

### 7.3.1 SIBMP 2019-2020 Institutional Distinctiveness

SIBM Pune aims to create and nurture the future leaders and also believes in innovation and work force creation in the similar lines we have a program called MBA I & E. Under this program we have a project innovation. The information is mentioned below.

#### **Details of the initiative**

SYM-ACCELERATE is introduced at two levels viz. first semester and third semester of MBA(I&E).

First Semester students: One on One mentoring provided by Field experts/ Entrepreneurs to all students in 1<sup>st</sup> sem. Of MBA IE (2019-21) batch and 3<sup>rd</sup> semester MBA IE (2018-2020) batch.

The focus of mentoring and assessment during first semester was 'Problem identification in the field of interest and 'Finding out a solution' during second semester. MidSemester and End- Semester assessment was done by a panel of mentors where students presented their progress on the problem they identified and proposed solution.

#### **Objective of the initiative**

To facilitate validation of ideas, business model refinement and provide mentoring support to attain the start-up dreams of MBA Innovation & Entrepreneurship students.

**Steps taken to implement the process:** 1. Connecting to the entrepreneurs, alumni entrepreneurs and discussion with them on initiative. 2. Formal engagement of mentors and allotment of students to mentors was done where students were supposed to meet mentors regularly and work on the feedback. 3. Tracking the student progress during the semester and at the end of semester as well.

For 3<sup>rd</sup> semester: Mentoring initiative was introduced in 2 days panel presentation format to assess the start-up progress and guide the students for further journey. A gaps were identified after these 2 days panel presentations and accordingly students were given exposure/ training on the needed areas like costing, design thinking, etc.

**Challenges faced while implementation:** 1. It was difficult for students to get the time of mentors (in few cases) and meet them periodically. 2. Tracking the progress on the feedback given by mentors was also a little difficult for Institute, but the end-semester review was able to put this in place where the learning and work of the students was assessed and why ahead was drafted.

#### **Time taken to implement the initiative**

The planning for SYM-ACCELERATE started in July 2017 and it was initiated within 15 days for the first semester students of the batch of 2017-19. For third semester students, the initiative was limited to mid-semester and end-semester assessment and mentoring panels.

#### **Role model:**

Inspired by Dr. Hashim S Hussain who heads UNIDO-Baharin's Investment & Technology Promotion Office. Dr. Hashim is start-up evangelist and he conducts entrepreneurship development programmes at various international forums in various countries. I attended his training in June 2017 and during discussions with him, we thought of starting such an initiative which will enable SIBM to build its own ecosystem to nurture start-ups.

#### **The measurable impact and outcome**

Both, first semester and third semester students benefited from SYM-ACCELERATE where students were able to fine-tune their innovative ideas. Third semester students were able to refine their solutions, prototypes, connect to mentor network outside SIBM and successfully launch their pilot subsequently.



### **Distinctive Innovation**

This initiative is more learner centric and result- oriented as it directly involves mentor engagement for assessing students' start-up and further support to enable the students to conduct the pilot implementation.

### **Sustainability & scalability growth plan for the initiative**

We continued the initiative for the year 2018-19 and also including digital platforms for monitoring student progress and presenting their ideas. 2. We have also included need-based workshops/ hands-on training for to enable them to develop domain expertise and exposure to new technologies

Leveraging technology to scale up your current initiative

1. All the students in the first semester (Batch 2018-20) are preparing video pitch on their ideas and this video will be played in front of mentors and other students as well to get feedback on content and presentation as well.
2. Further, all the students will be using digital platform to record their weekly progress on their start-up.
3. Also all third semester students will be creating and uploading a video pitch (video explaining their start-up) which will also be presented during SYM-ACCELERATE end semester reviews.
4. All students enrolled for SWAYAM course online to upgrade skills.

### **Other information about the initiative**

SIBM Pune focuses on experiential learning and also focuses on innovative assessment so as to enable the students to apply the learning in their day to day life. For MBA(I&E), In 3<sup>rd</sup> semester most students reach the advanced stage of their start-up idea. On one side mentoring is provided through SYM-ACCELERATE; other side we have courses on 'Marketing Strategy, Operations Strategy and Finance Strategy and product design in this semester. The final evaluation of these 4 courses is integrated where students are expected to work on Product/service design and prepare a detail B-plan with addressing all 3 strategies. This integrates efforts of the students while they work on their start-ups and also enables them to focus on functional dimensions before they conduct pilot.



## SYM Accelerate – Invitation Acceptance- MBA II<sup>nd</sup> Year

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

From: Madhura Bedarkar <[madhurabedarkar@sibmpune.edu.in](mailto:madhurabedarkar@sibmpune.edu.in)>

Date: Thu, 22 Aug, 2019, 16:03

Subject: SymAccelerate - Day Plan

To: Partygames4all <[rtulpule@gmail.com](mailto:rtulpule@gmail.com)>, Amar Shah <[amar@thequickwok.com](mailto:amar@thequickwok.com)>, <[rohitsghosh@gmail.com](mailto:rohitsghosh@gmail.com)>, <[ameya@proforce.in](mailto:ameya@proforce.in)>, Vineet Nerurkar <[vineet.nerurkar@gmail.com](mailto:vineet.nerurkar@gmail.com)>, Parag Khare <[paragkhare@gmail.com](mailto:paragkhare@gmail.com)>, <[harsh@rightpath.co](mailto:harsh@rightpath.co)>, <[sabha.fazabhoy@scmstpune.ac.in](mailto:sabha.fazabhoy@scmstpune.ac.in)>, pranav pathak <[pranavpathak@gmail.com](mailto:pranavpathak@gmail.com)>, Vineet Rajan <[vineet@scoutmytrip.com](mailto:vineet@scoutmytrip.com)>, Hemant Thite <[hrthite@gmail.com](mailto:hrthite@gmail.com)>, <[sanketbiyani@gmail.com](mailto:sanketbiyani@gmail.com)>, <[sanket@jalakjewels.com](mailto:sanket@jalakjewels.com)>, Ismail Akbani <[ismail@sitpune.edu.in](mailto:ismail@sitpune.edu.in)>, Sabina DSilva <[sabina.deio@zoho.com](mailto:sabina.deio@zoho.com)>, Sharayu Bhakare <[sharayubhakare@gmail.com](mailto:sharayubhakare@gmail.com)>, Aravind chinchure <[chinchure@sibmpune.edu.in](mailto:chinchure@sibmpune.edu.in)>, Varad Deshpande <[varad@yolkshire.com](mailto:varad@yolkshire.com)>, Joshi, Aditya <[aditya.joshi@manpowergroup.com](mailto:aditya.joshi@manpowergroup.com)>, Sandeep Bhattacharya <[sandeepbhattacharya@sibmpune.edu.in](mailto:sandeepbhattacharya@sibmpune.edu.in)>, ritesh khatwani <[riteshkhatwani@sibmpune.edu.in](mailto:riteshkhatwani@sibmpune.edu.in)>

Cc: Yogesh Brahmankar <[yogeshbrahmankar@sibmpune.edu.in](mailto:yogeshbrahmankar@sibmpune.edu.in)>, Arjun Panchal <[arjunpanchal@sibmpune.edu.in](mailto:arjunpanchal@sibmpune.edu.in)>, anand singh <[anandsingh@sibmpune.edu.in](mailto:anandsingh@sibmpune.edu.in)>

Dear All,

Greetings from SIBM P!

At the outset, we would like to thank you for accepting our request to be a panelist for SYM-ACCELERATE 2019.

The Day Plan for Sym-Accelerate will be as follows:

- 9.30 a.m.: Briefing over breakfast for panelists at Director's Conference Room (Ground Floor, SIBM Pune Building )
- 10 a.m. to 1 p.m.: Students' presentations to panels in respective classrooms
- 1 p.m. to 2 p.m.: Networking lunch at Khaana Khajana, SIBM
- 2 p.m. to 5 p.m.: Students' presentations to panels in respective classrooms

This day's schedule may vary for each one of you depending upon the time-slots accepted.

Honorarium and conveyance will be paid as per SIU Rules.

We will share a one-page write-up prepared by each student on his/ her start-up to the panel before the presentation.

Looking forward to meeting all you on 26 August 2019 at 9.30 a.m., at SIBM Pune. For any queries, please feel free to speak to me

Thanks and regards,

Dr. Madhura Bedarkar

Assistant Professor & Faculty-in-charge MBA I

Symbiosis Institute of Business Management [SIBM]

Symbiosis Knowledge Village Lavale, Tal Mulshi

Via [Sus Road, Pune](#)



## Schedule August 2019-SYM Accelerate

MBA-I&E Sem-III Batch 2018-20 SYM ACCELERATE Schedule on 26 & 27 August 2019

### SYM ACCELERATE - AUGUST 2019

Date - Monday, 26th August 2019				
Panel Number	Morning Slot	Name of the Student	Time slot	Venue
1	10 am - 1 pm	Ms. Palak Taparia	10 am - 10:45 am	X-101
		Mr. Paulochen Joseph Akkara & Mr. Rathod Rahul Nayak	10:45 am - 11:30 am	
		Mr. Sahil Jindal	11:30 am - 12:15 pm	
		Mr. Sanghavi Yash Girish	12:15 pm - 1 pm	
2	10 am - 1 pm	Mr. Burli Rishab A.	10 am - 10:45 am	X-201
		Mr. Kunal Dhamdhere	10:45 am - 11:30 am	
		Ms. Shaurya Munjal	11:30 am - 12:15 pm	
		Ms. Aditi Goel	12.15 pm - 1.00 pm	
3	10 am - 1 pm	Ms. A. Aparna & Ms. Akansha Singh	10 am - 10:45 am	X-202
		Mr. Devdutt Das	10:45 am - 11:30 am	
		Mr. Modi Jevil M.	11.30 am - 12.15 pm	
		Mr. Paulochen Joseph Akkara & Mr. Rathod Rahul Nayak	12.15 pm - 1.00 pm	
4	10 am - 12.15 pm 	Mr. Charlie Thapliyal	10 am - 10:45 am	X-203
		Mr. Nikam Satyajeet Vilas	10:45 am - 11:30 am	
		Mr. Kartik Gupta	11:30 am - 12:15 pm	
Panel Number	Afternoon Slot	Name of the Student	Time slot	Venue
5	2 pm - 5:00 pm	Ms. Ishita Agarwal & Sreshtha Agarwal	2 pm - 2:45 pm	X-101
		Mr. Manikanthan Shiva J.	2:45 pm - 3:30 pm	

		Mr. Revant Rathi	3:30 pm - 4:15 pm	
		Ms. S. S. Amrutheshwari	4:15 pm - 5 pm	
6	2 pm - 4:15 pm	Mr. Heet K. Thakkar	2 pm - 2:45 pm	X-201
		Mr. Patil Rohan R.	2:45 pm - 3:30 pm	
		Ms. Sonal Garg	3:30 pm - 4:15 pm	
7	2 pm - 5.00 pm	Ms. Kanika Vaish	2 pm - 2:45 pm	X-202
		Mr. Karan Maheshwari	2:45 pm - 3:30 pm	
		Mr. Modi Unmil Ambrish	3:30 pm - 4:15 pm	
		Mr. Sawan Sangeet Parida	4:15 pm - 5 pm	
8	2 pm - 4.15 pm	Mr. Nitesh Kumar K. Amaliyar	2 pm - 2:45 pm	X-203
		Ms. Aneeta Biju & Ms. Suruchi Baid	2:45 pm - 3:30 pm	
		Mr. Sanghavi Yash Girish	3.30 pm - 4.15 pm	

Date - Tuesday, 27th August 2019

Panel Number	Morning Slot	Name of the Student	Time slot	Venue
9	10 am - 1 pm	Mr. Aditya Abrol	10 am - 10:45 am	X-101
		Mr. Anchit Dutta	10:45 am - 11:30 am	
		Ms. Samprada Jindal	11:30 am - 12:15 pm	
		Ms. Vartika Tripathi	12:15 pm - 1 pm	
10	10 am - 1 pm	Mr. Jeyachandar B.	10 am - 10:45 am	X-201
		Mr. Shubham Kaushal	10:45 am - 11:30 am	
		Mr. Shubhankar R. Gupta	11:30 am - 12:15 pm	
		Mr. Siddharth Aggarwal	12:15 pm - 1 pm	
11	10 am - 1 pm	Mr. A. Sujay & Mr. Koustav Sinha	10 am - 10:45 am	X-202
		Mr. Dashani Jayraj S.	10:45 am - 11:30 am	

		Mr. Tenneti Srikanth Reddy	11:30 am - 12:15 pm	
		Ms. Sharika Sanjay	12:15 pm - 1 pm	
12	10 am - 1 pm	Mr. Abhyudaya Swami	10 am - 10:45 am	X-203
		Mr. Rohan R. Khanvilkar	10:45 am - 11:30 am	
		Mr. ArjunSinh Patankar	11:30 am - 12:15 pm	
		Mr. Prabhav Maheshwari	12:15 pm - 1 pm	
Panel Number	Afternoon Slot	Name of the Student	Time slot	Venue
13	2 pm - 5 pm	Mr. Mayank Agarwal	2 pm - 2:45 pm	X-101
		Mr. Parikshit Sarda	2:45 pm - 3:30 pm	
		Mr. Ushwin Chrungu	3:30 pm - 4:15 pm	
		Mr. Harsh Vardhan Kajaria	4:15 pm - 5 pm	
14	2 pm - 5 pm	Mr. Mudit Chowdhary	2 pm - 2:45 pm	X-201
		Mr. Munish Mahajan	2:45 pm - 3:30 pm	
		Mr. Nikhil Aggarwal	3:30 pm - 4:15 pm	
		Mr. Soumyadip Haldar	4:15 pm - 5.00 pm	
15	2 pm - 5.00 pm	Ms. Aneeta Biju & Ms. Suruchi Baid	2 pm - 2:45 pm	X-202
		Mr. Mudit Chowdhary	2.45 pm - 3.30 pm	
		Mr. Utkarsh Sharma	3.30 pm - 4.15 pm	
		Ms. Vartika Tripathi	4.15 pm - 5.00 pm	
16	2 pm - 5.00 pm	Ms. Aiswarya Joseph	2 pm - 2:45 pm	X-203
		Mr. Krutarth R. Amin	2:45 pm - 3:30 pm	
		Mr. Sanchit Narsaria	3:30 pm - 4:15 pm	
		Ms. Sharika Sanjay	4.15 - 5.00 pm	



## SYM Accelerate - Invitation- MBA I<sup>st</sup> Year

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

From: Arjun Panchal <[arjunpanchal@sibmpune.edu.in](mailto:arjunpanchal@sibmpune.edu.in)>

Date: Thu, 3 Oct, 2019, 15:00

Subject: INVITATION - SYM ACCELERATE - Level 1 - 2019

To: <[hrthite@gmail.com](mailto:hrthite@gmail.com)>

Cc: Yogesh Brahmkar <[yogeshbrahmankar@sibmpune.edu.in](mailto:yogeshbrahmankar@sibmpune.edu.in)>

Dear Hemant ji,

Greetings from SIBM Pune!

In regards to the discussions you had with Prof Yogesh on call, we would like to invite you as a panelist for one of our flagship mentoring program that is SYM-ACCELERATE Level - 1 which focuses on Validation of Concept.

SYM-ACCELERATE is an assessment and mentoring platform developed for SIBM MBA (Innovation & Entrepreneurship) students, wherein we nurture their start-up ideas by inviting real-world entrepreneurs for assessment and mentorship. This is for the MBA I&E students of Semester I, where they present B-Plan to a panel of 2 mentors. The mentors, in turn, are expected to give critical feedback and suggestions for improvements. This will enable our students to fine-tune their start-up idea and launch their start-up in near future.

We request your presence as a panelist for SYM-ACCELERATE Level 1 scheduled on 7th and 9th October, 2019 during 9.30 am to 5.30 p.m..

Request you to kindly confirm your availability for the same.

--Thanks and Regards,

Arjun Panchal,

Program Incharge - MBA (I&E), SIBM Pune

Tel: 020-28116018 Mob: 888-888-4568



# Schedule October 2019-SYM Accelerate

## MBA I<sup>st</sup> Year

Symbiosis Institute of Business Management Pune MBA I & E Sem. I 2019-21 Batch											
7th Oct											
Sr. No.	Name	Time	Sector	Sr. No.	Name	Time	Sector	Sr. No.	Name	Time	Sector
1	Tanzeel & Aliasger & Durgesh	10.00am	Education	1	Kunal Srivastava	10.00am	Logistics	1	Amulaju Veera Rahul	10.00am	Apiculture
2	Kathik Tayal	10.30am	Export	2	Shrushti & Shreeya & Shubham	10.30am	Dairy	2	Shubham & Shubham & Lakshay	10.30am	Food Delivery
3	Gargi Baweja	11.00am	Home Furnishing	3	Ayush Sah	11.00am	Fashion	3	Anu & Aanya & Muskan	11.00am	Healthcare
Break		11.30am		Break		11.30am		Break		11.30am	
4	Akansha Sahgal & Yatin Batra	11.45am	Packaging	4	Rashi Thakkar	11.45am	Jewellery	4	Megha Agarwal & Shruthi U	11.45am	Fashion
5	Surbhi Jain	12.15pm	Home Decor	5	Loviena Dasture	12.15pm	Consulting	5	Devansh & Hardik & Sagar	12.15pm	Agriculture
6	Stefena Sabu	12.45pm	Construction	6	V V G Ravi Teja	12.45pm	Creatives	6	Shubhi Jain	12.45pm	Agriculture
Lunch		1.15pm		Lunch		1.15pm		Lunch		1.15pm	
7	Aditya Pillai & Anju Ajith	2.15pm	Health Care	7	Hrishikesh Shah	2.15pm	Automobile	7	Aditya Idate	2.15pm	Tea
8	Akash Negandhi	2.45pm	Export	8	Mangesh & Saumaya	2.45pm	IoT	8	Nimarta Kaur	2.45pm	Manufacturing
9	Simran Daljit Singh	3.15pm	Wedding	9	Lakshmi Sai Chandra Maddi	3.15pm	Automobile	9	Agamya Dixit	3.15pm	Beauty Care
Break		3.45pm		Break		3.45pm		Break		3.45pm	
10		4.00pm		10		4.00pm		10		4.00pm	
11		4.30pm		11		4.30pm		11		4.30pm	

Sr. No.	Name	Time	Sector	Sr. No.	Name	Time	Sector	Sr. No.	Name	Time	Sector
1	Tara Alex & Jhalak Agawal	10.00am	Event Management	1	Lavanya Singh	10.00am	Food	1	Paras Nagpal	10.00am	Trading
2	Pohan Bora	10.30am	IT	2	Rajdeep Nath & Mudit Sharma	10.30am	Fresh Juice	2	Rahul Chhapawal	10.30am	Trading
3	Vaibhav Agrawal	11.00am	Waste Management	3	Arnold Mahew & Harshit Bajaj	11.00am	IT	3	Shenik Ostwal	11.00am	Tourism
Break		11.30am		Break		11.30am		Break		11.30am	
4	Pankaj Taneja	11.45am	Sports	4	Himanshu Maurya	11.45am	Home Decor	4	K Sukeeth	11.45am	Co-Working Space
5	Adhiraaj Singh	12.15pm	Manufacturing	5	Radhika Badhan	12.15pm	Fashion	5	Harsha Hennani	12.15pm	Fashion
6	Ikshwaku Singh Akhawat	12.45pm	Education	6	Jayant Dhelawat & Radhey Grover	12.45pm	Automobile	6	Prachi Karn	12.45pm	Handicraft
Lunch		1.15pm		Lunch		1.15pm		Lunch		1.15pm	
7	Bharat Jain	2.15pm	Animal Husbandry	7	Hard Nanavati	2.15pm	Graphic Design	7	Vaena Balachandrar	2.15pm	E-Commerce
8	Parth Arora	2.45pm	Beauty	8	Vaibhav Tanti	2.45pm	Healthcare	8	Mayank Chhaed	2.45pm	Manufacturing
9	Ishita Agarwal	3.15pm	Eco-Friendly Products	9	Jeswin M Varghese	3.15pm	Digital Publishing	9	Anmol Gupta	3.15pm	Sanitaryware
Break		3.45pm		Break		3.45pm		Break		3.45pm	
10	Shashwat & Gunjan & Shikhar	4.00pm	Online Quizing	10	Vipul Koul	4.00pm	Healthcare	10	Muskan Gupta	4.00pm	Workshops
11	Harsh Jain & Gaurav Sharma	4.30pm	Gaming	11		4.30pm		11		4.30pm	



## Outcome

- Forwarded message -----

From: Director-SIBM,Pune <[director@sibmpune.edu.in](mailto:director@sibmpune.edu.in)>

Date: Thu, 10 Oct, 2019, 21:59

Subject: Re: Outcome: Sym Accelerate Level 1

To: Arjun Panchal <[arjunpanchal@sibmpune.edu.in](mailto:arjunpanchal@sibmpune.edu.in)>

Cc: Yogesh Brahmankar <[yogeshbrahmankar@sibmpune.edu.in](mailto:yogeshbrahmankar@sibmpune.edu.in)>

Great !! Keep it up !

On Thu, Oct 10, 2019 at 4:31 PM Arjun Panchal <[arjunpanchal@sibmpune.edu.in](mailto:arjunpanchal@sibmpune.edu.in)> wrote:

Dear Sir,

Greetings!

Sym Accelerate Level 1 was a SUCCESS. Here is the outcome:

1. Students got very effective feedback from the mentors.
2. Students got to network with mentors who will keep mentoring on or outside the campus in future.
3. Mentors also connected few students to their network to connect to vendors and competitors.
4. More focus was on feasibility of the idea. It's better to know as early as possible to save time, energy and money.
5. Seniors also extended their support and mentored first year students before their final presentation to the panelists. This brought a great synergy in I&E as whole.

Below were the panelists:

Mr Amit Rathor

Founder & Director - I-Gen Consulting Pvt Ltd

Mr Abhijeet Survepatil

Director - X Combat Technologies Pvt Ltd

Mr Devendra Ingal

Founder - Ethos WorkSpace Pvt Ltd

Mr Ashutosh Karnik

CTO - Atcom Infotech Pvt Ltd

Mr Hemant Desai

Founder - Gift Karting

Ms Ritu Kedia

MBA - EDI, Startup Strategist

Mr. Sandeep Bhattacharya

Corporate Trainer



## Photographs



Picture 1- Student Presentation at Symaccelerate



Picture 2-Student Presentation at Symaccelerate





Latitude: 18:32:17.48 N  
Longitude: 73:43:54.43 E  
Picture 3- Student Presentation at Symaccelerate  
7th October 2019 at SIBM Pune

Picture 3-Student Presentation at Symaccelerate



Latitude: 18:32:17.48 N  
Longitude: 73:43:54.43 E  
Picture 4- Student Presentation at Symaccelerate  
7th October 2019 at SIBM Pune

Picture 4- Student Presentation at Symaccelerate

