

Title:

Best B- school through Corporate Interface "

Objective:

The aim of SIBM Pune has always been to not only impart knowledge to its students but to make them industry leaders. In order to do so, we encourage our students to participate in B-school competitions and prove their mettle against their contemporaries from the older IIMs and other top b-schools in the country. This move towards creating industry-ready students has multi-fold objectives. They are as follows

- To create higher order thinking amongst SIBM Pune students
- To develop the skill of application of theory to the practical world
- To help them analyze problems related to corporate world and provide viable solutions for the same
- To leverage the capability of faculty with industry experience as mentors to competitions
- To win placement offered through these competitions
- To implement projects in organizations based on solutions they provide through these competitions

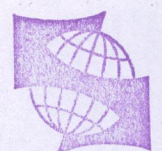
Context:

Despite the presence of large numbers of b-schools in India, industry has a dearth of skilled and able leaders. While most b-school graduates have bookish knowledge, their ability to apply them to real world scenarios on their job is lacking. Bridging this industry-academia gap has been a challenge for both academicians and practitioners. It has been raised as an issue in several forums and various stakeholders like industry, academia and even the government are trying their best to tackle this problem.

Practice:

As a strategic best practice, it is the culture at SIBM Pune to participate and win in corporate competitions. The Faculty at SIBM Pune often mentor students for these competitions. Through discussions, brain storming sessions and evaluation of student presentations, they help polish their work. Several competitions like Loreal Brandstorm and HUL Lime expect faculty members to do the first level of screening of student entries.

Most of the prestigious competitions are by invite. This is so, because the corporate spends a lot of time effort and money on these competitions and want to attract the best talent in the country. Students from SIBM Pune who participate in these competitions and win them, have brownie points to add their CV. They also have a chance to win pre-placement offers or pre-placement interviews as one of the incentives of the competition. These students are provided exemptions from attending class when they travel or participate in the competition. In addition to this, they are also provided reimbursement when they win.



Evidence of Success:

Over the years, SIBM Pune has risen to one of the few private b-schools that are invited to prestigious b-school competitions in the country. The students have participated and won over 100+ competitions. The top 10 events and the students emerged as the winners are listed below.

S.No	Name of the event	Achievement	Team Name	Team Members
1	VI Battlefield Campus Challenge Series 1.0	National Winners	Sharks in Suits	SONALI SEHNAZ, MRINAL KASHYAP, VIKAS YEDDU
2	Marico Limited - The Elevator Pitch	National Winner	-	Nitya Bhardwaj
3	Battle It Out - NMIMS Mumbai	National Winner	Team Spartans	Nitya Bhardwaj, Kshitiz Agarwal, Archit Gupta
4	Most Employable CA Challenge 2021 - InsideIIM	National Winner	-	Nishant Nair
5	Brand Aficionado 2.0 - IIM Visakhapatnam	National Winner	Team Dark	Aniket Dogra, Daksh Vala, Roopal Kalra
6	Summer Project Contest, Avartan 2021 - NITIE Mumbai	National Winner	-	Deblina Chakraborty
7	Godrej Loud	Loud Catalyst 2021	-	Pragati Adak
8	Asian Paints Canvas 2021	National Finalist	Team Hilltop Artists	Kartik Thakur, Tanisha Jain, Shreevardhan Daga
9	BLOC Boardroom Challenge 2021	National Finalist	-	Vijay Balaji KS, Arun Prasad
10	TVS Credit EPIC Finance Challenge	National Finalist	Team New Horizons	Nishant Nair, Aakash Gupta

Battlefield 1.0: Winners

Winners Announcement | Battlefield 1.0 External Inbox x

Rai, Karan (COR), Vodafone Idea <Karan.Rai2@vodafoneidea.com> Tue, Apr 27, 1:41 PM ☆ ↶ ⋮
to me, Priyaj, bj20117@astra.xlri.ac.in, mukund2022@email.iimcal.ac.in, sachinu2022@email.iimcal.ac.in, Aakriti, Ramkumar, Kumar, Shephali, ▾

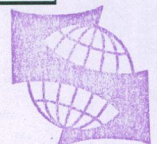
Hello Battlefield Team Captains,

At the onset, let me thank all of you for your keen participation in the 'Battlefield' campus challenge series 1.0. After an involved selection process, top-5 teams were selected to battle it out to claim the top-3 positions.

While there will be one winner & 2 runners up, all of you did a great job in approaching the challenge and putting together the 5x growth roadmap. In the 4-5 week period, we had some enriching interactions, that ended with some great presentations, by some of you. It was heartening to see the effort put in by every team and some of the ideas & thoughts shared were quite fresh and will certainly help us build on further.

[Sharing the winners of Battlefield - Campus Challenge Series 1.0](#)

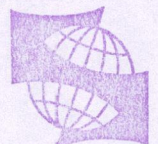
Winner : Sharks in Suits (SIBM) – Sonali Sehnaaz (captain) | Mrinal Kashyap | Kartik Bansal | Vikas Yeddu



Marico Winners



Most employable CA Challenge





DAKSH VALA <daksh.vala.mba23@associates.sibmpune.edu

Fwd: Winners of the brand aficionado 2.0!!

ANIKET DOGRA <aniket.dogra.mba23@associates.sibmpune.edu.in>
To: ROOPAL KALRA <roopal.kalra.mba23@associates.sibmpune.edu.in>, DAKSH VALA <daksh.vala.mba23@associates.sibmpune.edu.in>

Sat, Oct 30, 2021 at 2:26

----- Forwarded message -----

From: **Marketing Club** <marketingclub@iimv.ac.in>
Date: Sat, Oct 30, 2021, 2:25 PM
Subject: Winners of the brand aficionado 2.0!!
To: @PGP2021-23 <PGP2021-23@iimv.ac.in>, @PGP2020-22 <PGP2020-22@iimv.ac.in>
Cc: Rupsikha banerji <rupsikha.banerji20-01@iimv.ac.in>, Krishnangini Kalita <krishnangini.kalita20-01@iimv.ac.in>

Greetings from MarkAdZ!!

We are pleased to announce the **winners of the brand aficionado 2.0**- A Marketing Challenge organised by the MarkAdZ, the marketing club of IIMV.

Winners - TEAM DARK (SIBM Pune)

1. Aniket Dogra
2. Roopal Kalra
3. Daksh Vala

Godrej Loud Winner

LOUD Catalyst 2021

SIBM

Pragati Adak

godrejoncampus • Following

godrejoncampus Congratulations to Pragati Adak @pragatiadak from @sibm.pune on becoming our Catalyst for LOUD 2021!

Pragati feels very strongly about accessibility of education. She is also very passionate about changing conservative mindsets through open conversations and discussion.

Pragati has conducted numerous workshops on gender sensitisation and sex education in various schools in rural India. She worked with Adore India, an NGO that works on educational initiatives for underserved communities.

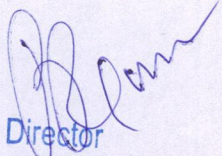
Pragati is passionate about arts and

SEPTEMBER 13



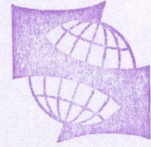
Problems Encountered:

Many a times, while students go out and win competitions, on return they do not submit copies of their certificate for our records. So, while their win is captured in mails and media, many at times it is a challenge to file their certificates for record.



Director

Symbiosis Institute of Business Management
Pune - 412 115.



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SIBM, PUNE