

VRITAANTA

Memoirs of SIBM Pune

Volume 6 Issue 01 | JAN 2023

INDUSTRY
ACADEMIA
PARTNERSHIP

PAGE - 1

STUDENT-
DRIVEN
CULTURE

PAGE - 4

What's Inside?

IMPRESSIONS
ALUM TALK
HALL OF FAME

ABOUT

SIBM

Symbiosis Institute of Business Management, Pune is a constituent of Symbiosis International (Deemed University). Established in 1978, SIBM Pune is one of the premier B-Schools in India and is consistently ranked among the top 10 B-Schools in the country. SIBM Pune is recognized for its excellence in academics and its valuable contributions to industry, society and students. SIBM Pune is also a member of the EFMD & EFMD Global network.

SIU has consistently maintained its stature amongst the top 50 Universities in India by NIRF, Government of India. The University has also been ranked among the top 250 Universities in Asia and the top 150 in BRICS by the QS World University rankings survey 2018. SIBM Pune has been ranked 18th amongst all the B-Schools in India by the National Institute Ranking Framework (NIRF), Government of India in 2018. The institute was also awarded the 'Gold' Star by the QS Star University Rating 2018.

SIBM Pune has ensured the gold standard of management education in the country, thus strengthening our resolve to develop global competencies among students and produce thought-provoking leaders for society.

STELLAR RANKINGS

17th

By NIRF Ranking

6th

By Outlook iCare

9th

By The Week & Hansa Research

15th

By Fortune India

15th

By Business Today

15th

By BW Businessworld

SIBM IN NEWS

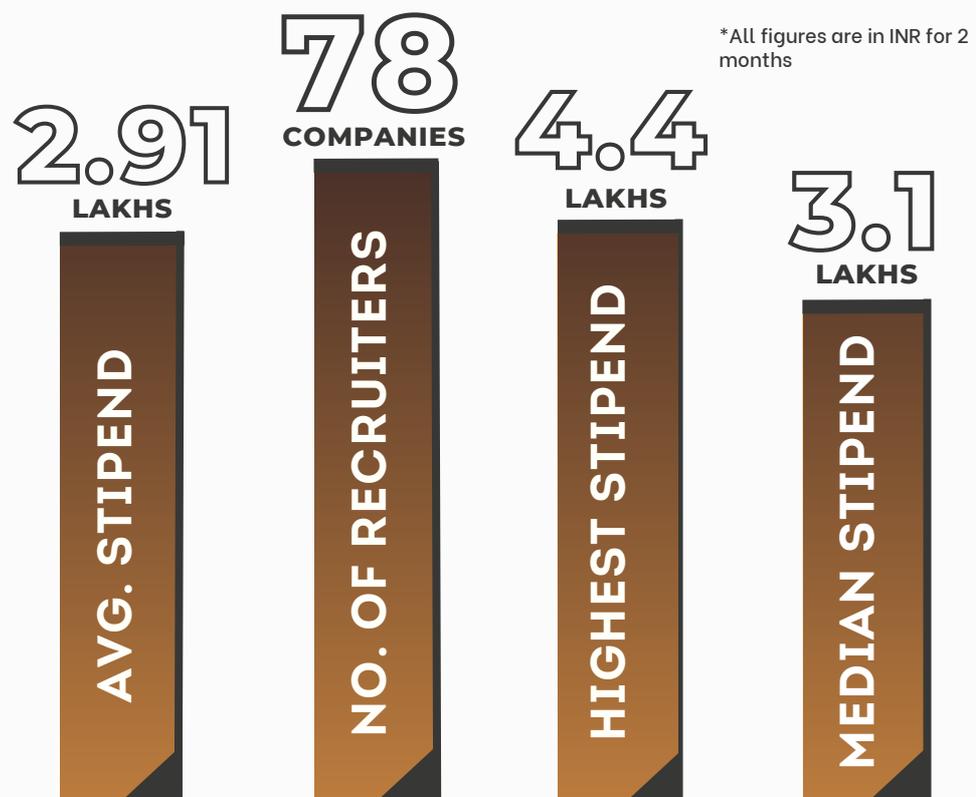


 Click on the logos to know more

SIRP 2022

SIBM PUNE REACHES NEW HEIGHTS

SIBM Pune, yet again, hit the road running with its Summer Internship Recruitment Program (SIRP) 2022 with record-breaking statistics and amazing offers. Year after year, leading organizations in the country have placed their faith in the talent at SIBM Pune and this year has been another milestone in this journey. The SIRP 2022 has clocked a record-breaking average stipend of INR 2.91 lakhs for two months.



FROM THE DIRECTOR'S DESK

Aptly referred to as 'Hilltop Heaven', SIBM Pune is a proud witness to a revolution where the leaders of tomorrow chart paths unknown and shape the world for years to come. This sobriquet finds deeper meaning as one meanders through the lush campus. Our Chancellor, Prof (Dr.) S. B. Majumdar is a pioneer in conceptualizing "Vasudeva Kutumbakam" and creating "Symbiosis" as a place where foreign and Indian students can study together harmoniously. Creating an educational institution that is supported by pillars of academic excellence, inclusivity of students from different walks of life and the spirit of innovation and entrepreneurship, SIBM Pune has positioned itself as a premier B School known for management education, testified by the various accolades achieved by the students and alumni over the years.

It is, indeed, an enthralling confluence of initiatives that have enabled SIBM Pune to cement its position as a cornucopia of talent, and innovation and one of the premier B Schools of the country, regularly winning laurels in numerous B-school and corporate competitions. With 10 Student Councils and 6 Special Interest Groups, SIBM Pune is an institution of the students, for the students and by the students. From admissions to placements, from corporate relations to public relations, this culture inculcates in the students a sense of responsibility, pragmatism and a sneak peek into the world that is ahead of them. SIBM Pune played host to an array of unique national-level fests, case competitions, sports and cultural events among others.

This edition of Vritaanta explores Genesis - the Product Management Conclave and Lumiere guest lecture series. Manthan 2022 - The BFSI, Consulting and Healthcare & Pharmaceutical Conclaves was a resounding success with a rich catalog of keynote speeches, panel discussions and addresses from 60+ industry leaders. The inaugural edition of Grand Pitch was hosted and modelled on the lines of Shark Tank India. The correlation between PR and public perception of reality was rediscovered through PROelio 8.0 - a PR-based case competition. This edition aptly encapsulates the complete offline MBA experience, from academic sessions to extracurriculars, after a hiatus. Read about these and many more - a true representation of life at SIBM, as our alumni, faculties and students lend their voices to paint an intricate picture on the canvas that is Vritaanta.

It gives me immense pleasure to present this issue of Vritaanta - Memoirs of SIBM Pune and congratulate the Information Systems and Media Relations Team (iSMaRT) for their untiring efforts in bringing out this edition of the magazine.

Prof. (Dr.) Ramakrishnan Raman

Director - SIBM Pune

Dean - Faculty of Management, SIU

Director - Strategy and Development, SIU



Walt Whitman once famously quoted, "Keep your face always towards the sunshine, and shadows will fall behind you."

We, at iSMaRT, took his advice quite literally in our pursuit of happiness and excellence. For all that goes on in the haven we call 'Hilltop Heaven', it is with much pride and honour that we took it upon ourselves to compile them into a compendium that would etch itself into our memories. Vritaanta Volume 6 Issue 01 is a culmination of the toil, grit and perseverance of faculty, administration, corporate and external stakeholders and the students of SIBM Pune from the beginning of this academic year till the 18th of November 2022. This monumental effort would not have been possible without the support of Dr. Ramakrishnan Raman, Director - SIBM Pune, Dean - Faculty of Management - Symbiosis International (Deemed University) and Director - Strategy and Development, Symbiosis. We are eternally grateful to the teaching and non-teaching staff of SIBM Pune, the Executive Council, Student Councils, the Special Interest Groups and the students who are the pillars of our institute.

This issue has been a rollercoaster of emotions for us, from computers to campus as the world recovered from the deadly pandemic that had wreaked havoc. As normalcy was slowly restored in the world around us, so did our efforts to transition from an online mode to the beautiful campus around us. The efforts continue, untethered and incessant, as the students of SIBM Pune unfurl and unleash another barrage of events in the days to come. We plan to be back, bigger, stronger and better than ever before with another issue, encompassing several events and other aspects that make SIBM Pune one of the premier B-schools in the country.

iSMaRT
PR Team, SIBM Pune



Industry - Academia Partnership

Catapult

Pg. 1 & 2

Synergia

Pg. 3

Concourse

Pg. 3

**Women
Leadership
Series**

Pg. 3

Student- Driven Culture

**Executive
Council**

Pg. 4

**Council
Runthrough**

Pg. 5 - 9

**SIGs
Runthrough**

Pg. 10 & 11

Initiatives & Events

**External
Events**

Pg. 12 & 13

**Council
Events**

Pg. 14 - 24

**SIG
Events**

Pg. 25 - 28

Students' Achievements

**Hall of
Fame**

Pg. 29 & 30



Alum Talk

**Mr. Vignesh
Padmanadhan**
Pg. 31

**Ms. Richa S.
Mukherjee**
Pg. 31

**Ms. Khushoo
Kansal**
Pg. 32

**Mr. Vineet
Rajan**
Pg. 32

Faculty's Corner

**Dr. Sonal
Shree**
Pg. 33

**Dr. Manasi
Phadke**
Pg. 34

Art Archives

**Pixels.Paints.
Poetry**
Pg. 35 & 36

The Year Ahead

**What to
expect?**
Pg. 37

CATAPULT
A LEADERSHIP TALK SERIES

INDUSTRY-ACADEMIA PARTNERSHIP



Nitu Bhushan
Pernod Ricard



Devroop Dhar
Primus Partners India



Amit Chincholikar
Tata Consumer Products



Pritha Sinha
Wipro Limited



Sonal Jain
Coursera



Sandhya Ramesh
Great Place to Work



Karan Bakshi
Michelin



Subhajt Mazumder
Microsoft India



Ashish Srivastava
Relaxo Footwear Limited



Prasoon Shrivastava
Wipro Limited



Bhavna Bisht
Wipro Limited



Vishvanadh Raju
Dun and Bradstreet



Chinmay Sharma
GSK Pharmaceuticals



Manvi Sushil
GSK Pharmaceuticals



Gurcharan Singh Gandhi
Aditya Birla Fashion and Retail



Amit Prakash
Marico



Varalakshmi Ramakrishnan
Michelin



Amar Variawa
Michelin



Rabi Shankar Mishra
The Hershey Company



Vinay Dhingra
American Express

INDUSTRY-ACADEMIA PARTNERSHIP



Meeta Sharma
American Express



Anshu Mordia
DP World



Akash Agarwal
DP World



Girish Gadamsetty
Adobe



Prakash Wakankar
Mahindra Rise



Kunal Shah
TruBoard Partners



Renita Rebello
TruBoard Partners



Hem Kanwar
Accenture



Kavita Singh
United Breweries Limited



Suresh Krishnamurthy
CRISIL



Aman Brara
boAT Lifestyle



Aarti Srivastava
Capgemini



Amit Malik
Aviva Life Insurance



Pratyush Raj
Pine Labs



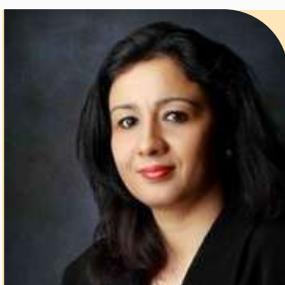
Deepak Malkani
AkzoNobel



Sunny Verma
JBM Group



Neha Kalra
American Express



Smriti Mathur
Pegasystems



Kaustubh Kulkarni
JPMorgan



Sriram S.
Arcesium



Anurag Sinha
FPL Technologies

Synergia
SUSTAINABILITY SERIES



Kunal Waghmare
Bristlecone



KK Sharma
DCM Shriram

CONCOURSE
A GATEWAY TO INDUSTRY PERSPECTIVE



Malthi SS
FinWhiz



Nilesh Mistry



Ashwini Vaidya Gupte
Welspun Group



Samidha Mohanty
_VOIS

CATAPULT
—WOMEN—
LEADERSHIP SERIES



Anita Pratap
McCormick & Company



Umang Preet Kaur
Korn Ferry



Nisha Verma
Apparel Group



Bosky Arora
Nucleus Office Parks



EXECUTIVE COUNCIL

STUDENT-DRIVEN CULTURE

STUDENTS' COUNCIL INITIATIVES

SIBM Pune prides itself on its student-driven culture where critical functions such as admissions, placements, corporate and alumni engagement, and co-curricular and sports activities are completely managed by student councils, while student upskilling is handled by the Special Interest Groups (SIG). The Executive Council (EC) consists of the coordinators of the 10 student councils, who spearhead the operations of their respective councils. The EC meets from time to time to discuss strategies to fulfill the vision of the institute, identify gaps in its functioning, assign new responsibilities to specific councils and collectively promote collaboration between councils.

The Student President, Mr. Ashwani Bansal, presides over the Executive Council and the SIGs, and makes sure that all the student bodies work in tandem to support the institute and its student community. This involves defining/redefining the KRAs for the councils/SIGs to ensure that their contribution is unique and serves as a value-add to the institute. Apart from coordinating with the councils, the Student President ensures that student grievances are communicated to the administration and garners their support in alleviating issues that students might face.



Mr. Ashwani Bansal
Student President, SIBM Pune



ALUMNI TEAM

To further the legacy of 44 successful batches, the Alumni Team, one of the oldest councils of SIBM Pune, acts as a bridge between our esteemed Alumni and their Alma Mater. Their purpose is to continue to drive the prestigious alumni network and ensure that they know how invaluable their presence and support is, to the institution and to the students. The Alumni Team organizes a fleet of events throughout the year engaging alumni across batches such as facilitating celebrations like the Reunions, where older batches come together after years to meet and relive their college days with glory

and the Degree Distribution ceremony - Rendezvous - where they mark the entrance of the youngest Alumni into their prestigious Alumni Association of over 6000 members.

The team conducts sessions where they host the Alumni to share their knowledge. They strive to keep the Alumni Association closely knit, and promote goodwill and pride among every individual who is or once was a student at SIBM Pune.



ASPIRANT RELATIONS TEAM

The Aspirant Relations Team (ART) acts as the single point of contact between SIBM Pune and its aspirants for the MBA and MBA in Innovation & Entrepreneurship Program. As a team, they constantly strive for quality engagement with the aspirants and to be a true companion to every aspirant, resolving their queries at every possible step. ART has consistently been the face of SIBM Pune in the aspirant community, ensuring the propagation of SIBM Pune's status as one of the premier B-Schools of the country, with events and

initiatives tailored to engage aspirants and aid them in the admissions process. The team primarily extends its support in the admission process for SIBM Pune. ART also conducts a series of events which includes Advent, Ascend, A Day at SIBM, Coffee with SIBM, On Your Marks, Battle Z to maintain and strengthen the brand SIBM Pune amongst its prospective aspirants.





CORPORATE INTERFACE TEAM

The Corporate Interface Team (CIT) aims to enhance students' understanding of the corporate world by helping students connect with industry professionals and gain an industry perspective. The team works to build and strengthen the institute's brand and relationship with companies through guest lectures, campus engagement activities and conclaves which help students develop an awareness of trending topics in the industry. The team facilitates student-corporate interaction to develop industry-ready leaders in today's dynamic business climate.

CIT conducts a host of events under Imperio - the guest lecture series, featuring industry stalwarts from prominent companies. The council also conducted the second edition of Genesis - Product Management Conclave, Godrej LOUD Campus Launch and DRINKiQ by Diageo, on campus.



CO-CURRICULAR TEAM

With an unmatched legacy of nearly half a century, the Co-Curricular Team is one of the benchmarked core council teams of SIBM Pune. It has served the college since its inception, advancing a step further at every venture they undertake. The team operates with the inherent aim of attaining a fine blend of fun and management ethos through various events and meets. Their goal is to provide the students at SIBM Pune a holistic development and thereby enabling them to be adept at handling any challenge that comes their way without sacrificing a healthy and fun-filled life. The team believes in celebrating our incredible country's diverse cultures and festivals at the Hilltop Heaven campus of SIBM Pune.

The Co-Curricular Team organizes its flagship national-level management and cultural fest Transcend preceded by a mesmerizing launch event. With a legacy of over 30 years, Transcend is one of the most sought-after B-school events across the country. Besides Transcend, the Co-Curricular Team hosts Colosseum - The Battle of the Batches, which rallies MBA 1 and MBA 2 to vie for supremacy through a healthy rivalry.





INNOVATION COUNCIL

As the entrepreneurship cell of SIBM Pune, the Innovation Council aims at promoting the spirit of entrepreneurship amongst aspiring entrepreneurs as well as students who are inclined towards starting their own businesses in the future. The council designs events to enhance the entrepreneurial spirit of students at SIBM Pune, in line with the spirit of innovation. Their catalog supports a startup right from ideation to funding and functioning. The purpose of the hosted events is to ignite a fire of innovation in the minds of students and enable them to contribute new ideas in various fields of the industry.

The Innovation Council guides and provides significant resources to startups emerging from SIBM Pune. Besides their flagship event Grand Pitch, the Innovation Council has also played host to MasterClass Series sessions, Idearoom 7.0, Virtuoso, Startup 101, Startup Drive, iConclave and the Immersion Program.



INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

The Information Systems and Media Relations Team (iSMaRT) is the Public Relations team of SIBM Pune. The primary aim of the council is to be the voice of SIBM Pune by facilitating communication between the institute and its stakeholders, both internal and external. The body acts as the custodian of the SIBM Pune's brand and is responsible for managing the institute's communication across all news portals and social media platforms such as Instagram, Facebook, Twitter and LinkedIn. iSMaRT ensures that all student activities, corporate events, guest lectures, launch events get the due coverage. The team makes proactive efforts to highlight the laurels earned by the institute in the form of an encompassing Achiever's Database.

The team also takes initiatives to discover, develop and demonstrate the creative quotient of students at SIBM. iSMaRT also conducts its flagship event, PROelio, a national-level PR case study competition. This year saw the 8th edition of PROelio unfold with rich participation from premier B-schools. Other events organized by the team include Catalyst, Cineception and a workshop on personal branding.





PLACEMENT ADVISORY TEAM

The Placement Advisory Team (PAT) has been responsible for providing the best possible opportunities to the students of SIBM Pune by facilitating their summer internship recruitment process and final placement process. The team works to engage with past recruiters and strives to onboard potential new companies for placements through various corporate engagement activities and case competitions. The team also coordinates with other student councils to facilitate preparatory sessions and make students industry-ready. The Placement Advisory Team hosts a bevy of industry

experts as part of Manthan 2022 - The BFSI, Healthcare, Pharmaceutical and Consulting & Strategy Conclave Series as well as the Catapult Leadership Talk Series. Synergia, which is another talk series with a focus on corporate sustainability, and Women Leadership Talk series are some of the other events conducted to facilitate students' exposure to a wide spectrum of holistic industry insights.



RESEARCH AND SCHOLASTIC DEVELOPMENT TEAM

The Research and Scholastic Development Team (RSDT) is the research cell of SIBM Pune. The team pioneers the preparation of research publications of SIBM Pune, equips students for placement processes, brings about scholastic development of students through thought-provoking events and workshops, and identifies and executes live projects. It is also the center for building thought leadership at the institute, promoting academia and imbibing the spirit of research in the students. Each assignment delivered by RSDT is end-to-end conceptualised and executed by the team to nurture students into skilled professionals. The driving

factor at the team is to foster and support a peer-to-peer learning environment while being guided by renowned teachers. As part of their flagship guest lecture sessions titled Lumiere, RSDT played host to industry stalwarts from corporate powerhouses across the country. The team also conducts their flagship event Budget Symposium and publish several resources such as their flagship Beacon Management Review as well as Beacon Summers, Beacon Almanac and sector reports.





SOCIAL, ENTREPRENEURSHIP AND CONSULTING CELL

The Social, Entrepreneurship and Consulting Cell (SECC) functions under three wings - Social, Entrepreneurship and Consulting. Their key areas of focus include bringing a change in the perspective of students, encouraging them to engage in entrepreneurship, building a startup ecosystem, and acquainting students with the start-up culture of the nation. SECC also attempts to instill a sense of social responsibility and encourage students to contribute to society while educating budding start-ups

and aspiring entrepreneurs in their initiatives. SECC conducts initiatives such as 'An inside view of LGBTQ+ community', Chai With Entrepreneur, Samavesh - an ESG Conclave, a field visit to COEP's Bhau Institute of Innovation, Entrepreneurship and Leadership and Joy of Giving, Donation Drive.



SPORTS MANAGEMENT TEAM

The Sports Management Team (SMT) believes in inculcating team spirit, bringing out leadership qualities & encouraging students to participate in sports to harness a healthy mind into a healthy body. SMT lives by four pillars - Parampara, Pratihtha, Anushasan, and Jugaad. The roles of SMT are to organise various sports events including the flagship sports fest of SIBM Pune - Gravitas, organise intra-institute sporting competitions, oversee the trials for official SIBM sports teams, coordinate institute teams in various B-School sports competitions, and a lot more to foster sports culture among the students. SMT works to give everyone a chance to unwind and have a little fun at the hilltop heaven.

Besides the national-level sports fest Gravitas, SMT hosts several inclusive events such as CuePhoria, Racque-Attack, Endgame and the much-awaited Dwandva among others. This year's Dwandva was an immense success and saw competitions between first and second-year students in various arenas such as chess, badminton, football and cricket.



MARK-O-POLO MARKETING SIG



Mark-O-Polo, the marketing society of SIBM Pune, aims at magnifying the marketing culture at the institute in pursuit of strengthening the marketing acumen of students through interactive sessions, talks, speaker series, competitions, quizzes and many more. It is their constant endeavour to keep the students abreast of the latest happenings by carefully curating content and transforming them into easily digestible forms to help students connect with their real-life examples easily.



Mark-Polo organised Brand Charades, a fun-filled event that tested the students' marketing knowledge. Apart from their weekly newsletter Elevate, Mark-O-Polo also conducts preparatory sessions and releases relevant material.



CAF-FIN FINANCE SIG

FINOWITZ 2.0

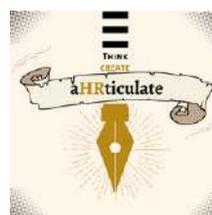
Caf-Fin, the finance society of SIBM Pune, aims to promote Finance as a career option to the students. They act as a bridge between students and the institution, offering opportunities to broaden their insight into the world of Finance through various certifications and competitions.

They conduct an array of preparatory sessions and workshops to ensure upskilling of students across finance verticals and prepare industry-ready leaders of tomorrow. They also host leadership talks and online initiatives through Prodigium, Bloomberg Market Concepts access, workshops conducted in collaboration with Forevision, an offline workshop on equity derivatives by Mr. Nilesh Mistry, as well as Finozine - an article writing competition.

VITARKA HR SIG



Vitarka, the HR & IR society of SIBM Pune, aims to arouse interest in different aspects of human resource management within the student body. Vitarka operates with a vision to carve Human Resource professionals out of MBA students, through ideation, deliberation and application of concepts, in pursuit of excellence. Their mission includes training MBA students by facilitating various lectures, group discussions, reading content, interviews, and national-level competitions and certifications.



Vitarka is the proud host of It's Personnel - an interactive ice-breaker for MBA - 1 students, Char'iculum Vitae, and social media initiatives such as HR Lingo, PFAF, Wizardry of Words, HReview, Leadership Posts, GK Review, Newsletter, etc.

CONSULTING AND STRATEGY CLUB



The Consulting and Strategy Club of SIBM Pune aims to provide insights into the world of Strategy Consulting, Technology Consulting, Management Consulting, and Product Management Framework. This is achieved through sharing industry insights, conducting Mock Interviews, organizing case competitions, curating a comprehensive casebook, and coordinating speaker sessions by industry stalwarts. They facilitate a bevy of live projects, wherein they collaborate with different organizations and help them solve their business problems

PRODMANIA **STRATX**

CONSULTING **MASTERCLASS**

CONTINUUM

As part of their preparatory session series, they organized Continuum, Rubric, Resolve, Consulting Masterclass and Prodmania.



OPCELLENCE OPERATIONS SIG

OpCexcellence, the Operations society of SIBM Pune, works steadfastly to spark interest among the student community in operations-related fields, including supply chain, logistic solutions, manufacturing and service operations among others.

INSCRIBE
Write here! Write now!

OPSTALK

OPSCON

CARTRIDGE
The Operations Magazine

CONSPECTUS

Their aim is to give the students a place to develop their abilities and increase their knowledge. The SIG serves as a liaison between the educational institution and students, providing chances for them to deepen their understanding of the operations world through the constant interaction of the students with industry specialists. They conduct a host of online and offline initiatives such as Jigyasha, Optimize, Conspectus and Inscribe among others.

QUOD QUIZZING AND DEBATING SIG



Quod, the Quizzing and Debating society of SIBM Pune, helps to raise awareness and regularly issues informative content which helps improve students' general awareness of the happenings around the world. It promotes the ability of students at SIBM Pune to think freely on their feet and acts as a knowledge partner by imparting academic resources to the students. It aids the curriculum-related processes, and hones interpersonal



skills through quizzes and public speaking competitions. Quod conducted QUODrilateral, a treasure hunt to familiarize students with the campus, as well as preparatory sessions such as Communique 1, Ace the GD, JAM.

IIC REGIONAL MEET



Symbiosis International (Deemed University) was the proud host of the Institution's Innovation Council Regional Meet 2022 on August 1, 2022. The event was powered by SIBM Pune and Symbiosis Center for Entrepreneurship and Innovation (SCEI) in coordination with the Innovation Cell of the Ministry of Education, Government of India.

The welcome address was given by Dr. R. Raman, Director, SIBM Pune, Dean, Faculty of Management, SIU and Director, Strategy and Development, Symbiosis. Dr. Vidya Yeravdekar, Pro-Chancellor, SIU, spoke about how the birth of Symbiosis itself was an exercise in innovation. While Mr. Dipan Sahu, Asst. Innovation Director, Ministry of Education's Innovation Cell & AICTE, Govt. of India elucidated on how India's entrepreneurial ecosystem is maturing, Dr. N.K. Bhosale, Commissioner and CEO, MSSDS and CEO, MSINS, expounded the importance of having a curious attitude towards innovation.

The chief guest, Dr. Abhay Jere, Chief Innovation Officer (CIO), Ministry of Education, Govt. of India discussed the impact of the 'Gig Economy' and how future generations could stay relevant.

The event saw participation from 500+ delegates and proved to be a grand confluence of ideas, innovations and insights which echoed the essence of Symbiosis: "Vasudhaiva Kutumbakam" - World is one Family.



Dr. Vidya Yeravdekar at IIC Regional Meet

Corporate case competitions are an integral part of the MBA experience. They help students develop a holistic skill set which includes problem-solving, critical reasoning, analytical thinking, teamwork, and other personal and professional improvements.

SIBM Pune not only encourages students to participate in the plethora of corporate case competition opportunities that come across, but also plays host to numerous launch events of these competitions to ensure that students have a glimpse of the challenges ahead. Some of the launch events hosted this year include the Hero Campus Challenge - Season 8, organized by Hero MotoCorp Limited, The Ultimate Pitch 8.0, organized by Reliance Industries Limited, and the Reckitt Global Challenge 2022 - Entrepreneurs with Purpose, organized by Reckitt.



Students during the launch event of Colgate Transcend 2022 case competition

While some of these launch events included fun games and trivia where students stood a chance to win goodies and hampers, others had interactive sessions with eminent leaders who explained the roadmap for the competition and provided actionable pieces of advice on how to approach a case study.

To have a glimpse of SIBM Pune's exceptional track record at corporate case competitions, check the 'Hall of Fame' section of this magazine.

LAUNCH EVENTS





PROELIO 8.0



The Information Systems and Media Relations Team (iSMART), the PR team of SIBM Pune, hosted PROelio 8.0, India's Biggest PR face-off from the 20th of October to the 18th of November 2022.

PROelio 8.0, which saw a record 700+ registrations from premier B-Schools across the country, was launched on 14th October, through Cineception, a one-of-a-kind evening of cinematic games, music and more - an extravaganza of music, melodrama and masti. The National Finals of PROelio 8.0, conducted at SIBM Pune, had an esteemed judges' panel, comprising Mr. Avinash Gawai, Founder of Media4U and National Vice-Chairman of Public Relations Council of India and YCC, Ms. Aditi Ramdas, Founder of Good Relations India and Ms. Khushboo Kansal, City CEO - Pune, Blinkit and an alumna of SIBM Pune from the Batch of 2016. The highlight of the National Finals was a mock press conference,

wherein a panel of students acting as investigative journalists bombarded the teams with questions on their proposed media and PR strategies. Ultimately, Team Arnab Goswami from SIBM Pune, were crowned as National Winners, while Team Sterling from SIMC, Pune, emerged as National Runner-up. Gurbani Kaur Bhasin was crowned Best Journalist of the event. The event left an indelible mark on all those involved. PROelio 8.0, yet again, had risen to the occasion and set the gold standard for PR Case Competitions in the country.



Judges panel during PROelio 8.0



Aspirants during an activity at ADAS

To herald the initiation of the admission session for the Batch of 2023-2025, the Aspirant Relations Team (ART) conducted Ascend 2022 on the 8th and 9th of October to guide aspirants about the changes in SNAP pattern, the preamble of various specializations and a brief introduction to MBA life. The 6 sessions equipped the aspirants with an array of tips and strategies to ace SNAP. Ascend 2022 saw an overwhelming participation of 1000+ participants from the aspirant community.

ADAS 5.0, organized by ART on the 12th of November, was a significant step for the aspirants in realizing their dream of fulfilling



their ambitions and goals. The eventful day featured a welcome address by Dr. V. V. Ravi Kumar, Deputy Director (Academics), a guest lecture delivered by Dr. Deepika Pandita, Associate Professor and Deputy Head, Corporate Relations, a discussion with case competition winners, and an address by SNAP toppers.

The highlight was an interactive Ad Wars, wherein the aspirants devised graphical advertisement strategies. The day concluded with a Campus Tour of the Hilltop Heaven. As the dust settled, the aspirants left SIBM Pune with smiles on their faces.



ADAS 5.0 & ASCEND



GENESIS



The Product Management
Conclave

GENESIS



The Corporate Interface Team of SIBM Pune conducted the second edition of Genesis 2022 - Product Management Conclave on 30th July, 2022. The conclave provided an exclusive array of insights into the product management domain from eminent personalities in leading organizations like Tata Cliq, Flipkart, PhonePe, Disney+ Hotstar, PharmEasy, Thoughtworks, Tavisca and Media.net.

The day commenced with a Keynote address by Mr. Ashutosh Dabral, Chief Product Officer at Tata Cliq on the topic 'Recipe for Disruption: Thinking beyond Systems,' followed by a round table discussion on the topic, 'Design Dominance: Developing Intuitiveness the Design Way' with Mr. Harmind Singh, Director of Design and Creative, PhonePe, Mr. Karthik Srinivasan, Senior Product Manager, Tavisca and Mr. Umeshananda Mohanty, Principal Product Manager, Thoughtworks.

The panel discussion on the theme, 'The Good-Better-Best Approach to Monetization and Pricing' was graced by Mr. Meet Jariwala, Senior Director and Head of Products - Pricing and Promotions, Flipkart and Mr. Aman Mehta, Vice President - Product Design and User Experience, PharmEasy and Mr. Devesh Dedhia, Group Product Manager, Media.net. The thought-provoking discussion was moderated by Mr. Kshitij Bajaj, Staff Product Manager, Disney+ Hotstar.



Mr. Umeshananda Mohanty at Genesis

MANTHAN

Symbiosis Institute of Business Management, Pune, successfully hosted one of India's biggest business conclaves, Manthan 2022. The conclave realized the aim of SIBM Pune to provide a platform that allows a rich confluence of insights, ideas, and innovations aimed toward converging industry practices and academia. The conclave saw prominent industry experts engaging with the students through keynote sessions, fireside chats, and panel discussions. Though online, the screen was no barrier to the interactions between the esteemed panelists and the eager students.

Discussions on 'banking and finance' revolved around relevant topics like driving growth in uncertain economies, the rising challenges of Neo banks and the future of investment banking with the advent of technology. Industry Leaders from consulting and strategy domains provided an array of actionable insights to the students by linking subject matter taught in business schools to boardroom situations. The sessions on the healthcare and pharmaceutical industry had elaborate discourses ranging from molecules to markets.

60+ Guest Speakers

25+ Online Sessions

3 Intriguing Conclaves

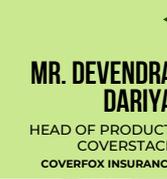
MANTHAN 2022

HEALTHCARE AND PHARMACEUTICAL CONCLAVE



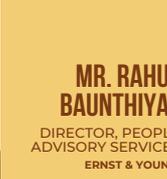
MANTHAN 2022

BANKING, FINANCIAL SERVICES & INSURANCE CONCLAVE

 MR. NITIN RAO CHIEF EXECUTIVE OFFICER INCRED WEALTH	 MR. PRASHANTH NARAYAN CTO AND HEAD PAYMENTS & LENDING BUSINESS NOVOPAY	 MS. DEEPTI RAO MANAGING DIRECTOR GOLDMAN SACHS	 MR. AJIT DESHMUKH MANAGING DIRECTOR & CO-HEAD INVESTMENT BANKING EQUIRUS
 MR. ALOK KEDIA COUNTRY HEAD INDUSIND BANK	 MS. SHIVALI CHAKRAVARTHI SENIOR VICE PRESIDENT - MARSH OPERATIONS MARSH MCLENNAN	 MR. SWAMI NATHAN EXECUTIVE VICE PRESIDENT TATA AIA LIFE INSURANCE	 MR. PRASAD BORKAR SENIOR VICE PRESIDENT HDFC BANK
 MR. VANDAN PATHAK VICE PRESIDENT HDFC BANK	 MR. MAHINDER SETH VICE PRESIDENT, AND REGIONAL HEAD MOTILAL OSWAL FINANCIAL SERVICES	 MAJOR SHUBHRA AGARWAL VICE PRESIDENT STATE STREET CORPORATION	 MR. AMIT JAIN GROUP HEAD SOUTH AND EAST REGION AXIS BANK
 MR. MANU SHARMA ASSISTANT VICE PRESIDENT SWISS RE	 MS. PRIYANKA ARORA ASSISTANT VICE PRESIDENT MAX LIFE INSURANCE	 MR. DEVENDRA DARIYA HEAD OF PRODUCT, COVERSTACK COVERFOX INSURANCE	 DR. SANTOSH GOPALKRISHNAN ASSISTANT PROFESSOR - FINANCE SIEM PUNE
 MR. AMIT KHANDLWAL DIRECTOR - FINANCIAL PRODUCTS CLEAR	 MR. SHAILENDRA KOTHAVALE CHIEF RISK AND COMPLIANCE OFFICER ADITYA BIRLA SUN LIFE INSURANCE	 MR. SAURAV KUMAR VICE PRESIDENT EDELWEISS TOKIO LIFE INSURANCE	 MR. AKSHAY KARTHIK MANAGEMENT CONSULTANT ACCENTURE STRATEGY & CONSULTING

MANTHAN 2022

CONSULTING AND STRATEGY CONCLAVE

 MR. AVINASH CHANDRA SENIOR DIRECTOR CAPGEMINI	 MR. ARUSH LAKHANI DIRECTOR - SALES GARTNER	 MR. SUMIT SRIVASTAV PARTNER AND LEADER - INTELLIGENT AUTOMATION PWC INDIA	 MR. RAMIT GUPTA PARTNER IBM CONSULTING
 MR. SUBHABRATA SENGUPTA EXECUTIVE DIRECTOR AVALON CONSULTING	 MR. NIRAV GORADIA DIRECTOR, DIGITAL SOLUTIONS & CONSULTING SEARCH	 MR. VASANT MUGADA SENIOR DIRECTOR GEP WORLDWIDE	 MR. RAHUL BAUNTHIYAL DIRECTOR, PEOPLE ADVISORY SERVICES ERNST & YOUNG
 MR. MANISH GARG FOUNDING MEMBER - SUPPLY CHAIN THOUCENTRIC	 MR. NIKHIL KULKARNI PRINCIPAL ZINNOV CONSULTING	 MR. VINAY K. P. ASSOCIATE DIRECTOR, CUSTOMER SUCCESS AND CONSULTING CARTESIAN CONSULTING	 MR. PRAVEEN PAJJAR MANAGING DIRECTOR ALVAREZ & MARSAL
 MR. AJITH NEELAKANTAN SENIOR MANAGER STRATEGY AND PLANNING TTEC	 MS. RAJASHRI HAZARE DIRECTOR CEREBRUS CONSULTANTS	 MR. SASHIKANT MOHANTY HEAD DIGITAL VENTURES ARTHUR D LITTLE	 MR. PAUL PRAVEEN MANAGING DIRECTOR & COUNTRY LEADER HURON CONSULTING
 MR. SIDHARTH BALAKRISHNA SENIOR PARTNER PWC	 MR. ABHAY MAHESHWARI CHIEF OF STAFF - RETAIL CPG AND ANALYTICS DIVISION PWC	 MR. SUMIT SETHI PARTNER APAC PRACTICE LEADER - LEADERSHIP ASSESSMENT AND DEVELOPMENT PRODUCTS PWC	 MR. KANISHKA MOHAN REDSEER CONSULTING ASSOCIATE PARTNER REDSEER CONSULTING



Alumni at the Bengaluru City Meet

One of the most important facets of SIBM Pune is maintaining a robust Alumni Network. The Alumni Relations Team ensures that alums feel connected to each other and to their alma mater. To that end, the Alumni team regularly organizes meetups in cities across India for the alumni to get together. This is done to promote harmony among the alumni network and ensure a holistic connect between the esteemed alumni network and the erstwhile student network.



CITY MEETS 2022

The Bangalore and Delhi Meetups, held on 17th September and 24th September respectively, saw an overwhelming response from alums across 43 batches. Both events saw over 150+ attendees indulge in an evening of fun, games and nostalgia for their time spent at SIBM Pune. Video montages curated by the Alumni Team provided the alums a walk down memory lane, through the much-frequented spots and cherished moments during their time at SIBM Pune. The open house session saw alums share their memories at their alma mater and the institute had shaped them into becoming who they are today. In the Bangalore meetup, there was a fireside chat session with Mr. Jagdish Kinni, an esteemed alumnus, about his book 'Release The Hostage.'

The meetups were a huge success in facilitating interactions between batches and furthering the goal of the institute to maintain a closely-knit Alumni Network.



LUMIÈRE

LUMIÈRE

A GUEST LECTURE SERIES BY RSDT

Lumière, a series of guest lectures organized by the Research and Scholastic Development Team (RSDT), aims to give students up-to-date, industry-relevant knowledge on subjects outside of the core curriculum and better prepare them for the future. By interacting with leaders from academia and industry, these lectures seek to boost the intellectual capital of the student body. Through case study discussions, presentations, and interactions with guest speakers, students get the chance to learn about nuances, modern business practices, and industry trends.

Some of the eminent business leaders that graced the Lumiere Series this year were Ms. Gausiya Ali Sayyed, Senior Executive Talent Acquisition, Wipro, Mr. Mayank Jain, National Sales Operations and Retail Marketing, Fastrack, Titan Company Ltd, Ms. Jigyasa Jain, Marketing Manager- E-commerce, Ajo Business, Reliance Industries,

Ms. Suchita Singh Basu, Global Head for Diversity, Equity & Inclusion Programs, Atos Group, Ms. Kinshu Jain, Consultant - Learning and Development, Tata Consumer Products, Mr. Akash Mishra, AVP Analytics, Synchrony, Mr. Sajjad Zaidim, Senior Manager, JioMart, Reliance Retail, and Ms. Shibani Priyadarshini, OD and Change Management Head, Novo Nordisk.

The Lumière Lecture Series is a definitive step towards the realization of SIBM Pune's vision of bringing academia closer to industry practices.



Students attending Lumiere session

Fabio Bezerra once said, "A non-sustainable company is unsustainable." ESG initiatives are being rapidly undertaken by companies around the globe, heralding a revolution that has taken over the global corporate landscape with gusto.

Organized and hosted by the Social Entrepreneurship and Consulting Cell (SECC) of Symbiosis Institute of Business Management, Pune, the Samavesh Conclave served as a deep dive into Environmental, Social and Governance (ESG) as industry stalwarts shared the insights that they have gathered over their years of experience.

The conclave helped the students to look into the future as well as gain a holistic understanding by participating in various competitions centered around ESG. The event helped the students understand the intricacies of ESG initiatives taken by companies around the globe. The intriguing guest lectures and informative sessions helped the students gain new insights into the world around us and understand the value of sustainability better.



Dr. Mukund Rajan presenting during Samavesh

Through various fireside chats, keynote sessions and panel discussions the students got to look at different dimensions of ESG such as the new trends in ESG investing, the rise in purpose-driven brands, ESG as an evolving journey while not being a new concept, transparent governance, supply chain inclusion, whether developing India is ready for ESG and incorporating ESG values in the corporate world. One of the key learnings from the sessions was how ESG is becoming an integral part of corporate sustainability, thus giving the attendees a peek into how ESG discourses are changing business operations.



SAMAVESH 2022- AN ESG CONCLAVE

TRANSCEND LAUNCH



The launch event for Transcend 2023 - Realm of Illusions, organized by the Co-Curricular Team (Co-C) of Symbiosis Institute of Business Management Pune, was a star-studded affair that left the audience mesmerised and in a frenzy. The event commenced with the unveiling of the date and theme of Transcend 2023 - Realm of Illusions - by Dr. V. V. Ravi Kumar, Deputy Director (Academics), SIBM Pune and the Senior Team of the Co-Curricular Team.

The thrilling launch was followed by a soulful musical performance by Mr. Ved Prabhu, which had the packed auditorium crooning along to the tunes that he churned out. After a stand-up comedy stint by Mr. Kapil Agarwal, it was time for the showstopper Mr. Yash Rathi to take the stage. His performance had the audience in splits and gasping for breath as the sound of laughter rang around the auditorium.



Mr. Yash Rathi performing in SIU Auditorium



Mr. Ved Prabhu during his soulful renditions



Badminton in action during Dwandva 2022



The winning football team at Dwandva 2022

The Sports Management Team of SIBM Pune successfully hosted Dwandva 2022, a 3-day face-off between students of MBA-1 and MBA-2.

Full of nail-biting encounters and heroic displays of never-say-die attitude, the students competed across a bevy of indoor and outdoor sports such as football, cricket, badminton, table tennis, pool, basketball, chess, and tug-of-war, among others. Dwandva 2022 was received with great zeal by students and had 200+ participants. The format was set up in a way where the finalists from each batch were selected after a round-robin format amongst their batch.

Cheered on by raucous crowds, the athletes displayed grit, determination and perseverance in their respective events, culminating in a refreshing display of talent, fun and joy for all involved. Ultimately, the athletes of MBA-2 emerged victorious following some impressive displays by the students.



**DWANDVA
2022**





THE GRAND PITCH

THE GRAND PITCH

Symbiosis Institute of Business Management, Pune, created a tremendous opportunity for entrepreneurs to showcase their dreams at The Grand Pitch 2022, conducted by the Innovation Council on the 20th of September, 2022.

The grand event kicked off with the lighting of the ceremonial lamp and an address by Dr. Ramakrishnan Raman, Director, SIBM Pune, Dean, Faculty of Management, Symbiosis International (Deemed) University, and Director, Strategy, and Development, SIU. This was followed by an array of pitch meetings and interactions between entrepreneurs and tycoons. Synonymous with Shark Tank India, the conversations around marketing strategies, opportunities and the impact created through the innovations coupled with the priceless guidance of investors would remain an asset for the entrepreneurial journeys to come.

The earnest work put in by the innovators and the words of wisdom from the illustrious investors made the event a resounding success. The event reaffirmed SIBM Pune's vision to foster the spirit of innovation and entrepreneurship and to empower the leaders of tomorrow with the mentorship and advice of industry stalwarts.



Oitary co-founders receiving funding during The Grand Pitch

SIBM Pune hosted Mr. Nilesh Mistry, an esteemed alumnus of the Batch of 1994 as a part of the Industrial Leadership Talk Series-Concourse. With over 27 years of industry experience in equity markets, debt research and equity/derivative trading systems, Mr. Mistry has worked with various reputed institutions like Standard Chartered Securities, INDSEC Securities, and Parag Parekh Financial Services Ltd. At present, he designs equity/derivative trading systems based on technical analysis and derivative market data.

The session was a starter course on various financial concepts like derivatives, open interest, and futures & options. Citing instances from his years of experience in trading, he made sure that the practical examples complemented theoretical concepts. He emphasized the need to cultivate an analytical mindset and pay attention to details to be a successful trader. It was an extremely insightful session as the students imbibed the wealth of knowledge offered by Sir, which helped them build bridges to the lessons learnt in the classroom.



Mr. Nilesh Mistry addressing the eager students



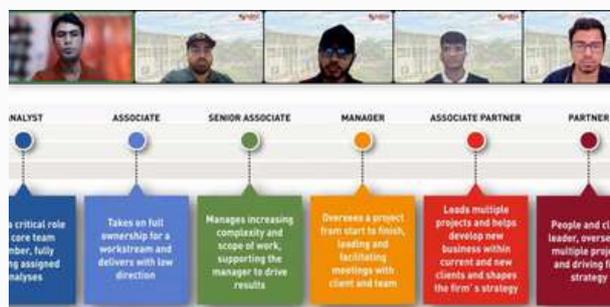
FINANCE WORKSHOP



CONSULTING MASTERCLASS

As part of their continued endeavour to ensure upskilling of students of SIBM Pune and instil the spirit of consulting and strategy in line with the dynamic needs of the industry, the Consulting and Strategy Club of SIBM Pune conducted Consulting Masterclass, a flagship preparatory guest lecture series to prepare students for Consulting Interviews and make SIBM a hotspot for Consulting talent.

The event was conducted in collaboration with alumni and industry experts from leading consulting firms across the country, including Bain and Company, Bain Compatibility Network, Deloitte USI, Accenture Strategy, Ernst & Young, among others. The event was conducted over two months and 6 live online lecture sessions. Apart from the guest lectures, peer-to-peer sessions were also facilitated by the club, to enable students to learn from each other and understand the interviewer's point of view. The students were provided with cases and exercises to solve which



The Journey

*Consulting Masterclass session in progress
with the esteemed guest*

were discussed among the peer groups. The initiative provided a boost to the students' preparation for consulting interviews and to ensure that SIBM Pune is earmarked as a hotbed of talent across the country. With a variety of intriguing sessions, conducted by experts from leading firms, it gave a sneak peek for the students into the life of a consultant in a top firm.

JIGYASHA

As the 45th Batch of SIBM Pune walked through the hallowed portals of SIBM Pune, there was a tinge of confusion, a veritable feeling of being lost among a sea of options. OpCellece, the Operations Special Interest Group of SIBM Pune, conducted Jigyasha 2022 as an avenue to quell these fears and dispel the doubts - an event where seasoned super-senior and senior students have a heart-to-heart discussion with the new batch and share their exciting MBA journey at SIBM Pune.

One of the first choices that an MBA student at SIBM Pune has to make is regarding their specialization, and that is not an easy choice to make, with the wealth of opinions and overwhelming resources available.

Jigyasha helped the students make an informed decision, with all available resources, regarding the choice of their specialization by enlightening them with various details from the academic and internship/work experience of the seniors - a real-life peek into the world that lay ahead for the students.



Jigyasha session in progress with the alumni addressing the students

AHRTICULATE

The confluence between academia and excellence has always been at the forefront of SIBM Pune students - a reflection of the prevalent culture at Hilltop Heaven. With a bevy of initiatives undertaken by the SIGs to enhance subject-matter knowledge of students, Vitarka, the Human Resource and Industrial Resource Special Interest Group of SIBM Pune, conducted aHRticate, a National Level Article Writing Competition on contemporary HR topics.

With an eye on the evolving dynamics of the industry and the world in general, the topics were varied, ranging from 'Leadership Psychology: the next step in Training & Development?' to 'Nurturing the gig

economy: Ensuring employee rights and benefits' and 'The role of Human Resource Practices in the Strategic Sustainable Development of Industry 4.0'. Participants were provided with an opportunity to voice their views and pen their opinions within 800-1000 words, with exciting cash prizes on offer for the top 3 articles, which were published in HR Fusion 6.0, Vitarka's Annual Magazine.

The event gave a glimpse into the crystal-clear thought process and the ideation process of the leaders of tomorrow - it was a clear indication that the world around is constantly changing and keeping pace with the rapid changes is crucial to development.

BRAND CHARADES

Mark-O-Polo, the marketing society of SIBM Pune, aims at magnifying the marketing culture at the institute in pursuit of further strengthening the marketing acumen of students. 'Brand Charades' was one such initiative to welcome first-year students into the world of marketing as well as provide a unique competitive platform to test their creativity and knowledge of the domain.

The competition, held in two rounds, saw an overwhelming response with 120+ registrations from first-year students. Teams of three had to qualify through the Round 1 quiz to progress. Each of the 8 teams who made it to the Grand Finale was given a quirky product and their deliverables included creating a commercial to market their product. The teams were also required to enact the commercial in front of a panel of judges and their performances were judged on their



Enthusiastic participants during Brand Charades

uniqueness were judged on their uniqueness and creativity. Siddharth Malviya, Abhinav Grover, Shantanu Sachdeva from Batch of 2024 emerged as Winners of Brand Charades while Keertana Upparapalli, Prajwal M, and Aakash Rangarajan bagged the 1st Runner Up position.

JUST A MINUTE

The Quizzing and Debating Society of SIBM Pune conducted their first event of the Junior Term, Just-A-Minute (also known as JAM) – a public speaking event, on 17th October from 10 PM to 12 PM at Midnight Café (MNC) to great success. JAM is a fun, entertaining extempore event where the ultimate goal for each contestant/speaker is to speak uninterrupted for one minute.

Contestants had to participate in two closely contested rounds of extempore, where they had to display their speaking, listening, observation, and improvisation skills, by speaking as much as they could on a topic from a group of their choice. Other contestants could 'JAM' in while the speaker was speaking, in case they noticed any discrepancies in the speaker's speech.

The contest was enjoyed by veteran JAMmers and participants new to the speaking sport alike, and the event was a great source of entertainment to the audience too. The winner of the contest was Abhishek Jha from MBA-2 Marketing, while Eesha Singh from MBA-1 HR finished as the first runner-up.



HALL OF FAME



Godrej Loud
Catalyst, 2022



National Finalists,
Amazon Ace, 2022



National Finalists,
The JSW Challenge,
2022



National Finalists,
Product Spotlight,
2022



National 2nd Runner Up,
ITC Interrobang, 2022



Special Mention,
Asian Paints Canvas,
2022



National Winners,
Bond with Pidilite,
2022



National Winners,
Nav Nirmaan,
Nomura, 2022



National Winners,
Flipkart WiRED 6.0,
2022



National Finalists,
Marico Over the
Wall, 2022



National Finalists,
Samsung E.D.G.E.,
2022



National Semi Finalists,
Diageo Bespirited
2022



National Semi Finalists,
GSK ECube
2022



National Semi Finalists,
HCCB Disrupt
2022



National Semi Finalists,
Colgate Transcend
2022



National Finalists,
ABG Headstart
2022



National Finalists,
Reckitt Global
Challenge, 2022



J&J Imagivators
2022



ITC Interrobang

Team Silver Linings

Avantika Bhandari
Himanshu Grover
Prashanth VV
Varsha Priyadarshini

JSW Challenge

Team Tripods

Sagark Naik
Deepanshu Tyagi
Ishika Agarwal



Flipkart Wired

Team Symbi Champs

Deepanshu Tyagi
Ritvij Karande
Vaishnavi Chandak



Asian Paints Canvas

Team Pastel Hues

Himanshu Grover
Varsha Priyadarshini
Paras Kamdar



PROFILE:**Vignesh Padmanabhan**

Management Trainee, Haleon
Batch of 2022

FAVOURITE MEMORY:

Squad Games. Watching the Junior Team of iSMaRT 2021-22 seamlessly execute their first offline experience to a packed audience was a proud moment, and its one I'll cherish forever.

What would you say was the one lesson you learnt inside a classroom and one lesson that you learnt outside the four walls of a classroom that will stay with you in the years to come?

Macro-and Micro-Economics is more important than you think, in the world of Sales and Marketing. Demand vs Supply makes the world go round. Outside classroom: Stay hungry and humble. Absorb everything you can in your internship and your first few months at an organization. Ask questions, no matter how stupid they may seem. Don't be afraid to make mistakes. Its the only way you'll learn and grow.

**PROFILE:****Richa S (Shrivastava) Mukherjee**

Author, Ex-journalist and Advertising professional
Batch of 2006

FAVOURITE MEMORY:

Hanging around the familiar and comforting aroma of food at the NCC canteen, making new friends, tucking into a plate of idlis and laughing at jokes as my anxiousness and unease about this new chapter of my life dissipated!



How have your experiences at SIBM Pune shaped you as a person and helped you advance through your career?

MBA - a degree, a qualification, a course yet it is imbued with so much more - pride, a sense of accomplishment. I personally believe that beyond the constituents of the course itself, the people who teach you, the environment in which you consume it all is of great importance and SIBM became that home away from home for me and my batchmates during those two years - a melting pot of cultures, languages and experiences, which leads to sharpening of personality and confidence.

**PROFILE:**

Khushboo Kansal

City CEO - Pune, Blinkit

Batch of 2016

FAVOURITE MEMORY:

When I, along with my batchmate, launched SIBM Pune book club 'BookEd' - a platform for buying & selling used books with a USP of 'high quality at competitive price', the first order received was for around 550 books. Tie-ups were done with the local vendors, book publishers & local transport.

If you're given a chance to relive one semester of your student life at SIBM Pune, which semester would it be and why?

1st semester, without doubt! Since I had a prior experience of 2.5 years, going back to campus after a job was quite thrilling i.e. feeling like a student again, meeting new people with diverse backgrounds, huge competition, peer pressure yet making great friends, meeting the submission deadline of 23:59 hours, brainstorming and completing group assignments sitting at night canteen, reading ET newspaper daily, solving case studies, understanding the marketing strategies of campaigns of FMCG companies!

**PROFILE:**

Vineet Rajan

Head of Engagement Marketing, SAP Indian Subcontinent

Batch of 2008

FAVOURITE MEMORY:

Management day when Tamilians of our batch (Class of 2008) danced to Rajinikanth numbers wearing a white t-shirt and a lungi on stage.

If you are given a chance to teach a course at SIBM Pune, what would you like to teach and why?

Keen to mentor students rather than teach because it is easy to get caught in a rut and not focus on one's passions. But given a chance, I could share some knowledge on Content Marketing, Brand Marketing, Social Media, Demand Generation and startup fundraising.



HUMANIZING HUMANOIDS

An article written by

Dr. Sonal Shree, Associate Professor (HR & OB), SIBM Pune

If you are a movie buff, there are high chances of the term *Artificial Intelligence* evoking an image of a life-size robot with an evil agenda to kill humans. The good news is that our perceptions can be reframed, and machines can also be reimagined as the good Samaritans that can help people. The possibilities that AI offers are huge, so much so that theoretical physicist and cosmologist, Stephen Hawking; Elon Musk, the present CEO of Twitter and founder of Space-X, along with AI experts and other intelligentsia, signed an open letter: *Research Priorities for Robust and Beneficial Artificial Intelligence*, to share their confidence in the immense benefits of AI for mankind. However, they also highlighted the potential pitfalls if safety and human control over AI were compromised. Clearly, without checks and balances, even the most perfectly designed products and solutions are bound to fail. In that letter, the following questions were stated as instrumental in addressing the challenges related to verification, validity; and security and control of AI, to tackle them proactively.

“Did I build the system right?”

“Did I build the right system?”

“OK, I built the system wrong, can I fix it?”

Compassionate AI (CA) is the balancing factor here. Dr. Amit Ray, a noted AI scientist in his formative book, *Compassionate Artificial Intelligence*, introduced the idea of infusing Deep Compassion algorithms towards building compassionate AI. He showed ways to use AI for solving humanitarian crises that could be related to health, natural calamities and man-made disasters to alleviate misery and restore human dignity. AI 5.0, in its compassionate avatar, is already changing the world in more ways than one can even imagine.

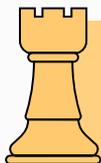


Compassionate AI is a rapidly growing field that is revolutionizing how we interact with technology—and how we think about our relationships with each other. The transformation lies in the thought processes that are then codified into machine language for the AI tool to assume its desired shape.

To build algorithms, the designers of AI must start with compassion and start using empathy for improving their understanding of people and their problems. The role of leaders in facilitating this is inevitable. AI can help organizations and nations in developing leadership skills in people/employees by providing the present as well as the potential leaders with a virtual assistant, for instance, that learns from their behavior over time and provides feedback and suggestions to improvise. Leadership is a skill that can be developed through artificial intelligence (AI) and machine learning, according to a 2022 study published in the *Journal of Management*. The study found that AI could help leaders improve their leadership skills by providing them with feedback on how they are performing, as well as recommendations on how to improve. Another noteworthy finding was that AI could provide a way for the leaders to connect better with others through empathy...

Click or scan QR to
read the full article





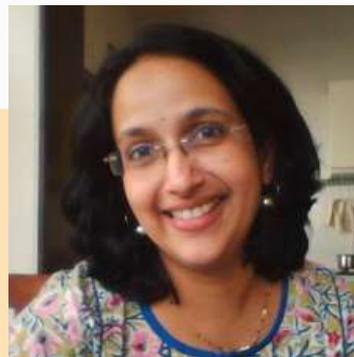
ECONOMICS ON A CHESSBOARD

Article, published in the Tweakonomics 2.0 Column of Hindu Business Line, written by
Dr. Manasi Phadke, Assistant Professor, SIBM Pune.

It's chess time in India, and how! You switch on the TV and they are showing you the chequered chessboard look given to the Napier bridge. A R Rahman appears in your FB feed on a chessboard crooning 'Vanakkam, welcome to Chennai!' Newspapers contain manic analysis on the many moves that they think Carlsen must be contemplating, which ummm, in all probability, the man must not be contemplating. Think about it – had he been so predictable, would he be Carlsen? Insta is gramming about the new Chess Dance video, showcasing folk and classical dance forms on the chess board. Just a year ago, had you said 'two-and-a-half', any kid on the street would have completed the phrase by saying 'men'. Now, the kid might just say 'knight'.

Economists are also deeply influenced by the chess drama. After all, the current economic crisis looks exactly like a chess game with an aggressive Russian opening! Putin's invasion of Ukraine is like sending the king's pawn forward 2 places (1.e4). Sending a pawn to E4 is an endeavour to attack and control the centre, which is often the objective in opening the game. 'Best by test' is how GrandMaster (GM) Bobby Fischer used to describe the move. Putin's move may have been driven by a deep-seated political desire to restrict the sphere of influence of the Nato, but its economic fallouts have put the situation firmly within the ambit of economics. Or should one say gambit?

Perhaps Putin believes the traditional view that the player making the first move in chess (playing the whites) has an inherent first-mover advantage. After all, the statistics suggest that whites tend to win 52 – 56 per cent of the time. However, GMs have been increasingly challenging the first mover advantage.



Hungarian GM András Adorján wrote the famous book 'Black is OK' in 1988, following it up with the sequels 'Black is still Ok!', 'Black is OK forever!' and 'Black is Back!' recently. The message is loud and clear in the first book, and gets still louder and clearer and almost shrill in the sequels – there is no need for the second player to get unnecessarily worried. Interestingly, one of the most famous matches that Adorjan won was in the Chess Olympiad of 1978, the only Olympiad in which the Russians did not win a gold! Perhaps Zelensky has been reading up on Adorjan, and is creating a Ukrainian defence through unbalanced positions rather than by simply reacting so as to equalise.

On its part, the West has reacted to Putin's move by introducing a counter-threat, answering expansionism with sanctions. Russia has defaulted on its international debt payments for the first time since 1998, since the US won't permit it to pay its debt using the funds kept in US banks. Russian central bank assets stand frozen, and Russian banks have been removed from Swift, the international financial messaging system...

Click or scan QR to
 read the full article



PIXELS. PAINTS. POETRY.



By Shreya Bhattacharya

Gratitude

-Bhaskar Sundaraseshan

Staring at these waves I enjoy solitude,
Reminisce the past and feel nothing but gratitude.
All those memories that I cherish,
Many still stay while some others perish

Our Hearts Remain

- Ravneet Chhabra

In the hidden corner of the universe
is a world where the moon and sun unite.
Fall is just a season and not a Heartbreaks' delight
whispers and cuddles are comforting and not a source of fright
where I'd revisit my old versions without feeling like an abandoned site.
Keeping aside all the what-if scenarios I'd see you again
With some courage, I'd drive myself to the same old lane
Around you, I'd laugh with my eyes concealing my thoughts and act sane
And when you leave my fingers wouldn't be in knots for our hearts remain.



By Priyank Chhabra



By Mesbahul Alam

A Place Called Home

- Vaishanvi Chandak

the doors are banging for long now
I wonder if it's you
the silent screams I gulp out
tell me that they reached you
tell me that you are here to rescue
and not to blame me to something new
tell me that this silence scares you too
and you want to walk together in this darkness to
I hope your steps are what guide me
to this place I search for and call HOME
the doors of which are open
only for me and you
silent screams or broken dreams
every voice is heard here
tell me that there's this place we can call HOME to!



Journey- A walk

- Shubham Malpani

A breeze on the hill top,
Blowing the trees around the clock,
Running by stands a road,
Travelling the whole campus alone.
Thousands of minds,
Walking lone,
A point where the beauty is flown,
Sits above a billow of clouds,
Melody of chirruping ends up loud.
Pathway to the end and out,
All with millions of errands one shouts,
Rushing back to and fro,
3am strikes the clock like a foe.
Learning through the years,
Building up bonds,
Family is here that was born,
Two years wash back in a day,
Seems like yesterday when dad said you'd be okay.
Here I sit and pin it down,
Watching the people leaving now,
Bye said the happy tears,
Unleashing a door to worldly fears.

By Subham Chowdhury



By Madhusudan Shah

Grief sits in my lap gently

- Avantika Bhandari

Grief sits in my lap gently
And after tapping my feet, fidgeting for a while I give up
My rambling of discomfort turns into a lullaby
It looks up at me
Eyes brimming with kindness
With time I grow fond of it
Give it a two syllable name
Call out to it when I come back home
Take it out to quaint cafes
It grows and grows and grows
I watch in awe

I thought it would always remain a fistful
It's larger than my shadow now
It's taking too much space
It has torn my quilt
Knocked down the book shelf
Blotted my diaries
It's sitting across the dining table
It's eaten too much from my plate
But it looks at me
Eyes brimming with kindness

And so, I cannot yell at it
I cannot ask it to leave
I cannot live without it
All because I've given it your name
All because it has your eyes
Eyes brimming with kindness



Click or scan QR to
view the entire canvas

WHAT TO EXPECT IN THE NEXT EDITION?

June 2022 till November 2022 had been an eventful few months at SIBM Pune. The months witnessed a flurry of activities and student initiatives, some of which were facilitated by the much-revered student councils and SIGs. From corporate sessions to cultural events, from upskilling masterclasses to sports competitions, the campus was abuzz with activity. And we hope that the coming months in our lush green campus would be just as eventful.

In a true testament to Vritaanta being the chronicler of life at SIBM Pune, the next edition would feature another ambitious line-up of events such as Transcend 2023 – A realm of Illusions, E-Summit, Gravitas, Senate, Prajwalan, Batch Photoshoot, Budget Symposium, Symbiosis Premier League, and Prerna. A student-driven culture has always been one of the USPs of SIBM Pune. Thus, in culmination to the academic year, the institute celebrates Annual Management Day where a new Executive Council is elected to carry the legacy of SIBM Pune's student-driven culture forward with newly elected council coordinators and a new Student President at the helm.

Besides events and competitions, the next edition of Vritaanta would be replete with alum engagements and corporate events. And of course, a few surprises.

So, stay tuned for the next edition of Vritaanta. Till then, iSMaRT wishes you well!



TRANSCEND '23

E-SUMMIT '23

GRAVITAS '23

SENATE '23

PRAJWALAN '23

**BATCH
PHOTOSHOOT**

BUDGET SYMPOSIUM

**SYMBIOSIS PREMIER
LEAGUE '23**

PRERNA 12.0

**ANNUAL
MANAGEMENT DAY**

COORDINATOR



HIMANSHU GROVER

SENIOR MEMBER



AVANTIKA BHANDARI

SENIOR MEMBER



PRASHANTH V V

SENIOR MEMBER



DIMPLE BAHETI

SENIOR MEMBER



SHARVARI PATIL

SENIOR MEMBER



MAINAK MONDAL

SENIOR MEMBER



INDU PRIYA

MEET THE TEAM

Information Systems and Media Relations Team (iSMaRT)
PR Team, SIBM Pune

JUNIOR MEMBER



ADITYA PERIWAL

JUNIOR MEMBER



SHREYA BHATTACHARYA

JUNIOR MEMBER



KSHITIJ VAJPEI

JUNIOR MEMBER



PEMILA SHERPA

JUNIOR MEMBER



JASKARAN SINGH

JUNIOR MEMBER



MESBAHUL ALAM

JUNIOR MEMBER



SREYASHI DAS

JUNIOR MEMBER



SANKALPA SARKAR

Volume 6 Issue 01 | JAN 2023

VRITAANTA

AN INITIATIVE BY **iSMART**



Click to visit our social media handles for regular updates