

### 7.3.1 SIBMP 2018-2019 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 programme 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 46 students in 1<sup>st</sup> sem. Of MBA IE (2017-19) batch. Under this mentoring initiative total 20 mentors were allotted to 46 students during first and second semester in the academic year 2017-18. 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.

For 3<sup>rd</sup> Semester of MBA IE (2016-18) batch: Mid Semester Review was planned and executed for assessment of the start-up progress and further guidance to the students to take the innovative ideas ahead. A two Day mentoring and evaluation platform: The panel reviews were arranged for 30 students in 3<sup>rd</sup> Semester on 23<sup>rd</sup> and 24<sup>th</sup> August 2017. It involved 13 experts on panels. Students presented the progress of their start-up/ideas to multiple panels and mentors gave critical feedback and vital inputs to enable the budding entrepreneurs to actualize their dreams.

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 way 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 forum in various countries. I attended his training in June 2017 and during discussions with him, we thought of starting such 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. \*Testimonial attached for reference.

### **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

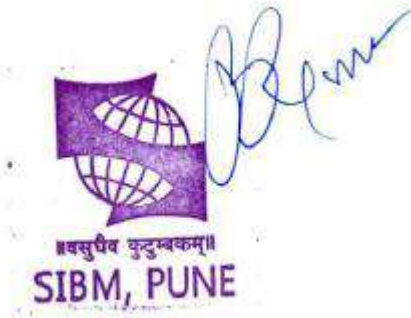
### **Leveraging technology to scale up your current initiative**

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.




Symbiosis Institute of Business Management, Pune  
MBA - I & E Sem-I Batch 2017-19


SYM Accelerate Stage - 1 Presentation Schedule on 12th January 2018


Sr	Faculty Name	Panel	Time Slot
1	Mr.Arjun Panchal & Prof.Yogesh Brahmkankar	Panel-1	9.30
2			10.00
3			10.30
4			11.00
5			11.30
6			12.00
7	Mr.Arjun Panchal & Prof.Ismail Akbani	Panel-1	12.30
			Lunch Break (1 pm to 2 pm)
8			2.00
9			2.30
10			3.00
11			3.30
12	4.00		
1	Prof.Sandeep Bhattacharya & Mr.Hemanth Thite  	Panel-2	9.30
2			10.00
3			10.30
4			11.00
5			11.30
6			12.00
7			12.30
			Lunch Break (1 pm to 2 pm)
8			2.00
9	2.30		

10			3.00
11			3.30
12			4.00
1	Dr.Bala Ramadurai & Dr.Preetha Menon	Panel-3	9.30
2			10.00
3			10.30
4			11.00
5			11.30
6			12.00
7			12.30
			Lunch Break (1 pm to 2 pm)
8			2.00
9			2.30
10			3.00
11	3.30		

1	Prof.Parag Khare & Dr.Vimal Babu 	Panel-4	9.30
2			10.00
3			10.30
4			11.00
5			11.30
6			12.00
7			12.30
			Lunch Break (1 pm to 2 pm)
8			2.00
9			2.30
10	3.00		

11		3.30
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R.No	Name		
40144	Simarjeet Arora	Untangled: Art-Therapies for Mental Wellness	Art/Mental wellness
40129	Nikita Nitin Vete	Financial Advisory	Financial Services
40147	Siddhida Thobde	Vedic way - An A2 dairy company	Dairy
40102	Aayush Gandhi	Manufacturing of switchgears	Electrical and Power industry
40134	Prakhar Gupta	ConstructionConvenience	Building, services and ECommerce
40145	Sucharita Aneja	Liquid Wallpapers	Trading
40103	Abhinav Bhasin	Skin Craft	Skincare Brand
40117	Gaurav Gyanchandani	Life Skill Training	Ed-tech
40132	Pooja K	Gourmet Cafe - Hashtag	F&B Services
40139	Sanjog hati	Befit	Services in fitness industry
40130	Osama Ahmed	Khaitan	Footwear
40110	Aviral jain	Mesmerizingtours	Tourism industry 
40137	Raman C V	Bhakte	E-commerce
40148	Ujjwal Kumar	Trading of latest medical devices in India- SurgySure	Healthcare Industry
40101	Aashi Pawaiya	School	Education Sector
40135	Prerna Toshniwal	Character	Counseling and Guidance Sector/ Graphology

40141	Shardul Sawant	RangePlus Networks	Telecommunication
40131	Rashmi Pillai	SkinDeep	skincare industry
40127	Manan jambusariya	Ignite	Education
40112	Deepak Digga	LogiCom	Transportation (Logistics)
40118	Krupali Hajarnis	Tell a Tale!!	Storytelling and vocational skill education
40136	Rajan Agarwal	FieldWork Foods	Spices Trading
40115	Dipanjan Saha	Carbono	Services
40120	Jaskanwar Singh	Festivals Of Colors	Event Management and Travel
40113	Deepika Vaishnav	The Cafe	F&B services
40140	Satvik Khanna	Urban Essentials	Manufacturing
	Shrayans goenka	Tea	Food and beverage industry
40109	Aroosh Mehani	AZ INFINITY	Footwear
40114	Dimpy Khirwar	Book A Workshop	Mental Health
40107	Ankita Singh	Prayaas	EdTech
40122	Sachin Kanojia	Travelista	Travel and Tourism
40119	Himanshu Agarwal	cloudy	IT  SIBM, PUNE
40108	Anuj Agarwal	LRS	HR
40125	Nidhi Khakkar	Junoon Memories	Gifting Industry
40142	Shantanu Agrawal	Boo! Car wash	Services

40123	karishma nayak	home-bytes	services
40106	Anirudh Singh	Hawk Security	Security
40124	kashish daima	Wasteros	E-waste management
40128	Minshu Garg	02ree	education
40105	Aditya Ramnath	Joules Energy	Sustainable development: Renewable energy
40138	saman Deep SIngh	NGO Products	Social Entrepreneurship
40111	Chandan Fotedar	Interior designing with virtual reality	Interior Design Industry





# SYM-Accelerate at SIBM Pune

'SYM-Accelerate' – A unique mentoring initiative for MBA(I&E) students was successfully conducted on 4th and 5th September 2018



The students presented their start-up progress to the jury. The jury assessed and gave feedback for further improvement. The business ideas presented included from sectors including : Technology, Education, Psychology, Art, Food, Corporate Gifting, Skill Development, Virtual Reality, Logistics, Tourism etc . Prof. Yogesh Brahmkankar and Dr.Madhura Bedarkar played a key role in organizing and executing Dr R Raman



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AUTHOR: DR. R RAMAN - SEPTEMBER 6, 2018

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*SYM-Accelerate for MBA (I&E) students at SIBM Pune*

## SYM-Accelerate at SIBM Pune



## Schedule for Sym Accelerate Stage-I Presentations on Friday, 12th January 2018.

Inbox x



**Santosh Pise** <santoshpise@sibmpune.edu.in>

to MBA, Director, Preetha, Yogesh, V, anand

Thu, Jan 11, 2018, 10:27 AM



Dear Students,

With reference to the previous emails & continuation to Sem-II Project-II to turn your idea into a viable business Sym Accelerate Stage-I presentations are scheduled on Friday, 12th January 2018 from 9.30 am onwards.

PPA Sym Accelerate Stage-I Presentation schedule & be present 10 mins prior to the mentioned timing.

Venue : MDP Rooms & NAAC room (IT Lab)

Regards

Santosh D.Pise

Sr.Coordinator

Academics & Examinations.

MBA-I&E, SIBM,Pune

Ph No - 020 -3911 6010

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

From: Santosh Pise <santoshpise@sibmpune.edu.in>

Date: Wed, Jan 10, 2018 at 4:55 PM

Subject: Gentle Reminder : MBA-I&E Sem-II (Batch 2017-19) Weekly Time Table from 8th to 13th January 2018.

To: MBA I&E Batch 2017-2019 <mbaie19@associates.sibmpune.edu.in>

Cc: Yogesh Brahmankar <yogeshbrahmankar@sibmpune.edu.in>, Preetha Menon <preethamenon@sibmpune.edu.in>, V Kumar <vkumar@sibmpune.edu.in>

