcoming demand and prepare them to join the workforce with more confidence and contribute earlier in their career. Industry / Companies can create virtual campuses with infrastructure made available to students remotely, throw business and technology challenges and invite participation while supporting them with mentoring. In my view, this way the education can become much more interesting and purposeful.



The Toastmasters Club

There are very few things, we do for ourselves. Let Toastmasters be one of them!

Written by **Abbas Akbar**, MBA II Marketing

Friends,
I really enjoy the game of Bowling. Every chance that I take, leads me to a new set of pins that I shoot. Sometimes, I take a strike (10), sometimes a spare (9), and sometimes none (0). But you know what the most important aspect of this game is? – *It is the game itself!!!*

The journey of Toastmasters is like a game of bowling. Every time you play a shot, you mark a goal. You discover areas that were least visible to you earlier. You discover a better, stronger and a significant YOU. "Toastmasters" is a very wide concept, with its roots widespread in different dimensions.

The aim of Toastmasters is to create better and effective communicator and leader out of oneself. Toastmasters International is a not for profit organisation, that takes you through a rigorous process of carving ones niche, not only in public speaking, but also in the Art of Listening. The ladder of Toastmasters takes you through various certificates that you earn through the way, while each one tries to reach the most coveted title of them all – Distinguished Toastmaster (DTM).

One such fruit of this magnanimous organisation is SIBM Pune Toastmasters. SIBM Pune Toastmasters was started by the efforts of our senior's way back in 2012. SIBM Pune, being a student driven institute, the initiative was watered, and soon the outcome was in the form of the *club that stands today*.

SIBM Pune Toastmasters, today stands in its 4th year, as a healthy club. The major reason behind this is not just the active participation of the student community at SIBM, but also the kind of support we get from **Director Sir, Dr. Raman** and from the Faculty and staff at the institute. This year, the club not only achieved the various points it had in order to be a healthy club, but also achieved the *Presidents Distinguished Toastmasters Club award from Toastmasters International, USA – first time since existence*.

SIBM Pune Toastmasters aims to improve the communication and leadership skills of the hilltop mates, and making them corporate ready. The club not only ensures a better public speaking pitch, but also contributes majorly in wholesome development of oneself.





AARAMBH 2016

An inter SIU cultural event

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E-Summit 2016

E-Summit is an event that intends to provide a 360 degree perspective and holistic platform for encouraging entrepreneurship acumen among MBA students.

An entrepreneurship conclave, a prism of opportunities or a platform to disrupt. The Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune and **India@75** presents the E-Summit 2016 which was one of the biggest events on the scenic campus of SIBM Pune. Entrepreneurship Summit brought in participants and start-ups from diverse domains and esteemed B-Schools across India.

Among the various events that took place over the 3 days of the Entrepreneurship Summit, Pride & Passion was one of the most widely anticipated and successful events. Distinguished Guests such as **Mr. Rahul Navrekar**-CEO of Indian Roots, **Mr. Harshad Lohati**, Co-founder of Ah! Ventures and **Mr. Ashwin Sanghi**, the Author of Krishna Key & Chanakya Chant addressed an enthusiastic audience and shared their life stories with them. The speakers inspired the students through their life experiences and mesmerized the audience for continuous 4 hours of brilliance.

'Aarush' the 24-hour Start-up Challenge was the flagship event of the summit. The event had multiple teams from various B-schools in the country working on various current problems **over 24 continuous hours** mentored by prominent judges like **Mr. Amit Rawat** a start-up mentor and **Mr. Rajiv Prakash** founder of NextIn helped in making the competition a grand success.



There were 3 Case Study Competitions that were conducted as well. 'Conquest' a live Case study competition powered by EmSeva, 'MindSpark' a case study chal-



allenge presented by Sofomo Embedded Solutions Pvt Ltd and conducted by the Mark-O-Polo Marketing Society of SIBM Pune, and last but not the least 'Prayaas' a live case study based on a Social problem; where judges **Ms. Preetha Menon** and **Dr. Mallika Srivastava** gave the competition a considerable amount of their time to make it successful. Teams from NMIMS Mumbai won the first position in the Conquest case study followed by the home team SIBM Pune. The Prayaas case study had the SIBM Pune team taking the first position and team from NITIE making it to the second position.



'Jugaad'- an event that displays the selling skills of the participants and a fundraiser event, where **Dr. V.V. Ravikumar's** quick wit and vast knowledge made the competition one to remember. **Dr. V.V. Ravikumar** gave his unstinting support. 'Run Bhoomi' a strategy based virtual IPL auction was an event that made its way into the Entrepreneurship Summit for the very first time.

'Symbihaat'- Symbi's own flea market, where students could experience and be part of the various food and non-food stalls took place over all the 3 days of the Entrepreneurship Summit. Among the other events 'Haat

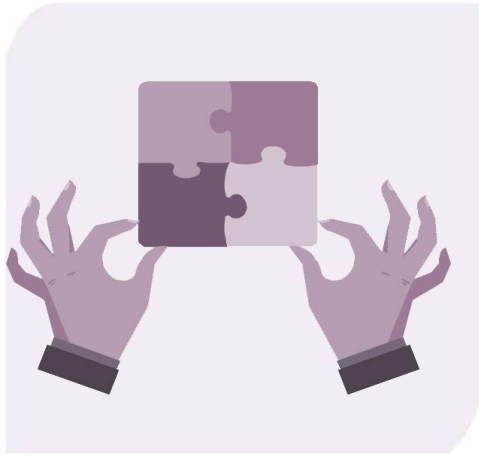


Nights' an event that displays the talents of Symbiosis students, 'Q-riosity' an open business quiz conducted by Quod the Quizzing club of SIBM Pune and 'Chai With Entrepreneur' were the events that attracted the attention of the students.



With a diverse range of competitions the Entrepreneurship Summit helped inspire and spread the culture of entrepreneurship among the students present at Lavale Campus.





United By SIBM

Its our strengths that differentiates us but it is SIBM that unites us. SIBM Pune is truly a potpourri of students from diverse backgrounds.



“The Mess”age behind

“ Vasudhaiva Kutumbakam “

Early morning at the SIBM dining area, fondly called “the mess” is filled with a cheerful banter, the clings of metal plates and flurry of students, in a hurry to get to their classes. Even though it has just been a few months to the beginning of the academic year, every table has groups of students gathered around in intent discussions and what is remarkable, is how different every face looks from the other!

Puneet Singh Sachdeva, a marketing student from the first year, is one of the few turban-clad Punjabis at SIBM. Having lived most of his life in Bhatinda, Punjab, Puneet admires the beauty of the city and the rate of development. But what he loves most, is this sitting together for meals and the interesting conversations that follow. “ This isn’t unlike the langars that we believe in. Everybody eating together, irrespective

of place and religion”, he explains. **Sankha Som**, who is sitting beside him, heartily agrees. Sankha, who hails from Kolkota, the city with the soul, admits that even though he misses his city a lot, he has found a family here. With fellow students, seniors and teachers always looking out for them, he has begun to feel at home.

“The Class”ifications blurred

Gone are those days, when students looked out for a peer group who spoke their language and followed their culture. Students at SIBM, believe that the more dy-

namics the crowd, the more can one inculcate knowledge. A simple glimpse into a classroom on a typical day would show you the multicultural trend that the college follows.



Sagar Kashyap, an IT engineer, is teaching a few of his classmates, the Excel nitty-gritty. Having stayed and worked in Bengaluru all his life, Sagar was skeptical of the SIBM culture before he joined the college. However, he admits that the interactions with people from such diverse backgrounds has broadened his horizons. Whereas, **Riyaki Jana**, who has left the hills of Shillong to come to the hills of Lavale, is enthralled by the basket of information that each of her new friends have brought along. "Students here, come from such different backgrounds, education experiences and age groups", she says "that there is so much to learn from each of them!"

Outsm"art" the boundaries

SIBM has always promoted a culture of excellence. Whether it is outstanding academic performances or artistic ventures, boundaries have never been believed in here. A peek into the recreation centre, confirms this. **Snehl Nigam**, from Madhya Pradesh, is a self taught beat boxer who is catering to the daily requests for his gigs and is grateful for the love and encouragement that people give him. Next to him, sits **Jomy Matthew**, from Kerala whose songs pep up the atmosphere. "While practicing, there are no preconceived notions. Art brings together all forms of cultures!" she says. And true it is!

Art really has no language!

At another corner, a dance rehearsal is taking place in full swing. It is a delight to watch them put together bits of choreography, derived from the places they come from and create magic! **Saakshi Kothari**, from West Bengal, who finds her peace in dancing, muses upon how dance has developed a new kind of trust and camaraderie in the group!

Whereas **Tenzin Rabgay** who is an international student from Bhutan, the happy nation, is even more delighted to watch these performances! "Rather than sitting together in the class, creating art together helps form bonds." the ex teacher says.

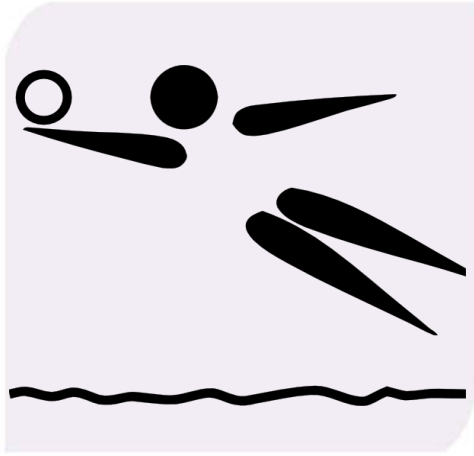
"Ground"breaking brotherhood

It is an inspiration to see the likes of **Sourav Datta**, an International level Archery champion, humbly playing in the playground at SIBM. "We're all here to learn, not to show off", the simple man from Tata Nagar, Jamshedpur says. He has been all over the world and knows that India is recognized for its unity and medley of cultures. Playing opposite to him, **Swapnil Deshpande**, a proud Mumbairkar says that he's swept by the opportunities at SIBM. Being from Mumbai, he knows that people streaming in from various places, actually shapes the city, and in this case, a college!

There can be so many faces seen, some engrossed in their games and some mere spectators. But, what is striking, is the easy flow of behavior between them. **Ishaan Bahree**, an Indian born national who has spent most of his life across the world, and lately in Australia, has come home in the true sense. As he waits his turn in the badminton court, he expresses how warm and happy it feels to be back. He loves seeing a smaller, diverse yet united India which Symbiosis has nurtured. Even after having stayed in far more developed nations, he still calls India and now SIBM, home.

And home it is indeed! For all the students who have come here, leaving behind their cities, towns and families -to make a new family. A huge, bigger and more diverse family indeed!

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A Unique Induction

The students of SIBM Pune kick started the new academic year with an immersive induction program that had several new elements including a camping trip to Kajrat and several ice breaking sessions.



It is not every day one gets to be a new student stepping through the gate and into the lush greens of the beautiful SIBM Pune campus. And the transition is not easy—for some, it might be a change of branches, for some cities and for many it

is even a change in countries. No wonder the new students have smiles tinged with slight apprehension as to how one should get into gear.

In order to smooth the transition and help the students get to know each other, SIBM Pune had organised a two-week long induction programme which consisted of ice-breaking sessions, finishing school and etiquette lectures, motivational sessions and stress management sessions—in a nutshell, equipping the students with the skills needed to manage the legendary “go-getter” lif-



style of an MBA student.

The induction programme began with a presentation by Dr. R. Raman, Director, SIBM Pune. He walked through the general rules and regulations as well as what sort of expectations the institute has from its students. Post that was the ice-breaking session in which the entire batch was divided into fourteen groups. Each group was allotted a classroom where their faculty guide was waiting for them. The initially quiet group of students slowly began to open up as they interacted with each other. The activities planned by the Induction Team were immensely enjoyed by everyone.

As part of the Talent Round, each group was given a proverb and was told to present it in form of a skit/dance/song or a combination of all three after two days. This activity brought out the talent amongst the students as they planned out the presentation. This activity also marked the first all-nighter of the year, as many groups stayed up the night, drafting the play/dance drama.

It was a cut-throat competition among all the groups and the judges had a hard time picking the top three. But the students enjoyed the activity and formed strong bonds and good memories with their peers.

Session with Minocher Patel

Mr. Minocher Patel, Founder, Director and Corporate Trainer – Ecole Solitaire, and alumnus of Symbiosis Institute of Business Management – Pune of the batch of 1991, graced the campus as part of the pre-induction programme initiated for the students in the month of June. He has conducted training programs for the corporate



sector and student community all over India and abroad in countries like UAE, Thailand, Sri Lanka and Switzerland and is a visiting faculty for some of the top-notch management institutes of the country. Though he has achieved worldwide recognition, he felt an imminent need to give back to his Alma Mater, and attending his internationally acclaimed sessions were a privilege and an honour for the new batch of 2016.

The training programme was scheduled for four days, wherein he touched upon the core needs to be motivated, energetic and presentable, in order to achieve success. One of the greatest takeaways from the programme, as





mentioned by every attendee, was the importance of social quotient and emotional quotient along with intelligence quotient. The ability of Mr. Patel to connect and relate to the younger audience made the entire session memorable and has, for many, acted as a lighthouse to their inner-selves as one realized the significance of developing excellent communication skills, need for personality development, etiquettes to be observed in an organisation, and most importantly, self-presentation. The effect of having the RIGHT workshop and the RIGHT Trainer could not have been more profound, as established by the response of the students to the end of the session.

Camping in Karjat

As part of the ice-breaking and personality development session, all the students were taken to an adventure sports camp in Karjat where various group and individual activities were planned out. Sports like Flying Fox, shooting, Burma Bridge etc. along with several group activities

formed the crux of the programme followed by a DJ night, dinner and a bonfire. With many students having the fear of heights, these sports tried to break through and help the students overcome them. The group activities showed how goals can be achieved if all the members support each other. These lessons will be remembered in the long run, both during their studies over the next two years and during their future corporate life.

The next day began with a trek in the hills. It felt nice to be in the lap of nature and watch the sun rise in the far distance, the cool wind blowing away all signs of exertion. The trek was followed by breakfast and post that, return journey commenced.

The entire induction programme was well-received by everyone. Not only did it reduce the distances and brought everyone onto the same table, it also helped to create memories, some of which will be cherished for a lifetime.





Hoopster 2016

Hoopster 2016 is a 3 on 3 basket ball event organized by the Sports Management Team of SIBM Pune.



The Sports Management team organized Hoopster, a 3 on 3 Basketball event for the first time ever from 15th of July, 2016 to 17th of July, 2016. "Sports has the power to unite people in a way that little else can" - Nelson Mandela. Keeping this in mind, the main objective of Hoopster was to break the ice between the juniors and the seniors and bring them together on a same platform to enjoy sports. With over 10 teams participating in a hard fought tournament, Hoopster created a buzz in the college as people turned out in huge numbers to support

the teams.

The tournament was organized in a knockout format, On day 1, the basketball stars of the college **Sudhanshu Bhatta** and **Anant Ranka** led their teams to victory. Quarter finals were held on the same day where we witnessed nail biting basketball matches in which teams displayed their skills with superior team coordination and synchronization. Day 2 started with the remaining quarter final matches where we saw that the two girls **Riyaki Jana** and **Srijita Sarkar** ruled the court and helped their team reach the semis. But the most notable performances of day were from **Pranay Kumar** and **Vaibhav Singh** who pitched in all important 3 pointers at the right time to take their teams through. In the much-anticipated final on day three, the team consisting of **Vaibhav Singh**, **Abhishek Singh** and **Rimi Chawngtey** emerged as the winners .





Big Data in Marketing

An article by **Deepankar Chhabra** of MBA-1, Marketing. Winner of the Dissertation competition held by SIBM Pune.

With the evolution of Internet, the entire social, political, economical and technological landscape of the world has dramatically changed. The increase in the number of Internet users has caused an explosion of information across different sectors of the world economy. Internet has changed the way how businesses operate, governments function and people live.

In the era of Information technology, huge amount of data is being generated everyday. Data is produced right from finding answers on various search engines to the items or goods we purchase across different e-commerce websites. The enormity of data has to be fragmented into smaller bits in order to get the best information; which could be judiciously used across different platforms.

Till 2000, only one-fourth of the world's data was digitally stored. The remaining data was either preserved on paper or film. But because various organizations around the world today have become advanced and technologically competitive; and the amount of digital data has expanded significantly-nearly tripling since the year 2000- a new trend has been introduced to the world, called 'Big Data'.

What exactly is Big Data?- Big data can be defined as voluminous and huge amount of data, (structured or unstructured), in whatever format, from whatever source, which needs complex algorithms, techniques and tools to store and process information.

Big data is characterized by three V's, namely Volume, Vari-

ety and Velocity.

Volume- the scale and amount of data; includes huge information derived from Internet users and other Internet platforms.

Velocity- analysis of streaming data; includes algorithms and tools being used to extract information,

Variety- different forms of data; includes data stored in the form of texts, audio-media files etc.

How big is "Big Data"?

Everyday we upload 55 million pictures, 340 million tweets and approximately 1 billion documents (Source: Braindigit.com). In total we produce 2.5 quintillions bytes a day. In simple terms, we call this Big Data. The analysis of Big Data generates important patterns and insights, which further help organizations to take accurate, timely and better decisions related to their products/services.

Big Data is stored and shared in various formats that are mentioned below:

1. Emails & Messaging
2. Websites, Search Engines & Blogs
3. Social Media Channels and Platforms

- 4. Video and Audio files
- 5. Industrial Sensors and different monitoring devices

Importance of Big Data in Marketing:

In the times to come, Big data would not just be restricted to large scale enterprises, but would be available, affordable and useful to all medium and small scale enterprises. This will open new and unconventional ways the businesses market & sell their products to consumers. The Knowledge algorithms built by using the data stored in above forms will help marketing managers to understand and evaluate the following factors:

- Provide better Customer Services
- Locate New Sources of Revenue
- Allows better Workforce Planning
- Correct the inefficiencies in Supply Chain
- Helps in Product Innovation
- Evaluate Competition in Market

The potential to extract high value from this data will enable organizations in various sectors to provide what the consumer wants, when they want it and where they want it. This will help them channelize the resources of the firm in the right direction which will lead to top line growth and also a competitive edge over their counterparts.

Case Study on Netflix

In the current times, when the world is experiencing one of the biggest revolution in Information technology -- the phenomenal growth being witnessed by various businesses around the world are living examples of how social media & data analytics is changing the way traditional businesses are operating now.

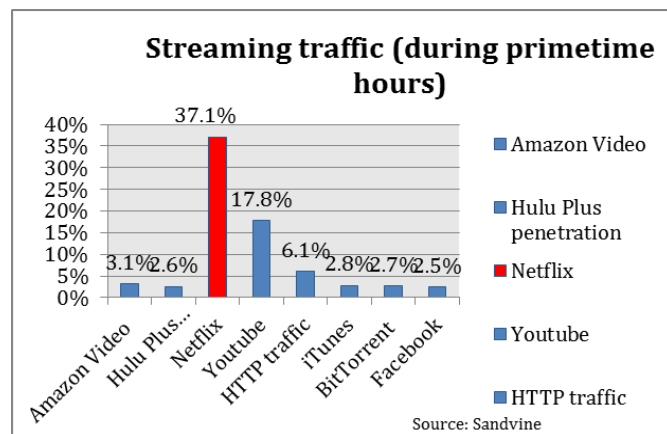
Let's talk about the biggest success story of a company -who more or less pioneered the art of Big data!

Netflix is the world's largest provider of online streaming of films and TV shows .Having around 75 million streaming members in around 190 countries (with plans to add close to 6 million every quarter), makes it the "Largest Internet television network". It has grown from 500 million U.S. dollars company in 2004 to 5.5

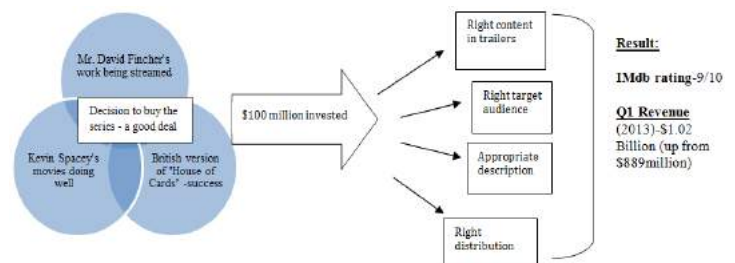
billion U.S. dollars in 2014 in terms of revenue.

They use predictive algorithms to focus on ways to enrich customer viewing experience (provide customized streaming), by looking at what you stream, when you stream, where you are watching from, the type of searches, what device, scrolling, browsing etc.

Big data has been the key driver of the growth and profitability of this company. It accounts for nearly **one-third of the peak-time traffic** in the U.S. (Source: Sandvine).



Being more than 90% sure of the success of one's product/service before its launch, is a dream come true for any marketing manager/entrepreneur or business house. Well, this holds true for Netflix's drama series "House of cards". The top minds of Netflix were already sure that this show would be a hit even before the word "action" was shouted. Let's see how:



The need of the hour is to tap its true potential and work more in the direction of developing new software and tools to extract valuable information from huge data piles, so that this new technology, known to a few at present - can revolutionize the entire world in the years to come.



Empowering Supply Chain through Big Data Analytics

An article by *Shekhar Prasad* MBA II Operations

Today, organizations are flooded with data. There has been a tremendous amount of data creation over the last few years, in fact it is estimated that 90% of the data that we currently have has been created in the last couple of years. That speaks about the amount of data that is actually being generated on a daily/weekly/monthly basis. In any global organization, the supply chain is an incredible source of data; data about the customers, business and operations. Companies that collate and capitalize on all that data gain a huge competitive advantage. But the problem is, most of that data goes unused, it's either stored in corporate silos or companies don't know how to put it to work. According to an Accenture survey, 97 percent of executives believe big data analytics can benefit their supply chain, however only 17 percent have already implemented analytics in their supply chain functions. Most companies haven't yet invested in their systems or the people to make it happen. By layering the right analytic techniques and tools over existing information architecture, organizations can begin collecting and analyzing their supply chain data. It can help organizations create a radar, which identifies both issues and opportunities in advance. Instead of being reactive, organizations can migrate to being proactive and eventually predictive approach.

As per BCG's recent study with supply chain operations across variety of industries, they have found out

three opportunities, which offer high potential in near term. Organizations that implement them can generate higher revenues and profits, effectively reduce costs and increase agility in their operations.

1. **Visualizing Delivery Routes:** By using the conventional vehicle routing software, logistic companies are able to show drivers when, where and how to drive in order to maximize efficiency and reduce fuel costs. But with the recent advances in geo-analytical mapping techniques, along with huge amounts of location data and cheaper, faster, cloud computing power, organizations are now able to scrutinize millions of data points and build thousands of potential vehicle route options.
2. **Pinpointing Future Demand:** In this VUCA (Volatile, Uncertain, Complex & Ambiguous) world, forecasting demand has been cumbersome and time consuming. With help of Big Data Analytics, organizations can now look at large quantities of fast moving data from both suppliers and customers. This information can be combined with external factors like competitive behaviour, weather forecasts, pricing positions, and determine which factors

have strong correlation with demand and accordingly adapt to situation. Organizations will be able to improve their operational performance and reduce costs if they know how much they are going to sell the next day, and accordingly ship products when customer requests them and also keep less inventory.

3. **Simplifying Distribution Networks:** A number of manufacturers' distribution networks have progressed over time to become webs of factories, warehouses, and distribution centers spread across huge territories. At times, many such networks face trouble adapting to fluctuating flows of raw material to factories and finished goods to market. The traditional network optimization models used by supply chain managers are now

being challenged because of the tangled relationships among internal and external networks. Companies can solve much more complex optimization problems with enhanced big data capabilities. Supply chain experts can study more variables and more scenarios than ever before, and will be able to integrate their analysis with other interconnected business systems. Big data will enable them to simplify their distribution networks typically resulting in savings in freight, warehousing costs and having smaller safety stocks.

Organizations that are able to excel at big data analytics can decode distribution, forecasting, logistics, and other issues that have plagued operations. Those that do not will give away a chance to gain competitive advantage and huge efficiency gains.

Customized Success by Mukesh Chhabra

My fellow SIBM First-years,
They say success is sweeter if gotten through struggles and defeats. But the question is - How do we realize that we are successful? Is it a placard in our face saying 'You're successful now!' or is it the hammer of a bright future prospect that strikes the 'successful' gong?

Let's digress to the achievement of making it to a college like SIBM, Pune.

Thousands of applicants, stiffest of the competitions, strenuous efforts, unyielding attitude and sparse luck- if there exists a recipe for sure success, this is it. All of us have tread through our own set of obstacles and reached till here. But before even stepping a foot into the picturesque campus, we started forming serious inhibitions about what lies ahead. No doubt that success is a continuous journey and informed decisions are a prerequisite. And of course there are forts to conquer and battles to win. But success is also about living the moments after accomplishing your goals. Success is studying in one of the top B-schools located in such a utopian ecosystem. Success is having the choice to choose between the good and the better. The idea is not that of complacency but that of celebration of the very reason one pursues – self-satisfaction. So take a pause, breathe in the surroundings and congratulate yourself thoroughly. You deserve it. So in case you still don't realize, you're successful. There, I said it.

Dare I take a cue from Robert Frost and take it a bit further -

(As a promise to ourselves)

Why hurry, complaint or a weep,

I'll relish the success that I reap,

Raring to take the big leap,

And Miles to go before I sleep





How to be an Economist

Taken from Professor Manasi Phadke's blog, which can be found at manasiecon.wordpress.com

Become an engineer

This is crucial. If you aspire to be Economist, it absolutely is crucial that you don't enrol for an undergrad program in Economics. Do not let those marginal microeconomic nano-particles get into your systems at the margin while in a carefree, young age. Get an engineering degree instead. Our professional field is anyway full of engineers. Might as well get an engineering degree and learn how to change a light bulb or do something useful.

Since you are an engineer, they will automatically assume that you know Maths (only other engineers know that you don't) and will unleash some crazy Hamiltonians onto your poor, innocent, relatively harmless engineering mind at Masters level. But look at them in the eye and pretend that you can see the solution. Just pretend. Remember, they cannot. So, you pretending to know will be enough. Just wind up the discussion by saying you can't quite see that second differential equation getting solved in three variables, and say that you'll submit the solution for the third variable hopefully by tonight. That should get them into a right sweat.

If engineering is really not quite the thingy for you, any other stuff will do. A nice major in Literature should do quite well, except that they'll automatically assume you don't know Maths and will unleash some crazy Hamiltonians onto your poor, innocent, relatively harmless literary mind at Masters level with double zeal and energy. Look at

them in the eye and pooh-pooh it. Oh yeah. Just do what I say. If you have a bit of an actor in you, say with hitherto unsuspected vengeance and contempt, "Maths is just a tool to reach the solution. Once you get there, call me". Gently drift away, leaving the buggers open-mouthed.

Pssst! You already are in the second year undergrad Economics? How could you, my dear...but, ok, let me tell you, all is not lost. So this is what you do. Ignore the texts. Um-hmm, you read right. Ignore it. It is important to remember that you can't take the marginalists too seriously. They are designed to make young kids crazy with marginal ideas. Clear your exams, thank the Almighty and move into an MBA degree immediately.

It's full of engineers too, who are busy trying to act like they understand stock markets immaculately. Unleash your frustration onto them. Use the word "marginal" into every statement of yours. Tell them that their stock market analysis might just work using the law of averages, but if any kind of a downside risk enters the domain at the margin, then the marginal effect may just create unnecessary tensions in the system. Gosh! What an amazingly stupid statement! But believe me, they like this kinda stuff.

But, I dither. Because this article is about how to be an economist. If you are in an Economics undergrad program, you are already not in the right queue, dearie. You'll have to move into that MBA.

Learn music

It is important to have a taste in music. The more eclectic your taste, the exoticer you are as an economist. Its alright not to understand repo rates, but the Lord help you if you don't know breathing under water. Nah, dear, I am not talking about actually breathing under water. We economists are not about doing the physical underwater stunts right. That we can cause entire economies to submerge under debt burdens is another thing altogether. I dither again, right? Well, so, Breathing Under Water is an Anoushka Shankar album.

Also learn to hum, especially with clients who are anxious about some forecast gone wrong. That helps them to breathe underwater, sorry, couldn't resist that one; that helps them to breathe easier because they think you know how to troubleshoot. Trouble is you don't. So, hum. It has multiple benefits. It eases your mind, calms the client and saves you the trouble of doing stupid small talk. Also, if the bugger sitting opposite you also starts humming, it's time to hum something even more exotic. Even the worst will shut up when you eventually hum Yo-Yo Honey Singh. That man always works.

Write a paper titled "The wage differential in paddy field cultivation in two adjacent districts in West Bengal and Orissa: Is it a cultural overhang?"

By this time, they will be eating out of your hands. You have just delivered the perfect six. Remember, the key words are paddy and overhang. You can sub-

stitute cultural with sociological, political, paternalistic or coastal. It does not matter. If you can overhang, please do so immediately. Also, look out for a real exotic journal to get the stuff published in. "The International Journal of Regional and District Dynamics" should do the nicely. There. You are almost ready. One last thing..

Grow a beard

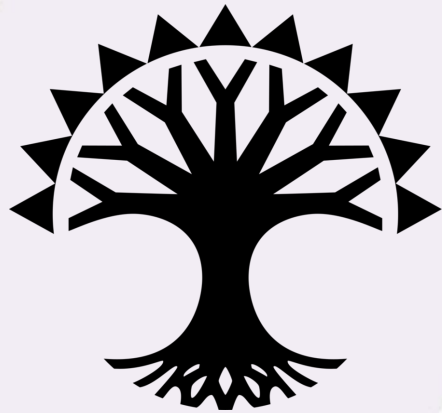
Men, you really really need this accessory. It creates several delightful options in the mind of anyone who sees you. A bearded economist could be

- ◆ Leftist
- ◆ Communist
- ◆ Communist-rightist (That's tricky)
- ◆ Rightist, with a left past (My fav ones!)
- ◆ Leftist, with a right past (Nope. Not happening.)

It leaves the client in dilemma, whilst you hum behind that beard. If you are a pathetic singer, the beard provides just the right amount of muffling. If you are humming Yo-Yo of course, no muffling works. If you are a good singer, the hum plus the beard is an extremely reassuring signal. I've even heard that the beard protects you from face burn whilst on the paddy field to do your dissertation on cultural overhang.

I know, I know, you are thinking what do the girls do? Simple. Try the bindi. You either need to wear a huge one or don't wear one at all. The huge one creates a Smriti-Sushma effect and the zero one pushes you into Didi mode. Both images have been known to help in making the entire world sit up while you do your forecasts in style. Remember, earrings are prohibited, unless you are male with no beard.





Economics Conclave 2016

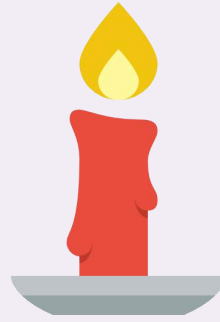
The Economics Conclave 2016, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce.



S IBM Pune hosted the Economic Conclave 2016, organized by the Research Scholastic Development Team, an engaging panel discussion centred around several prevailing economic issues. This year's guests were - **Dr. Pradeep Apte**, Lecturer, Department of Economics, Fergusson College, Pune, who was also the keynote speaker, **Mr. Frank Hoffmann**, Regional Director, Indo-German Chamber of Commerce, Pune, **Prof. Ashish Kulkarni**, Visiting Faculty, Symbiosis School of Economics, Pune and **Prof. Mansi Phadke**, visiting faculty at SIBM, Pune, who served as the moderator.

The keynote launched with points on the real prospect of the Indian economy. Dr. Apte elaborated how agriculture and labor figure in the unorganized sector of the Indian economy and how this results in a large sector of economy remaining divorced from the economic policy formation process. He went on to give interesting insights on effect of a centralized tax system, unlimited access to credit for the union government, the unorganized sector

escaping the tax net and other pertinent topics. After the speech, the panel began their discussion on said topic of whether India was truly a shining beacon in the current global economy. Opinions were exchanged on Inflation vs. Growth, the impact of interest rates upon foreign investments, policy making under Modi government and the exchange rate volatility. Needless to say, there was discussion on the effects of Brexit on the Euro and Pound rates and the economy in general. The panelists entertained various questions from the students involving policy changes and debt situations of the country. The discussion was highly fruitful and provided much food for thought.



Once upon a time....

An story written by **Sampada Joshi** of MBA - 1, Marketing



Once upon a time, long ago...", begins my grandmother as my two nieces sit perched at her feet, eyes wide with curiosity, anxiously waiting for a new story, absorbing every word, marveling each sentence! It is a daily ritual now, after dinner that they surround my grandmother begging for a new story. They also have favorite characters; sometimes they want to hear about Lord Krishna's mischief, sometimes my granny's old world version of Cinderella or Snow White and sometimes about the jungle creatures. And not only do my nieces enjoy this routine but so does my grandmother who's face lights up as she slowly reveals the plot of the story and hears the exclamations and the 'oohs' and 'aahs' of the kids. When this takes place, I am most reminded of what Philip Pullman had said-"After nourishment, shelter and companionship, stories are the thing we need most in the world". Not only as kids, but also as grownups, these small anecdotes or mythical stories can make a huge difference to the way we lead our lives! But these stories play a huge part if delivered during childhood. The lessons learnt during each of them is almost like serving medicine hidden in chocolate shake. When these important principles like truth, justice, honesty are coated with creativity and art

of storytelling, they get absorbed like water in a sponge by the young mind. Even the origin of the well known "Panchatantra" proves this. It is popularly believed that in some state of South India, there ruled a king named Amarshakti who had three able but lazy sons. But to claim the position of the heir to the throne after the king, the princes had to be well educated and wise. Thus, he sent them to a learned scholar named Vishnu Sharma, who in turn compiled five books on animal stories and trained the princes in practical wisdom!

So, if stories can be used to rule states, why can't they be used to rule our lives! They provide a two way joy both to the storyteller and to the listener! Stories that we tell children arouse curiosity in them, deepens their thoughts and most importantly creates an urge to ask questions. As my nieces shower my grandmother with questions about the story, I smile at their innocence and their greed for more! If only we could remain as enthusiastic all the time! As the flow of stories comes to an end and their eyes are drooping with sleep, I envy them. What a way to be put to sleep! With new ideas and good thoughts in the mind-of how good triumphs over evil or how the truth always sustains. It is almost as though it is a preparation for ideal future citizens. Soon, the summer holidays will end and they will return to their homes engulfed in school work. Entertainment would mostly be the T.V. with its colorful characters, dramatization and extreme graphics. But no matter how much technology advances, it can never replace a grandmother's soft, gentle voice and the amazing way in which she presents her story with simplicity and panache.

SIBM Pune now on Instagram!



Advent 2016

Don't shoot what it looks like, shoot what it feels like - David Cilan Harvey. A new batch of students having just started out at SIBM Pune, there's been a heightened sense of activity around the campus. With the new crowd has come new talent, and the Aspirant Relations Team is all set to explore the creativity and skills of the batch with their popular video-making competition, ADVENT.

Three engaging themes for the video have been given to the students

- ◆ SIBM – A blend of Educational Diversity
- ◆ SIBM – Home Away from Home
- ◆ SIBM – A Melange of Culture

Videos of less than two minutes are to be uploaded on YouTube and the top three entries will be awarded cash-prizes. competition is an effort to strengthen affinity in the students for their surroundings and pride in the diverse, eclectic and student-friendly environment that SIBM Pune provides. It also provides an outlet for all talent and creativity in the new batch.

The results of the competition were announced on August with Ankit Taneja from MBA I i&e securing the first position followed by Rahul Grover and third being Karishma Agarwal and Khushbu Gupta .





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