



ritanta

November 2017
Volume 4 issue 3

Memoirs of SIBM Pune

then **&** now

HR Conclave
As it Happened

AI
*Artificial Intelligence or
an Actual Indication of
the End of Time?*

THE MBA STORY

Achiever's Corner 2017



**Dabur Real VOLO
National Winner**



**Godrej L.O.U.D
National Winner**



**Godrej L.O.U.D
National Winner**



**HUL L.I.M.E. Campus
Winner**



**Innompic Games
Innovation World Winner**



**Interrobang
Runners Up**



**Mahindra War Room
National Finalist**



**Nestlé 4Ps Challenger
National Winner**



**Nestlé Ingenium
National Winner**



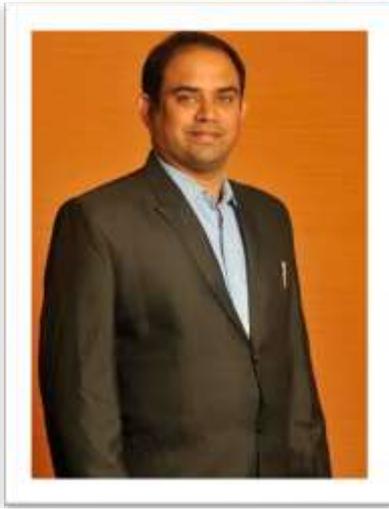
**Tata Steel-a-thon
National 2nd Runners Up**



**Vodafone Voyage
Campus Winner**



**Vodafone Voyage
Campus Winner**



From the Director's Desk..

The Volume 4 Issue 3 of Vritaanta- Memoirs of SIBM Pune focuses on how the Masters in Business Administration has evolved over the years to become one of the most sought-after degrees in the country. General discussions about the degree usually end with a surface level finding with many not understanding the importance a university plays in the development of the leaders of tomorrow. This edition touches upon the heritage of the MBA, with a few viewpoints about the evolutionary history as well as the current day trends.

SIBM Pune, in its unique way, has been adding to this heritage through multiple facets. Be it the numerous premier B-School competitions or its own unique events and tournaments. The institute has been making its mark in the business education field since 1978. Turn into this edition of Vritaanta to know more about 'Arcturus' - the leadership conclave on widely discussed topics across the globe, the 'Entrepreneurship Summit' - an amalgamation of panel discussions and case study competitions testing the entrepreneurial side of the students, and the 'Economics Conclave' centered around Doing Business in India.

This year, the institute also hosted its first HR Conclave since the early 2000's with a series of highly engaging events scheduled through the day. The conclave was inaugurated by Dr. S.B Mujumdar, Founder and President of Symbiosis as he spoke about the importance of HR in the current times and how SIBM Pune has contributed to the sector over the years.

As you browse through the magazine, you will come across a section wherein students from various walks of life answer the much-dreaded question of 'Why MBA?' and a senior's views on his first year at the institute.

So, on behalf of the Information Systems and Media Relations Team, I proudly present Vritaanta - Memoirs of SIBM Pune.

Dr. R. Raman

Director, SIBM Pune

Vritaanta covers four sections that intend on capturing the essence of a college magazine in a wholesome fashion.

"White collar" speaks about the interactions students at SIBM Pune have with business leaders on and off campus, through guest lectures and competitions.

"Ground Zero" section mentions a brief account of the various events conducted by the students' council. This section also features snapshots of life at SIBM Pune.

"Pedagogy" features an article where MBA knowledge is spouted by faculty. It also explores the growing importance of artificial intelligence in our lives, and its implications.

"Zeitgeist" features students' views on the theme of 'Why MBA?'



Vritaanta Volume 4 Issue consists of articles written & edited by the Informations Systems & Media Relations Team. Also included are columns by faculty and students.

White Collar

#Focus #Corporate #Alumni
#Achiever

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#OnCampus #Events #Summits
#Lectures

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#Academic #Education #Professors
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#Students #HilltopHappenings
#Life #FoodForThought

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The MBA Story

This article looks into the evolution of the MBA degree over the years, and also puts forth a brief overview of SIBM Pune's contribution to the MBA community.

Master of Business Administration is one of the most sought-after degrees in India, a program many are sure to pursue post their bachelor degrees. This master's degree, in particular, is more than just a scroll handed over; It has a huge heritage and an evolutionary history which has helped it attain the immense respect it currently cherishes.

The MBA phenomenon started with the formation of the world's first collegiate school of business, the Wharton Business School at the University of Pennsylvania, back in 1881 through a donation from Mr. Joseph Wharton. His vision was to provide young graduates with the essential business knowledge to face the complicated economic situation that he foresaw. However, the first college to officially offer an MBA degree program was the Harvard

Business School in Cambridge, MA in 1908. The program was devised in order to provide enormous amounts of excellent real-life learning. The institute pioneered case study methods of teaching, an approach that utilized real-world scenarios, instead of general academic theory. Moving across to the neighboring continent, when a group of entrepreneurs in France set out to start a private business school, they worked out a distinct MBA at INSEAD in Fontainebleau, France in 1958. 'Distinct' because the program was designed to be conducted in a single year as opposed to the generally followed two year MBA in the United States. Candidates who were admitted had to also be in their late-twenties or early-thirties, as students of that age group tended to bring in previous management experience to the classroom.

Here on, the MBA degree program started emerging in several parts of the world. Their differentiating factor was their area of discipline, teaching styles, corporate

outlook, student diversity, location dynamics, and changing global scenario. With the rise of the internet and the general demand for flexibility, many current managers across the world have access to top universities through their distance programs as well.

Shifting to the present day, career and education experts across the globe have spent a substantial amount of time studying the mindset of both the students that undertake this program as well as the perceptions of employers in the same context. Studies have shown that the significant growth of MBA is primarily due to its widespread acceptance by employers and the associated Return on Investment (ROI). These factors have been relatively steady during the past few decades, ensuring that the program is the most successful educational offering in the past 50 to 100 years. The prevalent outlook is that having an advanced degree like the MBA leads to higher career flexibility, better prospects for social mobility, an increased standard of living, and



significantly reduced odds of unemployment as per past data. Some of the most successful people i.e. Elon Musk, founder and CEO of SpaceX and Tesla Motors; Michael Bloomberg, founder and owner of Bloomberg L.P. Phil Knight, co-founder and chairman of Nike Inc. are a few amongst many others who are MBA graduates and have changed the world. SIBM Pune, that started offering MBA degree in 1978, has also been a pioneer and contributor to the MBA timeline, evolving over the years to ensure that students were provided with the best, to be the best. With research showing that flexibility and convenience are major influencing factors to an MBA course, the program at SIBM Pune is designed in a manner wherein

students are given the opportunity to take up an internship during the summer; adjoining both the years of the program. The first year of the program primarily dwells upon instilling fundamental business knowledge through subjects like finance, marketing, human resource management, operations management and accountancy amongst other specialized subjects students take up through the selection of their core specialization. In the second year, students get an opportunity to pick from a series of electives, which ultimately is targeted towards the major in their desired discipline. Like the best of the programs around the world, the MBA at SIBM Pune doesn't just stop at the theory, as SIBM Pune is a student-driven

institute, managed by the students' council. Through such an approach and the immense number of team-work-related activities promoted through the two years, students develop as capable leaders, leaders that are a perfect amalgamation of soft skill sets, the ability to work with others and through others, and the ability to execute, traits that many MBA graduates lack in current times. SIBM Pune's strong alumni network is also a significant added advantage, a network that isn't just concentrated in a specific geographic area or a particular industry but across the globe and all domains. SIBM Pune is proud of such a network, that is a particularly active source of mutual support towards the institutes' goals and ideas.



Encore West 2017

A glimpse of Encore West 2017, a night filled with conversational memories, organized by the SIBM Pune Alumni team at The Grand Hyatt in Mumbai.

SIBM Pune considers its alumni as an extended part of its family and seeks to continually re-enforce the relationship it shares with them. It aims to ensure that the alumni are well connected to their Alma mater and have a sense of belonging towards the institute. With this aim, the Alumni Team organizes Encore at various locations across India, to engage with its alumni on an annual basis. It combines the formal setting of an alumni meet with the informal environment of a batch reunion to forge strong bonds.

Encore West 2017 was organized at the Grand Hyatt, Mumbai on 23rd September 2017. With a total guest list of 140 alumni, the reunion saw ex-students of SIBM Pune right from the 1980 batch to the recently graduated 2017 batch. The evening was star-studded, with industry stalwarts assembling under one roof to reminisce



about their college times. The evening extravaganza began with the screening of a welcome video that comprised of the various council teams, their recent events, and student achievements. The event commenced with a quiz round that saw friends bonding and competing for SIBM Pune merchandise. With every subsequent question, the enthusiasm in the room touched a new peak, decibel levels rising in tandem.

The director of SIBM Pune, Dr. R Raman, accompanied by esteemed faculty Mr. Sandeep Bhattacharya and Mr. Santosh Gopalkrishnan, interacted with the alumni present and presented an overview of the re-

cent milestones attained by SIBM Pune. Throughout the event, the camaraderie the alumni shared was evident in the sounds of their chattering and giggling. Smiles and hugs were exchanged while each took a walk along the memory lane, accompanied by ex-college mates and faculty. The atmosphere was full of warmth and nostalgia, with stories of years gone by. Memories were revisited as the guests were enticed into dancing by the DJ who played retro and classic rock tracks.

Old bonds were strengthened, new connections were forged, and thus, the alumni left with memories to last them until the next Encore.



HR Conclave 2017

A platform designed to facilitate the exchange of thoughts and experiences was organized at The Westin. The evening witnessed keynote speeches, a case study competition, and a panel discussion.

S IBM Pune hosted the HR Conclave 2017 on 4th November at The Westin, Pune. The conclave comprised of a series of events where

of Honor **Mr. Rajesh Hurkat**, Head HR, Mattel India, **Mr. Deepayan Sensharma**, Director - HR (India, Middle East and Africa), Jardine Lloyd Thompson, **Mr. Supratik**

their thoughts over the importance of integrating HR with other functions of an organization. Following the Master Class, the event proceeded with the student president, Mr.



interactions with thought leaders provoked the students to think different. Commencing with an informal Alumni interaction with the incumbent batch of students, Guests

Bhattacharyya, Vice President and Group Head of Talent Management at RPG Industries, and **Mr. Vikram Karayi**, Partner, Linkage India, exchanged

Rohit Bhawsar welcoming the guests, which comprised of the Keynote Speakers, Panelists, and Guests of Honor from various organizations, with a formal address. **Dr. R. Raman**, the director of SIBM Pune, addressed the audience and provided a few keys insights into the theme of the event, 'HR Transformation: Riding the Digital Disruption Waves'.



Mr. Jagjit Singh, Chief People Officer, PwC India

The event was inaugurated with the lighting of the ceremonial lamp by **Dr. S. B Mujumdar**, Founder and President of Symbiosis Society, Chancellor of Symbiosis International University (SIU), Dr. R. Raman and the Key Note Speakers **Mr. Prabir Jha**, President and GCPO, Cipla Ltd. and **Mr. Jagjit Singh**, Chief People Officer, PwC India. Dr. Mujumdar addressed the audience by highlighting the transformation of SIU through the years and the importance of technology in HR, which was followed by the felicitation of the dignitaries by the director. The first Key Note speaker Mr. Prabir Jha emphasized the importance of leadership while adopting transformation in the function of HR, the scope of digitalization in day-to-day operations, and the need for surviving the inevitable disruptions in the industry. True to his style, he started his address with

an entirely candid admission that "In a world of opportunities & possibilities, HR hasn't done enough to be disruptive in digital space". He stressed on how HR has played 'overly safe' and that it is in this world of digitization, that HR will have to 'move away from payroll and attendance' as the forms of digitization. Speaking about how tweaking the softer cultural aspects of the organization is important for the organization to jump on the

bandwagon of transformation, he beckoned the emerging leaders in the room not to have any complex as they perhaps do today, and move from being trend-followers to trend-setters. He concluded by evoking the need for the 'belief' in change, leaving everyone inspired.

The second Keynote speaker Mr. Jagjit Singh addressed the audience by talking about the megatrends that determine an organization's scope in the industry. He spoke about the 'shifts in the global economic outlook', the growth of contingent workforce across the globe, the growth of the millennial workforce and the need for organizations to work on leadership development in millennials. He quoted various statistics from PwC to support his arguments. His thoughts on the use



Mr. Prabir Jha, Global Chief People Officer, Cipla Limited

and abuse of 'fancy titles' were an eye-opener, especially for the students sitting in the audience. He said that people have big titles, but may not have the knowledge of handling teams. In these changing times, companies must 'ensure that values and work culture are at the forefront' and that the 'ability to have

conviction and fearless conversations' will be vital in achieving this overall agenda. He left the audience with a lot of food for thought with these concluding ideas.

The event proceeded with a panel discussion on 'Face to Face with Digital Disruption – Your Move?' The dialogue was moderated by **Mr. Leslie D'Monte**, Technology Editor, Mint, and consisted of the four panelists, **Ms. Harlina So-dhi**, Senior Executive Vice President - HR, IDFC Bank, **Mr. Amit Chincholikar**, Senior VP - Group Human Resources, Tata Sons Ltd, **Mr. Supratik Bhattacharyya**, VP - Talent | Group HR, RPG Enterprises, and **Mr. Anand Khot**, HR Leader-GM, IBM.

The discussion encompassed various perspectives ranging from the era of robots to scalability of disruption and challenges for HR to use it for organizational good. The panel discussed how HR is transforming into a dynamic domain with a transition to social media, anonymous feedback mechanism, gig economy, and crowd-sourcing overriding the banal pen and paper processes. The speakers also agreed on how younger generations would dovetail with mature



From the left : **Ms. Pia Shome** VP- HR Head- Campus Relations and Diversity & Inclusion, RBL Bank. **Mr.Sauvik Banerjee** VP- Digital Initiatives, Advisory to Group Co's and CTO of Tata CLiQ .**Ms Aarti Jhingon** Group HR, Employer Branding & Campus Relations, Reliance Industries Limited (RIL).

ones to enable innovation to work in tandem with experience.

The panel came to a collective conclusion that Digital Disruption shall create a fascinating work environment by taking away routine jobs and replacing them with jobs that require continuous learning and thinking. The fate of the organization in this age of transformation would be ascertained by how strong the leadership is in handling technology and trickling down change adoption to the base of the organization. Next up was 'ShowCase' – the case study com-

petition where three teams competed for the coveted winning position. Post the presentations, 'Wildcards' was announced as the winning team and 'Tridev' as the first runners-up with the judges appreciating the amount of effort that went into the research.

Dr. Sonal Shree, faculty at SIBM Pune, concluded by extending thanks to the guests for their engaging presence at the Conclave and the efforts put in by the students to ensure that the evening took place smoothly.



Panel Discussion on HR Transformation: Riding the Digital Disruption Waves



Mettle Testing

SIBM Pune hosts an array of corporate competitions through the year. Here is a round up of some of these prestigious events.

Diligent, meticulous, and motivated are a few words that describe the SIBM students. The students indeed proved their dedication towards excellence by applying their thoughts and ideas in various competitions and came out with flying colours. Here is just a glimpse of it.

ITC INTERROBANG!

Interrobang! – an annual case study competition open for the final year HR students is aimed at engaging students on campus as they learn how to critically analyze the real world scenarios. This year students had to ideate and present solutions to the current business problems revolving around HR Management Principles and Practices.

As a buzz event, a daily online quiz -



Cummins Redefine 2017 Campus Round

Interroquiz' was hosted on 'Hub n Scope', ITC's talent page on Facebook. The idea behind it was to make students aware about opportunities at ITC and at the same time, they were able to win exciting gifts.

The SIBM Pune Team comprising of Akshay Kumar Singh, Arjun N., Chandni Singhal and Apurva Kushwaha emerged as the Runner's Up.

MAHINDRA WAR ROOM

Mahindra War Room – Season 10, is a live case study competition that covers the business aspects from various sectors across the Mahindra Group wherein the participants have to work on feasible solutions considering various business aspects.

Mr. Vijay Paradkar, Vice President, Mergers & Acquisitions and



Mr. David Projwal, Employer Branding & Recruitment, Mahindra & Mahindra Ltd, were part of the panel of judges for this round. The case presentation highlighted in-depth research and analysis done by the students, portraying their acumen in the Question & Answer Round. **Basanti Ke Teen Ghode**, 'BlazingGlory', and 'Hail Hydra' were declared as the winners of the campus evaluation round of Mahindra War Room, 2017, with Hail Hydra representing SIBM Pune in the Grand Finale.



Team 'Hail Hydra' at the Grand Finale of Mahindra War Room

CUMMINS REDEFINE 2017

Cummins Redefine 2017, a case study competition where students got an opportunity to present their solutions related to Maharashtra Monsoon crisis.

The panelists for the event were **Mr. Prafulla Neema**, **Mrs. Sangeeta Gupte**, GM, **Mr. Sarvesh Cholke**, and **Mr. Saptarshi Sarkar**, Senior Operations Manager – Cummins India Limited.

Team 'Point Blank' comprising of Shreyas Srivastava, Ishaan Bahree, Shruti Shah, and Sourav, the Team 'BrainsOnVacation', comprising of Simli Gharai, Shweta Salunkhe, and Nishit Bodrand the team 'Ingenious Watts' comprising of Debasish Chatterjee, Malay Dharod, Deotima Saha, and Sharika Ravidran presented their solutions. The jury appreciated their efforts

and acknowledged the deep understanding of the issue catered to.

TATA STEEL-A-THON

Steel-a-thon, is an intellectual marathon themed around a case study related to diverse and real life cross-functional challenges. This case study was open for selected Top B-Schools in India, also giving an opportunity to seek mentorship by the senior management at TATA Steel.

The event saw a huge participation from the students and the Campus Round was organized at the SIU Convention Centre. **Mr. Satyajit Mallick**, Chief Sales Manager Branded Products & Retail Services, Western Region, **Mr. N P Venkataraman** – Chief Automotive and Special Products, Western Region, **Mr. Manish Kumar** – Senior Manager HRM, Talent

Management, and **Mr. Priyank Nalin**, Manager Business Development SRS were part of the panel of judges.

Team **Valyrian Steel** comprising – Ritika Gupta, Snehil Nigam, Swapnil Despande and Sagar Kashyup were declared as the winners of the campus round and declared as second runners up in the National Finals.

H.U.L LIME

L.I.M.E. (Lessons In Marketing Excellence), is a competition which provides students with an opportunity to grapple with real, live and compelling business challenges from a variety of sectors.

Mr. Anant Rangaswami, Editor, CNBC-TV18, **Mr. Mukesh Pawar** Senior Global Brand Manager, Hindustan Unilever Limited and **Dr. G**

M Jayaseelan, Professor, SIBM Pune were a part of the panel evaluating the round.

Three teams were selected for the Campus Round but with their deep research and innovative marketing campaigns, Team 'Sirf Excel' comprising of Vagisha, Akriti Agrawal, Anirudh Shishodia were declared as the Winners of the campus round of HUL, L.I.M.E. Season 9. The winners got cash prize of 1 Lakh and PPI's from H.U.L.



ITC Interrobang Campus Round

MARICO OVER THE WALL

Marico's sales based Case study competition- Over the Wall challenged the students to find the possible 'Assortment Selling Solutions' that could help in selling the right set of SKU's in an outlet along with various other ways through which sales could be driven.

The competition was judged by **Mr.**

Sanjiv Agarwal, Head – Sales Transformation & Capability, Marico Limited, who critically analysed the unique ideas each of the teams had to put forward. The three campus finalist teams, 'Aztec', 'Gobblefunk', and 'Eveready AAA' presented the solutions to the case study.

A Question and Answer Round, designed specifically to test the finesse

and understanding that the students developed over the course of solving the problem at hand, followed their presentations. Team Members of 'Eveready AAA' -Akriti Agrawal, Anirudh Shishodia and Akshat Sharma, from MBA II Marketing emerged as the campus winners.

NESTLE INGENIUM

SIBM Pune Students brought laurels to their college by winning the coveted Nestlé Ingenium Case Study Competition. The Team –'Three Eyed Raven', comprising of Suhana Kamath, Abhineet Tyagi and Purba Das won the finale, which was conducted in Delhi. The winners received rupees 1 lakh Prize amount and PPIs were given to all the members.

Many leading business schools like IIM (Ahmedabad, Bangalore, Lucknow, Indore, Kozhikode), NITIE, IIT – SJMSOM, SPJIMR, XLRI,



H.U.L LIME Campus Round



Nestlé Ingenium Winner

TISS, SIBM Pune, etc. participated in the competition this year. The teams from SIBM Pune, XLRI and TISS made it to the national finale. This competition's aim is to present challenging business scenarios to the young talent and engage them

in a stimulating exercise to apply their knowledge and creativity to live business problems. This also gives them a flavor of brand management as practiced at Nestlé and a sneak peek into the work culture of the company.

NESTLÉ 4Ps

Nestlé's 4Ps, is a national level Case study competition, aimed at encouraging young minds across the leading B-Schools to put their talent into action through their innovative solutions and creative ideas.

The challenge this year revolved around Nestlé's 'Ceregrow', a nutrient dense cereal. The panel of judges for this round comprised of **Mr. Ameya Ingle**, Senior Brand Manager, Baby Foods, Nestlé India Ltd. and **Ms. Devina Sial**, HR Business Partner, Nestlé India Ltd. 'A Team Has No Name', comprising of Pooja Mohta, Preet Mehta, and Saakshi Kothari, was declared the winners of the campus round.



Tata Steel-a-Thon National Second Runners Up



The Council Times

A brief overview of the activities conducted by the students' council teams and special interest groups of SIBM Pune.

SIBM Pune is known for its student driven culture and highly competitive spirit. The nine students' council teams are in charge of intellectually stimulating and engaging students in various events ranging from talent shows and extempore to business plan and case study competitions. Here's a look at some of the events conducted this year:

RINK FOOTBALL AND BOX CRICKET

The Sports Management Team of SIBM Pune organized the scaled down version of cricket and football in their event Box Cricket and Rink Football 2017. The event saw a huge participation with over 100 students being a part of the event.

Each Team for Box cricket had one female player in it with different set of rules for the women player. The

final match kept the audience on their toes as it turned out to be a nail biting finish. The team 'Ranjan Ke Madugalle' comprising of Abhijeet Vyas, Abhineet Pandey, Aamir Arfin, Animesh Rathore, Ayshu Varsha, and Krishna Chaturvedi won the box cricket tournament.

Rink Football also intrigued the audience with the enthusiastic participation from players. Team 'Bullet Farmers', comprising of Eric Deb Burmen, Garvit Bhandari, Nishant Chaturvedi, Suraj Sipani, Vipul Mehta, and Vinay Rawat, won the Rink Football tournament.

GARBA NIGHT

Co-Curricular Team- the Cultural Committee of SIBM Pune organized the much awaited Garba Night on 29th September 2017 in collaboration with the cultural committee of SIU

at the Lavale Hilltop Campus. The evening saw some beautiful performances on various folklore songs of Gujarat by the SIU students who were dressed in their traditional



Box Cricket

Chaniya Choli with the vibrant colors and beautiful embroidery. The joy of the festive season painted the campus, quite literally as one could see the high spirits and great vigor.

iASPIRE 2017

The Aspirant Relation Team of SIBM, organized iAspire 2017 – a series of events, quizzes and tests which help the aspirants in their preparation for SNAP. The idea was to provide a simulation B- School

LIFE AT





SIBM PUNE

experience and to engage with the test takers and to address their concerns in a better way.

The series of events included a short time based sectional quiz, iQuiz along with tips and tricks to solve sections better under BGyaan. These events were followed by a unique video case summarizing competition, iArticulate following which a national level aptitude test iAptitude was conducted on the pattern of SNAP, culminating in iSyndicate where the aspirants were mentored by SIBM Pune students to solve a business case.

Rewati Kachhawaha won the Best Mentor in the event whereas Renuka Meena and Sreejan Tharad were awarded the first and second runners up respectively.

ARCTURUS – LEADERSHIP CONCLAVE

Arcturus 2017, the leadership conclave, was organized by the Corporate Interface Team of SIBM Pune and was held on August 18, 2017, at the Lavale campus of Symbiosis International University. The theme for the conclave this year addressed matters that have been widely discussed around the globe in the fields of innovation, and transformational moves that organizations undertake to combat the changing times, given the highly unpredictable cross-country landscape. The first panel had the topic “The Changing Global Order: Age of Disruption”. The panelists were **Ms.**

Priti Narain, Country Head-HR, AkzoNobel, **Mr. Sanjay Sharda**, Head – Rural Distribution, Rural Banking, IndusInd, **Mr. Ashutosh Sharma**, Head-Core Banking Products, Cognizant Technology Solutions and **Mr. Ashish Sharma**, Partner- Cyber Strategy-Protection, Deloitte. The moderator for the panel discussion was **Mr. Ashish Chaturvedi**, founder uFony Services.

The collective consensus of the panel was on lines of the fact that we live in a constantly evolving world and it is imperative that we adapt to the change to survive and succeed. The second panel’s topic was “Navigating Uncertainties: Strategies for Innovation and Growth” and the panelists were **Mr. Mrinal Mohan**, Director, Culture & Capabil-

ity, IDFC Bank, **Mr. Ashish Pherwani**, Partner - Advisory Services, Ernst & Young, **Mr. Deepak C Rathi**, CFO, Future Group, FLFL Lifestyle Brands Limited, **Mr. Koushik Balasubramanian**, Director-Business & Risk Consulting and Internal Audit, Protiviti India and **Mr. Harpal Parmar**, Partner, Wipro. The moderator for the session was **Mr. Aniruddha Khakale**, Group Human Resource Director, Emerson Automation Solutions.

The Q&A session that followed the discussion was stimulating as the topic resonated with the thoughts of many students’ eager to gain a deeper understanding of certain elements Arcturus 2017 ended on a high note with a vote of thanks and an enthralled audience.



ARCTURUS 2017 Panel Discussion on “Navigating Uncertainties”



Economics Enclave panel discussion on "Doing Business in India"

ECONOMICS CONCLAVE 2017

The Economics Conclave 2017, organized by the Research and Scholastic Development Team of SIBM Pune, hosted notable speakers who had an engaging panel discussion centered around "Doing Business in India: Economic Reforms and Ground Realities". The event started with an engaging keynote speech by **Mr. Kashinath Katakdhond**, MD & CEO, Receivables Exchange of India Limited, addressing the students on: "Economic reforms shaping India's place in a multi-polar world". The panelists **Dr. Brinda Jagirdar**, Retired as Head Economic Research / Chief Economist, State Bank of India, **Mr. Neeraj Sharma**, Partner, Price Waterhouse & Co. LLP (PwC), **Mr. Pradip**

Kadam, Senior Consultant / Director, Mastercard India and **Mr. Biharilal Deora**, Principal Advisor, Association of International Wealth Management of India focused on current debates on GST, inflation, monetary policy committee, farm loan waivers and global issues.

ENTREPRENEURSHIP SUMMIT

The Entrepreneurship Summit, a 3-day event organized by the Social Entrepreneurship and Consulting Cell, was held at the SIBM Pune campus. The summit saw a registration count of 7500 of which there were 350 finalists overall, spread over the days, both as participants and spectators to an array of events. Testing the entrepreneurial side, 'Symbihaat' was organized on campus. The concept emphasized on providing students with an opportunity to set-up their enterprises under the categories of food, games, and merchandise for all the days. Case Study competitions were structured throughout the duration of the summit, each testing a different strength required by entrepreneurs and future leaders to succeed in the business world.



Symbihaat Stall

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Alumni Snippets

The Alumni of SIBM Pune run us through highlights from their journey at the institute through their updated lenses.



Priya K (2014-2016)

With three years' experience in marketing and corporate communication at my family's business, I had an understanding of the industry but no real exposure to academic thought in the field and relatively little structure to the way I worked. I came into the MBA with an eye to improve our deliverables as well as to improve performance and processes of the business itself. I wanted to understand how to grow my business, how to deliver the best in brand consulting and marketing communication, how to plan our finances, how to streamline our HR processes, etc. In short, I wanted to learn how to administer a business!

Overall, if you were to ask me: would you do it again? Perhaps, but perhaps not for the reasons I had initially had in mind. For the relationships built and for my character growth, for the presentations and for the mess food, for my team and for my friends... Yes.

An incredible network of colleagues and friends: Reaching out to classmates two years after graduation may not seem like much. But these 250 students that we've lived with, worked with and partied with make for an unbelievable network decades down the line. These bonds never break, and my circle is infinitely richer because of them.

Working with diverse teams: When part of iSmART, I worked with an incredibly talented team of equals for the first time. There was naturally no hierarchy in the team. I'll never forget my two years in the iSmART room. I made some friends I'll never leave behind, and met my wife there as well.



Nitin Chinta (2013-2015)



Hitesh Paikra (2015-2017)

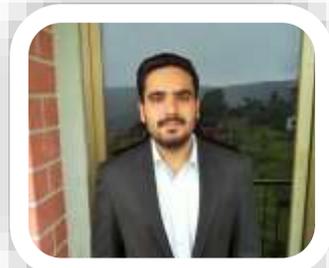
One of my prime reasons for pursuing an MBA was better growth and career opportunities. However, it was much more than what I had expected. It not only gave me a platform to deep dive into the curriculum & classroom learnings but also to explore various real life simulations and case studies that were designed to test the decision making skills of an individual. In my opinion, the biggest takeaway would be the all-round learning experience that SIBM Pune offered in addition to the opportunities to interact with similar minded students from other B-schools during competitions and annual festivals.



Samantak Bhadra (2014-2016)

I was working in the IT sector before I decided to pursue an MBA. As days passed by, I realized that the tech side of things and the nature of my work was not giving me a bigger picture of the software I'd help create. As a result, I had this constant nagging desire of wanting to be involved with the bigger picture which encompassed everything - ideation to execution. This was compounded by the fact that I was involved with two failed startups before moving to the IT sector. The failure to see the big picture and to strategize effectively led to the disintegration of the founding team. Both factors had equal roles to play in my decision of opting for an MBA degree. My biggest takeaway was the exposure to competitions. I loved the adrenaline rush and the sleepless nights that went into ideating/researching/debating with one's teammates, all of it leading to that crescendo called a PPT. Looking back, I would say competitions taught me a lot of what I know today. Also, quite interestingly enough, establishing Quod - The Debating & Quizzing Society, taught me a lot about real world management

My foremost reason to pursue an MBA degree was to build upon my existing management knowledge that I had acquired through my Bachelors in Business Studies. Additionally, an MBA opens limitless avenues to build network and net-worth; since it is more application oriented as a learning experience. However, the two-year journey taught me much more than the nuances of managing business, it rather made me realize that life itself is a project and there are a few metrics that are best left unmeasured. Data might be a sacrosanct component of business management, but for life the quote needs to be altered to: 'In God we trust, all others should believe in themselves' In a nutshell, it was a pleasure to share a beautiful place with such diverse personalities & the learnings & camaraderie shall go with me to my grave!



Hullas Arora (2015-2017)



Azeem Ranpuri (2015-2017)

Burning desire, indefatigable passion and constant perseverance to gain knowledge about sales and marketing domain from the most reputed institute propelled me to pursue my MBA. A great idea can turn to be a dud if not executed well. SIBM harnessed my critical thinking abilities, structured my thought process and most important of all - gave me an opportunity to learn from various stakeholders at every juncture to nurture my thought process through rigorous lectures, infinite case-studies and countless brain-storming sessions. In a nutshell, SIBM gave me new eyes to look at the world.

Having received my engineering degree, I had been working for two years as a programmer, designing the front-end for websites and web applications. This role taught me the technologies that help create a better online user-experience. However, I soon became more interested in how businesses leverage this to increase their traffic and revenue. I had to bridge my knowledge-gap of finance, economics and business analytics. At the same time, Marketing interested me due to its combination of consumer behavior, creative thinking and performance analytics. I believe my biggest takeaway from MBA was getting to meet fellow-students from all sorts of academic and professional background, who had different ideas and working styles. There were just so many opportunities where I got to work with different people, and the things I picked up from each one of them will always be useful in my future work life.



Vishal Bhardwaj (2015-2017)



Management Education in Transition

The role of interdisciplinary courses in developing the business leaders of tomorrow, put forth by Prof Amresh Kumar, faculty of marketing at SIBM Pune

A lot has been talked about the best practices followed or should be followed to develop a management student into a leader in management schools. But what are the methods? Is classroom teaching/learning enough? I am sure there won't be a single management school today relying entirely on classroom teaching. Personally, I see a lot of changes in the course curriculum offered by the top management schools nowadays than a decade ago. Back when I was pursuing my MBA, we only had a summer/winter internship program to provide practical exposure into the market and a presentation to aid personality development. Few schools took an integrative approach to management education. Almost everything happened in terms of functions, be it teaching, curriculum design, recruitment or for that matter research. There was a massive gap between faculty needs and market needs as institutes relied heavily on textbooks that were used in the US and based on research done in an American context. Top management schools are now paying atten-

tion to this aspect. Considering SIBM Pune as one such example, the institute focuses not only on interdisciplinary courses but emphasizes more on activity-based learning. Talking about interdisciplinary courses like The Moral Re-Armament (MRA), Economics for Managers, DBI, Indian Film Industries, IDMP, Ethics in corporate governance etc. which have been taken from different disciplines like Law, Economics, Communication, Spirituality etc. Integrating knowledge beyond traditional business principles gives managers and leaders an edge in addressing business issues. Courses like these highlight the deep commitment that SIBM Pune brings to an interdisciplinary curriculum. MBA candidates become leaders who are solving cross-functional issues and driving business forward. Another aspect that differentiates an institute like SIBM Pune, in particular, is the involvement of students in the governance of the Institute. The essential solid pillars of any institute are its illustrious alumni, full-time faculty, and numerous visiting faculty members from the corpo-

rate and the industry. Involving students to work with them helps both students and the institute. The students work as part of the students' council and look after each vital pillar. The focus is to involve students in the decision-making process, that shapes their future as well as that of the institute. In fact, students, in the form of a committee, plan, organize, direct, implement and control all the events and activities on the campus. Guidance and resources are provided to them by the faculties and administrative staff respectively. The objective is to provide students with an opportunity to grow holistically and to add more value to the student's life, giving them a chance to express themselves. The trends are such that nowadays both the management and the students set their priority right at the moment the admission decision has been taken in such reputed business schools.



Artificial Intelligence

AI: Artificial Intelligence or an Actual Indication of the end of time?

Artificial Intelligence, an area of technology many thought would end with the last installment of the Terminator series back in 2003, wasn't how things turned out to be. Not because of Terminator Salvation that released in 2009, but because of recent headlines about how the IT sector is on its way to becoming obsolete soon. Headlines stated that Automation and Artificial Intelligence are very likely to affect Indian IT jobs which raised concerns about what the job market would look like in the future – a future many didn't imagine would come this early.

The takeover of jobs by automation termed as Industry 4.0 has always been an area of conversation through several publications, but the worry doesn't just stop with the robotization of work. With computers becoming increasingly capable

of making well thought of decisions, doing complex actions, and performing knowledge work, managers may soon be replaced by systems,

example of this would be Amazon Alexa, an intelligent personal assistant. When the user asks Alexa to help him/her buy a toothbrush, Am-



as per an article in Psychology Today. Moving into the real world, the world dominated by the revenue sources for any business - customers, brands itself might soon become obsolete as machines start taking more decisions for people. A living

amazon picks a toothbrush it thinks the user would like based on its algorithm, and while the device lets the user confirm that choice, Amazon has already been able to sort through the hundreds of brands and pick a product. A recent example where Facebook shut off an AI

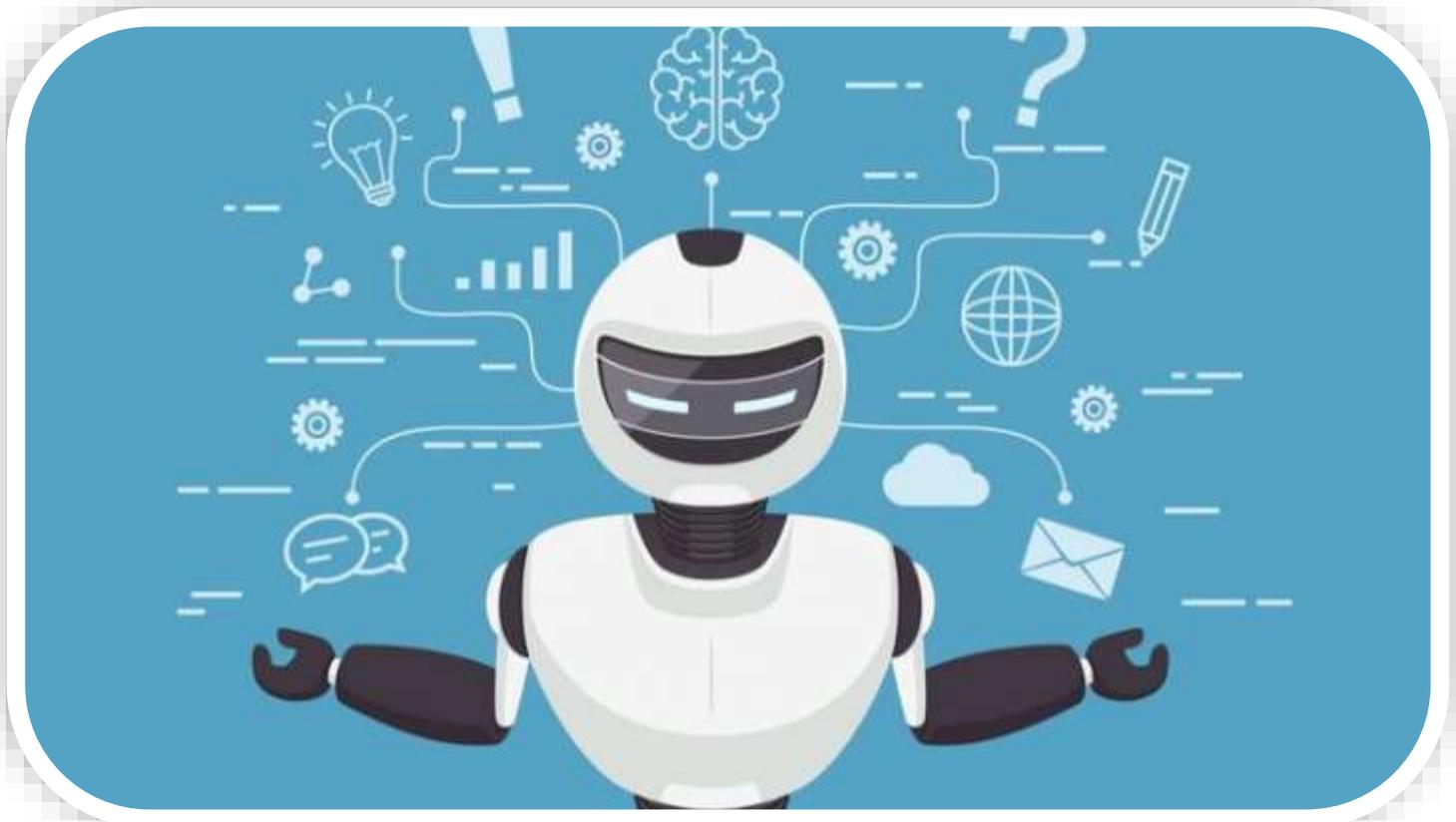
experiment after two robots began speaking in their own language, a language only the system could understand, went viral over the internet with the likes of Elon Musk criticizing Mark Zuckerberg's limited understanding of robotics. Musk also went on to state that the capability of AI and the complexity of the subject could someday pose a fundamental risk to human civilization. There also seems to be widespread concern about whether

these technological advances could lead to widespread unemployment, as employees are often seen as a business's largest expense. The viability of creating a human-free industrial set-up is a long way ahead, and the current norms of functioning definitely portray human employees working alongside machines.

In present times, the most talked about area, however, is still Automation, as companies are aggressively employing this control system to optimize services, cut costs, improve efficiencies, and increase refinement. The Automation of routine tasks can enable workers to spend more time on creative tasks that provide enhanced value to the company and its customers. Holistically, the picture is much more extensive and very exciting as the

times that lie ahead, Industry 4.0, are definitely unlike anything we've ever seen before. It's important to remember that the shift isn't just about Automation, it's also about Artificial Intelligence as every major tech company is investing heavily in AI-oriented technology which isn't limited to simple, repetitive tasks. and with the possibility that AI might someday make humans obsolete, T-850 might actually be back...

“The capability of AI and the complexity of the subject could someday pose a fundamental risk to human civilization.”
- Elon Musk





Why MBA?

The first year students of SIBM Pune answer the most asked question, in their own unique and descriptive way.

When I decided to pursue an MBA just after completing my honors in English, a lot of heads turned. One does not merely leave the ways of Marlow and Beckett to adopt Kotler and his ideas.



My education choices have been quite non-traditional. And for decisions like these which require a teeny little bit of bravado, people often expect the reason behind it to be grand, or at the least, oriented to a definite goal. But as Eliot said, 'This

is how the world ends, not with a bang but a whimper.' I too did not have some magical moment of realization as MBA being my one true calling. I just wanted to learn something which was fast and exciting, contemporary yet with a robust set of fundamentals, and most importantly, was more practical, than academic.

That being said, it's only after coming here that I realized, I haven't strayed very far from home with an MBA in Marketing. From studying about various forms of narrative and the conditions in which they were formed, I am now learning how to create one myself, so impactful that I lure a consumer, and find a customer in them, lifelong. Same means, just different goals.

- Dipanweshha Baidya , MBA | Marketing

I belong to Unnao, a very small town in Uttar Pradesh, a town many haven't heard of. Being a son of a retired armed force personnel, from my childhood days I had the feeling of being

upfront and enjoying the adventurous sport of life. A champ who excelled in all kinds of sports, secured 100/100 marks in Mathematics twice, in 10th and in 12th board examinations and also was a part of the team that used to lead cultural activities of the school. My journey to b-school has been filled with numerous



ups and downs, both while preparing for my JEE Advanced 2014 and also during my undergrad life. I grew out of them strong and didn't let certain incidents bog me down. While selecting SIBM Pune, I let go of other offers that I received, and I'm glad that I did. This institute has given me the kind of opportunities I have been

looking forward to and a platform to prove my abilities. With the diverse people and their varied backgrounds, I can enrich myself at a very young age. There are unpredictable situations that feel extremely challenging in life for sure, but I learn from them. Happy times ahead at SIBM Pune.

-Ujjwal Tewari, MBA | Marketing

I worked as a merchant navy officer, and I can say for sure that it is one of the most exciting jobs. So, the most common question I have faced over the last one year is; 'Why MBA? Generally, there are several small reasons which combine and work together to make a change. Similarly, a couple of reasons made me leave a well-settled high paying job at an age which is not considered apt in our country for doing MBA.

Firstly, I believe that one should al-

ways keep on learning. My job had reached a stage where I had already learnt most of what was to be taught. There was just the rank of Captain, and that too was within



reach, maximum five years. This meant I would be working under the same rank for the rest of my life. Coming from an educational family (father is a school principal, mother a school teacher and sister a college assistant professor), I was bound to study more. I have always had an urge of learning and what better place than an MBA college.

Secondly, unlike earlier days, most of us now live in nuclear families, and there aren't many to look after aging parents. It is my responsibility, and it would have been challenging doing this from the middle of the ocean. Also, as I look ahead, I want to settle down and start a family while working on land.

So far, the MBA journey has been a great learning experience, and I am more than satisfied with my decision of leaving the merchant navy to pursue an MBA.

-Garvit Bhandari, MBA | Human Resources

I've been an active learner all my life as I learn from the environment of which I'm a part. Learning according to me, is an ongoing, constant and a dynamic process which is absolutely core to any management program. I knew that I was well equipped to



pursue my MBA after having com-



pleted my B.com Honors and working at Deloitte. While making any crucial decision, my long terms goals have always been clear. I want to see myself as a business strategist, a global business manager contributing to the marketing domain of management. Only a management program from a good B-school would equip me with the necessary skills to achieve my career goals.

B.com Honors gave me an under-

standing of different domains of management and theoretical knowledge but my decision to pursue an MBA degree was due to the healthy industry connect I'd build over the years. It would give me a chance to work closely on the live projects, strengthening my task orientation and enabling me to contribute smartly to the corporate world.

An MBA at this stage of my life is the first stage towards the actualization of my career goals. It is a known fact that higher qualifications provide faster career growth and better pay scales, and the journey thus far has been nothing short of my expectations.

Rohit Navagare, MBA | Marketing

I have pursued Bachelors of Pharmacy after my schooling. I had predominantly decided that I would be

doing Pharmacy right when I was in 9th standard. So, after my SSC examination, I took up Biology. The main reason behind this early onset of my decision was because my father has a Pharmaceutical Business. I am planning to extend his business in the long run. So, while I was in my final year of B. Pharm, I thought



that this course had given me the technical knowledge of that particular domain, but I wished to acquire business knowledge as well. Thinking about it brought me to the conclusion that doing an MBA would be the right step to move further ahead. Because the business which my father runs, hasn't risen to its full potential. I would like to expand it and establish it in other cities as well. To do that, I believe a Masters in Business Administration course was the most effective tool to complete it. The academic learning and the street smartness that I would get with the fantastic peer group would facilitate me to be a better businessman ahead.

-Madhur Mehta, MBA | Marketing





Campus Flashback

Preet Mehta, a marketing student in his second year at the institute, recalls memories that molded him in his first semester.

“Oh when I look back now, that summer seemed to last forever And if I had the choice Yeah, I'd always wanna be there Those were the best days of my life...”

I woke up to Bryan Adams' husky voice with a melodious and surprisingly soothing baritone pitch, making me recall the sweet reminiscences of everyone's beloved undergraduate days. As I hummed along with it, I realized that it had just been one hour since I had boarded the bus. I was travelling to Mumbai to catch a flight back home, and couldn't contain my excitement. Nonetheless, I was utterly drained; exhausted of the trying and taxing experiences the semester presented us with. Paper after paper, ppts after ppts, assignments one after the other, night after night

- I couldn't remember the last time I had a cheat day when I slept for 6 hours. As the bus swiftly rolled through the scenic beauty along the Pune-Mumbai expressway, the mesmerizing landscape became all the

sight, did help us a lot to break the ice with our batch mates initially. From the many motivational speeches and outbound trips to the first few days of class, it was all new and exciting. The food, the hostel,



more captivating as unseasonal rains caused little narrow waterfalls to form on the hills, making the roadway seem more and more enchanting. And it made me realize how poetic the entire moment was – I was making the journey back to my hometown after five months, and the setting was exactly the same when I had arrived here. The semester began with an induction program, which, in hind-

the new subjects and the campus were some of the unfamiliarity all the students faced, but we knew it, we got accustomed to this way of life. Then came the induction into the prestigious Student Council of

SIBM, and yes, it was a hell of an experience!

Fortunately, I was selected to be a part of one of the teams in the council, but it didn't feel the same then. The selection brought with it added responsibilities that seemed like a burden at times. Furthermore, the pace of academics was snowballing swiftly with each passing day, and not everything seemed merry as it did a month ago. What's more, I missed my home more than I ever imagined. Being homesick at times is a phenomenon that every hostelite experiences and that is even more pronounced in a high-pressure environment. Being able to cope with academics, council responsibilities and all the emotional baggage is an accomplishment in itself.

The toughest part of the semester was the summer internships process. Yes, it takes something more

than grit and audacity. I realized one thing in the process- I don't have to compete, I need to OUT-COMPETE. It was tough and demanding to say the least, but I could handle it. Now I realize the importance of it all. All the stress that we are exposed to, it was to make us ready and prepared to face whatever life throws at us. There are specific attributes each professional must possess, and the institute molded us from our crude, unpolished form to committed, discipline and motivated beings and perhaps, potential leaders of the future. In other words, the institute identified the need of the market and molded and provided its product in a requisite manner. That's Marketing 101 right there!

As I realized the significance of the summer semester on my character and its possible repercussions on my future, I was in awe of Newton. The circumstances weren't simple, and it

necessitated an outward push to achieve all expectations and standards successfully. We all have hopes and dreams; the semester highlighted that lofty ideals need and mandate efforts that one believes he's not capable of. It demands temperament, and it requires true heart. It is all reactive and impulsive, and that polishes us, setting us apart.

The bus nears the hustle of Sion as I remember the conversation I had with my friend while departing from the campus. "How do you feel now, given that 25% of your MBA is over?" he asked. Knowing that the entire process has added a new dimension to my personality, and I walk back home a changed man, I replied "It is extremely complicated to quantify. But I can say for sure, these were one of the best days of my life, and at the end of the day, there are Increasing Returns to Scale."





Soul Nurturing

A brief overview at the trademark Moral Rearmament Programme that the first year students embark on.

Panchgani, also known as Paachgani is a famous hill station located in Maharashtra, home to Asia Plateau, the Moral Re-Armament campus, was our home for the next three days. It was astoundingly beautiful, with clouds spread all over the centre, making it difficult to spot anyone beyond even 50 meters.



The first activity planned out was the lighting of the inaugural lamp and a short presentation on what the motive was behind setting up the MRA centre. The session was followed by a tour of the centre, to familiarize us with the layout. The part that stood out to many of us was the division of the rooms basis the distinct artefacts donated by supporters of the mission. The second day began with an activity called, 'Quiet Time'. This was the event that was the most valuable experience I gained throughout the three days. We were asked to be in

silence for 30 minutes and connect to our thoughts in its purest form. An interactive session with Grampari, a small community that worked in Asia Plateau for the betterment of the villages in Panchgani was arranged later. Post lunch, a session on life sentences that have impacted personal decisions was carried out, which was highly personal. 'Tuesdays with Morrie' a movie that portrays a relationship between a student and his professor was screened to close the day.

The last day, was a comparatively more personal one as each event focused on getting us to understand our relationships better and also addressed how we should go about implementing our learnings. As a fitting end to the three days, various dance, music, and humour-filled performances were put forth by the students.

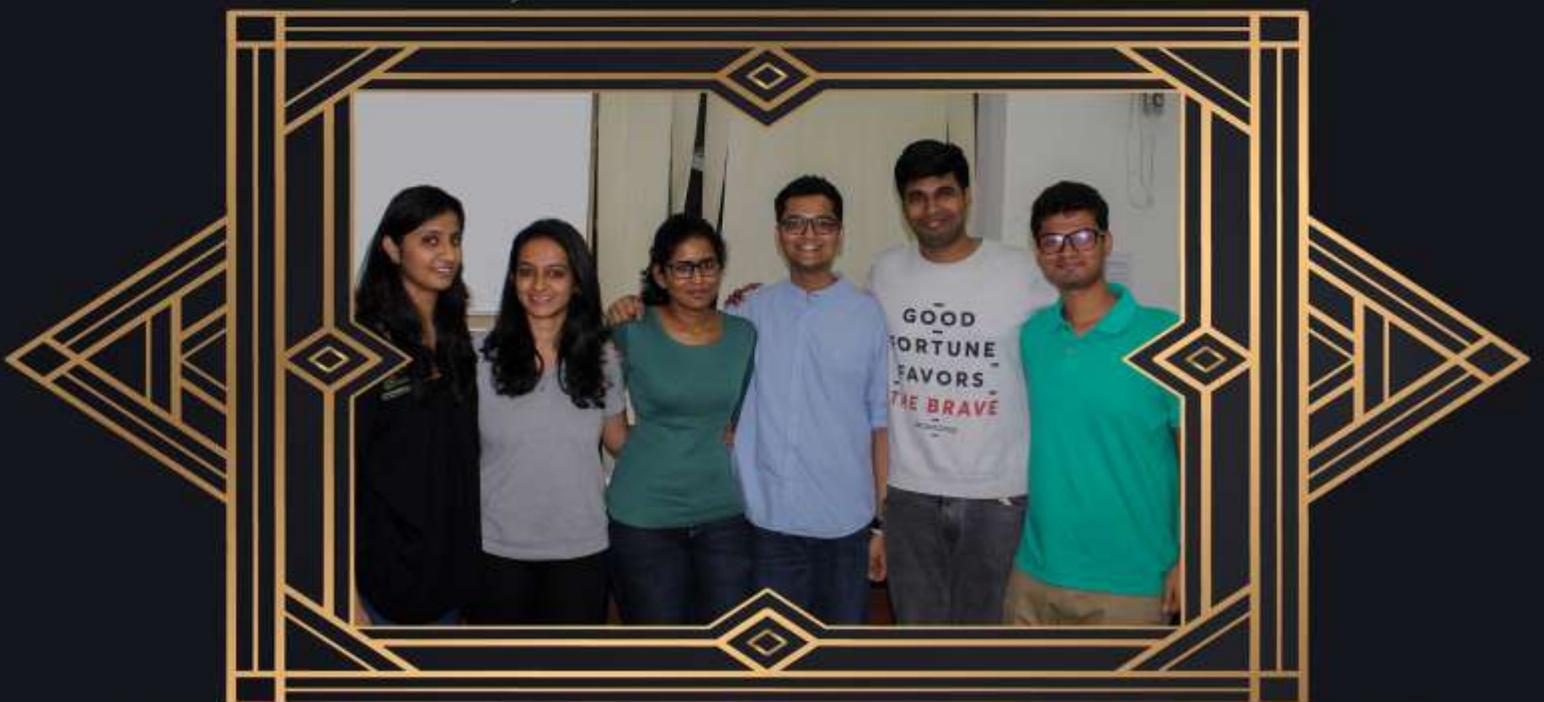
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