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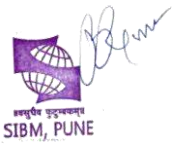
Index

Sr N	Name of the Events
1	Best Practice1-Student-Driven Institute



Title: Student-Driven Institute

Objective: Learning by doing. SIBM Pune has always believed that students learn more by doing and practicing the principles of management in real life. The objective of allowing students to govern and monitor some crucial activities and are encouraged to participate in the decision-making process that shapes their future as well as that of the institute.

Context: The student councils participate in activities related to Academics, Professional development, Society, Sports, and Culture through a strongly knit body of nine councils.

Practice: Nine students councils namely Alumni Team, Aspirants Relations Team, Corporate Interface Team, Co-curricular Team, Placement Advisory Team, Research, and Scholastic Development Team, Social, Entrepreneurship and Consulting Cell, Sports Management Team, Information Systems & Media Relations Team, are responsible and accountable for all activities conducted on campus throughout the year. The teams consist of students from the first and second year led by coordinators. These coordinators, along with the President of the Students? Council, form an executive body to oversee all activities.

The teams work in the interest of SIBM Pune, the student community, industry and alumni in keeping the vision of the institute and striving towards excellence. The executive council has been provided the independence to plan and set goals for their respective teams, and to efficiently use budgeted resources to accomplish them. The Director and Faculty Chairperson offer their guidance and support.

Evidence: Student's Council report for each year is made available on the SIBM-Pune website as well as documented in for audit as appropriate and necessary. **Problems Encountered and Resources required**

Students who are council members find it difficult to attend classes and submit assignments.
These students are given exemptions on case to case basis.

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Alumni Team

Annual Report 2017-18

SIBM, PUNE

SIBM, PUNE

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SIBM, PUNE

TEAM COMPOSITION AND EVENT CALENDAR

The Senior Alumni Team for the year consisted of the following members:

- Mr. Ashish Sharma (Coordinator)
- Mr. Abhineet Tyagi
- Ms. Purba Das
- Mr. Sharad Kabra
- Ms. Sohana Kamath
- Mr. Srinath Bharadwaj

2017-18 was an eventful year for the Alumni Team. The team undertook various new initiatives which bore very good results. Special efforts were taken to improve Alumni engagement at meets, increase personal connect with the Alumni and improve the quality of information on the Database. Mentioned below are the activities carried out by the Alumni Team in the Year 17-18.

EVENT NAME	PRE-ACTIVITY DATES	EVENT DATE
Database Updation Drive	July 2017	-
AlumSpeak 2017	June, July, October-January 2017-18	17th June, 1st July, 28th October, 26th November, 1st December, 4th-6th January 2017-18
Rhapsody – 15 Year Reunion for Batch of 2002	July - August 2017	19th August 2017
Encore West – Mumbai	August - September 2017	23rd September 2017
City Chapter Meet – Delhi, Toronto & New York	October, February & March 2017-18	29th October, 3rd February, 10th March 2017-18
Legacy 2017	October - November 2017	18th November 2017
AlumTalk 2017	November 2017	23rd November 2017
Rendezvous – Convocation for Batch of 2017	December 2017	17th December 2017
Silver Jubilee Reunion – Batch of 1992	November-December 2017	27th December 2017
Batch Photoshoot	January 2018	15th & 30th January 2018
Alumni SPL	January - February 2018	17th February 2018
Encore South - Bangalore	January - February 2018	24th February 2018
Yearbook 2018	January – March 2018	20th March 2018
Scribbling Day	February-March 2018	20th March 2018

DATABASE UPDATION DRIVE

A huge amount of importance this year was given to updating the database with latest Alumni details. The team has managed to compile data this year from wider platforms. Registration records of most of the older batches were obtained from the record room and names of all the Alumni for these batches were thus obtained. First round of primary verification done through phone calls and second round of verification was done through LinkedIn. Using these names on social media and through contacting known members from the batch, we obtained their contact details. The team updated 4909 existing records through various modes of verification including:

- Emails (using Mail-Merge)
- LinkedIn
- Alumni Portal
- Calls

Starting with the list of the graduation batch collected during the Yearbook registration, lists of students were also taken from the administrative staff which they used during calling to include new Alumni.

ALUMSPEAK 2017

AlumSpeak, an initiative by the Alumni Team, attempts to connect the Alumni with the students on a micro-level. It is a voluntary exercise in which Alumni volunteer to take guest lectures, share knowledge of current industry trends and participate in informal student interactions. This initiative is active throughout the year and any alumnus who wishes to take a session for the students can inform us by connecting with us on the Alumni Portal, email or calling us. The initiative has seen great enthusiasm by the Alumni who have lauded the team for starting an initiative like AlumSpeak.

Objectives:

- Creating a connect between the students and the Alumni
- Involving the Alumni in creating a new generation of Business Leaders and Managers
- Engaging the Alumni on a micro-academic level

Date	Guest	Designation & Organization
17th June 2017	Mr. Abhishek Asthana	Brand Manager, RB
1st July 2017	Mr. Vijay Thomas	Marketing CE, Harley-Davidson Motor Company

28th October 2017	Mr. Vikram Karayi	Partner, Linkage Inc.
26th November 2017	Mr. Varun Raina	Country Marketing Head-India, AirBNB
1st December 2017	Mr. Apurv Choubey	Global CHRO, Serum Institute Pvt. Ltd.
4th - 6th January 2018	Mr. Jyoti Mallick	Assistant Manager HR, ITC Ltd.

RHAPSODY – 15 YEAR REUNION FOR THE BATCH OF 2002

Rhapsody- the 15 Year reunion for the batch of 2002 was organized by the Alumni team on 19th August 2017 at SIBM-Pune, Lavale campus. The event was an amalgam of formal and informal interaction with a walk down the memory lane for the batch of 2002. The event started with the alumni gathering for breakfast with the guest house Vashishtha playing host to the batch. With the alumni arriving in healthy number the guest hall reverberated with tales of nostalgia and hearty laughter about the years gone-by.

The breakfast set the tone for the next segment of the event. The segment comprised of fun-filled activities, charades and Bollywood quiz with our esteemed alumni competing against each other to get their hands on the goodies at offer and more importantly the bragging rights.

The last stage of the event took our alumni to their 'original' campus of SIBM at S.B. Road. The alumni entered their classrooms of yore and sat on the same benches again with the clock turning back by 15 years. The event was brought to a close with tea and snacks at their beloved NCC canteen.

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ENCORE WEST 2017

Encore is the series of all-batch alumni meets which aim to bring the extensive and well established Alumni network of SIBM on a common platform. The event was an all batch meet for the entire SIBM Pune community based out of the Western states of India.

The flagship event of the Alumni Team Encore West, conducted in Mumbai on September 23rd began with the registrations of the guests. A total of **138 alumni** graced the event with their presence. The alumni were then addressed by the Director, Dr. R. Raman. As a surprise planned for the guests, the Alumni Team had designed a quiz for the Alumni titled 'Mumbai Meri Jaan'. The quiz helped in breaking the ice amongst the various batches present in the banquet hall. The alumni were bubbling with excitement to shout out answers and win prizes and goodies. The evening culminated into a social mingling session, where all the alumni interacted with each other and relived their old memories while building newer bonds. Publicity for the meet was done through:

- Mails
- Extensive use of Social media (Facebook and Linked-In) WhatsApp

CITY CHAPTER MEETS

The first City Chapter was held in **Delhi** on 29th October 2017 at The Pint Room, Vasant Vihar and it was a joyous afternoon for the alumni to look back at the yesteryear and stay connected for years to come. A total of 14 alumni attended the City Chapter.

The Alumni City Chapter was held in **Toronto** on 3rd February 2018 with **over 15 alumni** taking out time to connect with their SIBM Pune fraternity. It was a joyous afternoon for the alumni to look back at the yesteryear and stay connected for years to come.

The New York City Chapter for the Alumni Reunion Meet held on 10th March 2018 was a success with over 20 alumni in attendance. The meet provided an opportunity for the alumni to reconnect with their alma mater.

LEGACY 2017

Guests:

- **Sanjiv Navangul (Keynote Speaker)**: MD, Janssen India
- **Vikas Dimri (Panelist)**: VP Business Head, SME Trade, and Working Capital, Deutsche Bank AG
- **Anugya Punetha (Panelist)**: Marketing Manager North India, Coca-Cola India Limited
- **Ashim Sethi (Panelist)**: Category Marketing Manager, Nestle India Limited
- **Nishant Prabhu (Panelist)**: Regional Sales & Customer Manager, Hindustan Unilever Limited
- **Vivek Subramaniam (Moderator)**: On-Premise Manager, Pernod Ricard

Theme: Globalizing Brand India, Challenges and Opportunities

Legacy is a panel discussion between the alumni on a chosen theme with the aim to bring together the experience of our esteemed alumni and the vigor and enthusiasm of the incumbent batch. It is a platform for the students to benefit from the years of expertise and knowledge that the alumni have accumulated and an opportunity for them to pass this on as a *Legacy*.

Legacy 2017 commenced with a welcome address by Prof. Sandeep Bhattacharya, Head of Corporate Relations, SIBM Pune. It further continued with the keynote speech by Mr. Sanjiv Navangul wherein he stressed on the importance of advocating 'Brand India'. As part of Legacy 2017, the Alumni Team organized 'Vimarsh' - A Case Study Competition. The finale of Vimarsh was held on the day of Legacy 2017 post the keynote speech. The event continued with a Panel Discussion between the Alumni on the theme. Legacy 2017 concluded with the declaration of results for the Finale of Vimarsh and a vote of thanks for the illustrious alumni gracing the event.

ALUMTALK 2017

AlumTalk is a series of digital panel discussions that will be hosted through WebEx by the Alumni Team, SIBM Pune. This initiative is designed for the students of SIBM Pune, who will gain insights from the Alumni to help shape their understanding about a variety of hot button issues. The Alumni team aims to maintain a library of each and every discussion on a digital platform, which would make it accessible in mobile format at any point of time. The discussion was moderated by Mr. Sandeep Bhattacharya, Head of Corporate Relations, SIBM Pune.

Panelists:

- **Amod Ranade (Batch of 2000)**: General Manager, Strategy and Transformation, Schneider Electric

- **Arunangshu Basu (Batch of 2000) -** Senior Specialist Cloud Infrastructure, Microsoft
- **Sandeep Singh (Batch of 2004)** - Director, Marketing & Alternate Channels, BIRA 91

Theme: **The Shift from Selling Products to Selling Services**

RENDEZVOUS – CONVOCATION FOR BATCH OF 2017

The Convocation Ceremony was conducted seamlessly at the SIU Auditorium for the batch of 2017. The event witnessed attendance of a total of 193 alumni. The Degrees were distributed to them by Director Sir, Deputy Director Sir and Mr. Sandeep Bhattacharya. Personalized Wooden

Scrolls were awarded to the members of the Students' Council for their contributions to the betterment of the college and the toppers of the batch and specializations. . All of these moments were captured and the pictures were instantly printed and framed to be given to the students so that it remains as a fond memory with them. The Alumni Team gave special souvenirs in the form of customized cardholders and printed testimonials as a memoir of their time at SIBM Pune. The batch highly appreciated the successful organized Convocation Ceremony on Social Media channels.

SILVER JUBILEE REUNION – BATCH OF 1992

Every year the Alumni team invites the batch that graduated 25 years ago and celebrates the Silver Jubilee of graduating from SIBM Pune. This reunion is a major platform where alumni share their experiences and connect with the current batches. The 'Silver Jubilee Reunion' this year saw the MBA batch of 1992 visit the SB Road as well as Lavale campus. The agenda of the reunion was to strengthen the bonds between the graduates of the Batch of 1992.

The Silver Jubilee Reunion for the MBA Batch of 1992 commenced with a welcome address by Dr. George Judah, who was the Professor, Director and Mentor to the batch of 1992. The alumni were further welcomed by Dr. Raman, the present Director of SIBM Pune. The Alumni Team informed the guests about the feats achieved by the students of SIBM Pune in the fields of academics, business competitions and placements. Alumni kits were distributed to the guests by Dr. Judah followed by a batch photoshoot and cake cutting to commemorate their journey so far. Post lunch, the alumni were given a tour of the Lavale Campus. Lastly, the guests advanced to the
S.B. Road Campus of Symbiosis International (Deemed) University where they finished their MBA. The alumni were elated to visit their old campus and have refreshments at the NCC Canteen.

PHOTOSHOOT FOR THE BATCH OF 2018

The Batch Photoshoot for the batch of 2018 was conducted seamlessly at the Academic Block of SIU Campus. The Batch Photoshoot was conducted for the Students' Councils, Special Interest Groups, Divisions and the entire batch of 2018. Event Associates assisted the Alumni Team in photography during the Batch Photoshoot. The photoshoot of Director Sir along with the Faculty Members and Administrative Staff was conducted to signify their contributions in the past academic year.

ALUMNI SPL 2018

Alumni SPL is an annual Cricket event hosted by the Alumni Team in association with the Sports Management Team. We invited Alumni to the Campus on Friday, the 17th February 2018, to play a Cricket Match with the current students at SIBM Pune. It was an interesting match of Cricket played between the Alumni and the students wherein the alumni gave a tough fight to the students, thereby reinforcing the importance of physical fitness. The event was followed by Dinner which was arranged at the Vashisht guesthouse. This event allowed the Alumni to reminisce their times at the Campus and connect with other Alumni from the institute.

The prominent alumni who attended the event are:

- **Mr. Soumya Sen (Batch of 1995)**: Director – Compensation & Benefits – Asia Pacific, Abbott Laboratories
- **Mr. Sameer Kshirsagar (Batch of 1995)**: Executive Partner, Zeon Finance & Investment Co.
- **Mr. Yogesh Raut (Batch of 2003)**: Assistant Professor, Sinhagad Institute of Management & Computer Application
- **Mr. Akash Singh (Batch of 2012)**: Business Development Manager, Mahindra Powerol
- **Mr. Shoeb Jatu (Batch of 2012)**: Sales Manager (Product Engineering Services), Honeywell Automation India Ltd.
- **Mr. Anuragh Wagh (Batch of 2012)**: Freelance Marketing & Sales Manager, Sharp Engineering Associates and TNV Automation
- **Mr. Vaibhav Paharia (Batch of 2014)**: Senior Manager, SCM & PPC (GMC Program), Mahindra CIE Ltd.

ENCORE SOUTH 2018

Encore, an all batch meet, is an event organized by SIBM Pune for its alumni. It combines the formal setting of an alumni meet with the informal environment of a batch reunion. Unlike reunions and alumni events, it involves attendees from every batch of SIBM Pune leading to an experience that cannot be achieved in any other format. It enhances the connection the alumni have with their alma mater whilst ensuring that the alumni have a relaxed evening and take home new memories.

It was the awaited event, the gathering of all the batches, the coming together of the two worlds – family and friends. It was organized at Le Meridian, Bengaluru. Exquisite and full of grandeur, with all preparations in place, we were ready to welcome our alumni after a long year.

The flagship event of the Alumni Team Encore South was conducted in **Bengaluru** on 24th February 2018. A total of **65 alumni** graced the event with their presence.

The event started with the Encore South promotional video, the teaser to the main event which was launched on social media. This was followed by the factual video for the alumni, demonstrating the activities that happen in SIBM today. It took the alumni on a walk through the new campus, the infrastructure, the Students' Council, the competitions won by the meritorious students and everything that would make our alumni proud of their institute.

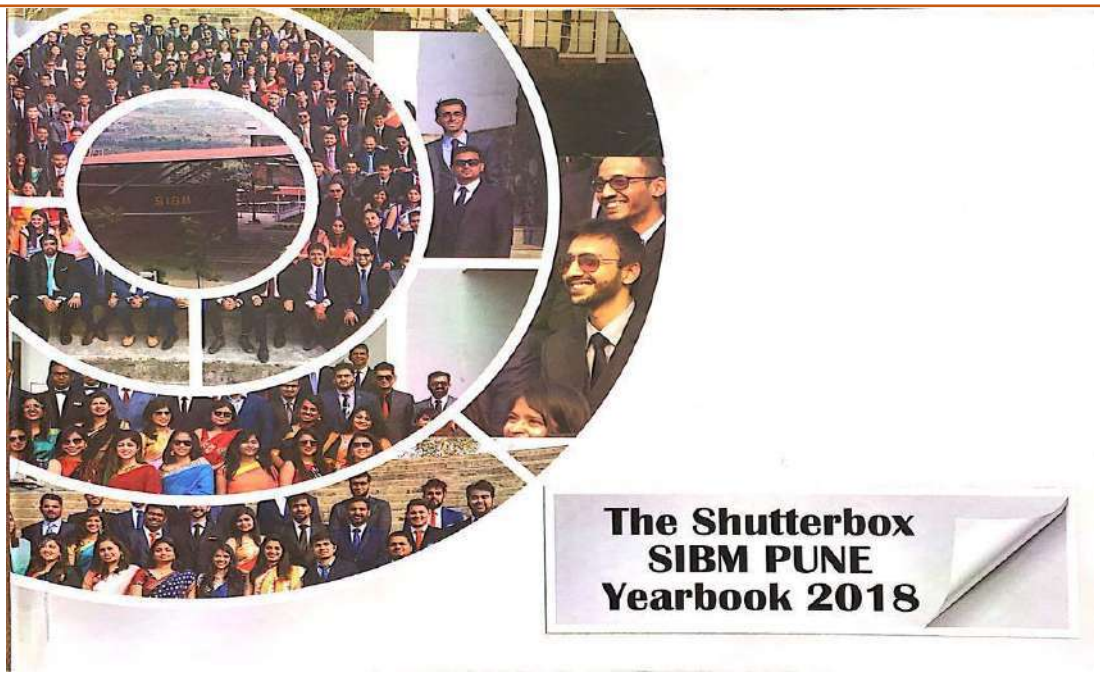
The crowd was then welcomed by the coordinator of the Alumni Team and addressed by the Director. The batches were excited to see each other. This was followed by a quiz based on the famous landmarks in and around Bengaluru and it was called the 'Namma Bengaluru'. The evening culminated into a social mingling session, where all the alumni interacted with each other and relived their old memories while building newer bonds.

Some of the prominent alumni who attended Encore South were:

- **Mr. Samar Singh Sheikhawat**: Chief Marketing Officer, United Breweries
- **Mr. Shiben Moitra**: Head HR, Samsung Semiconductors India
- **Mr. Abhimanyu Kumar**, Director People Partner: Ab InBev India & South-East Asia
- **Mr. R. Balakrishnan Iyer**, National Sales Manager: Britannia Industries Ltd.
- **Mr. Rahul Kumar**, Leader Development: Deloitte India

YEARBOOK 2018 – THE SHUTTERBOX & SCRIBBLING DAY

The yearbook is an initiative by the Alumni Team to record the memories of the graduating batch. As the name suggests, it is a book handed out to the Class of 2018 on Scribbling Day, which has the most important details about each student including their best moments on Campus, photographs with their friends, and their recollections. It serves not only as a trip down memory lane but ruffling through these pages a few years down the line will definitely elicit a huge smile on our fresh Alumni faces. The data collection and planning was done over a month with the help of student volunteers selected from amongst the junior batch with another 2 weeks for finalizing the layout and printing. It is made annually for the batch passing out that year.


The Shutterbox
SIBM PUNE
Yearbook 2018

SOCIAL MEDIA & ALUMNI PORTAL CONNECT

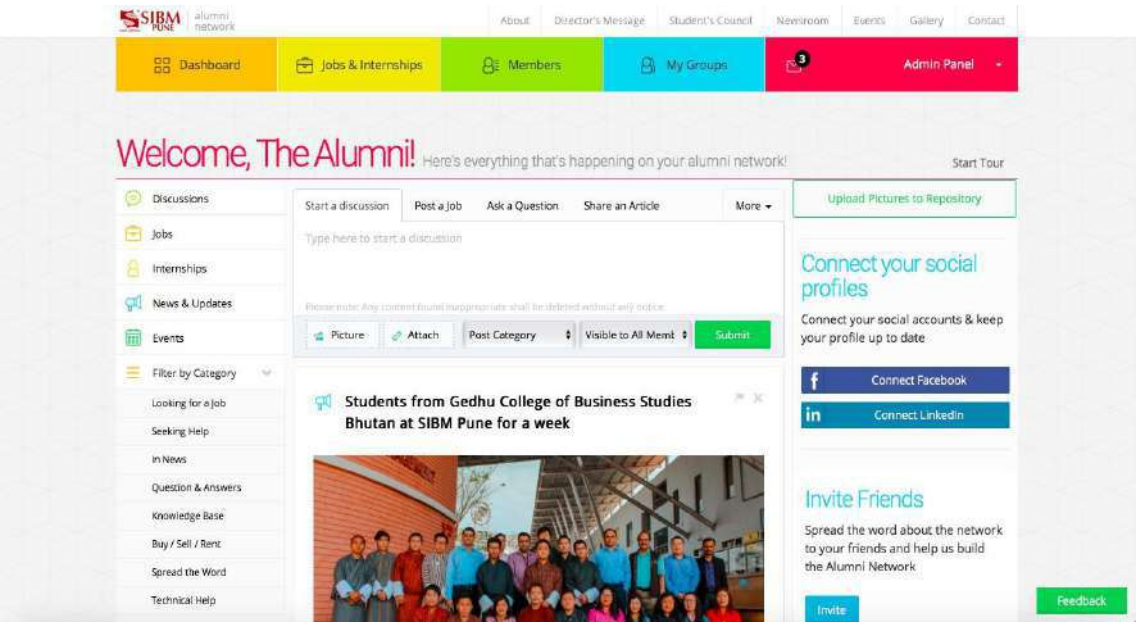
The Alumni Team connects with SIBM Pune's alumni through different platforms such as LinkedIn, Facebook and Twitter. This initiative has been hugely successful with 4400 + likes on Facebook, 4230 connections on LinkedIn and 526 followers on Twitter. It helps us stay in touch with them in innovative ways and ensure that they are updated about the happenings in their alma mater, their batch-mates and various events. This year we located and added many more of our existing alumni to form a more wholesome network. The Alumni Team also ensured that all the platforms are linked with the Official Alumni Portal.

The Alumni Team, having launched the Alumni Portal amidst great fan-fare in September 2015, have managed to register over 2450+ Alumni. This is an increase of 40% in the registration from the last year. The domain for the portal is: http://alumni.sibm.edu.

With the coming of the Portal a lot of things have become easier to do. It has become a one stop database updating tool. The Alumni can themselves edit their data, if it changes. Moreover, it has become easier to invite Alumni to events with the RSVP feature in the Events section. This has been successfully used both for Encore West and North. The features of the portal are:

- Events Page - Updates about Alumni meets
- Gallery and Memories - To share pictures and videos
- Jobs and Internships - Opportunities shared by PAT and Other Alumni
- Newsroom - Current happenings informed to the Alumni
- Database Updating Tool - Alumni can themselves edit their data, if it changes

This allows us to communicate across Batches and Geographical locations in a streamlined manner. The Alumni themselves appreciate the Portal on account of its exclusivity and simplicity in its operation.



We, the Senior Alumni Team, would like to thank the Director and SIBM Pune, for their continued support and encouragement. We hope that the Alumni Team in future would continue in their endeavor to nurture an alumni community where each and every member feels connected with the alma mater and with each member of the SIBM family.

(Left to Right: Abhineet Tyagi, Purba Das, Sharad Kabra, Srinath Bharadwaj, Sohana Kamath, Ashish Sharma)

SPORTS MANAGEMENT TEAM
ANNUAL REPORT 2017-18

S TEAM 2017-18

Ayush arora

Himanshu Kumar

Rohith Panchumarthi

Riyaki Jana

Karan Ajinkya

Vishesh Dhaiya

S TEAM 2018-19

Abhijatya Bhadhana

Dimpy Khirwar

Deepam Sama

Manthan Dave

Mohit Agarwal

Jithu Kottayil

HOOPSTER'17

The 2nd edition of the unique three on three basketball tournament Hoopster organized by the Sports Management Team began with huge expectations to build on the success of the previous edition. This event was created in order to break the ice between the juniors and seniors through the common love for sports.

"From the pitch to the crowd to the world, there is nothing quite like sport to bring people together"- Sir Richard Branson.

This sums up the very importance of events like these which brings people together and makes the world a better place to live. Also, the ice breaking between juniors and seniors was possible because of the unique team formation that was involved. Each team was required to have one male member from first and second years each, and a third female member from either batch. The event in general got an overwhelming response with over seventeen teams sweating it out in a hard-fought tournament and also people turned out in huge numbers for supporting their favorite teams.

The knockout tournament's first day was unfortunately disrupted by the rain gods making it impossible to continue the schedule and therefore had to be postponed. The next day made up for the lost action as it featured thrilling matches one after another which showcased exciting talent and awe-inspiring team spirit, in turn, achieving the true aim of the Hoopster exercise. Blessen John and Abhijatya Bhadhana dictated the match to send their respective teams to the quarter-finals with relative ease. Day three started bright and early as the competition had really started to heat up with Santhosh and team knocking out one of the favorites Pranay Kumar in a tightly contested game. Along with the impending semi-finals came the rain once more to play spoilsport but the organizing committee showed true grit in making sure the event was carried out successfully by making the court as dry as possible so as to make sure the safety of the players wasn't compromised

The final was played between the following teams - Abhijatya Bhadhana , Rohith Panchumurthi, Monika Poddar and Santosh Kumar , Saman Pahwa, Nikita Sharma .The crowd gathered in huge numbers to cheer for their teams under floodlights which made for an incredible spectacle. The team consisting of Santhosh Kumar, Saman Pahwa and Nikita Sharma ultimately ended up winning a tough battle. The tournament ended with glittering photo sessions of the players as well as the organizing committee

Inter-Institute Varsity Level Swimming Tournament (Organized)

Inter Institute Swimming Tournament was organized in association with University Sports Board on 15th of September, 2017. It was a combination of individual and team events which saw participation from 76 players (49 Men and 27 Women) from 11 different institutes of the Symbiosis family.

SPORTS MANAGEMENT TEAM

DWANDVA'17

Sports is one of the important tenets of life at SIBM and every year in August DWANDVA gives them a chance to showcase their skills in a riveting face-off between MBA I and MBA II. This year the theme was based on "Wild West" and the showdown began on 1st August to 3rd August.

Day 1 of the showdown began with Carrom. Both teams were high on energy and the matches began with the game swinging both ways but ended as a one-sided affair with the MBA II comprehensively drubbing MBA I drawing first blood in the tournament. It was then followed by a game of Pool where MBA II was outmatched by MBA I taking the points tally to one all.

Now the battle of the wits began and the players battled it out on the chess boards with the players trying to outwit the opponent applying strategies that would make Magnus Carlsen proud. MBA II outsmarted MBA I and taking the lead again to 2-1.

The arena now shifted to the squash court where the MBAII dictated their supremacy by thrashing MBA I in all but 1 game and hence taking the points tally to 3-1.

SPORTS MANAGEMENT TEAM

This was followed by a game of badminton where again MBA II reigned supreme by thrashing MBA I in a comprehensive manner and finished a day packed with action on a high note leading the points table 4-1.

on offer.

Day 3 began on a fervent pitch with both team's eager to win the trophy and to establish the dominance of their clan. The first event was Table Tennis and in true cowboy fashion tested the agility and reflexes of the players with the MBA II being victorious and leading the charge the men's events and imposing their lead to 5-1 and the women's team of MBA I showed their skills and won the table tennis match taking the score line to 5-2.

The face off now was at the swimming pool with MBA I girls leading the charge and making for a exciting race full of ups and downs with the MBA I recovering brilliantly from a slow start. But the MBA II boys pulled back winning their race and levelling the points offered in swimming. The points tally now showed 6-3.

In badminton women the MBA II convincingly, defeated MBA I and taking an unassailable lead thrashing the hopes of MBA I of being the dominant clan.

SPORTS MANAGEMENT TEAM

No sports were played on day 2 due to incessant rains postponing the events to a later stage and in

the process made the last day much more exciting and thrilling with so many sporting showdowns

The Tug of War was an event for MBA I to regain the lost pride and they held true to its strength winning both the matches convincingly taking their tally to a respectable score of 7-5. MBA II defeated their counterpart and defended their title as Champions of DWANDVA 2017.

EVENTS	MBA I	MBA II
POOL	1	0
TABLE TENNIS (W)	0	1
TABLE TENNIS (M)	0	1
CARROM	0	1
BADMINTON (W)	0	1
BADMINTON (M)	0	1
SQUASH	0	1
SWIMMING (W)	1	0
SWIMMING (M)	0	1
CHESS	1	0
TUG OF WAR (M)	1	0
TUG OF WAR (W)	1	0
TOTAL	**5**	**7**

PRITHVI'17 - IIT Bombay

Amidst the beaches and busy roads of Mumbai, Sports has always been the heart of the city. Sharing the same love for Sports, SIBM participated in the National Level B-school sports fest, Prithvi'17, which was organized by SJMSOM at IIT Bombay from 28th to 29th October '17.

With the contingent of 40, the three hours of journey from Pune to Mumbai went by very quickly and resulted into a bonding session for the team. Seniors shared their experience and boosted the morale of the juniors for the upcoming event.

Reaching on the same day of the matches, there was no time to waste and thus, headed straight for the matches. With the "Knock out" Round format, every match was crucial and cheering was at its peak.

Events we participated in were:

BASKETBALL

The women's team had their first match against NMIMS, Mumbai. SIBM girls gave a tough fight to the opponent where fourth quarter had everyone on toes with the scores equal but unfortunately lost the game.

Women's Team: Riyaki Jana, Rewati Kachhwaha, Rimil Kujur, Shreyasi Mehta, Saisaben Sijapati, Dimpy Khirwar

The men's team had their first match with IBS, Hyderabad. It was a close match from the beginning with each team chasing the score line. The nail biting match went to the extra time but couldn't convert the game and lost by one basket

Men's Team: Santhosh Kumar Natrajan, Pranay Kumar, Abhishek Singh, John Josseph, Blessen John, Sachin Kanojia, Prithvi Singh, Mrigendra Joshi

TABLE TENNIS

SIBM reached finals with NICMAR, Pune. The team gave a tough fight to the opponent team but couldn't convert the match and stood Runner Up in the Tournament. Paarth had an amazing comeback with his stunning performance after losing the first set but lost the final set with a close score.

Team: Saisabin Sijapati, Dimpy Khirwar, Swapnil Deshpande, Akhil Deshpande, Paarth Sonawney, Ayush Arora

CARROM

SIBM reached quarter-finals but lost to SYDENHAM with a very close score. The match was very well enjoyed by the crowd and the enthusiasm of both the teams was worth appreciating.

Team: Ayush Arora, Ankur Hyankey, Riyaki Jana

VOLLEYBALL

After registering a victory over MICA and SJS SOM with its unmatched performance. SIBM Lost in semi-finals to IIT-Bombay in the third set in third set. Bothe team showed great enthusiasm and made it a crowd pulling match.

Team: Rajesh Thattikonda, Ankur Hyankey, Shail Nagarkar, Vivek Swaminathan, Garvit Bhandari,

FUTSAL

The 24 minutes play had everyone's eyes chasing the ball in the semi-finals with IBS, Hyderabad but lost by one goal. Manas and Aroosh tackled the ball very well while vivek kept this defense strong throughout the Tournament.

Team: Ritesh Benedict, Garvit Bhandari, Jithu Kottayil, Farhan Syed, Vivek Swaminathan, Aroosh Mehani, Aroosh Mehani, Shail Nagarkar, Mohd. Islam Sajid, Manas Gajula, John Joseph, Vinay Rawat

8 BALL POOL

SIBM reached semi-finals with SPJIM. Although, the match had many close shots but unfortunately team couldn't convert to reach finals. Prithvi and Paarth took some very good skill shots and was praised for the same

Team: Paarth Sonawney , Ankur Hyankey, Prithvi Singh, Pranay Kumar

Prithvi'17 ended on high spirits with a great learning experience. The teams depicted sportsmanship and the event closed on a good note. Overall it was a blend of enthusiasm, delight and motivation.

BOX CRICKET AND RINK FOOTBALL

An eagerly awaited event -Box cricket and Rink football was organized at SIBM Pune by the Sports Management Team from 23rd September to 5th October. The event hosted all students of SIBM Pune coming from various background and sharing their enthusiasm for Cricket and Football – Sports universally known for its team spirit.

Box Cricket - It's a six on six a side tournament where in every team has 1 girl and 5 boys. The rules of box cricket are different from what we normally see in cricket tournaments. Since the matches were played in the knockout format, the margin of error for the teams was very less.

Rink Football – This consists of 5 a side teams fighting out against each other and all the normal futsal rules are applied. The finished passes, wicked nutmegs and close calls left the audience amazed and awestricken.

SPORTS MANAGEMENT TEAM

Jithu Kottayil**,** Abhishek Bansal, Abhijatya Bhadana

With the support of the participants, the event ended successfully on the 5 October after many delays because of the bad weather. The Women's football match was well enjoyed with both the teams consisting of members of both the batches making it a friendly yet a competitive match.

The Box Cricket finals was played between teams "Ranjan Ke Madugalle" and "Devils" where Ranjan ke madugalle consisting of Abhijeet Vyas, Krishna Chaturvedi, Animesh Rathore, Aamir Arfin, Abhineet Pandey, Ayshu Varsha won the tournament by their excellent performance which was appreciated by the cheers in crowd. The rink Football finals was played between– "Bad Kompany" and "Bullet Farmers" where Bullet Farmers consisting of Garvit Bhandari, Vinay Rawat, Vipul Mehta, Eric Deb Burmen, Suraj Sipani, Nishant Chaturvedi celebrated the win after a heart pounding match between both the teams.

The Day ended with winning hoots and cheers for the winners and runners up of tournament. The field was filled with Flashes flashing and laughter of joy in every corner uniting the family of SIBM to celebrate its victory.

Rink Football Winner

Box Cricket Winner

GRAVITAS'18

Gravitas'18, the Fourth edition of the inter B-school sports Fest welcomed over 4 colleges this year. There were about 10 sports each with its own arena which followed the theme of battle of Empires. There were a total number participant were more than 110 from colleges namely NMIMS, NITIE, FMS and IIT Bombay.

th

The sports fest began with Football, the first match being SIBM Pune v/s NMIMS Mumbai. NMIMS Mumbai put up a good fight but the home team managed to overpower them and secured a comfortable win. The next match was between NMIMS and NITIE where NMIMS won the match, though the latter put up a good fight.

The next game was Chess which was again between SIBM Pune and NMIMS Mumbai. After putting a good fight, SIBM lost with a close margin.

It was followed by Badminton (Men) between SIBM and NMIMS. After many close calls and excellent shots SIBM lost to NMIMS. The next match was Between NMIMS and NITIE where NMIMS continued their winning streak and won the match.

In volleyball, SIBM lost the match in third set by a point against NITIE, though the match was well enjoyed by the crowd and the players.

Day 2 started with a Basketball (Men's) Match between FMS Delhi and NMIMS Mumbai when FMS won 40-29. The next much awaited match was between SIBM and NMIMS where SIBM registered the win along with the energetic crowd that filled the court with cheering.

The final match of football was played between SIBM and NITIE where Manas Gajula from SIBM scored three remarkable goal to win the match against NITIE with a score of 3-0

In Volleyball (Men's), NMIMS emerged victorious by defeating SIBM by 2-0. But SIBM Pune turned tables in Badminton by winning against NMIMS Mumbai with the same score.

On the field, IITB defeated NITIE, though both the teams performed exceptionally. In the following match, NITIE defeated SIBM after beating the target of 138.

The Third day continued with the last and final cricket match of the tournament was held between SIBM Pune and IIT Bombay where the home team chased a modest target of 81 runs to emerge victorious.

Swapnil Deshpande, Akhil Deshpande, Ayush Arora contributed to maintain SIBM's winning streak, as they managed to wrap up the Table Tennis against FMS. However, in pool SIBM Pune lost to NMIMS in pool with a close margin.

The final match of the event was SIBM vs FMS for the Basketball title. First half of the match was intense as both the teams maintained a close score. However, in the third Quarter SIBM picked up the game and converted the nail biting matching by a huge margin only to close at 31-20 to come victorious.

Thus, Gravitas ended on a good note with the home team securing the position in many sports and bagging the overall trophy. Throughout the event, Sports Management Team and its Event Associates ensured that the events ran smoothly and ended memorably.

SIBM PUNE PREMIER LEAGUE (SPL X)

SIBM Pune Premier League (SPL) is the most awaited event every year. SPL X began on the 22nd January'18 with the Captain's Auction followed by the Player's auction on 24th January'18.

The Captains Auction was a good show with strategic biding. Players' Auction was an intense and crucial auction where every pick was important and needed to be bid smartly.

The cricket tournament started on 13th February'18 after many days of practice and strategies. The brand ambassadors promote their team and marked their team's presence in the tournament.

There were 8 teams divided into two pools.

Pool A – Devils, Sharks, Cobras and Spartans

Pool B – Dragons, Panthers, Stallions and Wolves

The tournament lasted for 11 days with an outstanding turnout and the participation was immensely successful. An alumni match was organized on 17th February where SIBM Alum played a match against SIBM students and revisited their memories of the Campus.

The faculty match between the SIBM Pune Faculty and SIBM Pune's Students Executive Council was aa well enjoyed match both by faculty and students. Women's match that was hosted on 21st February between MBA 1 and MBA 2 girls was won by MBA 2 girls by 33 runs.

From Pool A Devils and Cobras qualified for semi-finals and from Pool B Dragons and Wolves qualified. The first match was between Devils and Wolves where Devils made 117 for the loss of 6 wickets and won the match by 16 runs. The Second semi-finals was between Dragons and Cobras where Dragons made 87 runs and won by 35 runs.

Team Dragons won the SPL X title by 6 wickets. Team Devils made 84 runs with the loss of 10 wickets which was chased by Dragons gracefully to win the tournament.

SPL X ended successfully with the support of Faculty, Sports Management team and the students for coming in huge numbers and making the last event of the year a memorable experience.

About the Team

"Management is just a Game, Sports means Business"

The Sports Management Team at SIBM believes in the objective of inculcating team spirit, bringing out leadership, bringing out leadership potential & encouraging students to participate in sports in order to harness a healthy mind in a healthy body. The rising potential of sports as a management domain is something the team wants to tap into and give the students a chance to excel in developing an all-round personality that encompasses mental as well as physical capabilities.

Social Media Presence

Facebook: https://www.facebook.com/sportsmanagementteam

Email: sportsteam@sibmpune.edu.in

YouTube: https://www.youtube.com/channel/UCgoW4WW7Z818PkQ-2aKk-9A

Twitter: https://twitter.com/smt_sibmpune

The Aspirant Relations Team

Annual Report

Academic Year 2017-18

Introduction

The Aspirant Relations Team (ART) is the team in-charge of the Admission Process at SIBM Pune and also acts as an interface between SIBM Pune aspirants and the current students. In addition to this, it also deals with enhancing the brand image of SIBM Pune through a series of activities such as Advent, iAspire, Coffee with SIBM and OnBoard SIBM Pune. This document gives a detailed report of all the activities that were carried out under the purview of the Aspirant Relations Team in the year 2017-2018.

Senior Team March'17–March'18	**Interim Team** May'17–October'17	**Junior Team** October'17 –March'18
Sagar S Kashyap	Avishek Agarwal	Abhinav A
Ahana Kaul	Abhinav A	Aroosh Mehani
Nandeta Nagendran	Aroosh Mehani	Bhaskar Jha
Ritesh Benedict	Pranita Nagrale	Dipanwesha Baidya
Swapnil Deshpande	Sandeep Anil	Mandar Harshe
	Shreyasi Paul	Prateek Agrawal
	Upasana Sinal	Sandeep Anil
		Shreyasi Paul

Events

The events that were conducted by the Aspirant Relations Team during the academic year 2017 -2018 are as follows: Advent 2017

- iAspire 2017
- Coffee With SIBM 2017
- Admissions 2018
- OnBoard SIBM Pune 2018-19

iAspire 2017

iAspire is a national level business centric competition initiated by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune. It is an online competition wherein Bschool aspirants collaborate with MBA students from SIBM Pune in an interactive format. It provides a unique opportunity for the aspirants to experience a simulated B-school environment, where they get to work on a management related case study challenge. The students also receive one-on-one mentoring and guidance to resolve all their doubts related to pursuing a career in business management. Additionally, the mentors themselves benefit by gaining experience on how to lead a team. The event also provides students with series of SNAP mock tests conducted in accordance with the new online pattern.

Objectives of the Event

- To simulate a B-School environment through quizzes, writing competitions, industry analysis and case study challenge and to provide MBA Aspirants from across the nation with a glimpse of the B-school life.
- To provide MBA aspirants with a common platform to interact and be mentored by SIBM Pune students to clear all their doubts.
- To provide students of SIBM Pune an opportunity to participate in a national level event and learn how to lead and mentor a team.
- To provide aspirants with a series of online SNAP mock tests.

iAspire 2017

iAspire 2017 started with iQuiz, an online quiz competition and B-Gyaan, a collection of facts, tips and tricks pertaining to quantitative aptitude, verbal ability, logical reasoning and current affairs. Both of these events ran through the entire duration of iAspire 2017 i.e. from 1st August to 24th August on the iAspire Facebook page. The next event was iArticulate, a précis writing competition based on video case lets was launched on 8th August 2017. The winners of iQuiz and iArticulate gained wild card entries to the final round. The flagship event of iAspire was iAptitude, a series of SNAP mock tests conducted in accordance with the new online SNAP pattern. This benefited aspirants as they got a feel of the examination model and were able to assess their strengths and

weaknesses in a time bound environment. Aspirants were offered 4 different slots to choose from. The top 138 candidates from iAptitude along with 12 wild card entries from

iQuiz and iArticulate were shortlisted for the final round of iAspire, iSyndicate.

The final round, iSyndicate was a business centric case study challenge. The 150 shortlisted candidates were assigned students from SIBM Pune as mentors. Mentors subsequently reached out to the aspirants to explain, facilitate and guide them through the case study challenge and helped them come out with structured solutions. Based on the their performance in iSyndicate nine aspirants along with three SIBM Pune mentors were selected as the winners of the event and the results were declared on 25th August 2017.

Event Structure

Component	Date
Promotional activities	28th July, 2017
iQuiz and B-Gyaan	1st August – 24th August, 2017
iArticulate	8th August – 16th August, 2017
iAptitude	15th, 16th and 20th August, 2017
iSyndicate	21st August – 24th August, 2017
Announcement of Winners	26th August, 2017

Participation

Event	Participation
iQuiz and B-Gyaan	N.A
iArticulate	12
iAptitude	800
iSyndicate	150
One on One mentoring	50

The participation was on an individual basis and not in teams. The final team appearing for the main event consisted of 1 mentor from SIBM along with 3 shortlisted aspirants. iAspire is

modelled as a dual competition wherein the mentors and aspirants simultaneously compete with their own peers.

The Build Up

This phase comprised of promotional activities to launch of the event iAspire, which began with the revamp and re-launch of the iAspire Facebook Page on 28th July 2017. A 'Coming Soon' poster was published 3 days prior to the launch of iAspire 1st August.

Online promotions ram throughout the event where independent posters and videos were published on the iAspire facebook page for each event. On the day of the formal launch a fulllength trailer was also posted online to create a buzz about the event and attract online traffic.

iAspire 2017 Web Page

SIBM PUNE
Home
Events
iAspire 2016
iAspire 2015
About SIBM
Blog
Contact us
ASPIRANT RELATIONS TEAM
iAspire 2017
By SIBM Pune
Register Now
Login
Pune
1st August - 24th August
2017
Prizes Worth Rs. 1,00,000/-
6 Winners
TIME-LINE
IQUZ
&
B-GYAAN
IARTICULATE
IAPTITUDE
ISYNDICATE
WINNERS
8th Aug - 13th Aug
14th Aug - 16th Aug
18th Aug - 24th Aug
1st Aug - 23rd Aug
iAspire
learn.compete.evolve

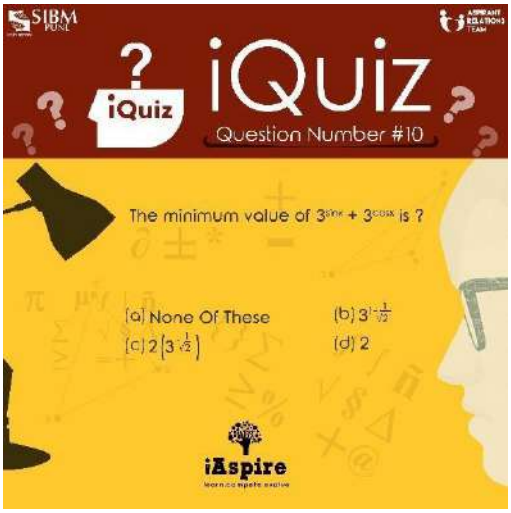
On 12th August 2017, the updated iAspire website went live and included links to the SIBM Blog, so that aspirants who visited the site for registrations were able to read the blogs about Life @ SIBM. Aspirants could also register on the website for the preliminary mock test, iAptitude and on the test day the link to the main test portal was opened.

i-Articulate

iArticulate'17, an all-new event, which is a Précis Writing Competition based on video case lets on topics related to Finance, Marketing, Operations and HR. The event started from 9th August 2017. Aspirants were given time until 16th August 2017 to analyse and summarize the given video case and submit it to artsubmissionssibmpune@gmail.com.

i -Quiz and B-Gyaan

In August 2017, a **25 day long onlinebusiness quiz** was conducted on the iAspireFacebook page. On ever alternate day 10 questions were posted on the Facebook page each day under the event, iQuiz. The questions were based on Quantitative aptitude, Verbal ability, Logical reasoning and General Knowledge. On the other alternate days, tricks and tips to solve questions and other important facts and formulae were posted under the event B-Gyaan.



At the end of the quiz, answers sent were evaluated for accuracy and promptness. Top

8wild card entries were chosen and they were automatically eligible for the final event.

Winners of iQuiz also received SIBM merchandize.

Registration for iAptitude

Registrations for the iAptitude opened on the 12th August on the iAspire website and closed on the 16th of August. Manual registrations of aspiring candidates from undergraduate colleges, coaching centres were also done during the offline promotion activities conducted in Mumbai

and Pune.

Once a candidate was registered, he or she was to be greeted by a welcome mail along with their username and password details for logging on to iAspire portal.

iAptitude iAPTITUDE **2017**

A **preliminary online aptitude test** consisting of quantitative aptitude, verbal ability, logical reasoning and general knowledge questions was conducted on the 15th, 16th and 20th of August 2017. The level of difficulty was moderate to high and the aspirants were expected to be well prepared and appear for it as an MBA entrance exam. The test also gave the students a hands on online experience of SNAP. The scoring system was as follows:

- Correct answer +1 marks
- Wrong answer 0 marks
- No negative marking

The results were declared on the 21st of August. The top 138 aspirants with the highest score along with the winners of iQuiz and iArticulate were selected to move to the next phase of iAspire i.e. main case study event, iSyndicate. The selection of the candidates was subject to verification of the fact that they weren't a part of any other MBA college. After the successful validation of their identity, each aspirant was sent an email apprising them of their selection in the main event.

Orientation Session for Mentors

50 groups were formed consisting of 1 mentor from MBA-1 for 3 aspirants. The mentors were briefed on the code of conduct and the protocol to be followed during the event. Special instructions were given to the mentors regarding non-disclosure of sensitive information related to SIBM Pune and they were asked to refrain from sharing their personal email/phone numbers.

iSyndicate

On 21st August 2017 students who successfully made it to the second round of iAspire were assigned a mentor and were provided with a **case study** which they had to solve**.**
Aspirants will then be asked to try and solve the case study on their own in between 21st and 24th August 2017

From 21st and 24th August, the **mentors interacted and worked with the aspirants**. Mentors provided guidance on corrections and clarifications to be made to refine and finalize the case study solutions. Aspirants also used this occasion to resolve all their doubts related to pursuing a career in business management. The final submission of the solutions was on 24th August 2017. Interactions between participants and mentors were conducted over via email. The emails were used to review the information exchanged between the mentor and aspirant.

On the basis of **cumulative performance in the quizzes, the case study report andthe quality and content of interactions** between the mentee and mentor, 9 mentees and 3 mentors were chosen as winners. The results for both mentor and mentee were evaluated and declared on 26th August 2017. Emails were sent to inform the winners and consequently the prizes, certificates and merchandise was dispatched to the participants.

Marketing Avenues

The modes of marketing that were used to promote iAspire were:

Offline Promotions

- The team split up and physically disseminated information to Aspirants in coaching classes

and colleges in Pune and Mumbai and got them to register for iAspire.

- Director's Letter and Introductory Posters were dispatched to 500 colleges and institutes all over India.

Digital Media

- Online events such as "iQuiz"– Daily quizzes were conducted where winners were given merchandise.
- Tricks to solve questions and facts were added to the Facebook page on a daily basis
- iAspire 2017 videos pertaining to every individual event were boosted on Facebook and was shared on YouTube
- Facebook Advertising- Page Boost and Post Boost through Audience Targeting
- Promotion of iAspire on various Facebook Groups and Pages like CAT MBA, MBA Network, Career Launcher, SNAP preparation, etc.

Online MBA Forums- Careers 360, Inside IIM, MBA Universe

The iAspire 2017 Event, poster and video was updates on the newsfeed of the different websites.

iAspire 2017 link and relevant posts were put up on individual forums of corporate, colleges, coaching institutes.

Coffee with SIBM 2017 About the event

Coffee with SIBM is an informal and interactive initiative by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune that aims at reaching out to the aspirants preparing for SNAP exam every year.

The aspirants can reach out during the initial phase through social media to gain important information in the form of tips, questions and quizzes. During the same time period the aspirant can get their queries and doubts cleared regarding registrations or form filling as well as gain insights about SIBM Pune.

The event culminates in an extravagant and much awaited series of seminars conducted simultaneously across more than a dozen cities of the country, wherein the aspirants get an opportunity to interact with the current students of SIBM, Pune as well as gain insights about life after MBA in the industry through its Alumni.

Objectives of Coffee with SIBM

The primary objective of Coffee with SIBM is to act as the first window of interaction between the aspirants and SIBM, Pune and thus acquaint them with SIBM, Pune. In addition, Coffee with SIBM also seeks to

- Enhance their clarity about MBA and help them understand its objectives and outcomes.
- Aid the students in their preparation for SNAP through daily quizzes, study material, interaction with current batch toppers as well as data through cloud platforms.
- Provide them a platform to interact with other aspirants in order to create a learning experience for them.

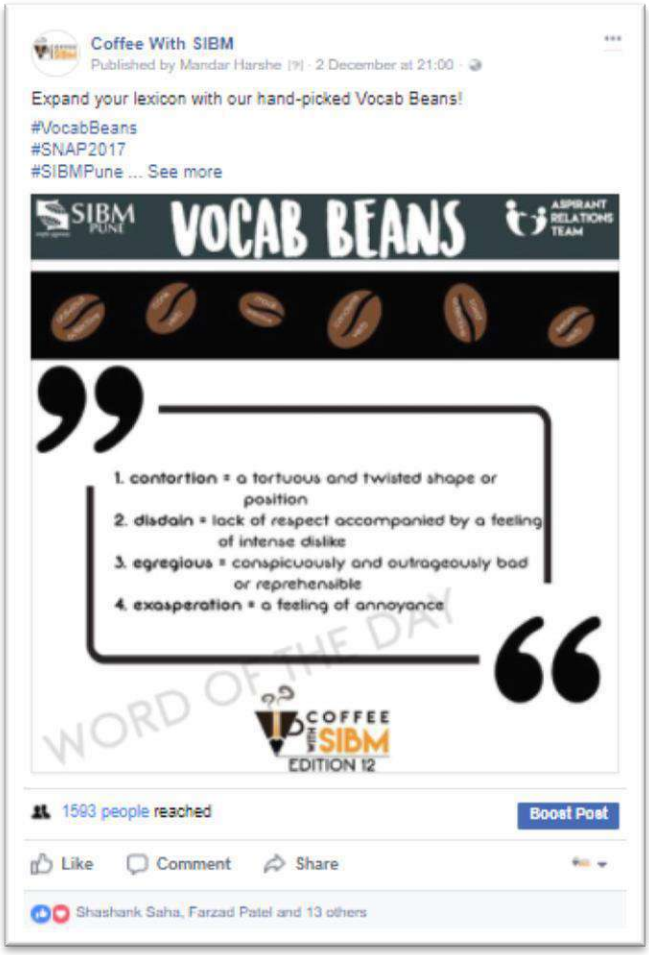
Owing to the immense support and participation by aspirants through years, Coffee with SIBM has been extremely successful with increasing number of participation every year. This year marked the completion of 12 years of Coffee with SIBM and the objective remained the same - to reach out to more and more aspirants.

This year Coffee with SIBM was held in 11 cities and 14 venues.

Online engagement

Coffee with SIBM, through its online presence on Facebook and Twitter helped the aspirants prepare better through regular updates pertaining to important topics in GK, Verbal, Quant and Reasoning.

Sub Event: SNAP DAILY/ VOCAB BEANS/ MATHS MOCHA/ VERBAL EXPRESSO/GK JAVA/ LOGICAL LATTE/ TIP WHIPPED



This year as part of Coffee with SIBM, we introduced **VOCAB BEANS,** to help the aspirants build their vocabulary and thus be better prepared for the Verbal Ability section.

Sub Event: FB LIVE SESSION

With the Theme of "Strategizing and Acing SNAP 2017", the FB Live sessions turned out be huge success, with reach of over 1500 during the 40 minute session, itself.

Event Date: 1ST DEC 2017 & 6TH DEC 2017

Event Time: 7:30pm to 8:30pm

The following students were a part of the discussion panel:

Aditya Ramnath Prachi Parichita Vibhav Bisht Manika Gandhi Ishita Grover Prateek Agarwal

The main aim was to engage aspirants from cities where Coffee with SIBM could not be physically conducted. Along with this, the event was conducted with a view of connecting aspirants to SNAP toppers from the batch to get all their doubts and queries resolved.

Digital presence

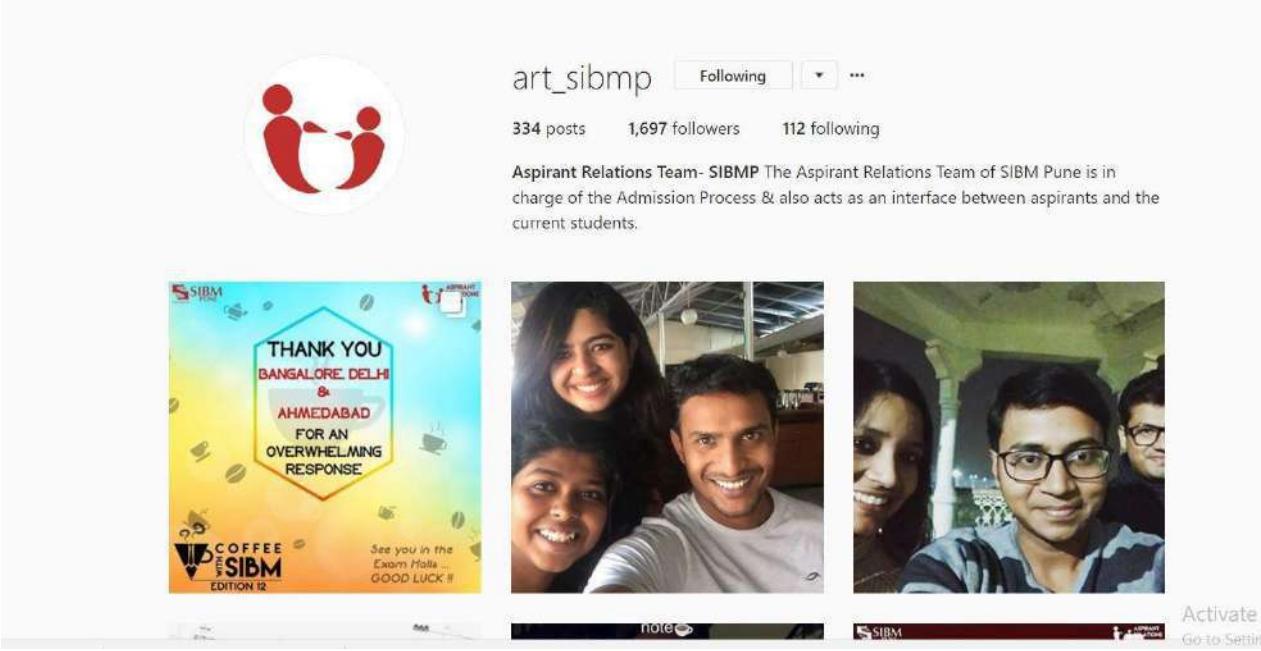
Google ad-words were made in 15 different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube.

Digital Reach

The Facebook page had a total of 85,000 likes and the page had an engagement of over 300,000. Various promotional activities were organized on the page which created the required buzz among the candidates.

INSTAGRAM

On Instagram account also, all the posts from Facebook were published.



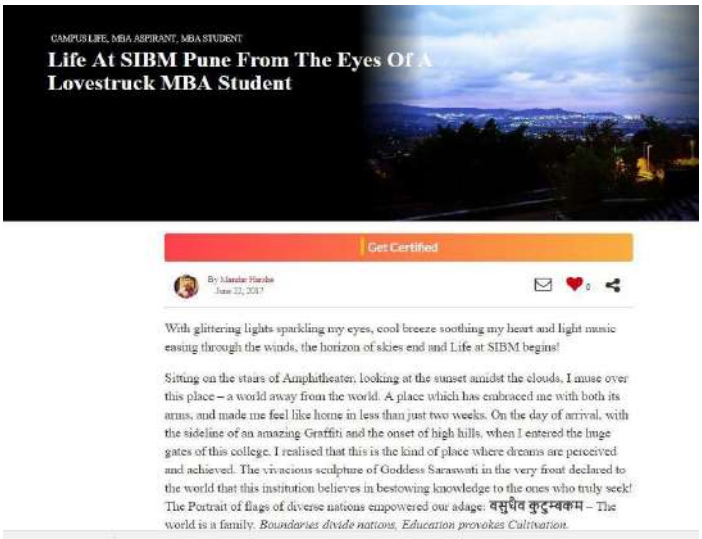
VIDEOS

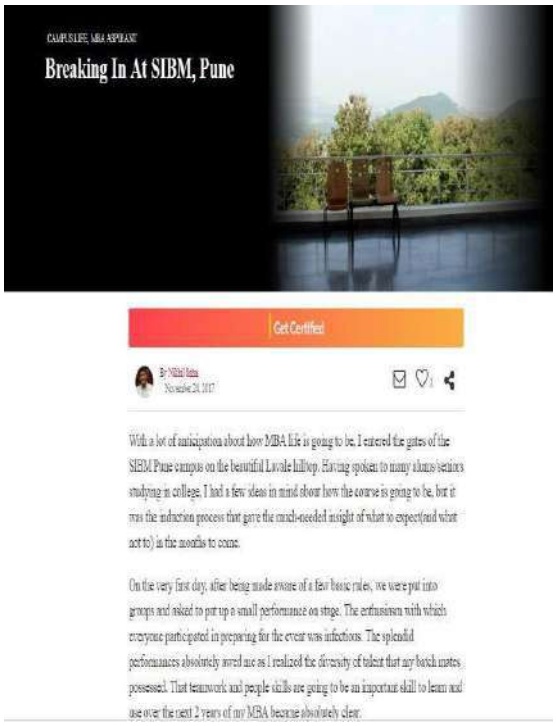
Video series such as **SNAP Story** and **Life@SIBM** were broadcasted on YouTube. While SNAP Story was a comprehensive guide on the strategies adopted by the toppers of SNAP 2018, Life@SIBM was

a video series aimed at showing the aspirants the various facets of SIBM Pune and the lives of the students here.

Online forums

Various articles were published on various platforms such as Inside IIM. We also took to platforms such as Pagalguy and Admito to resolve queries regarding SNAP 2017 and SIBM Pune.





WEBSITE

Coffee with SIBM website was launched on an independent public platform hosted on SIBM servers.

Link: http://sibmpune.edu.in/cws

The website contained various sections such as:

- GK compendium and preparatory kit
- SIBM Blog
- Life at SIBM
- Details of SNAP 2017

A few clicks from the venues

GIRL

Admissions 2018

The GE-PI-WAT Process is the second phase of the Admission Process to Symbiosis Institute of Business Management (SIBM) Pune. The first phase is the SNAP Test which was conducted on 17th December 2017. SNAP Test is a common entrance test for short-listing candidates for the GE-PI-WAT Processes of all institutes under the Symbiosis International (Deemed University). For the first time, SNAP was conducted online in 2017.

At SIBM Pune, for **MBA-Regular** the following activities were chosen for evaluation for evaluation:

1. Group Assessment
    a. Group Exercise based on a business case study
2. Individual Assessment
    a. Written Ability Test based on an excerpt provided
    b. Extempore
    c. Personal Interview

For **MBA-Innovation & Entrepreneurship** the following activities were chosen for evaluation:

1. Group Assessment
    a. Strategic Solution Proposition based on a casestudy
2. Individual Assessment
    a. Written Ability Test based on an excerpt provided
    b. Personal Interview **Aspirant Shortlisting**:

- The aspirants were shortlisted for the GE-PI-WAT process on the basis of their SNAP score.
- This year, more than 2700 aspirants were shortlisted for the GE-PI-WAT process.

Information Outflow:

- The shortlisted candidates were informed via email that they have been shortlisted.
- Once shortlisted, the candidates had to log in to the SIBM Pune website,where they chose their interview date and time, and booked their preferred slot.

GE-PI-WAT Slotting for MBA-Regular

- The shortlisted candidates were called to campus on the following dates: ○ **1st, 2nd, 3rd, 4th, 8th, 9th, 10th, 11th of February 2018**
- There were two slots of the GE-PI-WAT process on these dates – one slot in the morning and one in the afternoon.
- Morning slot timings: **0800 hours to 1300 hours**.
- Afternoon slot timings: **1230 hours to 1745 hours**.
- Based on the number of students (**1904 students**) and the number of process slots (8 days X 2 slots per day = **16 slots**), the number of students to be accommodated per slotare ○ 1904/12 = **119 students per slot**
- These students were divided into 17 groups of 7 students each.

The students were allotted a GE-PI-WAT ID number which was in the following format:

- First letter: R (for Regular MBA course)
- Second and Third letters: Range from 01 to 11 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letter: Range from G01 to G17(01 for 1st group, 02 for second group, and so on)
- Eighth and Ninth letter: Range from 01 to 07 (indicating position in the group)

Thus, a student who has applied for the regular MBA course, and has booked the morning slot on 3th February, and has been allotted the 6th position in the 4th group, had the following GEPI-WAT ID number: R03XG0406.

GE-PI-WAT Slotting for MBA-I&E

- The shortlisted candidates were called to campus on the following dates:

□ 1st, 2nd, 3rd, 4th, 5th, 8th,9th,10th, 11th, 12thof February 2018

- There were two slots of the GE-PI-WAT process on these dates – one slot in the morning and one in the afternoon.
- Morning slot timings: **0800 hours to 1300 hours**.
- Afternoon slot timings: **1230 hours to 1745 hours**
- The number of **candidates per slot is 91**. This has been arrived at by allotting **1456** shortlisted candidates equally across **7 days and 16 slots**.

- In each slot, there will be **7 panels with 13 students** in each panel. The remaining **832** candidates will be accommodated in **16 panels with 13 students** in each panel on **2 days and 4 slots.**

The students were allotted a GE-PI-WAT ID number in the following format:

- First letter: I (for IE MBA course)
- Second and Third letters: Range from 01 to 12 (to indicate the date of process)
- Fourth letter: X, Y or Z (X for Morning slot, Y for Afternoon slot, Z for Evening slot)
- Fifth, sixth and seventh letter: Range from G01 to G07(01 for 1st group, 02 for second group, and so on)
- Eighth and Ninth letter: Range from 01 to 13 (indicating position in the group)

Thus, a student who has applied for the **IE MBA** course, and has booked the **afternoon slot** on **12thFebruary**, and has been allotted the **5thposition** in the **7thgroup**, had following PI ID number: I12YG0705

Distribution of seats for the MBA Program:

Total Number of Students		**Number of Seats**
Category	**Seats(Percentage)**	**Seats(Number)**
Open	74.5%	135
SC	15%	27
ST	7.5%	13

DA(Differently Abled)	3%	5
Total	**100%**	**180**

The GE-PI-WAT Process addressed the requirements for selecting candidates under the categories mentioned above in the table. The admissions under the IS (International Students) category are held separately and do not come under the purview of the Aspirant Relations Team.

Buddy Program:

Buddy Program provides a platform to the prospective SIBM Pune students to clear any queries that they may have regarding the admissions process. The team assigns a student from SIBM Pune to each shortlisted candidate, who then acts as a single point of contact for all issues.

Each shortlisted candidate was assigned a Buddy, a first year student from SIBM Pune. The Buddy acted as a Single Point of Contact for the shortlisted candidates. The main intention of the Buddy Program was to clarify all doubts in the minds of aspirants and clear their apprehensions before the GEPI Process. Buddies sent timely mails and reminders on process deadlines to the shortlisted candidates. They also facilitated faster communication between the shortlisted candidates and the Aspirant Relations Team.

This year, a total of 180 students from MBA I volunteered for the Buddy Program. All shortlisted candidates were assigned a Buddy. Each Buddy was assigned 5 - 15 shortlisted candidates.
Buddies used their college mail ids to communicate and interact with the allotted candidates.

OnBoard SIBM

Onboard program on Facebook is an informal platform designed for the students who made it to SIBM Pune through SNAP and GE-PI-WAT process. This is the second stage of interaction, initiated, once the final merit list has been declared. The online forum is used to facilitate easier transition to the new students and to provide them information regarding life at SIBM Pune through various interactiveactivities

Link: https://www.facebook.com/groups/191946411570884/

Group Name: OnBoard SIBM Pune 2018-20

Several competitions were hosted on the Facebook group so as to increase the interactions between the incoming batches. Certificates were given to the winners when they joined college.

OnBoard SIBM - City Meets

The Aspirant Relation Team meets the prospective junior batch at various cities before the juniors actually join college to help aspirants in their smooth transition by providing information about Life @SIBM Pune and other essential things.

CORPORATE INTERFACE TEAM

Annual Report
2017-2018

1. **Overview**
2. **Schedule of the events hosted in 2017-18**
3. **Listed of Organizations Hosted**
    - **Academic Year 2017-18**
4. **Main Events**
    - A. **Imperio 2017-18 – Imperio 1.0**
        - **Imperio 2.0**
        - **Imperio 3.0**
        - **Imperio 4.0**
    - B. **Arcturus 2017**
    - C. **The Senate 2018**
5. **Campus Connect Initiatives**
    - A. **Mahindra War Room 2017**
    - B. **Godrej Loud 2017**
6. **Building the Brand SIBM Pune**
    - A. **Offline Promotions**
    - B. **Online Promotion**
7. **Closing Note**

Overview

The Corporate Interface team, a student run initiative, is the face of SIBM Pune in the corporate world. The fundamental goal of the team is to conceptualize, develop and execute events which supplement the institute's pedagogy. The team has always tried to build, sustain and enhance this institute's relationship with the Indian corporate world and build on the brand 'SIBM Pune' in the industry. CIT, in the academic year 2017-2018, has strived to enhance the knowledge and learning of the students at SIBM Pune by complementing the conventional teaching methods with adequate industry exposure through guest lectures, symposiums, seminars, etc.

CIT aims to augment students' understanding of academic concepts by providing them an industry perspective through interactions with industry professionals. Through its series of events in the past academic year, the team provided a practical perspective on various domains of management & business to students and tried to ensure that students were kept abreast with the latest management trends and changes in the industry. The team endeavored to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.

Schedule of Events hosted

EVENTS	DATE

Godrej Loud Campus Launch	18th – 19th July, 2017
Mahindra War Room Launch	23th July, 2017
Imperio 2017 (1.0)	20th June, 2017
Imperio 2017 (2.0)	28th July 2017
Imperio 2017 (3.0)	24th August 2017
Imperio 2017 (4.0)	23rd December 2017
Arcturus	18th August 2017
The Senate 2016	19th January 2018

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List of Organizations hosted

P&G	Google

KPMG	Facebook
E&Y	Accenture
Deloitte	Godrej
PwC	AkzoNobel
Pepperfry	Reliance Jio
Innoplexus AG	uFony Services
IDFC Bank	Shopclues
Adobe Systems	Paypal India
Cognizant	Future Group
Mahindra & Mahindra	Tata Cliq
Wipro	IndusInd Bank
Protiviti Group	Emerson

Imperio 2017 – a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. Imperio aims to lessen the divide between theory and practice, to understand the success stories of thought leaders, their principles and rationales in order to gain a deeper understanding of contemporary business. Imperio is also used as a platform to allow for in depth training in specific areas of interests of students by industry experts.

Imperio 1.0

Date: 20th June, 2017

Guest Lecture by

Mr. Sundar Ramaswamy - Partner
KPMG

Mr. Sundar is a Partner with the IT Advisory at KPMG. He joined KPMG in 2001 and has over 16 years of overall professional experience. Mr. Sundar has extensive experience in information security and systems audit, with special emphasis on IT controls and IS risk and governance. Mr. Sundar is the national service line leader for IT Attestation and financial model review in KPMG India. He has worked with a cross section of Indian and global companies across Banking and Financial services and Technology Financial Modeling,

SOX compliance, IS Risk and Governance and IT Audit in External Audit.

Topic: How to build a career in consulting.

Imperio 2.0

Date: 28th July, 2017

Guest Lecture by

Mr. Deepak Acharya

Deepak Acharya is the Director & Associate General Counsel of Procter & Gamble, Europe-Singapore branch. Mr. Acharya has over 24 years of experience in the FMCG Sector. He is a Law graduate from the Government Law College, Mumbai, a Fellow member of the Institute of Company Secretaries of India and an Associate Member of the All India Management Association. Prior to his Singapore Assignment, Mr. Acharya was Director & Associate General Counsel for P&G's Central & Eastern Europe Middle East and Africa Region and based out of Geneva, Switzerland from 2011 to 2015. Mr. Acharya is member of the Executive Committee of the Singapore Corporate Counsel Association. He is also P&G's qualified Corporate
Trainer for various Corporate Training Programs such as Corporate Athlete and 7 Habits of Highly Effective People. He is an avid reader and enjoys playing Badminton.

Topic: The Corporate Athlete

Imperio 3.0

Date: 24th August, 2017

Guest Lecture by

Ms. Sauvik Bannerjee
VP - Digital Initiatives, Advisory to Group Co's, Tata Industries Ltd.
CTO of Tata CLiQ

One of top 6 technologists globally with over 150 implementations running across the globe, Mr. Sauvik Banerjjee is a technologist and Vice President Digital Initiatives, Advisory to Group Co's & CTO of TATACLIQ at Tata Industries Limited by profession. He is a tech evangelist and entrepreneur by heart, has built two successful start-ups & sold them in the UK and has been ranked right at the top of global CTOs online by OnlineEducation.com. Having mentored over 600 senior management over the years, Mr. Sauvik in India is also mentoring select start-ups on building successful business models. He is on the board of advisors for several companies and start-ups alike. He has been responsible for disruptive innovation ideas in technology and omni-channel commerce that have earned him the distinction and title of being

one of the only 6 people (the only person of Indian origin) in the world to have worked on all global Omni channel platforms.

Topic: # Futurism: Inventions-Global impact and the Indian Context

Imperio 4.0

Date: 23rd December, 2017.

Guest Lecture by

Dr. Gunjan Bhardwaj
Founder & CEO, Innoplexus AG

Dr. Gunjan Bhardwaj is the CEO and Founder Innoplexus AG, a consulting-led product and technology firm focused on big data and advanced analytics. Previously he served the Boston Consulting Group and Ernst & Young where he led the Global Business Performance think tank.

Dr. Gunjan Bhardwaj was also a partner, senior-editor and advisor for a prominent online innovation management journal and was a member of the scientific advisory board of a US based not for profit institute doing research in Complexity Sciences in the Healthcare industry. He also manages an Investment advisory company engaged in the Indo German corridor. Additionally, Dr. Gunjan Bhardwaj was also an honorary representative of the state of Baden Württemberg to India.

He has been publishing in several scientific and business journals such as the Harvard Business Review, MIT Sloan Review, International Journal of Innovation Management and Journal of Service Research.
Dr. Gunjan Bhardwaj has studied at Indian Institute of Technology Bombay, Pforzheim Business School, MIT Sloan and European Business School.

Topic: How AI is helping manage complexities.

Imperio 2017-18

Imperio 2017-18

Arcturus 2017

The Corporate Interface Team, SIBM Pune organized '**Arcturus 2017**' – **The Leadership Conclave** on 18th August 2017.

Arcturus, the brightest star of the celestial equator is the eponymous star of one of the nakshatras of the Hindu astrology. The nakshatras are related to the most prominent asterisms in their respective sectors. SIBM Pune successfully got many an Arcturus to campus.

The Leadership Conclave witnessed a series of guest lectures by leaders from various organizations who have made their mark and proved their competency in the global business scenarios.

The themes for the two panel discussions for Arcturus 2017 were:

1. The Changing Global Order: Age of Disruption

2. Navigating Uncertainties: Strategies for Innovation and Growth The

eminent speakers for the event were:

- **Ms. Prriti Narain**, Country Head-HR, **AkzoNobel**
- **Mr. Sanjay Sharda**, Head – Rural Distribution, Rural Banking, **Induslnd Bank**
- **Mr. Ashutosh Sharma**, Head-Core Banking Products, **Cognizant Technology Solutions**
- **Mr. Ashish Sharma**, Partner- Cyber Strategy-Protection, **Deloitte**
- **Mr. Ashish Chaturvedi**, Founder, **uFony Services**
- **Mr. Mrinal Mohan**, Director, Culture & Capability**, 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 an Internal Audit, **Protiviti India**
- **Mr. Harpal Parmar**, Partner, **Wipro Technologies**
- **Mr. Aniruddha Khekale**, Group Human Resource Director, **Emerso Automation Solutions**

Arcturus 2017

ADVERTORIAL

Guiding leaders to brace up for new age challenges

Dr. R. Raman, Director, SIBM-P

The event began with the opening address by Mr. Arvind Varchaswi, Managing Director, Sriveda Sattva. Mr. Varchaswi discussed the importance of values and ethics and how they impact businesses. To all the students of sales and marketing, his message was "the campus is the best marketing mix you can find". He also spoke of the importance of spirituality in elevating the meaning of one's life.

The first panel deliberated on the topic "The Changing Global Order: Age of Disruption". The panelists were Ms. Prriti 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 speakers discussed a range of issues starting from how the future will look like, the challenges of financial inclusion in India, how big banks are coping up with the disruptions in banking and financial technology, the related threats to data security and India's preparedness to deal with these threats, etc. Big data and its growing importance, the opportunities and limitations it presents, was another key area of discussion by the panel.

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. After the panel opened up for questions, many students posed queries pertinent to the technological disruptions faced by markets in today's times.

The second panel's topic was "Navigating Uncertainties: Strategies for Innovation and Growth" and the panelists were Mr. Mrinal Mohan, Director, Culture & Capability, 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 Technologies. The moderator for the session was Mr. Aniruddha Khekale, Group Human Resource Director, Emerson Automation Solutions.

ARCTURUS
THE 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.

TOPICS :

THE CHANGING GLOBAL ORDER: AGE OF DISRUPTION

NAVIGATING UNCERTAINTIES : STRATEGIES FOR INNOVATION AND GROWTH

The group discussed about uncertainties being faced by sectors ranging from energy, oil & gas, automotive, banking and finance to fashion and media & entertainment. The panel took cognizance of this fact and discussed how in different sectors, various organizations, both big and small, are ramping up, restructuring and innovating.

The panelists converged on the idea that while the path is uncertain, the world must acknowledge the certainty of these uncertainties and jump on the bandwagon to deal with these circumstances. 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 elements that struck a chord with their thoughts.

The students took back some interesting insights about industries and organisations and also some profound advice on how to go about planning their career and enhancing their skills to be personally and professionally successful in the future.

Arcturus 2017

Arcturus 2017

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sh Pherwani
Harpal Parmar
iSMART

The Senate 2018

The Senate is the flagship event of the Corporate Interface Team, SIBM Pune which invites industry stalwarts from myriad sectors to come at one table to discuss and deliberate on topics which can add imminence value to the students. Senate invited who's who from the corporate world.

The event commenced with the keynote speech by **Mr. Kulmeet Bawa, Managing Director, India & South Asia, Adobe Systems.** Mr. Bawa delivered the address on the theme for the event:

'Firing the Next Decade of Growth: Innovating in India'.

This was followed by the first panel discussion. This panel saw representatives of some of the most leading, established organizations of the world deliberate upon the topic:

'Finding New Horizons: Growing Inclusively' The

panel members were:

- **Mr. Avnish Sabharwal**, Managing Director, Accenture Ventures and Open Innovations, **Accenture in India**
- **Mr. Pankaj Gupta**, Head of India Strategy and Sales Operations, **Google India**
- **Mr. Sudarshan Sarma**, Industry Lead - Automotive Sector, Facebook
- **Mr. Satyarth Priyedarshi**, Head of Product Marketing, **JioChat**
- **Mr. Prodipto Roy**, Founding Director, **Crimson Consulting**

For our second panel discussion this year, we invited experts from some of the most promising startups of India to deliberate on the theme: **'Changing Consumer Trends: Can we Keep Pace?' The panel members were:**

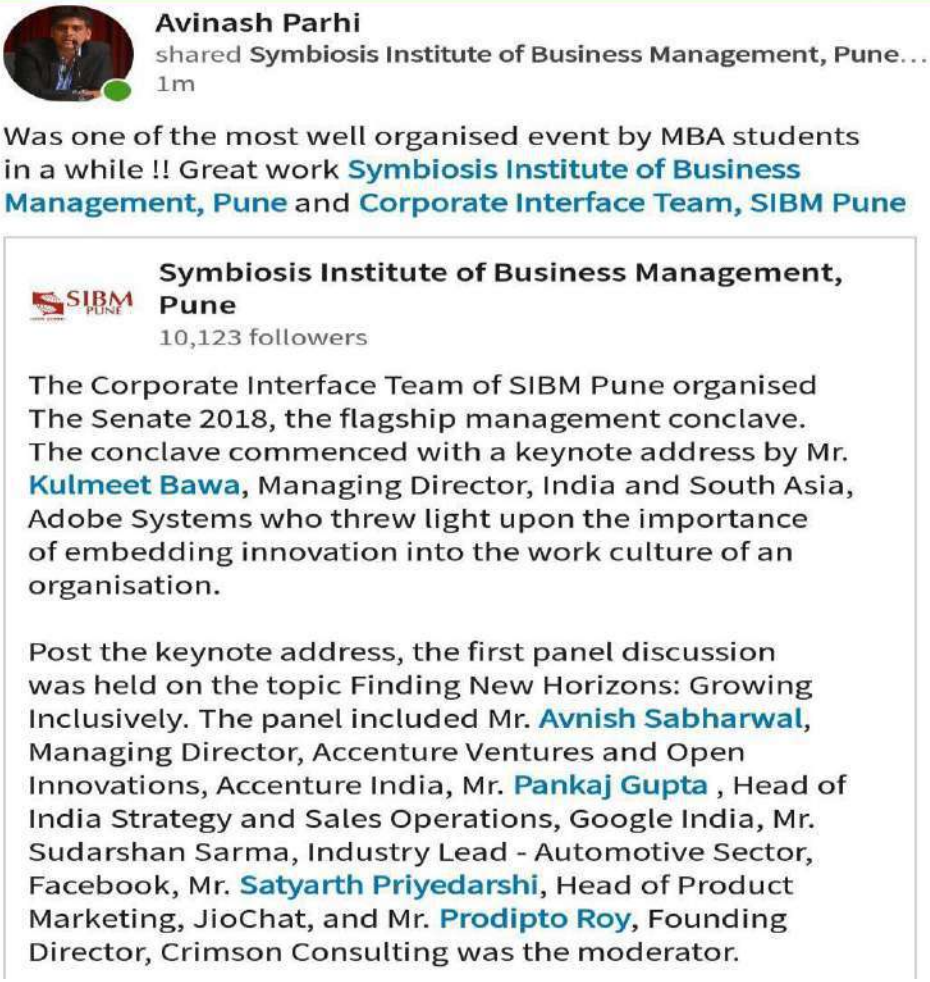
- **Mr. Avinash Parhi**, Senior Director, Marketing, **ShopClues**
- **Mr. Kashyap Vadapalli**, Chief Marketing Officer, **Pepperfry**
- **Mr. Pradeep Kumar**, Head of Ecosystem and Outreach, **PayPal**

The Senate 2018

The panel was moderated by Mr. Prodipto Roy.

It was a great experience for the students of SIBM Pune to not just learn from some of the best and the brightest of India Inc., but also get to know how some of the most leading organizations of the world are innovating to beat the challenges of the VUCA world.

The event was also special for the kind of appreciation and positive feedback our guests had to share for the team and its handling of the event and the excellent participation from the students. A mention of this appreciation was seen in the posts shared by them on social media platforms.



Avinash Parhi
shared **Symbiosis Institute of Business Management, Pune...**
1m

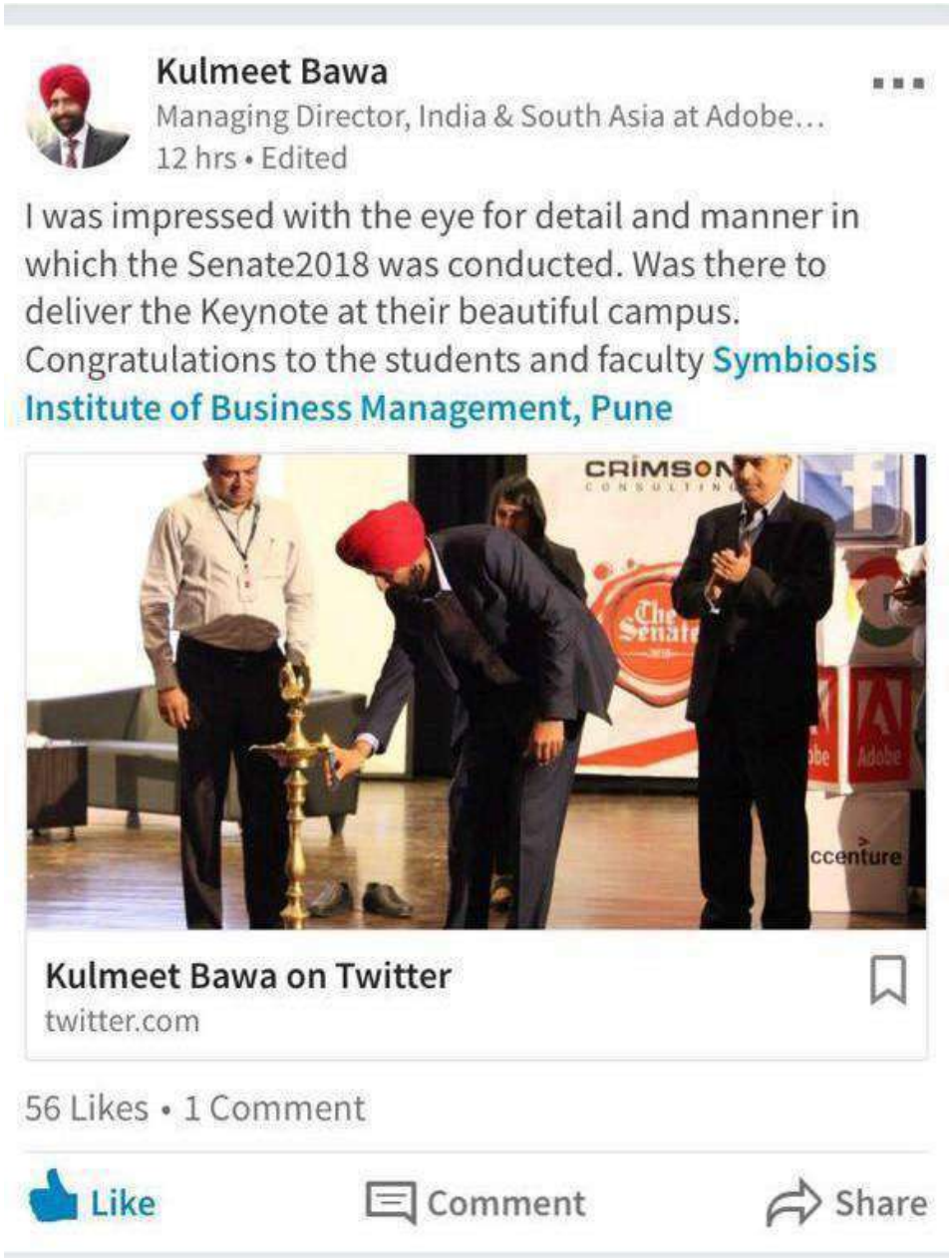
Was one of the most well organised event by MBA students in a while !! Great work **Symbiosis Institute of Business Management, Pune** and **Corporate Interface Team, SIBM Pune**

Symbiosis Institute of Business Management, Pune
10,123 followers

The Corporate Interface Team of SIBM Pune organised The Senate 2018, the flagship management conclave. The conclave commenced with a keynote address by Mr. **Kulmeet Bawa**, Managing Director, India and South Asia, Adobe Systems who threw light upon the importance of embedding innovation into the work culture of an organisation.

Post the keynote address, the first panel discussion was held on the topic Finding New Horizons: Growing Inclusively. The panel included Mr. **Avnish Sabharwal**, Managing Director, Accenture Ventures and Open Innovations, Accenture India, Mr. **Pankaj Gupta** , Head of India Strategy and Sales Operations, Google India, Mr. Sudarshan Sarma, Industry Lead - Automotive Sector, Facebook, Mr. **Satyarth Priyedarshi**, Head of Product Marketing, JioChat, and Mr. **Prodipto Roy**, Founding Director, Crimson Consulting was the moderator.

The Senate 2018



The Senate 2018

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The Senate 2018

The Senate 2018

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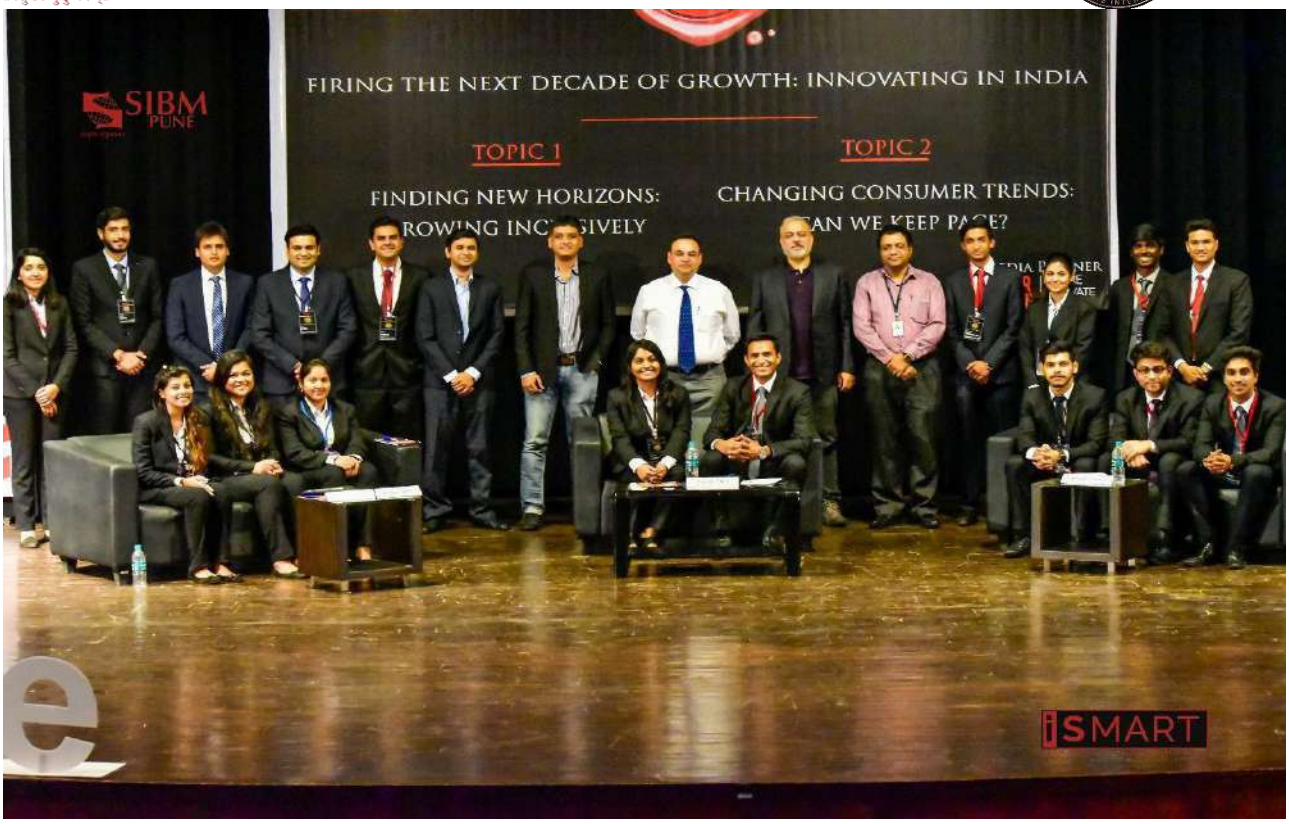
SIBM PUNE
KOHLI
PATEL
Google
PANKAJ GUPTA
iSMART

The Senate 2018



Mahindra War Room-Season 10

The War Room, first commissioned in 2007, is Mahindra's spearhead campaign, rolled out in 17 top Business Schools, to create excitement and transform perceptions. On the basis of the Mahindra Group's "War Room" practice, used as a major tool to engineer the transformation of the Group, a campus version called 'The War Room' was created to position the Mahindra Group, among B-school students, as a global federation of diverse businesses, united by the brand, purpose, values, and culture that Mahindra represents.

While attracting and engaging top notch B-school talent to creatively respond to live and realistic business issues through a fair and rigorous process of evaluation, these problems faced by the top managers of the Mahindra Group, are developed into sector caselets. Students form 4-member teams to solve these challenging

caselets and generate realistic solutions in six months of intense planning and execution.

Mahindra War Room-Season 10

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Mahindra War Room- Season 10

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PUNE
WAR ROOM
SEASON 10
UTURE
BROADVISION
CNBC
TV18
SIBMPun

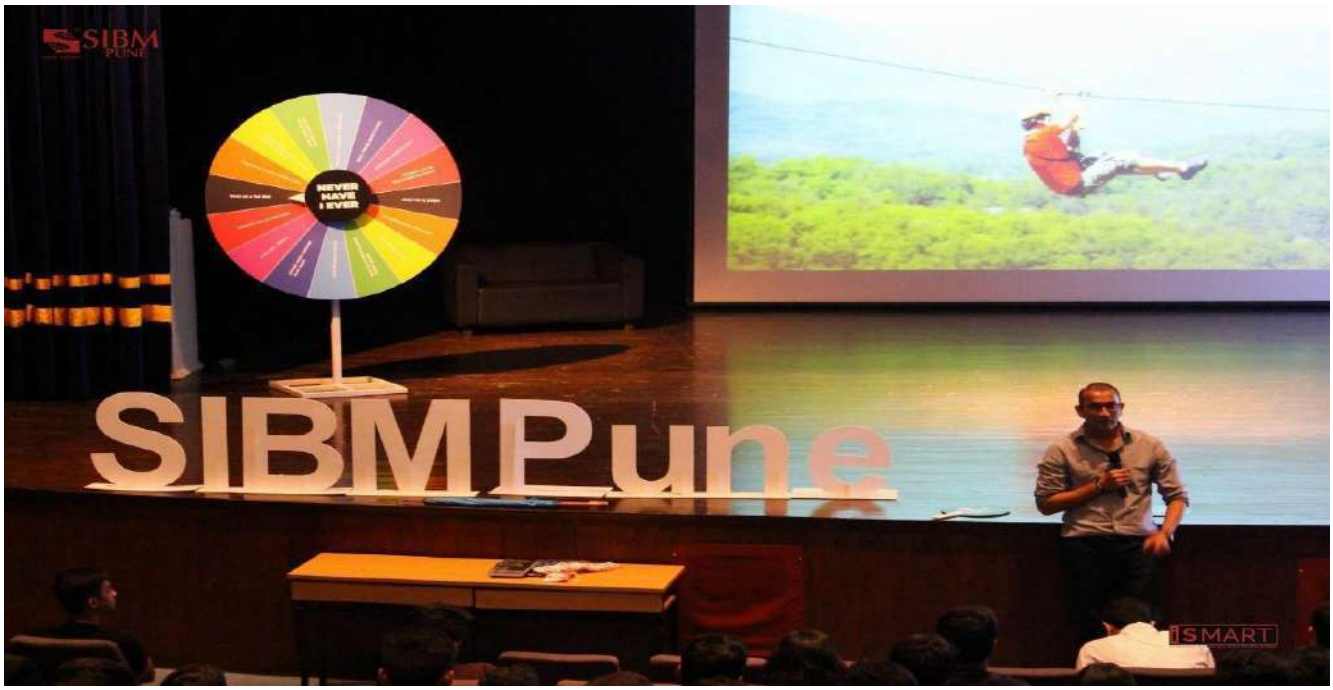
Godrej LOUD-2017

Launch: 18th – 19th July

Godrej LOUD, one of India's biggest B-school competitions specifically for first year MBA students, came to our campus on 18th and 19th July 2017.

Godrej LOUD is a one of its kind opportunity for MBA 1 students to get their dreams sponsored by Godrej Industries Limited, which offers up to INR 1.5 lakh for them to pursue their dream. It also gives them a chance to get a Pre-Placement Summer Internship Offer to Gurukul, Godrej's Summer Internship Program.

Godrej LOUD-2017



HR Conclave-2017

The HR Conclave 2017 was an event hosted by the combined efforts of all council teams of SIBM Pune.

The Corporate Interface Team played a key role in the successful organization of the event.

Akshit Kohli and Param Patel, members of the senior team of CIT were part of the core organizing committee of the HR Conclave. The team helped confirmed a few accomplished speakers for the event, invited guests from the field HR and played its part in promotions, logistics, hospitality etc.

Nikhil Saha and Shalakha Sanalkumar from the team hosted the event, parts of which were telecast on television. The team therefore played a very important role in making the event a grand success.

Offline Promotions

The Corporate Interface team went an extra mile this year to ensure that we make our corporate guests feel welcome and build energy and excitement for the several corporate competitions being organised.

1. A welcome dance performance and mime performance conducted during Godrej Loud 2017.

2. Two promotional videos which saw active engagement from the students end and were highly appreciated by our corporate guests.

3. A musical video created during Godrej LOUD 2017 for the “Musical Face Off: against SCMHRD and emerging victors.

4. Introduction of the LOUD Shake at the shopping hub coffee shop and the midnight canteen

5. Buzz events like JAM session during Arcturus 2017 along with promotions in academic block and mess area on campus through speaker posters for The Senate 2018.

Online Promotions

1. The Facebook page of the Corporate Interface Team has seen an exponential growth.

2. A massive rise in the number of likes since June 2016.

3. Twitter Handle for @CIT_SIBMPune was used to sustain connect with corporate guests and was also aimed at generating leads for invites. CIT earned media coverage through tweets and updates on LinkedIn by guest speakers who attended our event.

4. The CIT LinkedIn page went live this year. With close to 200 relevant corporate connections, we plan to use its outreach to build our professional network further in the coming year.

Closing Note

The academic year 2017-18 was marked by tremendous success for the team with its efforts being recognized at the annual management day through the best council award.

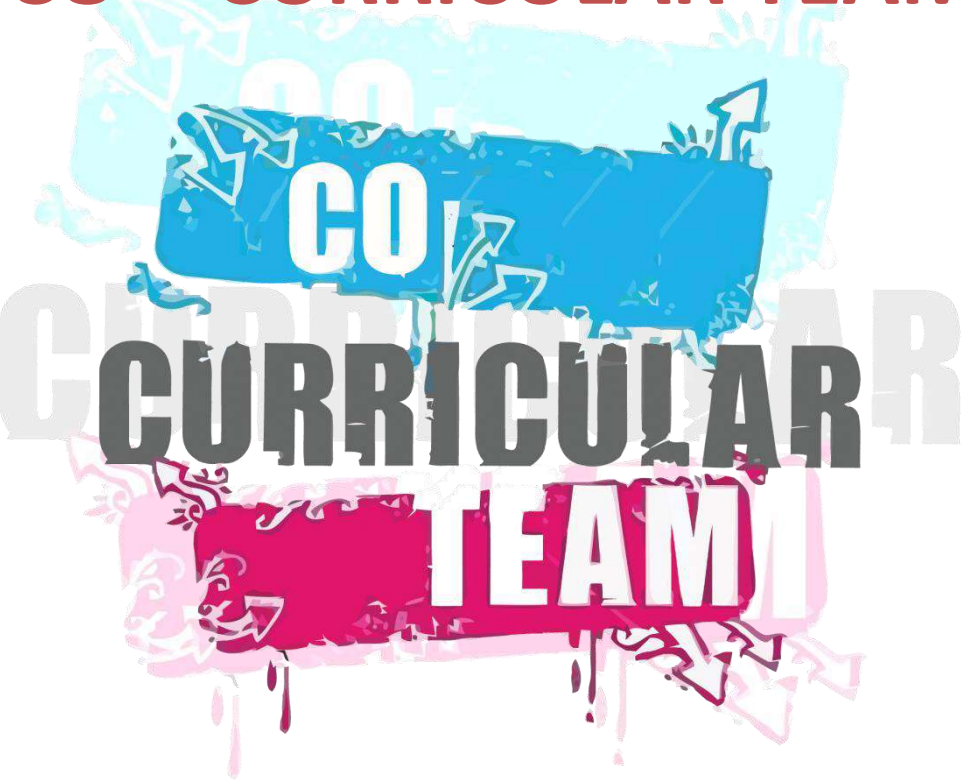
We managed to invite on our campus, leaders from some of the most respected organizations of the world for meaningful interactions.

We will strive to continue our efforts next year, with the aim to bring innovation in our work, build more academic value in our events and keep furthering our goal of building value through corporate interactions.

ANNUAL REPORT

ACADEMIC YEAR 2017 – 2018

CO – CURRICULAR TEAM



SIBM PUNE

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ABOUT CO-CURRICULAR TEAM

1. MISSION

To enhance the brand image of SIBM - Pune while maintaining a balance between the academic rigor and co - curricular activities on campus.

2. ABOUT THE TEAM

Being one of the parent teams to serve the college since its inception, the Co-Curricular Team is amongst the benchmarked council teams of SIBM P une. We as a team strive to bring in a blend of fun and management ethos in the form of events and meets.

Our objective is to assist students to achieve holistic growth and we endeavor to add more value to a student's life and give them an opportunity to express themselves. The Team believes in celebrating every occasion.

Our flagship event, TRANSCEND, is one of the most respected and sought -after B - school festivals in the country. It has students coming together to concoct a heady cocktail of the most innovative games, case study competitions and the hottest cultural events in this part of the country.

Our aim is to cha llenge you to your limits and create a demanding environment in which you as a participant or organizer can exercise and indulge in your creative and competitive urges to the maximum.

That is why we do not just indulge in rhetoric but back ourselves by inimitable actions, WE DO!

3. SIBM PUNE- BRAND PROPAGATION

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend 2018

4. VALUE ADDITION TO SIBM PUNE STUDENTS

1. Inculcate a sense of responsibility
2. Independently let them organize various management and cultural events
3. Enhance their knowledge, skills and talent
4. Develop competitive attitude in students
5. Maintain academic progress on the campus
6. Revenue generation for the college through co-curricular events

CO
CURRICULAR
TEAM

5. TEAM COMPOSITION

Senior Team	Junior Team	Interim Team
1. Abhineet Pandey (Coordinator)	1. Aayush Gandhi	1. Aayush Gandhi
2. Anushrav Gulati	2. Alay Thakkar	2. Alay Thakkar
3. Arijit Mitra	3. Anuj Agarwal	3. Anuj Agarwal
4. Saakshi Kothari	4. Ayshu Varsha	4. Ayshu Varsha
5. Sarbari Bhakta	5. Divya Rathi	5. Divya Rathi
6. Varun Narayanan	6. Jayshree Jain	6. Jayshree Jain
	7. Madhur Mehta	7. Madhur Mehta
	8. Rohan Talari	8. Rohan Talari

ACADEMIC CALENDER FOR THE YEAR 2017-18

6. B-SCHOOL AND CORPORATE COMPETITIONS

the students.

1. AARAMBH (22

mega event.

The theme for the event was 'Unity in Diversity'. All the teams presented their own interpretations of the theme. SIBM's per formance was titled - '*Bharat- Aazadi ka Aarambh*' and they portrayed how inspite of having achieved *Zameen ki Aazadi* (Independence of territory), we still have long way to go in order to achieve *Zameer ki Aazadi*(Independence of Conscience).

The performance was a very effective amalgamation of music, dance and drama and left the audience spellbound with an extremely critical issue to ponder upon. SIBM received immense appreciation in the form of loud cheer and applause.

Co-Curricular Team was the single point of contact for disseminating information

regarding competitions coming up in the Business Schools Arena to

ND JULY
2017)

Aarambh is an annual intra-SIU cultural event that sees participation of almost 200 students across various colleges under SIU. This year, nine institutes came together to be a part of the

2. COLOSSEUM 2017 (17th-18th JULY 2017)

The Co-Curricular Team, SIBM Pune, organized Colosseum 2017 on July 17-18, 2017. Colosseum is the intra SIBM management and cultural event where MBA-1 and MBA-2 face each other over an array of competitions.

The first day (17th July 2017) saw a range of management competitions. Innovative renditions of Extempore and Quiz were organised. The aim was to infuse learning with creativity and enable students to integrate their learning across functional areas. On the second day (18th July 2017), the cultural events, Dance, Music and Fashion Show were hosted. The participants put in their best to showcase their skills and attendees enjoyed performances for all genres in the spectrum.

3. GARBA NIGHT 2017 (29th SEPTEMBER 2017)

As an auspicious culmination to the festival of Navratri, The Co -Curricular Team of SIBM Pune collaborated with the Co -Curricular Teams of other SIU sister institutes at the Lavale Hilltop Campus to organise 'Garba Night' on September 29th. The event that was organised within the campus premises began at 8 pm and witnessed enthusiastic participation from over 200 students from the various institutes.

4. TRANSCEND 2018 – LAUNCH (21st NOVEMBER 2017)

Stunt Mania, the launch event for Transcend 2018, was organised by the Co -Curricular Team on November 21,'2017. Stunt Mania was a stunt show organised in collaboration with Team iStunt and Redbull. Post the stunt show, the theme video was released and the Transcend poster was unveiled. This was followed by a live performance by Band Kops. Stunt Mania marked the beginning of Transcend 2018, which is the annual flagship management and cultural event of

SIBM Pune.

5. TRANSCEND BUZZ EVENTS

1. BONFIRE NIGHT 2017 (18th DECEMBER 2017)

Bonfire Night 2017, the first buzz event of Transcend 2018 was organized on 18th December 2017 at the Amphitheatre, SIBM Pune. The event saw participation of over 200 students across colleges on the hill-top and hill-base campuses. There was an open mic and karaoke that witnessed enthusiastic participation from all the students present. A round of tambola kept the attendees engaged till the end. Cash prizes were given out to all the tambola winners and Santa caps were distributed as giveaways to patronize the spirit of Christmas. The Best Performer of the Night award was also given out to the best open mic performer. The event concluded with all the students grooving to the beats of Punjabi music.

Ethnic Night 2018, the second buzz event of Transcend 2018 was organized on 20th January 2018 and

2. ETHNIC NIGHT 2018 (20th JANUARY 2018)

saw students dress up in their traditional outfits and show up for some memorable photographs. Awards for Best Dressed and Most Creatively Dressed Male and Female were given out and the crowd was engaged with some games and DJ.

3. *SUPREE VAN SHOW (25th – 27th JANUARY, 2018)*

Team Transcend organized a road show a few days prior to the annual fest, Transcend to advertise the event at various colleges and malls of Pune city.

6. TRANSCEND 2018 (27th- 29th JANUARY 2018)

With a legacy of over 28 years, Transcend is one of the most sought after B -school events across the

cumulative cash prize of Rs. 3 Lakhs. Other events inc lude specialisation centred management

country. It witnesses a footfall of over 10,000 people and zealous participation in the various management and cultural competitions organised across three days.

The event has over 20 cultural and management events under its umbrella with lucrative cash prizes to be won in each. **Last Man Standing** and **Strategia** are the flagship events of Transcend with a

events like Marketshastra, Opstrat, and cHRysalis; and cultural events such as Rampage, Swing in Sync, Battle of Bands, War of DJs, Acoustica and Cinematrix.

This year, Transcend kickstarted with an inauguration ceremony that saw the who's who of the corporate world in attendance with Ms. **Kanisha Raina**, **Talent Leader – Global Markets – India/ South Asia, IBM India Private Limited** delivering a keynote speech. **Ms. Kreeanne Rabadi, Director-West, CRY** acceded to be Guest of Honour for the event. This was followed by a riotous stand-up act by **Abhishek Upmanyu**. The evening saw SIBM playing host to **FBB Campus Princess** and the Battle of Bands competition.

Day 2 witnessed another rib-tickling performance by stand-up comic **Rahul Subramanian** followed by Acoustica, the solo singing competition and Rampage, the ramp walk contest. **Suraj Jagan** of 'Give Me Some Sunshine' fame beguiled the audience with a captivating performance and made thecrowd dance endlessly to his beats.

The event has made a painstaking effort to build a heritage that boasts of providing a platform for young talent to exhibit their aptitude and be appropriately recognized and lauded for it. Transcend is the perfect blend of working to one's optimum competencies while having a pleasantly memorable time with umpteen elements of fun and frolic.

CELEBRITIES GALORE AT TRANSCEND 2018

Day 1 (27th January 2018)

- Abhishek Upmanyu, Standup Comedian
- Miss Universe India, Shraddha Shashidhar
- FBB Femina Miss India, Campus Princess
- Band Xubaan

Day 2 (28th January 2018)

Vyakaranam

Day 3 (29th January 2018)

- Ritviz Sunburn Campus

The Final Day brought in some more stardust in the form of **Sunburn** coming to campus and **Ritviz** of

'Udd Gaye' fame playing at the EDM night. The War of the DJs and Swing in Sync, the group dance competition also happened on this day.

- Rahul Subramanian, Standup Comedian
- Top Model (Mr. India 2016) Dev Paimal & Miss India 2017, Andhra Pradesh, Srishti

- Suraj Jagan, Bollywood Night

SPONSORSHIP FOR TRANSCEND 2018

SPONSOR LIST 2018	
Title Partner	Reliance Digital
Co-Partner	Dhara
Associate Partner	Harley Davidson
Luxury Partner	Mercedes Benz
Print Media Partner	Hindustan Times
Radio Partner	Red FM
Online Media Partner	InShorts
Styling Partner	Toni & Guy
Wardrobe Partners	Raymond Global Desi
Snack Partners	Balaji Wafers Budhani Bros
Restaurant Partner	18 Degrees Resto Lounge
Travel Partner	Uber
Good Life Partner	Phoenix Marketcity Pune
Fitness Partner	Gold's Gym
Social Impact Partner	Child Rights & You (CRY)
Event Partners	Canon Credila Chilis Jawed Habib Rastaman Furtados No Escape Nestle PayTM Wizcraft Sentini Triplived Subway Moc 68

TRANSCEND 2018 PARTICIPATION

Major Participating Colleges

Number of Participants – 9438
Number of Teams – 4596
Number of Participating Colleges – 70+

IIM Ahmedabad	IIM Kolkata
IIM Bangalore	IIM Lucknow
FMS, Delhi	IIM Ranchi
IIM Kozhikode	Jamnalal Institute of Management Studies, Mumbai
MDI, Gurgaon	Welingkar College, Mumbai
IIFT, Delhi &Kolkata	NITIE, Mumbai
Tata Institute of Social Sciences, Mumbai	SCMHRD
SJMSOM, IIT Mumbai	TAPMI
ISB Hyderabad	IMI Delhi
Goa Institute of Management	FORE School of Management
IRMA	SIIB
MICA, Ahmedabad	Narsee Monjee Institute of Management Studies
Xavier's Institute Bhubaneshwar	TA Pai Management Institute, Manipal

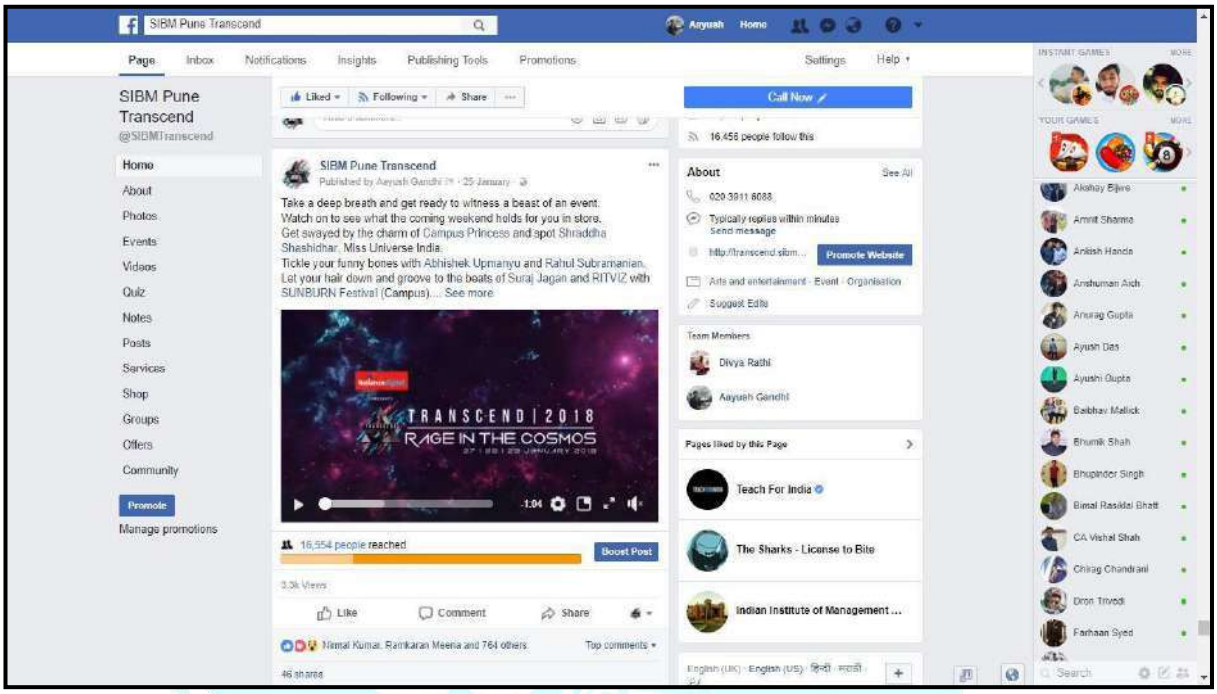
7. MATRIBHASHA DIWAS(22nd FEBRUARY 2018)

To celebrate the true spirit of the mother tongue, The Co -Curricular Team marked the Matribhasha Diwas by organizing a Poetry Slam and Essay Writing Competition. Students participated enthusiastically in both the events and felt the pride of their language.

8. COLLABORATIVE EVENTS

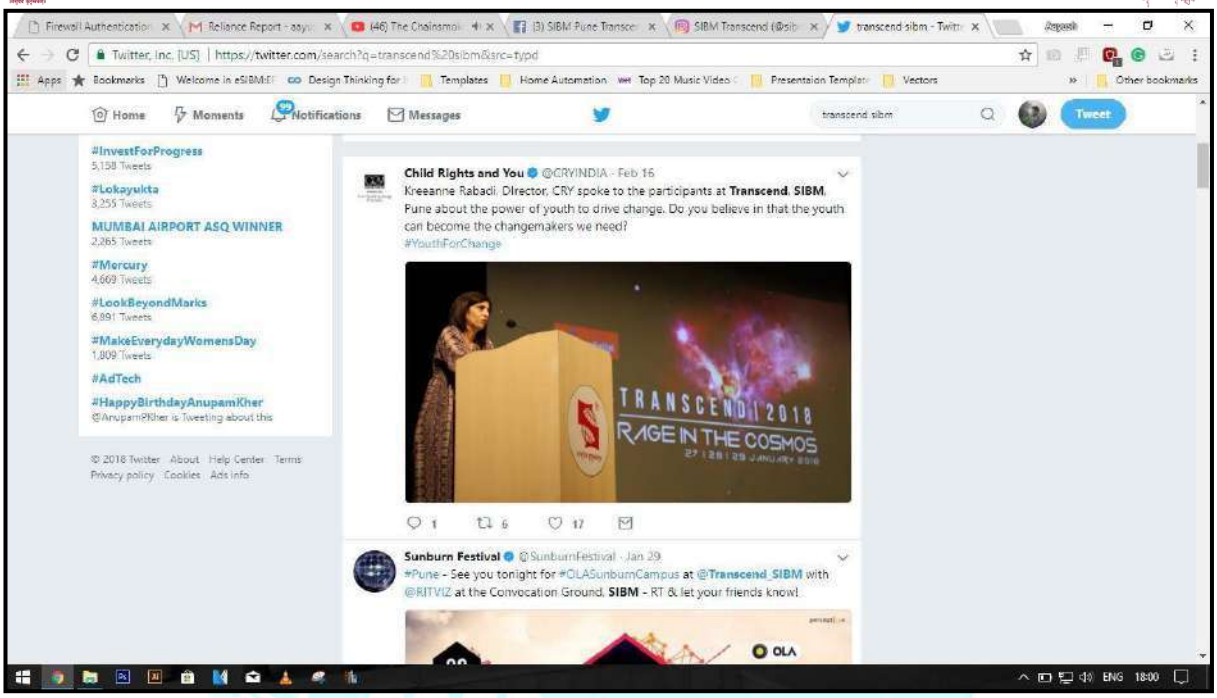
The Co -Curricular Team, in collaboration with The Social, Entrepreneurship and Consulting Cell (SECC) organises Haat Nights. Haat Nights is a part of Symbihaat, an offering under the banner of The Entrepreneurship Summit, the flagship event of SECC. Haat Nights 2017 was a weekend replete with enigma and enthusiasm with a galvanizing line of events including Karaoke, Band Performances, L ive Match Screening and Tambola.

9. BRANDING OF TRANSCEND 2018



The official teaser of Transcend was released on 25th January and reached out to 16,554 people on Facebook

Headliner poster used for online promotions. The post witnessed a reach of 19,027 people



Transcend 2018 being promoted on the official handle of Child Rights and You on Instagram.

Transcend 2018 article in Hindustan Times Café.

Transcend 2018 got promoted on InShorts.

Sponsors for Transcend 2018

Event hoarding put up at S. B. Road which is an extremely prime location in Pune in terms of traffic.

THANK YOU

iSMART

INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

INFORMATION SYSTEMS & MEDIA RELATIONS TEAM

ANNUAL REPORT 2017-18

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ABOUT iSMaRT

The main objective of the Information Systems and Media Relations Team or The PR Team is to be 'The Voice of SIBM Pune'. The team strives to serve as a bridge between the college and the outside world by facilitating communication through social media, online presence, print media and various events. Some of the team's main activities are:

1. Generating content in the form of articles, reports, posters and videos for various stakeholders, which include students, alumni and corporates.
2. Carrying out PR and Promotional activities for the institute.
3. Organizing workshops and events that highlight the growing importance of public relations and media management
4. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus.
5. Conducting interviews of corporate guests, alumni and visiting faculty.
6. Managing the institute's IT infrastructure which is vital towards knowledge sharing among students, the placement team, faculty and college administration.

iSMaRT has evolved from the erstwhile IT team and has a rich legacy of success over multiple years.

THE TEAM

The senior team of iSMaRT for the year 2017-18 consisted of 8 members. The interim and the junior team consisted of 6 members each. All members had to go through a rigorous selection process to be inducted into the team.

Coordinator 2017-18: Prachi Kamble

SENIOR TEAM
Anjali Hamirwasia
Dixit Jaiswal
Prachi Kamble
Preet Mehta
Puneet Sachdeva
Rahul Grover
Sampada Joshi
Srijita Sarkar

JUNIOR TEAM
Craig Pinto
Ishita Grover
Rashmi Pillai
Rewati Kachhwaha
R. Prakash
Vibhav Bisht

INTERIM TEAM
Craig Pinto
Ishita Grover
Rashmi Pillai
Rohit Tandekar
R. Prakash
Vibhav Bisht

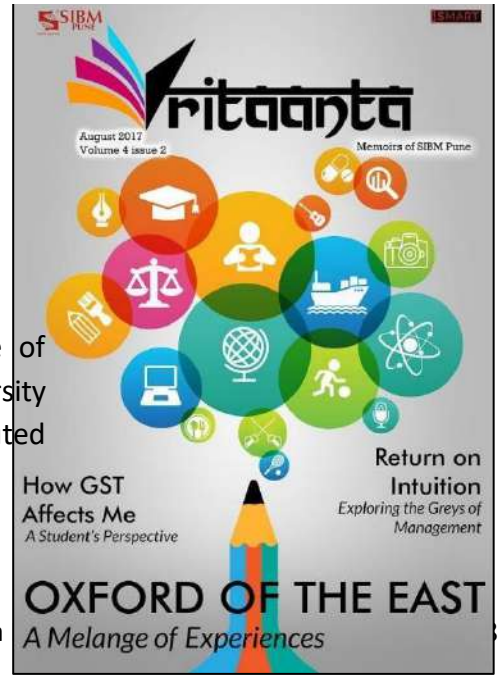
VRITAANTA: MEMOIRS OF SIBM PUNE

iSMaRT conceptualized and designed SIBM Pune's official magazine Vritaanta– **Memoirs of SIBM Pune**. This is the fourth year of the magazine, which has both digital and print issues. Three issues with a cumulative number of 700 print copies have been published and shared with students, alumni and corporates.

Vritaanta's primary purpose is to create a platform for engagement and out of campus interaction between the faculty and the students as well as the corporate world.

The magazine serves many purposes and acts as a conduit for campus and competition related news. It is also a forum which celebrates the creativity, talent and achievements of the student body and faculty. Three issues of Vritaanta were published during the academic year 2017-2018.

Volume 4, Issue 2 | August 2017



The second issue of the fourth volume was an issue that marked the beginning of a new academic year. SIBM Pune has always been recognized for its scenic campus, highly experienced faculty, active corporate interactions, and most importantly its students. Be it the current students or alumni, SIBM Pune has been the hub for professional diversity right from its very inception.

The theme of this issue, 'Oxford of the East: A Melange of Experiences', aimed at showcasing the professional diversity amongst the students of our college. Various students contributed

to provide a first-hand insight into their lives prior to joining this institute while many others talked about how the introduction of the GST affected them.

Capturing other fronts, the magazine also highlighted how students have been actively involved in various competitions both at the college as well as national level, carrying forward the legacy that started back in 1978. Our faculties of various specializations provide their insights on global issues.

Added to that, the magazine tackled an unexplained area of management through the article titled 'Return on Intuition'. Also, a few second-year students talk about their internship experiences, a crucial part of the MBA journey.

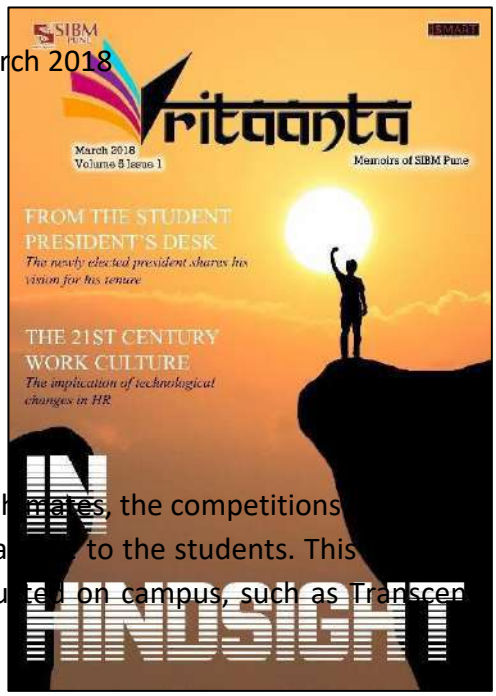
Volume 4, Issue 3 | November 2017

This edition of Vritaanta addressed the age-old question of 'Why MBA?' with a dive into the evolution of the degree itself. Also present were snippets from our alumni as they shared their thoughts on the theme and talked about highlights from their #LifeatSIBMPune.

This edition highlighted various events such as 'Arcturus' - the leadership conclave on widely discussed topics across the globe, the 'Economics Conclave' centred around doing business in India, and the much talked about HR Conclave, organized for the first time, since the early 2000's.

This issue also featured an editorial perspective on the topic, Artificial Intelligence or an Actual Indication of the End of Time.

Volume 5, Issue 1 | March 2018



This March issue of Vritaanta was designed keeping in mind the new batch that will be joining us in the next academic year, to give them a glimpse into the life at SIBM Pune. The new feature of this edition was that the entire layout of the magazine was revamped reflect a simpler look.

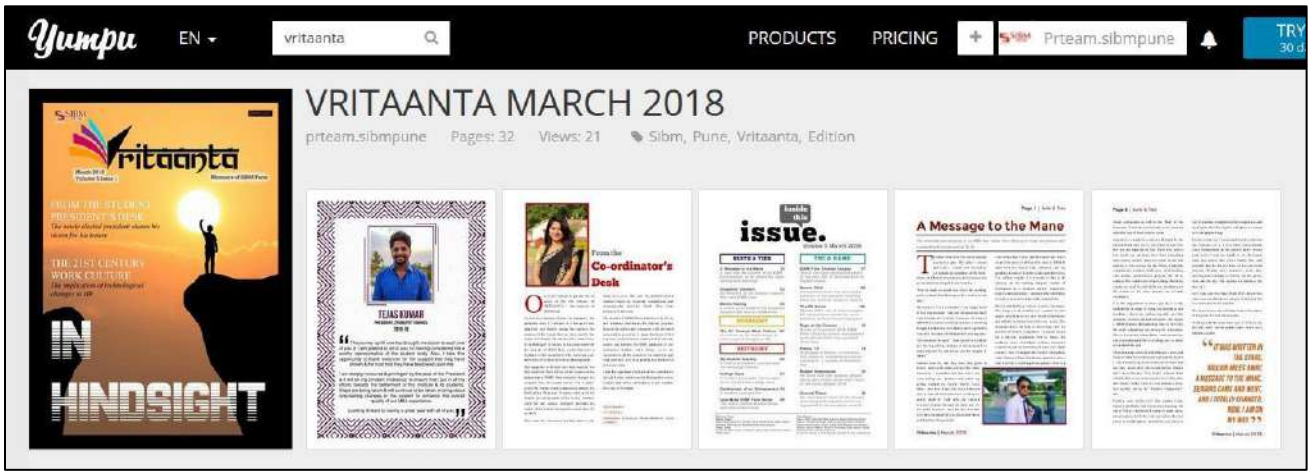
The theme of the March edition, 'In Hindsight', highlighted the two-year experiences of students as they shared their journey at SIBM Pune.

This issue also focused on the achievements of our fellow batch mates, the competitions that occur during the year, and the opportunities that are available to the students. This highlighted the potpourri of flagship events that were conducted on campus, such as Transcend Senate, SPL X and PRoelio.

The Pedagogy section features an article on the 21 century work culture and the implication of technological changes in HR. The newly elected Student President shared his vision for his tenure with the upcoming batch.

DIGITAL ISSUES ON YUMPU.COM AND ISSUU.COM

There has been a significant improvement in the number of page views for the latest issues of Vritaanta. To ensure higher reach and visibility, the digital versions are uploaded to popular magazine and content sharing sites yumpu.com and issuu.com. These links are shared through SIBM Pune's social media handles and are featured on www.sibm.edu. On yumpu, Vritaanta had 4,578 views for the issues released during the academic year 2017-18. On issuu, Vritaanta had 254 reads and 868 impressions for the three issues.



Vritaanta is gaining traction as an effective method for aspirants and recruiters alike to catch up on the latest news, achievements, events and updates from SIBM Pune.

NAVKRITI: A WINDOW INTO THE WORLD OF INNOVATION AND ENTREPRENEURSHIP

The second issue of Navkriti, a publication that offers a window into the world of Innovation and Entrepreneurship, was published in November 2017. This issue of Navkriti was centred around the theme of 'Disruptive Innovation-An Indian Perspective'. The theme focused on how essential it is for businesses in India to focus on developing disruptive innovation.

The Winter Internship feature focused on how the students had an opportunity to intern with NGOs across India, to study the different business models and observe the different aspects of efficient functioning.

The article, 'When in Bhutan' provided insights on how SIBM provided an opportunity for the first-year students to gain an international experience, to understand the entrepreneurial activities and business opportunities in Bhutan, through active experiences. This edition also featured an interview with Mr. Vineet Rajan, an alumnus of SIBM Pune and the founder of ScoutMyTrip.com.

This November issue of Navkriti looked at how SIBM Pune has made sure that its students are best equipped to set out on their own entrepreneurial journeys through mentoring and opportunities to test their ideas. Multiple events like SYM Accelerate, Live Projects, and an association with iKen helped make this vision a reality.

Navkriti has a print as well as a digital version on yumpu.com and issuu.com. The 2017 issue of Navkriti had 1066 views on yumpu and had 81 reads with 233 impressions on issuu.

SIBM PUNE'S ONLINE PRESENCE

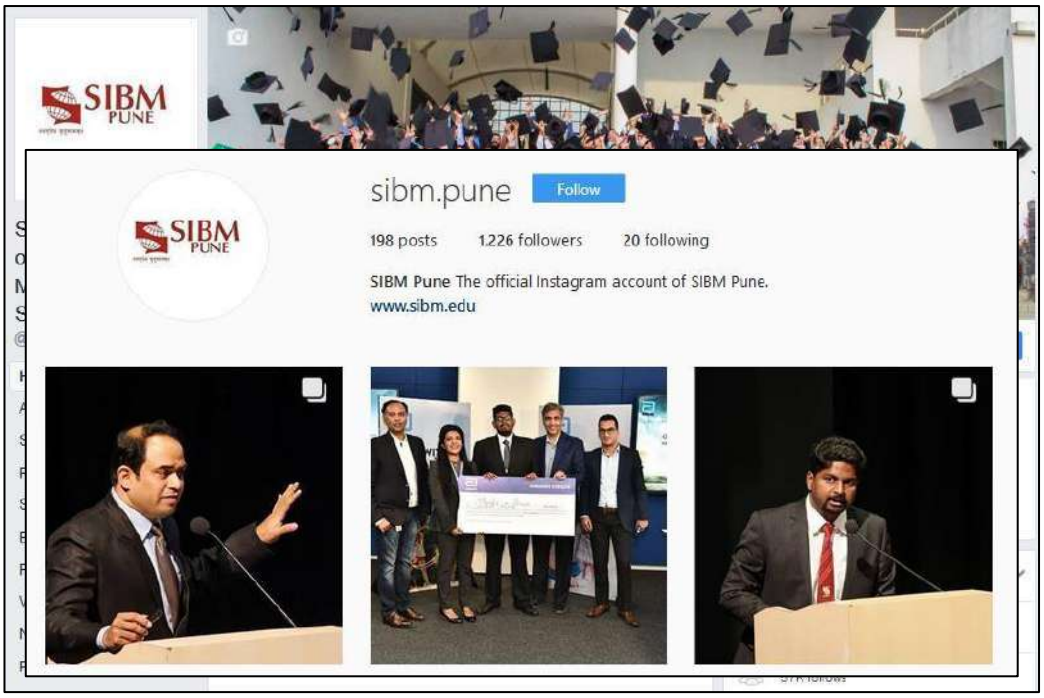
iSMaRT handles the official social media handles of SIBM Pune. SIBM Pune has an online presence on the following portals – Facebook, Twitter, Instagram, LinkedIn, YouTube and the SIBM Pune Student Blog. These pages are imperative in managing public relations for SIBM Pune and have seen an exponential rise in reach and followers over the past year. iSMaRT works closely with SIBM Pune's administrators, student council teams, special interest groups on campus and the various clubs. We ensure that all the activities and events hosted on campus, student and alumni achievements and other activities are shared promptly on these online platforms and receive the right exposure. The academic year 2017-18 has seen extensive coverage of all the corporate and college events held on and off the campus. We also publish student and director blog posts, guest lectures information, interviews, etc.

FACEBOOK

This SIBM Pune official Facebook page, which was launched in the academic year 2014-15, is its primary social media handle. Throughout the year, iSMaRT has ensured that all the events and activities are updated on the page promptly by the way of pictures and a small description. In addition, director's and students' blog posts, student and alumni achievements and news of the institute are shared on the page on a regular basis. Through this Facebook page, iSMaRT, on behalf of the institute, answers queries asked through messages. As a result of the team's constant PR efforts, the official SIBM Pune Facebook page has 57,459 likes as of March 2018. We plan to continue working on increasing the reach and followers of this page in the next academic year.

TWITTER

The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of 37035 followers as on March 2018. Our followers include a large



number of alumni and corporates. Through the live coverage of every college and corporate event on campus, iSMaRT ensures huge engagement on this platform.

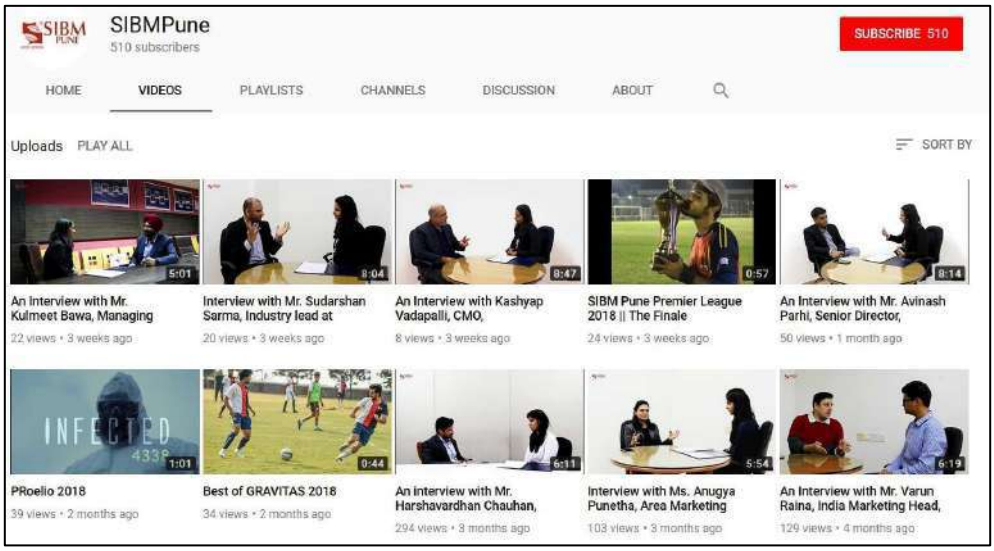
INSTAGRAM

iSMaRT launched the official Instagram handle of SIBM Pune in July 2016. Throughout the year there have been prompt event updates on the platform. In the past year, we have doubled the number of followers from last year, from 667 to 1226 followers in March 2018. The team plans to increase the same in the coming year.

YOUTUBE

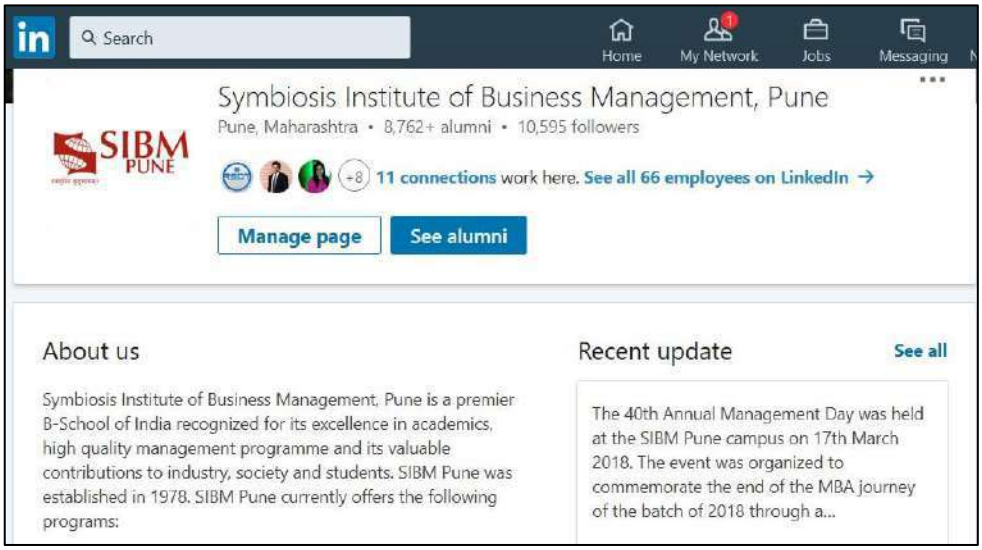
The official YouTube channel of SIBM Pune has been growing exponentially in terms of subscribers and view count. Some of the key videos shared on the channel are:

- Alumni Interviews
- Corporate Interviews
- Promotional video for other events
- Event after-movies



LINKEDIN

SIBM Pune's LinkedIn account has 10,595 followers and has helped connect with 8,762+ alumni. The team regularly shares institute and student achievements on this platform. The reach also extends to all the people connected to the network of the institute.

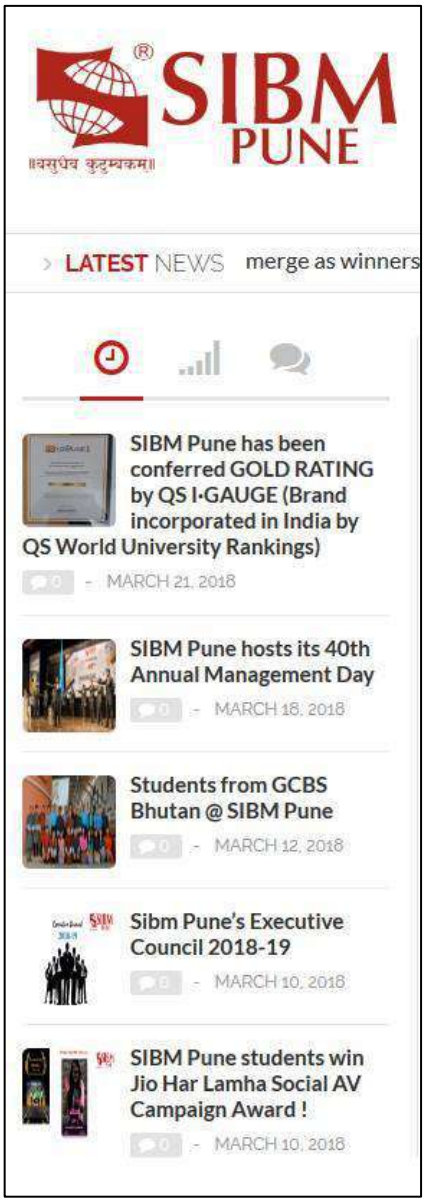


SIBM PUNE STUDENTS' & ALUMNI BLOG

The students' blog is a space exclusively reserved for content from the students. Students have the opportunity to write about their achievements, experiences, thoughts and opinions, academic or otherwise on the blog. Artwork, photography or poetry is also welcomed.

iSMaRT generates content for the Director's Blog, related to the various events conducted at SIBM Pune and the achievements by the students. The team ensures that the blog is updated with all the current happenings at SIBM Pune.

This year, iSMaRT launched the official Alumni blog of SIBM Pune. It's a platform where our alumni will share their special moments and life lessons learnt at SIBM Pune. Through the blog, the Alumni fraternity can pass on their pearls of wisdom to the current students.



PROELIO ‘18 EVENT LAUNCH: THE BUS AT 3 AM

As part of the official launch of the flagship event of iSMaRT, PRoelio 2018 – a campus-wide mystery hunt was organised on the 19th of December 2017. Registrations were open only for the SIBM Pune students and 46 teams consisting 3 members each registered for the event. The mystery hunt received an overwhelming response and participation.

The event involved the participants to solve a mystery and identify the perpetrator. At the start of the event, each team were given a location clue and a culprit clue. After reaching the final location, the teams had to use the culprit clues to identify the perpetrator. The teams had to enter their choice online via a google form, with the first team to correctly guess the perpetrator, winning a cash prize of Rs. 5000.

With the completion of the event, the promotional video of PRoelio 2018 was played, the PRoelio 2018 banner was unveiled, the event was officially launched, and registrations were opened on Dare2Compete.

PROELIO 2018

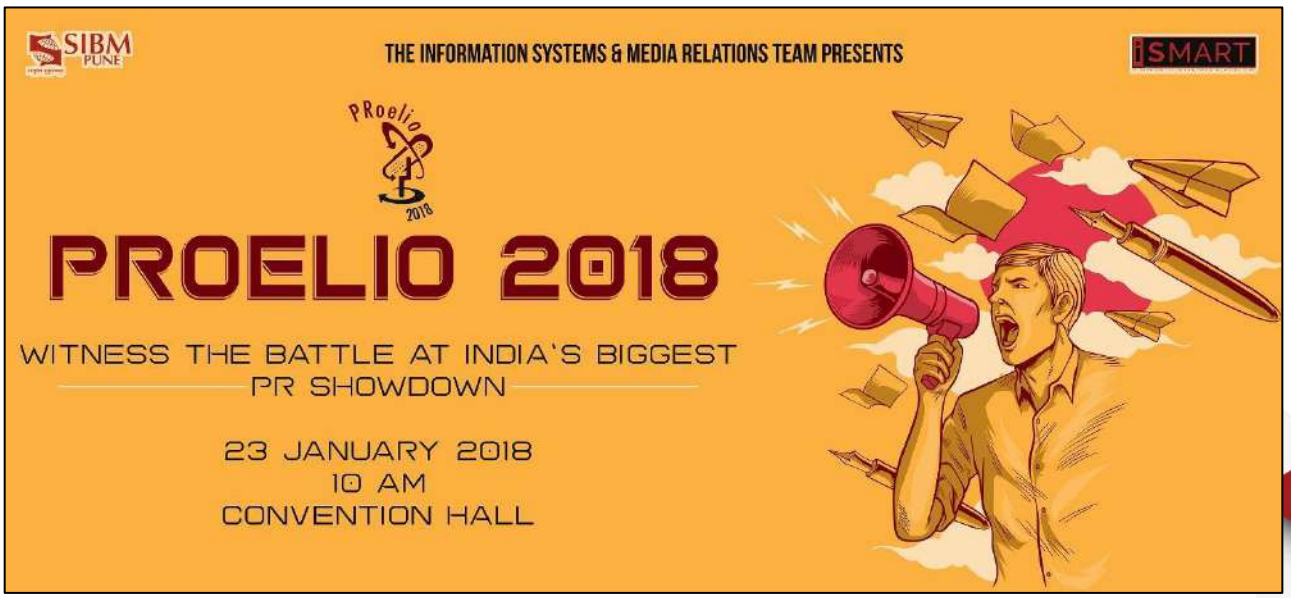
PRoelio, the flagship event of iSMaRT, is a unique national-level case study competition which involves participants to solve a PR disaster and come up with unique strategies to salvage the value, reputation and trustworthiness of the client it represents. In the 2018 edition, the competition saw nationwide participation from several B-Schools including IIM Raipur, IIM Indore, IIFT Delhi, IMT Ghaziabad, NMIMS Mumbai, MICA and the home campus team from SIBM Pune.

After a grilling elimination round from the 115 teams which participated, only 6 teams were shortlisted for the grand finale held at the SIBM Pune's Lavale campus on 23th January, 2018.The final round tested the team's ability to defend their client in a public setting, answer the questions convincing, take in new information and act accordingly without showing external signs of flustering and their communication skills and the manner in which they face the live press round.

The judges included Ms. Sangeeta Chacko, Head of Corporate Communications at Percept Limited, Ms. Aditi Kapoor, Marketing Head at ENIL (Radio Mirchi) and Ms. Ira Singh, Radio Jockey at Radio Mirchi, 98.3 FM.

The focus of PRoelio has always been on live challenges and interactive presentations as it attempts to simulate the live press experience a professional PR agency faces. PRoelio 2018 winners received prizes worth Rs. 70,000/-.

Team 'Expecto Patronum' with members Rohit Tandekar, Swapnil Wardhane, and Tejas Kumar from SIBM Pune emerged as the winners and Team 'Global Gyan' from IMT Ghaziabad with members, Shubham Jindal, Neerja Hamirwasia, and Mayank Jain were declared as the runners-up. Kaushal Munshi from SIBM Pune was awarded the title of 'Journalist of the Year'.



The event was sponsored by Radio Mirchi, Safe Express and Internshala. Radio Mirchi was the Entertainment Partner and as part of the collaboration, a segment of the morning show on Radio Mirchi was allotted to iSMaRT and SIBM by RJ Ira. Internshala was the Internship & Training Partner, and it provided free access to Internshala's online training courses. SafeExpress was the Logistics Partner for the event.

As part of external promotions, PRoelio had social media posts from RJ Ira and Ms' Sangeeta Chacko. A Facebook Live video was released on RJ Ira's FB page to her listeners and viewers, wherein she interacted with the finalists and the students of SIBM Pune.

EVENT COVERAGES AND INTERVIEWS

One of the key activities of the PR team is to provide exclusive coverage to SIBM Pune events that happen on and off campus, this includes event photography, live tweeting, event reporting, social media postings and interviewing the guests. The interviews conducted are posted on the official SIBM Pune YouTube channel and these serve as an insightful source of information for students, aspirants and knowledge seekers. We also help bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles.

Following is the non-exhaustive list of events that were covered by iSMaRT in 2017-18:

- Abbott Business Challenge Launch
- Godrej Loud 2017
- HUL L.I.M.E 9 Campus Round 2017
- Mahindra War Room launch and Campus Round, 2017
- Marico Over the Wall Launch and Campus Round 2017
- Nestle 4Ps Challenger Campus Round 2017
- Nestle Ingenium Campus Round 2017
- Reliance Industries 'The Ultimate Pitch' Launch Event
- Tata Steel-a-Thon Campus Round 2017
- Vodafone Voyage Campus Round 2017
- 'Think Raipur' launch event, conducted by Mr. Shaunak Mukherjee, Cofounder, AFP
- Guest Lecture by Mr. Amit Malik, Chief People Officer, Aviva Life Insurance
- Guest Lecture by Dr. Parag Waknis, University of Massachusetts Dartmouth
- Guest Lecture by Mr. Abhay Srivastava, Cipla Limited
- Guest Lecture by Mr. Amit Narain, Head of HR, Nestle India
- Guest Lecture by Mr. Anubhav Jain, Wipro Digital
- Guest Lecture by Mr. Harshavardhan Singh Chauhan, DLF Shopping Mall
- Guest Lecture by Mr. Jatin Panchal, Godrej Consumer Products Limited
- Guest Lecture by Mr. Prabir Jha, Cipla Ltd
- Guest Lecture by Mr. Rajesh Hurkat, Head HR, Mattel India
- Guest Lecture by Mr. Salil Dalal, President, Sales and Marketing, Fevicol Division, Pidilite Industries
- Guest Lecture by Mr. Vijay Sharma, GlaxoSmithKline
- Guest Lecture by Ms. Angela Kurien, IBM
- Guest lecture by Ms. Surabhi Singhal & Ms. Megha Saini, Boston Scientific India
- Guest Lecture by Prof. Martin Jones, Nottingham Trent University, UK
- Guest Lecture by Shri. Govindbhai Dholakia, Founder & Chairman, SRK Exports
- Guest Lecture Dr. Govind Iyer, University of North Texas,USA
- Guest Lecture by Nomura Executives
- Alum Speak Session by Mr. Varun Raina, AirBnB

- Alum Speak Session by Mr. Vikram Karayi, Partner, Linkage India
- Alum Speak session by Mr. Apurv Choubey, Serum Institute
- Alum Speak session by Mr. Vijay Thomas, Customer Experience Manager, Harley Davidson India
- Imperio Session by Dr. Gunjan Bhardwaj, Innoplexus AG
- Imperio Session by Mr, Deepak Acharya, Proctor & Gamble, Singapore
- Imperio Session by Mr. Sauvik Banerrjjee, Tata Industries
- Imperio Session by Mr. Sundar Ramaswamy, Partner, KPMG
- Aarambh 2017
- Admissions 2018
- Arcturus 2017
- Box Cricket & Rink Football 2017
- Budget Symposium 2018
- Consulting Fair 3.0
- Cummins Redefine 2017
- Dwandva 2017
- Economic Conclave 2017
- Encore South 2018 (Bangalore)
- Encore West 2017 (Mumbai)
- Entrepreneurship Summit 1017
- Gravitas 2018
- Gravitas Launch Quiz, 2017
- Hoopster 2017
- iConclave 2018
- Legacy 2017
- Management Day 2018
- Prerna 7.0
- Rendezvous 2017
- Rhapsody 2017

Following are few of the many eminent SIBM Pune guests interviewed by iSMaRT in 2017-18:

- Mr Apurv Choubey, Global CHRO, Serum Institute Private Ltd
- Mr. Aniruddha Khekale, Group Human Resource Director, Emerson Automation Solutions
- Mr. Arvind Varchaswi, Managing Director, Sriveda Sattva
- Mr. Ashish Pherwani, Partner - Advisory Services, Ernst & Young
- Ridges and Furrows 2017
- Senate 2018
- Shuruaat Bus Initiative
- SPL X 2018
- Transcend 2018
- Mr. Avinash Parhi, Senior Director, Shopclues
- Mr. Binu John, Group HR – Talent Transformation, Wipro Ltd (Consumer Care and Lighting)
- Mr. Deepak Rathi - CFO at FUTURE GROUP, FLFL Lifestyle Brands Limited

- Mr. Harpal Parmar, Partner, Wipro
- Mr. Harshavardhan Singh Chauhan, DLF Shopping Mall
- Mr. Kashyap Vadapalli, CMO, Pepperfry.com
- Mr. Koushik Balasbramanian, Protiviti India
- Mr. Mrinal Mohan, Director, Culture & Capability at IDFC Bank
- Mr. Nishant Prabhu, Regional Sales and Customer Manager at Hindustan Unilever Limited
- Mr. Prabir Jha, Cipla Ltd
- Mr. Sanjay Sharda, Head – Rural Distribution, Rural Banking, Induslnd
- Mr. Sauvik Banerrjjee, Tata Industries
- Mr. Shaunak Mukherjee, Co - Founder at AFP - A Fresh Perspective
- Mr. Sriram Iyer, Vice President - Sales at Wipro Ltd. (Consumer Care Division - FMCG)
- Mr. Sudarshan Sarma, Industry lead at Facebook
- Mr. Varun Raina, AirBnB
- Mr. Vikram Karayi, Partner, Linkage India
- Mr. Vivek Subramaniam, On-Premise Manager, Pernod Ricard
- Ms Anugya Punetha, Area Marketing Manager, Coca Cola India
- Ms. Angela Kurien, IBM
- Ms. Prriti Narain is the Country Head-HR, AkzoNobel

PRINT MEDIA & ONLINE NEWS PLATFORMS

We believe that it shows greater authenticity when SIBM events are covered by a credible news organization. We have maintained relationships with online news and education portals such as InsideIIM, HTCampus, CareerAnna, MBASkool and YourStory. Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals. These featured articles help us to expand our online presence and to connect with our huge audience base in India and abroad. Furthermore, an online search for SIBM Pune would throw up many related articles which add immense value to the brand image of the Institute and are hosted on completely neutral third-party websites. This adds further

credibility to the claims made by the institute. We are also in the process of engaging the print medium for coverage of events and news.

We have also made our presence felt in college reviewer sites such as Shiksha. iSMaRT members are currently campus representatives on these sites and answer queries regarding the college, questions from MBA candidates and help generate buzz for SIBM related news and events through this platform.

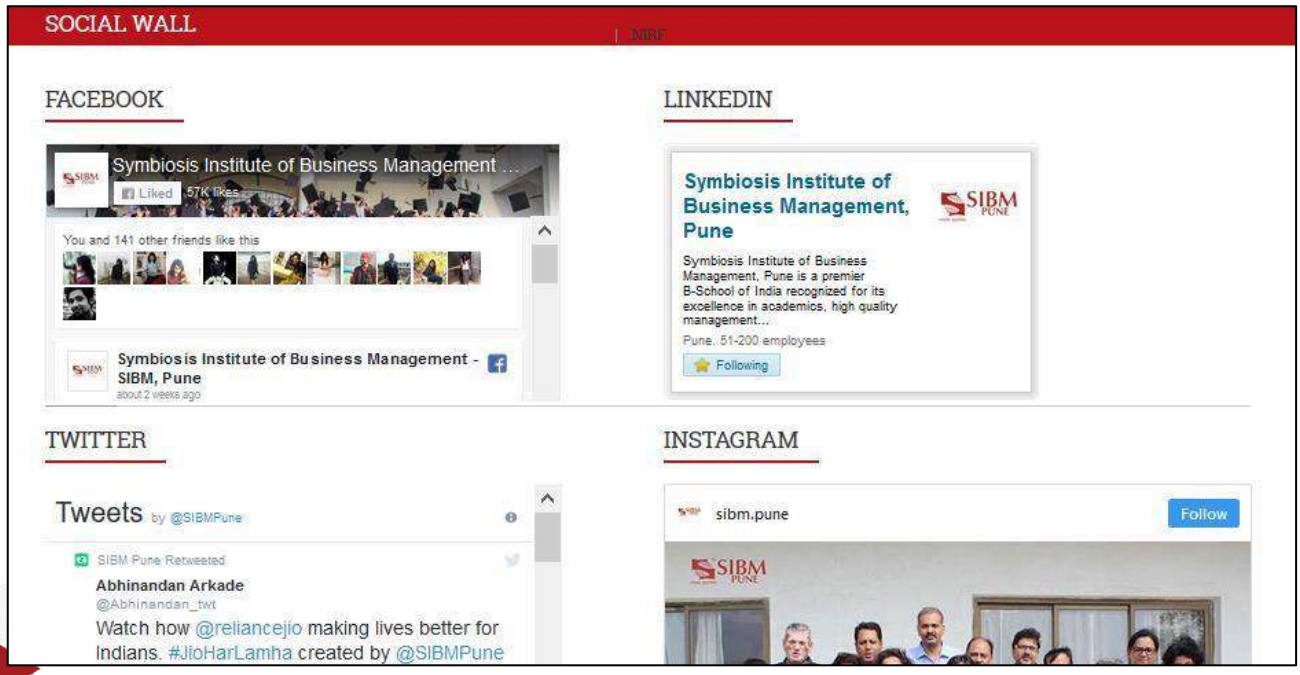
INFODROME & PAT PORTAL

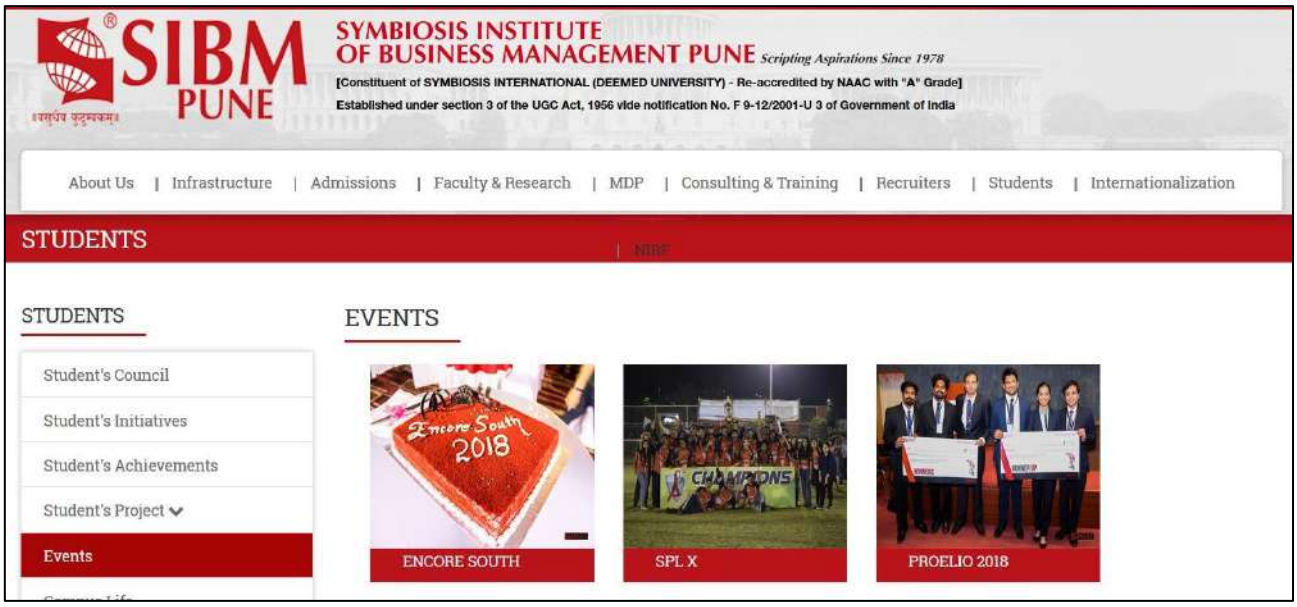
The team is also dedicated to the IT initiative and facilitating knowledge sharing. 'InfoDROME', designed and maintained by iSMaRT. It is an intranet portal that equips the students with a platform which facilitates easy functioning of their day to day activities. It aims at collaboration at all levels between the staff, faculty and students to ensure smooth functioning of the entire academic process. Some of its current features include links to the attendance portal and the PAT portal. An entertainment section with fun games, data vaults with quick links to research sites, student query portal, and a daily notifications page are some of the many features available. To make InfoDROME more secure and reliable, a transition process is in the pipeline. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience.

iSMaRT assists the Placement Advisory Team in the smooth functioning of SIRP and CRP process by managing the PAT Portal. It is an interface designed by the erstwhile IT team of 2013 in collaboration with the Placement Advisory Team to provide an easy to use online user experience to the students for various placement processes such as CV submissions, checking schedules, etc.

SIBM PUNE WEBSITE

Working closely with the IT department, one of iSMaRT's responsibilities is to update and maintain the SIBM Pune website. Sections such as featured events, Students tab, Events and achievements page etc. are regularly updated by iSMaRT. The website is also tailored to integrate a variety of social media handles which are managed by iSMaRT. It also includes research and scholarly articles from distinguished faculties at SIBM Pune and essential information is highlighted to students/ aspirants through Notices or Event notifications.




SIBM PUNE
SYMBIOSIS INSTITUTE
OF BUSINESS MANAGEMENT PUNE Scripting Aspirations Since 1978
[Constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY) - Re-accredited by NAAC with "A" Grade]
Established under section 3 of the UGC Act, 1956 vide notification No. F 9-12/2001-U 3 of Government of India
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STUDENTS
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EVENTS
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ENCORE SOUTH
CHAMPIONS
SPL X
PROELIO 2018

SPL X SUPER SELECTOR

Like each year iSMaRT organized the SPL Super Selector in parallel with the SIBM Pune Premier League in February 2018. iSMaRT had developed an online platform to enhance the experience of Symbiosis Premier League. This event gives students a chance to create a dream team of players in SPL and earn points based on their performance in live matches. This is done via the online SPL portal which opens after the day's matches are over and is locked before matches start, giving participants time to analyse the day's scores and create a dream team for the next day. Developed along the lines of ESPN Super Selector, the SPL X Super Selector has seen wide participation and generated a lot of excitement among the students.

COLLABORATIONS AND INITIATIVES

In the year 2017-18, iSMaRT has taken various initiatives and collaborated with other council teams, to ensure adequate PR and exposure is provided for SIBM Pune. Following are the details of some of the collaborations and initiatives.

HR CONCLAVE 2017: HR Conclave 2017 was the first amongst its kind in recent times. iSMaRT ensured complete coverage of the event with live Facebook, Twitter and LinkedIn posts on SIBM pages. Interview snippets of the guests were recorded for the after movie and 20+ interview questions were prepared for CNBC channel. In addition, we also handled the social media pages of HR Conclave and assisted the HRC team with logistics.

GODREJ LOUD 2017: iSMaRT collaborated with the Corporate Interface Team to create the official SIBM video and a music video for Godrej LOUD.

PHOTO FRAMES: iSMaRT ensured that corporates and alumni are given a framed photo as a memento of their visit to SIBM Pune. During the Convocation Ceremony 2017, around 200 frames were given to graduating students to mark the special occasion.

ACHIEVERS DATABASE

Each year iSMaRT collects, collates and verifies achievement data of students for that particular academic year. This data is related to academic, sports and other extracurricular achievements earned during the academic year. This is an important administrative task under the purview of the team.

This data is collected via online forms throughout the year. It is used by the administration, faculty and the director for multiple uses. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, these awards include best student achiever, researcher of the year, sportsman and sportswoman of the year etc. The data is also used by the administration to participate in various National B-School Surveys.

This year we received more than 340 achiever entries from both the MBA and MBA I&E batches. Here are a few snapshots from the 40th Management Day.

CLOSING NOTE

We take opportunity to take Dr. R. Raman – Director of SIBM Pune, Dr. W. Ravi Kumar – Director of SIBM Pune, Mr. Sadep Babaya – iSMaRT Faculty Chair, Mr. Anand Singh – Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their unwavering and unconditional support towards the Information Systems and Media Relations Team.

We would like to take the entire student body of SIBM Pune for their overwhelming support to make the management and the disadvantage by iSMaRT. We express our deepest gratitude to every individual who has contributed to iSMaRT's work and is of the SIBM Pune to whom the rights.

"Coming together is a Beginning.

Keeping together is Progress.

Working together is Success"

-Henry Ford

SIBM
PUNE
॥वसुधैव कुटुम्बकम्॥

2017

CAMPUS RECRUITMENT PROGRAMME 2017

FOREWORD

SIBM Pune, one of the premier B-Schools in the country has concluded its final placements for the year 2017. Like every year, SIBM Pune continued to enjoy immense confidence from the corporate world as substantiated by the remarkable placement season for the Batch 2016-2018. The institute's unique student-driven culture, robust corporate engagement model and planned academic rigour have consistently resulted in a significant increase in the competency levels of the students. This value proposition has strengthened the confidence of the corporates in SIBM Pune. A total of 85 companies across the sectors such as Automobiles/Automotive, BFSI, Consulting, FMCG/FMCD, Information Technology, Infrastructure, Manufacturing, Pharmaceutical, Retail, and Telecom, amongst others confirmed theirparticipation for the Campus Recruitment Programme 2017.

A total of over 180 students participated in the Campus Recruitment Programme this year. The students of SIBM Pune once again proved their mettle through quality performance during their Summer Internship and at various B-School Competitions; a total of 63 students accepted various Pre-Placement Offers extended to them through either of the routes. The regular recruiters at SIBM Pune reinforced their faith in the

institute by opening newer, coveted roles for the students. The participating companies made a total of 191 offers spanning across functions such as Finance, General Management, HR, Operations, Sales and Marketing, and Strategy. The average CTC offered to the students saw a significant increase over the previous year,from 15.02 LPA in 2016 to 16.23 LPA in 2017.

HIGHLIGHTS

NUMBER OF OFFERS

191

PARTICIPATING COMPANIES

85

AVERAGE CTC

16.23 LPA

NUMBER OF PPOs

63

TOP 50 AVERAGE CTC

23.05 LPA

TOP 100 AVERAGE CTC

20.07 LPA

HIGHEST COMPENSATION

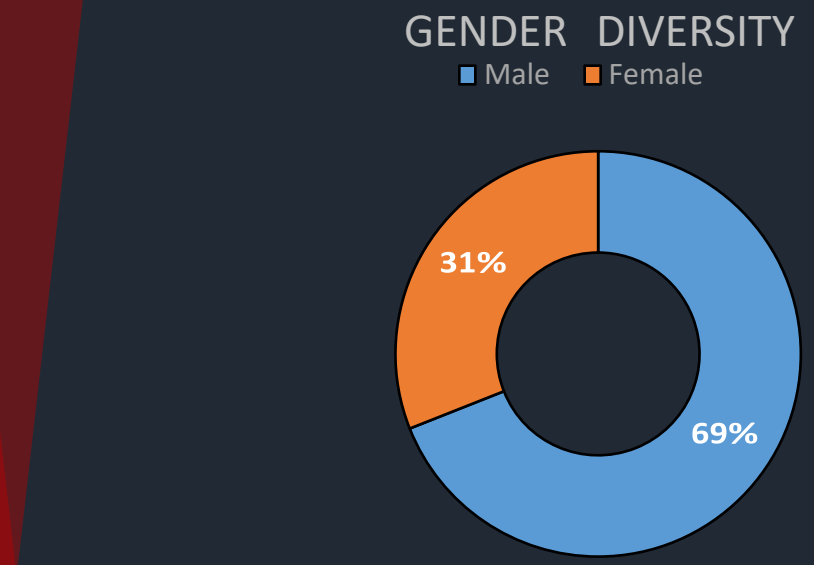
28 LPA

NEW RECRUITERS

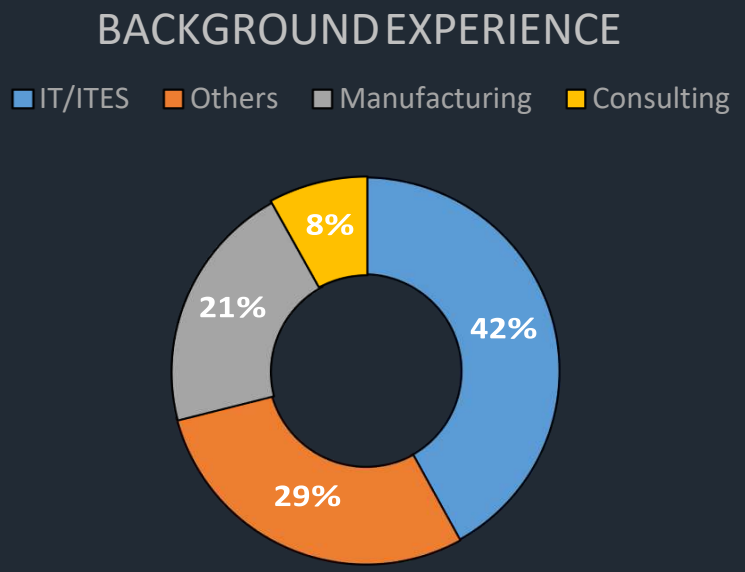
48

BATCH PROFILE

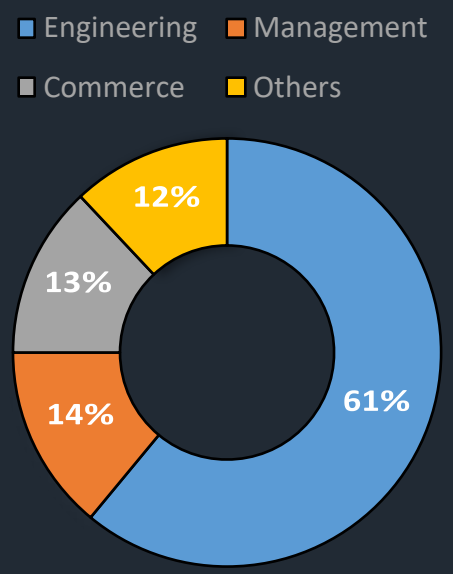
GENDER DIVERSITY



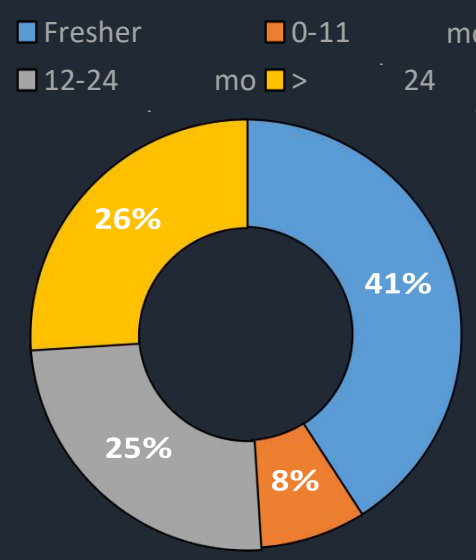
BACKGROUND EXPERIENCE



EDUCATION

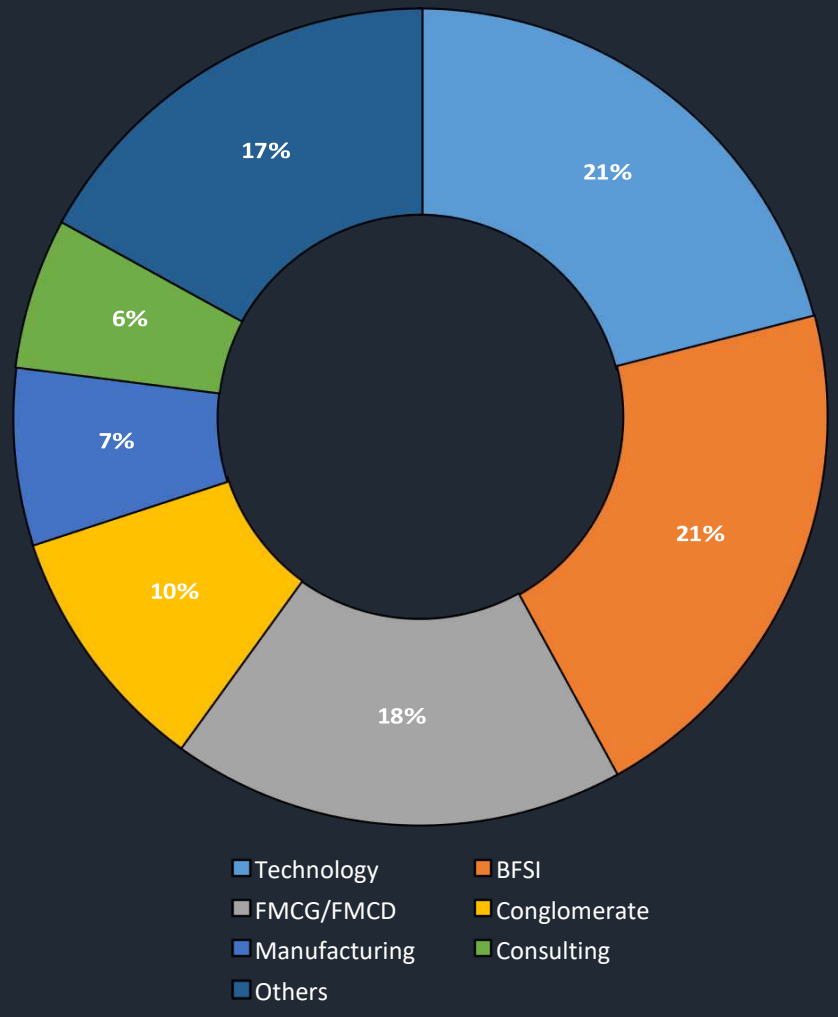


WORK EXPERIENCE

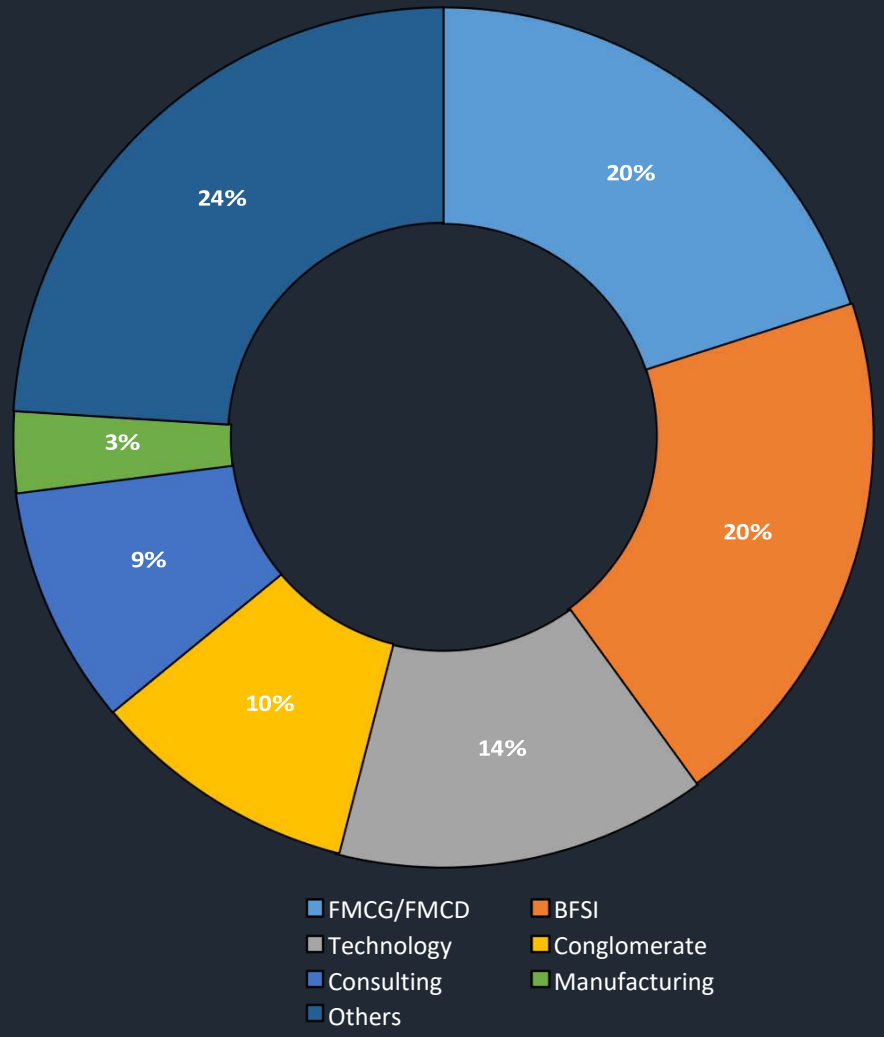


RECRUITER PROFILE

Sector Wise Company Distribution



Sector Wise Offers



KEYRECRUITERS

Abbott India Limited, Asian Paints Limited, Crompton Greaves Consumer Electricals Ltd., Dell EMC,

FMCG/FMCD

GlaxoSmithKline Consumer Metro Cash & Carry India, Mother Dairy Fruit and Vegetable Limited, Nestle India Ltd., Healthcare Ltd., Henkel Adhesives Technologies India Pvt. Ltd., Nivea L'Oréal India Pvt. India, Ltd.,

Pidilite Industries Limited, Saint-Gobain India, Wipro Consumer Care & Lighting

CONGLOMERATES

Aditya Birla Group, Limited, Maersk GSC, Mahindra Group, Piramal Group, Reliance Industries LimitedGE India Industrial Pvt. Ltd., Godrej Industries Limited and Associate Companies, ITC

Aviva India, Goldman Sachs, HDFCStandard Life Insurance, HDFCBank, HSBC India, Indegene, ICICI Bank

BFSI	Ltd., Indiabulls Housing Finance Limited, JP Morgan Chase & Co., Kotak Mahindra Bank Limited, Marsh India
	Insurance Brokers Pvt. Ltd., Morgan Stanley, RBL Bank Limited, SBI Cards
	Accenture Services Pvt. Ltd., Capgemini Technology Services India Limited, Cisco Systems
TECHNOLOGY	India Pvt. Ltd.,
	Genpact India Pvt. Ltd., IBM India Pvt. Ltd., Infosys Ltd., Intellect Design Arena Ltd., Tech Mahindra Limited,
	Vodafone India Limited, Wipro Limited
	Accenture Solutions Private Limited, Bristlecone India Limited, Ernst & Young
	Services Pvt. Ltd., Michael
CONSULTING Page	International, PricewaterhouseCooper SDC Pvt. Ltd., SaaSfocus, ScaleFactor Consulting Labs Pvt.
	Ltd., ValueLabs, IBM India Pvt. Ltd.
	Aircel Ltd., Aspect Ratio, Bajaj Auto Limited, Think& Learn Pvt. Ltd., Cipla Ltd., DLF Ltd.,
	GroupM India, Hero

OTHERS

MotoCorp Ltd., Ltd., Ola, Sterlite Power, Tata Communications, Tata Jet Airways (India) Ltd., Maruti Suzuki India Limited, Motors Limited, Vedanta Limited, NeoNiche Integrated WNS Global Services Solutions Pvt.

Private Limited

ACKNOWLEDGEMENT

Standing testimony to its 39-year long legacy, the footprint that SIBM Pune has impressed on the minds of recruiters was evident during the placement process wherein they participated in an intensely competitive atmosphere to pick up the best of talents. The enthusiasm, discipline and business acumen of the candidates ensured that SIBM Pune reinstated its position as a sought-after campus for the future as well.

MESSAGEFROM THE DIRECTOR

"I would like to thank all our recruiters for their continued faith in SIBM Pune for campus engagements and placements. I am also grateful to our illustrious alumni, who have extended an overwhelming support to our students by

conducting various interactive sessions and guest lectures wherein the students not only gained a practical industrial perspective but also received guidance to prepare for the recruitment process. I am sure that SIBM Pune will scale greater heights in the time to come. A special mention to the ex-members of the Placement AdvisoryTeam for theircontinuous guidance and support.”

ANNUAL REPORT 201 7-18

RESEARCH AND SCHOLASTIC DEVELOPMENT TEAM

SIBM PUNE

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT,
SYMBIOSIS KNOWLEDGE VILLAGE, GRAM: LAVALE,
TAL: MULSHI, PUNE – 412115, MAHARASHTRA

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Introduction

OVERVIEW | RSDT 2017-2018

Research and Scholastic Development Team (RSDT) is the research and business consulting cell of Symbiosis Institute of Business Management, Pune. We are concerned with preparing research publications of SIBM Pune, equipping students for placement processes, bringing about scholastic development of students through thought-provoking events and workshops, and identifying and executing live projects that have the potential to contribute to the ever-changing landscape of business management.

RSDT is the center for building thought leadership at SIBM Pune.

VISION

To make SIBM Pune the center for thought leadership and a research hub among the leading Business Schools in India.

MISSION

To create opportunities for students to acquire knowledge and apply it through industry projects, research initiatives and to promote an environment for management consulting.

TEAM MEMBERS

Senior Team (MBA-II)

Archishman Bandyopadhyay	Marketing
Gaurav Lulla	Marketing
Gaurav Singh	Finance
Ishaan Bahree	Marketing
Mukesh Chhabra	Operations
Naman Tandon	Marketing
Saanya Mehra	Operations
Sampurna Ray	Human Resources

Junior Team (MBA-I)

Aditya Rishi	Marketing
Apratim Mukhopadhyay	Marketing
Chinmay Tadwalkar	Marketing
Manika Gandhi	Human Resources
Shruthi Viswanathan	Operations
Sreejan Tharad	Finance
Tushar Chib	Marketing

Overview | RSDT 2017-2018

OVERVIEW | RSDT 2017-2018

RSDT provides a platform for both academic and corporate exposure that helps students develop a holistic understanding of what management truly is.

CORPORATE CONNECT:

Continuing the legacy of bringing live projects each year for the students, RSDT got projects from both well established companies and start-ups to give hands-on experience to the students. These are real life **Industry Consulting Live Projects** that help students relate the theoretical knowledge to real life issues. These also enable students to connect with corporates and get a flavor of the corporate world.

Some of the companies which have offered Live Projects at SIBM Pune in the past include: **Accenture Management Consulting, Citigroup, Cummins India, GE India, SBI Mutual Fund, Jio Infocomm Ltd, Hindustan Coca Cola Beverages Pvt. Ltd., Mahindra First Choice Services, Mother Dairy, Reliance Industries Limited, Schaeffler, and many more.**

RSDT organized '**The Economics Conclave 2017**', on 5th August 2017, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce. The topic for the Economics Conclave was **"Doing Business in India: Economic Reforms and Ground Realities".** The event began with a keynote speech by *Mr. Kashinath Katakdhond*, MD & CEO, Receivables Exchange of India Limited which was followed by a panel discussion. The esteemed guests for the panel discussion were *Mr. Kashinath Katakdhond*, *Mrs. Brinda Jagirdar*, retired as General Manager & Head Economic Research / Chief Economist, State Bank of India, *Mr. Neeraj Sharma*, Partner, PwC India and *Mr. Pradip Kadam*, Senior Consultant / Director, Mastercard India. The discussion was moderated by *Mr. Biharilal Deora*, Principal Advisor, Association of International Wealth Management of India.

BUDGET SYMPOSIUM 2018

RSDT conducted **'Budget Symposium 2018'** on 17th February 2018 wherein an analysis and discussion on the Union Budget 2018 was hosted at SIBM Pune. The keynote speech was delivered by *Dr. Soumya Kanti Ghosh* (pictured below, to the left), Group Chief Economic Advisor, SBI. The panelists for the discussion were *Mr. Aashish Chandorkar* , Vice President and Head, Capgemini Consulting India, *Mr. Sand ip Garg* , IRS, Commissioner of Income Tax, *Mr. Navneet Kothari* , Director, Tax & Regulatory, PwC India , *Ms. Bhushana Karandikar*, Research Collaborator and former Dy. Commissioner of Sales Tax, Govt of Maharashtra, and was moderated by *Mr. Ajaya Sharma*, Head, Research Markets and Anchor, ET Now.

Dr. Soumya Kanti Ghosh

Panel Discussion – Budget Symposium 2018

ACADEMIC ENDEAVOURS:

OVERVIEW | RSDT 2017-2018

The new academic year saw various initiatives being taken by RSDT with a heavy focus on overall academic growth of the students. The session for 2017-19 began with the launch of the Dissertation Competition for the students of the incoming MBA batch (2017-19), prior to their joining the college. This was aimed at preparing the students for the rigorous academic schedule of SIBM Pune and to hone their opinions on key specialization topics.

This was followed by '**Specialization Orientation**' sessions conducted by RSDT for the new batch. The aim of these sessions was to familiarize the students with the kind of job roles and profiles that are offered in each specialization and the work that is expected out of them. The session was conducted by highly competent set of students from MBA-II who shared their own invaluable experiences and knowledge with the junior batch. A lot of pertinent queries of the new batch got resolved during these sessions and they were able to choose the correct stream for themselves.

BEACON SECTOR SPECIAL 2017

The '**Beacon Sector Special 2017**' provided an in-depth review of

- Banking
- Manufacturing
- Pharma
- Telecom
- Automobile
- IT & ITES
- Real Estate and Logistics
- Fast Moving Consumer Goods (FMCG) & Fast Moving Consumer Devices (FMCD)

BEACON ALMANAC 2017

An in-depth analysis of the Indian economy – the **Beacon Almanac 2017** on Indian Economy was released. This journal aided the students of MBA I in their SIRP preparation and was widely appreciated by students of both batches. It also helped the MBA II batch for their final Campus Recruitment Process.

SUMMER INTERNSHIP EFFECTIVENESS AND EFFICIENCY DEVELOPMENT PROGRAM (SEED)

RSDT continued its rigorous work on the SIRP preparatory front through the **Summer Internship Effectiveness and Efficiency Development (SEED)** program. The team collaborated with the Placement Advisory Team and conducted a series of preparatory sessions and lectures under a program named Student Mentorship Program 2017. The program involved students of MBA-II taking specialization-wise lectures for students of MBA-I based on the knowledge gained during the first year as well as the cues taken from the industry during the previous Summer Internship Program. An extension of the Student Mentorship Program was the **CV and HR blanks mentorship** wherein RSDT appointed mentors from MBA-II to review the CVs of the students of MBA-I in order to help them fine tune their CVs for SIRP 2017. In addition to the CVs, RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

BEACON SUMMERS 2017

To aid the junior batch in their summer internship placement process, RSDT launched the '**Beacon Summers**' – a comprehensive document on the summer internship recruitment and summer internship experiences of the Second Year (MBA II) students. The report was to guide the First Year (MBA I) students on the nature of work related to each specialization, thus helping them choose the right specialization.

CRP (CAMPUS RECRUITMENT PROGRAM) PREPARATORY KIT AND ALUMNI SESSION

To aid the senior batch for the preparation of their final campus placements, a comprehensive kit was prepared with the support of all SIGs to provide preparatory help on specific specializations as well on topics of current and general importance. Further, MBA-II students were also mentored by alumni to aid in their preparation.

WORKSHOPS

RSDT facilitated **workshops** by Kraftshala, CMIE and The Smart Tree for MBA I and MBA II. Kraftshala conducted a session on Reverse Marketing, Centre for Monitoring Indian Economy Pvt. Ltd organized a workshop to acquaint students with the following databases and tools: ProwessIQ, Industry Outlook and Economic Outlook, to empower students to conduct research. The Smart Tree conducted the Amazon Trained E-commerce Specialist Program (ATES) which immensely helped the students to learn about the back-end process that goes behind listing the vendors on an e-commerce platform.

BEACON MANAGEMENT REVIEW 2018

RSDT proudly launched the Annual Research Journal of SIBM Pune - **Beacon Management Review (BMR), Volume VIII** on Management Day 2018. It has been conceptualized as a platform to showcase the research abilities and deep fundamental and conceptual understanding of the students of SIBM, Pune on important management and general issues that are relevant in today's dynamic corporate environment. The theme for this year's issue was – '**Redefining Business for the Next Decade**'. Awards in various categories were announced for the articles published.

LUMIÈRE

Lumie re, a series of guest lectures from our illustrious alumni and eminent corporate leaders, seeks to provide students with current and industry-relevant knowledge of topics beyond regular curriculum and equip them better for their future. These sessions aim to increase the intellectual capital of the student body through interaction with stalwarts from the industry and the academia. The insights provided by them acquaint the students with the nuances, contemporary practices and trends in industry.

Students from HR specialization had an opportunity to learn via case study discussions, lectures and interactions with guest lecturers including *Mr. Santanu Ghoshal*, Vice President - Human Resources at Schaeffler India and *Prof. Shekhar Bhonagiri*, Legal and Industrial Relations Consultant, in the domain of Industrial Relations. The topics covered were as follows:

- The Collective Bargaining; Negotiation Processes: the process, techniques, relationship, challenges faced and critical issues, skills essential for negotiating contracts, pre-negotiation preparation

- Intricacies of Employment of Contract Labour: the emerging trends, reforms and regulations, challenges faced (if any), legal and social aspects, personal experience

INHERITANCE

SIBM Pune has carved out a name for itself in the field of B- School and corporate competitions. Its students have constantly bagged top positions at major competitions. To ensure that the upcoming batches have the right guidance and resources to follow the path of their winning seniors, RSDT has come up with 'Inheritance', wherein winning presentations from various co mpetitions will be collated and posted on a single portal. This will help the next generation of students to take a cue from their seniors on preparing winning solutions and presentations for competitions in the future.

#RSDTRECOMMENDS

RSDT, from its social media page on Facebook, shares insightful articles on strategy, business, consulting, HR, Marketing, Operations, Finance and interesting current developments in the industry from time to time. These links to articles or videos help the page 's followers stay informed and abreast with current industry trends.

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SECC Annual Report 2017-18

The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM), Pune and is one of the nine teams of the student council. The team functions under three wings - Social, Entrepreneurship and Consulting. The main aim of the SECC is to:

1. Bring about a change in the minds of students, inspire them to take up entrepreneurial activities, build the startup ecosystem in the campus and bring the students in line to the country's startup culture.

2. Instill a social responsibility in the minds of the students and give back to the society.

3. Assist budding startups through student consulting and thereby provide exposure to the students in various industries.

SECC conducts various events as part of their three wings over the year and works with the single intention to promote student culture at SIBM Pune.

The major activities conducted as part of SECC during 2017-18 were:

Entrepreneurship:

- Entrepreneurship Summit 2017
- Chai with Entrepreneur

Social:

- Prerna 7.0
- Winter is Coming
- Armed Forces Day
- Umang
- Joy of Giving

Consulting:

- Winter Internships
- Consulting Fair 3.0

Entrepreneurship Summit 2017
4th, 5th, 6th August 2017

Entrepreneurship Summit 2017

ENTREPRENEURSHIP SUMMIT - 2017

Where Innovation Meets Leadership

Peter Drucker rightly said “The best way to predict the future is to create it”. The Entrepreneurship Summit 2017 was truly one of the biggest events that took place on the scenic campus at Lavale of SIBM, Pune. Organised by the **Social, Entrepreneurship**

and Consulting Cell of SIBM Pune, the Entrepreneurship Summit 2017 brought in participants and start-ups from diverse domains and geographies across India.

Pride and Passion

Among the various events that took place over the 3 days of the Entrepreneurship Summit 2017, **Pride & Passion** was one of the most widely anticipated and successful events. The event was graced by **Dr V.V. Ravikumar, Deputy Director, SIBM Pune**, **Mr. Dilip Thosar, CEO of SCEI** and **Mrs. Poornima Thapas – Faculty in Charge, SIBM Pune**.

The guests for the day were: **Dr. Radhakrishnan Pillai, Author of Corporate Chanakya and Chanakya's 7 Secrets of Leadership, Mr. Abhishek Prasad, Head, Investments (VC & Corporate Venturing), GenNext Ventures Fund and Mr. Varun Sheth, CEO and Co-Founder, KETTO**. They addressed an enthusiastic audience and shared their life stories with them.

Udaan

Udaan- The Business Plan Competition,5was an event where the participant entries were first screened by **Professor Yogesh Brahmankar**, Faculty in charge Innovation

and Entrepreneurship, SIBM Pune and **Professor Ismail Akbani**, Faculty at Symbiosis Institute of Technology. The participants were then mentored by **Mr. Arjun Panchal**, Entrepreneur, Author & Founder of PapaZapata, **Dr. K. Rajagopal**, Associate professor SCMHRD and **Dr. Preetha Menon**, Assistant Professor, SIBM Pune. In the Final Round the participants were evaluated by an esteemed panel of judges consisting of **Mr. Darshan Doshi**, Head Of Programs, GenNext Innovation Club, **Mr. Sameer Gupta**, Director -Future Group FZ LLC, Partner- Ah! Gyan Guru Venture of Ah! Ventures and **Mr.Anil Paranjape**, Venture Partner at Infuse Ventures & Entrepreneur. The participants were judged on their scalability, feasibility and originality amongst other factors.

Jugaad

Jugaad - The fundraiser is a one of it's kind selling event, which provides students with an exciting opportunity to explore their selling skills in the real world by applying classroom concepts. The event provided the participants a chance to showcase their selling skills and do their bit towards the society. SECC sourced goods produced by local artisans and craftsmen, to be given to the students, who set off into the city to sell them at inflated prices, the proceeds from which were donated to various NGOs in and around the city. An initial campus round was held wherein each of the participating teams of two members were asked to make a sales pitch centered on random articles to the judging panel.

Run Bhoomi

Run Bhoomi - a strategy based virtual IPL auction was a thrilling event which concluded in a nail biting finish where the first and the sixth team were separated by mere 15 points. This event tested the strategic minds of the participants as the teams had to build a balanced team to prevail against the competition.

Yin Yang

Yin Yang - An innovation based event made its way into the Entrepreneurship Summit 2017 for the very first time. The participants were to combine unique products and come up with an innovative solution for a problem. **Dr. Nihar Shah,** Director at Silver Bright and **Mr. Sameer Gupta**, Director - Future Group FZ LLC, Partner- Ah! Gyan Guru Venture of Ah! Ventures shared their valuable insights with the participants and also judged the event.

Symbihaat

Symbihaat - Our very own version of an entrepreneurial paradise was a three-day carnival of sorts where participants could choose to set up stalls under categories of food, games & merchandise. An assortment of Burgers, Pizzas, Wraps, Jalebis, Momos, to name a few. A gaming booth, a handicrafts stall and a stall for dog lovers were the other highlights of Symbihaat. **Haat-Nights**, was planned for the last two days of E-Summit 2017, in association with the **Co-Curricular Team of SIBM Pune**. From old melodies to the latest chartbusters, the open-mic session was a resounding success.

Case Studies and other Competitions

Case Latte - An event was organized by **Caf-Fin, Finance Club of SIBM Pune**. It was judged by **Mr. Shubham Gupta**, Corporate Banking Division, ICICI Bank and **Mr. Kunal Arora**, Risk & Investment Manager, J P Morgan.

Corporate Czar - A quiz competition conducted by **QUOD The Quizzing & Debating Club of SIBM Pune**. The participants racked their brains to come up with answers to the questions posed to them.

There were 3 Case Study Competitions that were conducted during the three day event:

Mindspark was a case study challenge powered by **Plan My Medical Trip** and conducted by **Mark-O-Polo**, **the Marketing Society of SIBM Pune.**

Conquest was a case study competition powered by Zippaboard. **Mr Arshad Abid**, CoFounder Zippaboard, judged the event.

Prayaas was a case study challenge presented by **Brillio's – CSR initiative "Bringing Smiles**". **Mr. Abhishek Ranjan,** Global Head – Sustainability, CSR, Brillio Technologies**, Mr. Mahesh Iyer,** Head of IT, Spice Tailor and **Mr. Ashutosh,** CEO of STEM learning took out time from their busy schedule to judge the competition.

With such a diverse range of competitions the Entrepreneurship Summit 2017 helped inspire and spread the culture of entrepreneurship among the students present at Lavale Campus.

Winter Internships 2017

Winter Internships

The Winter Internships are a part of the curriculum of the Innovation & Entrepreneurship course. SECC assisted the students of MBA I&E in securing internships at various NGOs across the country, where the objectives of the Internship were:

1. To sensitize towards India's social sector, issues and challenges faced by masses
2. To create understanding of the role of NGOs and their contribution to the society
3. To understand NGOs' functioning as a social venture and identify several aspects pertaining to effective functioning of NGOs

The internships were for a period of 2 weeks in the months of October and November 2017. Some of the NGOs that came on board are **The Centre for Urban and Regional Excellence (CURE), Samadhan, Toy Bank and Sarvagun Society**

Winter Is Coming
9th November 2017

Winter Is Coming

SECC on the **9th of November 2017** performed a social initiative by distributing blankets to the needy people on the streets of Pune in order to help them endure the winter. **Winter is Coming** is an initiative by SECC in which the team distributed **150 blankets** across the streets of Sivaji Nagar, Pune Railway Station, Municipal Office Area, Ganesh temple and other areas of Pune.

The Team raised funds through **Jugaad: the fundraiser** event of Entrepreneurship Summit 2017.

Chai With Entrepreneur 15th

Chai with Entrepreneur

Chai With Entrepreneur, one of the signature events organized by SECC, is designed to expand the knowledge of aspiring entrepreneurs in an informal discussion over a cup of tea. The **'Chai with Entrepreneur'** session for this academic year was conducted on **15th November 2017.**

The event was graced by **Mr. Shamindra Shinde**, founder of **Healthy Home India**, a start-up founded in 2016, which offers membership based medical healthcare services at the patient's doorstep. Mr. Shamindra is an alumnus of the **Innovation and**

Intrapreneurship (I^2) Batch of 2016, SIBM Pune. He shared his journey of launching his start-up after graduating from here, the challenges he faced and how he worked his way around them. Such an in-depth analysis helped expose the budding entrepreneurs of SIBM Pune and specially the Innovation & Entrepreneurship batch to several concepts that are applicable to a start-up.

Consulting Fair 3.0 25th November 2017

Consulting Fair 3.0

The Consulting Wing of the Social, Entrepreneurship and Consulting Cell, SIBM Pune proudly organized the Consulting Fair 3.0 on the **25th of November 2017**. This event was designed to create an opportunity for the students to work on real life business challenges and enhance their management skills.

It was a one-day event, which invited numerous start-ups and companies from across the country to the sprawling Lavale campus, where these organizations had the opportunity to identify some of the brightest minds in the country to work on their consulting assignments.

In the third edition of the Consulting Fair, **19 companies offered 29 profiles** to students across all disciplines including Marketing, Finance, HR and Innovation & Entrepreneurship. The impressive line-up for the day included companies like OYO, Jio, Count Magic, Ease India and many others.

The Consulting Fair 3.0 received a total of **153 applications** out of which **106 got shortlisted** for the second round and finally **66 students** were offered consulting assignments. The students appreciated the quality of consulting assignments and the effort put in by the team in the process.

Armed Forces Flag Day 7th D

Armed Forces Flag Day

The Armed Forces Flag Day is observed every year on the 7th of December to commemorate the supreme sacrifices made by our valiant armed forces for protecting the sovereignty & integrity of our country.

In the honor of this occasion, SECC organized an event on **7th December**, to provide the students of SIBM Pune an opportunity to connect and interact with armed forces personnel.

The session was graced by **Retd. Col. C.V. Mohan**, Senior Campus Administrator, Symbiosis, Viman Nagar Campus. He shared interesting incidents of his days in the armed forces and made the students aware of the importance of this day for any Indian citizen through quotes of Indian army officers like Sam Manekshaw.

Umang
25th December 2017

Umang

The Social wing of SECC organised 'Umang' wherein the team and a group of students celebrated Christmas with the children of an orphanage under **Make A Difference (MAD) Foundation, Pune.** With the generous donations of students, staff and faculty, more than 40 children experienced the joy of playing a variety of games and felt special this Christmas.

The team bought gifts for the children from the funds-raised, as per their wish list, which was given to them a week earlier. The gifts included **books, toys, remote control cars, dictionaries, watches, stationery and mats.**

There was an overwhelming response from the children, staff at the orphanage and the student volunteers for the noble cause. It was a memorable and fulfilling time spent with the children and a small gesture of support from our end to make their Christmas Special!

Prerna 7.0
19th Dec 2017 - 21st Jan 2018

Prerna 7.0

The Social wing of SECC organizes **Prerna,** which is an initiative aimed at spreading knowledge and smiles. Launched in 2011, the objective of Prerna is to teach, instill and create awareness about basic life skills among people. Every year, as part of this initiative, the students of SIBM Pune provide vocational training to those who belong to the less privileged background and have a desire to learn.

This year, Prerna focused on providing all around awareness about life skills to its beneficiaries. The event successfully **concluded on the 21st of January**. A total of **5 sessions** were organised over a span of a month. The first two sessions were held at SI(DU) Hilltop Campus, Lavale for the housekeeping staff on the **19th of December 2017** and **6th January 2018** respectively. These two sessions covered topics like **Basic English, how to operate features of a Mobile Phone, filing an F.I.R by means of a role-play, basic first aid and basic hygiene tips.** The topics for the session were chosen based on the request of the housekeeping staff after having multiple interactions with them.

More than 80 housekeeping staff attended both the sessions and a team of 50 student volunteers facilitated the training. The staff found the sessions very effective and enriching. They appreciated the efforts of the students and look forward to more sessions like these in the future.

The third and the fourth session was held for the residents of Ambervet village on the **14th and 20th of January** respectively. More than 30 adults and 50 children attended the sessions and a group of 45 students facilitated training by means of skit and printed material. The residents learnt how to use **an ATM card, steps to file an F.I.R and basic English words** with their Hindi and Marathi equivalents. Children were made to learn various topics in **Science, Geography and Math** through fun activities and roleplays.

Prerna concluded with its final leg at Ghotawade village. This session aimed at educating the residents on how to file an **F.I.R, use an ATM card, basics first aid** and an interactive session with the children. More than 80 individuals benefitted from the session.

This year, Prerna has sensitized the lives of more than 400 people by assisting them to learn and be aware of occurrences around them and acquire practice life skills for their benefit. The initiative a value add not just for its beneficiaries but also for the students of SIBM Pune who got the opportunity of being part of this fulfilling journey and doing a bit for the society.

Joy of Giving
14th Feb – 23rd Feb 2018

Joy of Giving

Joy of Giving, was an initiative by the Social Wing of SECC where old clothes, books and anything that might be of use to the under privileged were collected with the belief that old, unused products can make someone's life better.

Boxes were placed at all hostel entrances. Students, alumni and staff donated generously towards this cause.

The drive was extended in the month of March from 17th March 2018 to 25th March 2018 as End of Year Collection Drive. Donations were received in large numbers. The proceeds from this initiative were donated to various NGOs in Pune.

The Team

S Team

- Drishti Rana
- Farhaan Syed
- Mark Toppo
- Parth Aggarwal
- Sankha Som Uma Burkule
- Vivek Swaminathan

J Team

- Ankish Handa
- Bharath N Mandhyan
- Garvit Bhandari
- Himanshu Agarwal
- Prerna Toshniwal
- Priyadharshini J Sucharita Aneja Vikash Immanuel Dang

I Team

- Ankish Handa
- Bharath N Mandhyan
- Kaushal Munshi
- Prerna Toshniwal
- Priyadharshini J
- Saman Singh Pahwa
- Sucharita Aneja
- Vikin Shah