

# ANNUAL REPORT

2022 - 2023



INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

INFORMATION  
SYSTEMS AND MEDIA  
RELATIONS TEAM

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# About iSMaRT

The Information Systems and Media Relations Team (iSMaRT) is the official PR Team of SIBM Pune. As the 'Voice of SIBM Pune', iSMaRT takes the sustenance and amplification of Brand SIBM Pune as its primary and most important responsibility. iSMaRT takes pride in facilitating communication between the institute and its stakeholders, both internal and external. Lucidly narrating the rich legacy and multitude of achievements of the institute, iSMaRT is indeed the 'Custodian of Brand SIBM Pune' – a responsibility that the council shoulders with no small amount of grit, dedication and perseverance.

Apart from managing the institute's communication across all news portals and social media platforms such as Instagram, Facebook, Twitter, YouTube and LinkedIn, the team creates visual and written content in the forms of posters, videos, and articles, which become part of the official online and offline communication channels of SIBM Pune, while also organising events highlighting the importance of Media Management and Public Relations. iSMaRT conducts exclusive coverage of all major offline and online events of the institute, including Corporate Events, Cultural and Management Festivals, Conclaves, and events organised by the Student Councils and Special Interest Groups.

Best Student Council on the basis of Students' Voting  
at Annual Management Day '23



## Senior Team

Himanshu Grover  
(Coordinator)

Avantika Bhandari

Dimple Baheti

Indu Priya Pilli

Mainak Mondal

Prashanth V V

Sharvari Patil

Aditya Periwal  
Jaskaran Singh  
Kshitij Vajpei  
Mesbahul Alam

Pemila Sherpa  
Sankalpa Sarkar  
Shreya Bhattacharya  
Sreyashi Das

## Junior Team

## Interim Team

Aditya Periwal  
Harshal Mahajan  
Krishnadas  
Kshitij Vajpei  
Mesbahul Alam

Pemila Sherpa  
Sagnik Ghosh  
Shreya Bhattacharya  
Sreyashi Das

# An overview of iSMaRT's work

## Event Coverage

Photography, videography and content coverage of all events

Managing the official social media handles of SIBM Pune

## Social Media

## Events and Initiatives

Conducting annual flagship events, campaigns and publishing Vritaanta

Partnering with news outlets to showcase the laurels of SIBM Pune

## Media Relations

## Videography

Creating video repositories, cinematography and video editing

Ideating, designing and curating unique digital and physical creatives

## Graphic Design

## IT & Admin Support

Maintaining Achievements' Database, official website among other things

Articulating official press releases, event reports and blog posts

## Content Curation

# SIBM Pune's Online Presence

The digital presence of SIBM Pune is managed by iSMaRT, who are tasked with ensuring the institute has a strong and impactful online footprint. iSMaRT accomplishes this by creating compelling and thought-provoking content that resonates with both the internal and external stakeholders of the institute. iSMaRT is known for its ability to create quality content that creates a meaningful impact. From eye-catching visuals to thought-provoking articles, the team leverages their creativity and expertise to ensure that the content is engaging and informative.

The team collaborates with the administration, the Students' Council, Special Interest Groups, and other key stakeholders to ensure that the content is relevant and receives the necessary visibility and engagement. The team also undertakes comprehensive coverage of events happening on and off-campus on the social media handles, including students', faculties', and alumni achievements, corporate and cultural events, and much more. This helps to foster a lasting relationship with all stakeholders and ensures that the institute is well-represented online.

Over the past year, the iSMaRT team has achieved remarkable engagement on social media, which they have effectively utilised to showcase SIBM Pune's vibrant student culture. The team's innovative approach to content creation, coupled with their dedication to promoting the institute's values and achievements, has helped to establish a robust and dynamic digital presence for SIBM Pune.

## **SOCIAL MEDIA HANDLES MANAGED BY THE TEAM :**



[Click on the icons to view our pages](#)



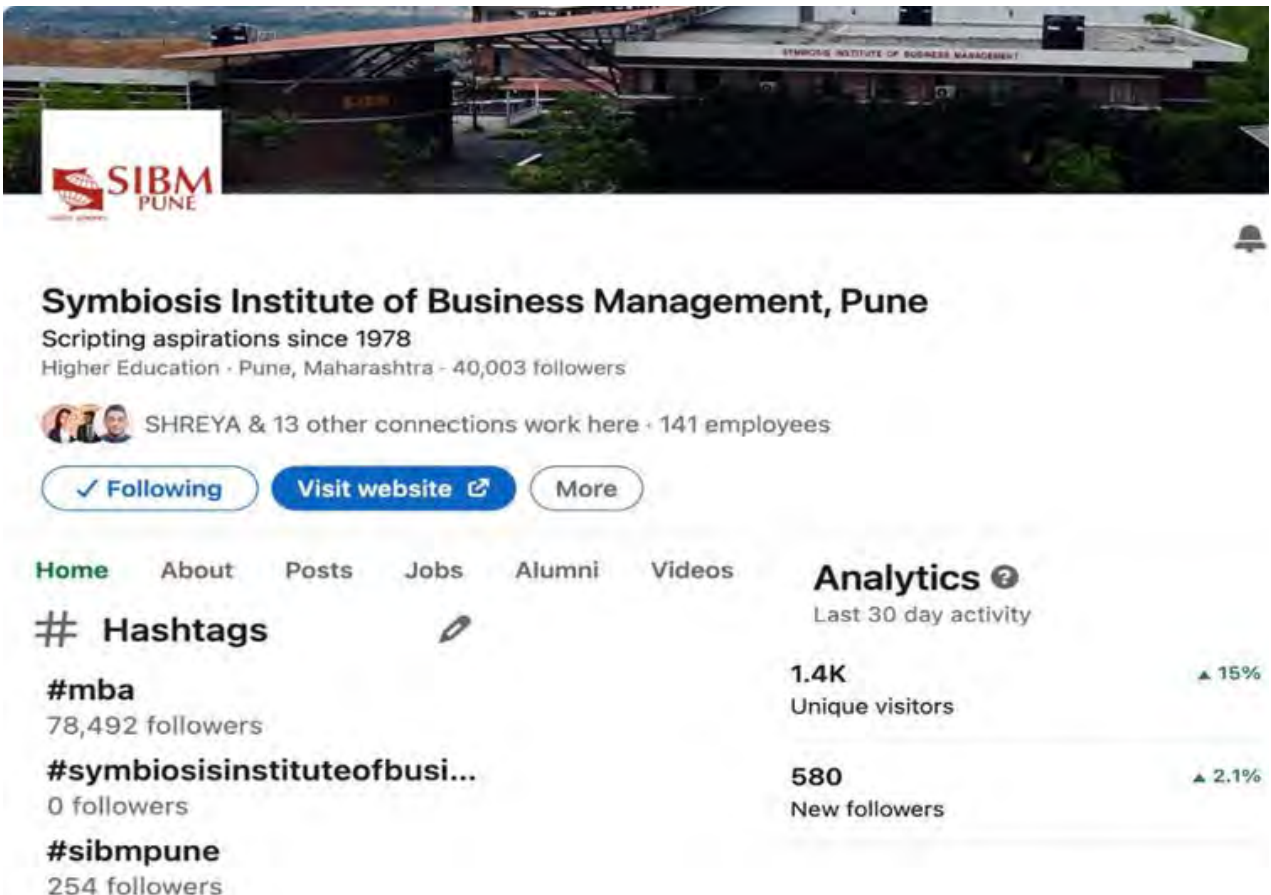
# LinkedIn

SIBM Pune's LinkedIn account is its primary social media channel and has 40,009 followers, marking an increase of 16% from the previous year. The team regularly shares achievements and updates on the platform. This has helped us bolster our connection with corporates, alumni, students, aspirants and other key stakeholders, who actively share and engage with the content on the page. While organic impressions have seen a 42.9% jump in the last year, there has been a 55.64% rise in impressions and a 53.8% click-through rate.

**40K+**  
FOLLOWERS

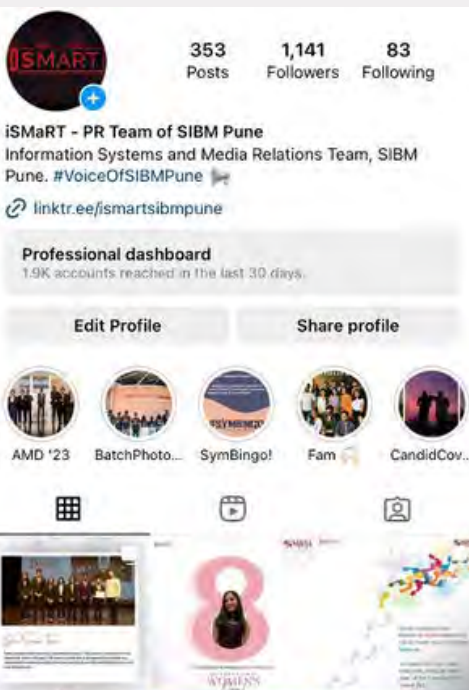
**66K+**  
PAGE VISITS

**50K+**  
IMPRESSIONS





# Instagram



The Instagram account of SIBM Pune provides its stakeholders with a peek into life at the campus. iSMaRT leverages various forms of publishing formats on the platform to share prompt event updates, student achievements, and events undertaken by the student body. The past year saw a 28.7% increase in the number of followers and a 75.47% increase in the corporate event post interactions with a total of 550+ updates posted through the handle and a momentous 60,000+ engagements driven in terms of likes, comments, saves and shares.

## SIBM

**9.4K+** **33.6K+**

FOLLOWERS

ENGAGEMENTS

## iSMaRT

**1.1K+** **1.5K+**

FOLLOWERS

ENGAGEMENTS

[Click on the images to view our pages](#)





# Facebook

The official Facebook page of SIBM Pune was launched in the academic year 2014-15 and since then iSMaRT has ensured that all event updates and activities are promptly updated on the handle. The team, on behalf of the Institute, answers queries of different stakeholders, shared through messages on the platform. The page currently has 59,049 followers and impressions of more than 1.9M. We plan to further leverage the various tools on the platform to scale up the reach and engagement on the page.



59K+

FOLLOWERS

1.92M+

IMPRESSIONS



# Twitter

The official Twitter handle of SIBM Pune was started in 2009 and is now a verified account – a landmark feat enjoyed only by a select few colleges and universities across the nation. The handle currently has 37.5K followers including many esteemed corporate stakeholders and distinguished alumni members. Through live coverage and prompt updates of both online and offline events, iSMaRT ensures huge engagement on this platform to leverage the budding potential of Twitter in the younger generation and to establish a high brand recall through effective SEO methods and strategic content planning.



With proactive measures to ensure proper outreach through all social media channels, iSMaRT has undertaken the duty of constant improvement and benchmarking with pride and determination with a view to ensure high brand recall.

## 37K+

FOLLOWERS

## 58K+

IMPRESSIONS



121

GIF & Sticker Uploads

29.5M

GIF & Sticker Views

Change Avatar



Scripting Aspirations Since 1978

Dashboard

Settings

Password

Favorites

Reactions

Entertainment

Sports

Stickers

Artists

Upload

Create



SIBM Pune

With the rising popularity of GIFs and Stickers on Social Media and major brands getting into this space, iSMaRT in 2020, took up the initiative of setting up an official SIBM Pune account on GIPHY, an established online database and search engine. Within just a year, the SIBM Pune GIPHY account crossed a monumental milestone of 5 million organic views. The account currently has over 29.5M views,

Linktree\*



issuu



# Event Coverage



**100+**  
major  
events  
covered



[Click on the images to view the social media posts](#)

# Event Coverage



[Click on the images to view the social media posts](#)

# Event Coverage



[Click on the images to view the social media posts](#)

# Event Coverage



[Click on the images to view the social media posts](#)

# Event Coverage



Click on the images to view the social media posts



# Media Relations

As part of the continued efforts to ensure the propagation of 'Brand SIBM Pune' in all media channels across the country, iSMaRT takes great pride in initiating and establishing communication between the institute and external stakeholders such as credible news organisations and media houses. Maintaining and fostering healthy relations with online news and educational portals such as InsidellM, YourStory and Unstop among others have formed part of our cornerstone in facilitating media relations in the institute. The team has published multiple press releases, articles and creatives in several print and video format platforms that serve as an indication of the growth and strength of these relationships.

When such content is specially featured it helps expand the reach of the institute and connect with a huge audience base in India and abroad. A simple online search for SIBM Pune would lead one to many related articles which add immense value to the brand image of the Institute as they are hosted on completely neutral third-party websites. A special feature of the continued efforts this year included the publication of videos that showcased the variety of events and initiatives at SIBM Pune in reputed news portals and video platforms.



# Media Relations

## 01. SIRP Article

Summer Placement concludes at SIBM Pune  
– The new hot...



[ECONOMICTIMES.COM](http://ECONOMICTIMES.COM)

## 02. CRP+SIRP Article

A silver lining in the storm: Stellar summer  
and final...



[ECONOMICTIMES.COM](http://ECONOMICTIMES.COM)

## 03. IIC Regional Meet

Institution's Innovation Council Regional  
Meet 2022..



## 04. Manthan 2022 Article

Industry meets academia at SIBM  
Pune's business...



## 05. The Grand Pitch

SIBM Pune's launching pad  
toward entrepreneurial...



## 06. PRoelio 8.0 Article

SIBM Pune's launching pad  
toward entrepreneurial...



[Click on the logos to read the full articles](#)

# PRoelio 8.0

iSMaRT hosted PRoelio 8.0, India's biggest PR face-off from the 20th of October to the 18th of November 2022. The National Finals had an esteemed judges' panel, comprising Mr. Avinash Gawai, Founder of Media4U and National Vice-Chairman of Public Relations Council of India and YCC, Ms. Aditi Ramdas, CEO of Good Relations India and Ms. Khushboo Kansal, City CEO - Pune, Blinkit and an alumna of SIBM Pune from the Batch of 2016.

With increasing focus on the correlation between PR and public perception of reality, the theme for PRoelio 8.0 was centred around 'Pride. Prejudice. Paparazzi.' Replete with interesting infographics, detailed KPI analysis and succinct pressreleases, the submissions had the evaluation panel stunned as the participants hit the perfect balance between creativity and analytics.

The highlight of the National Finals was a mock press conference, wherein a panel of students acting as investigative journalists bombarded the teams with questions on their proposed media and PR strategies. Ultimately, Team Arnab Goswami, from SIBM Pune, was crowned as National Winner, while Team Sterling from SIMC, Pune, emerged as National Runner-up. Gurbani Kaur Bhasin was crowned Best Journalist of the event. The event left an indelible mark on all those involved.



[Click on the image to watch the video](#)

# PRoelio 8.0

Flagship Events & Initiatives

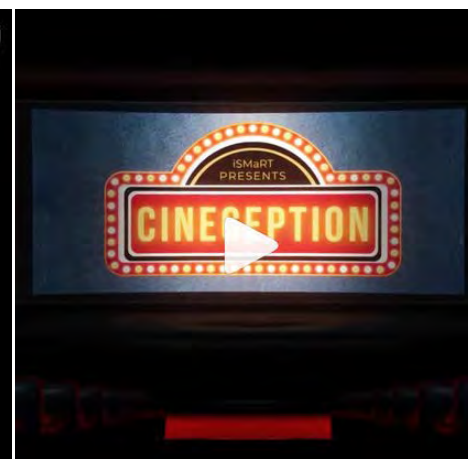
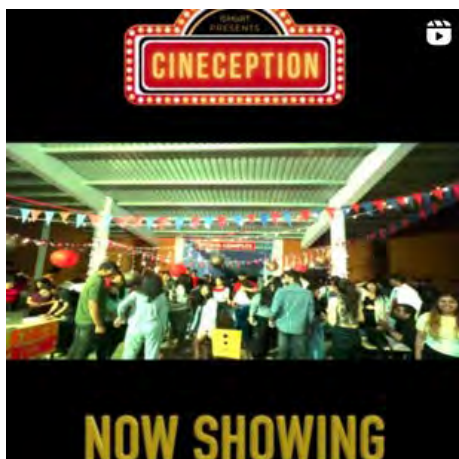


# Cineception



The launch event of PRoelio 8.0, Cineception, was a one-of-its-kind cinema-themed event. The evening saw a grand array of fun competitions. The cosplay contest where students dressed up as their favourite characters, the short film contest and the engaging cinema themed games all converged towards an unforgettable evening.

Agnip Dasgupta and Varsha Priyadarshini were adjudged as the Best-dressed Male and Female respectively in the Cosplay Contest. Team POV bagged the first prize in the short-film making competition while Team Delhi Boomers. The eventful evening ended with the trailer release of PRoelio 8.0 - India's Biggest PR based case competition, which was based on the theme of Pride Prejudice and Paparazzi.



[Click on the images to watch the videos](#)

# Vritaanta

Flagship Events & Initiatives



Vritaanta, the official magazine of SIBM Pune published by iSMaRT, is distributed to internal and external stakeholders of the institute, including the students, faculty, administration, alumni, corporate guests and other media bodies. The purpose of Vritaanta is to showcase life at SIBM Pune – the unique student-driven culture, focus on alumni relations and business-oriented atmosphere.



Industry - Academia Partnership	Student-Driven Culture	Initiatives & Events	Students' Achievements	Alum Talk	Faculty's Corner	Art Archives	The Year Ahead
Catapult Pg. 1 & 2	Executive Council Pg. 4	External Events Pg. 12 & 13	Hall of Fame Pg. 28 & 30	Mr. Vignesh Padmanabhan Pg. 31	Dr. Sonal Shree Pg. 33	Pixels.Paints. Poetry Pg. 35 & 36	What to expect? Pg. 37
Synergia Pg. 3	Council Runthrough Pg. 5 - 9	Council Events Pg. 14 - 24		Ms. Richa S. Mukherjee Pg. 31	Dr. Manasi Phadke Pg. 36		
Concourse Pg. 5	SIGs Runthrough Pg. 10 & 11	SIG Events Pg. 25 - 28		Ms. Khushboo Kansal Pg. 32			
Women Leadership Series Pg. 5				Mr. Vineet Rajan Pg. 32			

[Click here to read the full magazine](#)

# Batch Photoshoot

A right of passage of sorts, iSMaRT organised the Batch Photoshoot for the outgoing Batch of 2023 amidst the unfamiliar setting of nostalgia, tears and hugs. The event also encompasses the photoshoot of the official administration, staff and faculty. Capturing the cohesiveness of the Student Councils and Special Interest Groups, the day saw a plethora of team pictures taken at various picturesque spots on the campus. With a treasure chest of over 3000+ photos, iSMaRT captured the effervescence of the students into pixels that will be a constant source of nostalgia and hope for them.



# Branding Workshop

As part of our continuous efforts to improve the PR and branding acumen of the students of SIBM Pune, iSMaRT conducted a Personal Branding workshop, hosting Ms. Niti Ratnaparkhi. She spoke about the intricacies and need for personal branding and the effective utilisation of social media for all students.



## Catalyst

An event for the incoming batch of 2022-24, Catalyst was an intriguing contest wherein students were provided with an opportunity to showcase their creative acumen and skills including, but not limited to, photography, content creation, videography, and graphic design.





## Weekly B-School Roundup

**SHOP TALK 2022** | **SUMMERS @** Microsoft | SIBM PUNE

“ My internship at Microsoft provided me with the opportunity to learn about a variety of **fundamental concepts** and to experiment with different approaches. I realized that **understanding the customer ecosystem** is crucial when presenting solutions and that asking the right questions is the key to acquiring useful information.

My learning through the internship is that there may be **several approaches to reaching a solution**, choosing the best and most feasible approach based on the **needs of the stakeholders** and the resources available is the key. ”

Sheetal Sable

**SHOP TALK 2022** | **SUMMERS @** Marico | SIBM PUNE

“ At Marico, from vendor and stakeholder management to execution and making the project **fail-proof, easier, and future ready**, my stint provided a holistic experience. I learned **customer-centricity, agile thinking, and increased execution skills** as a result of the experience. It also taught me how to undertake **change management** and honed my **data-driven decision-making skills**.

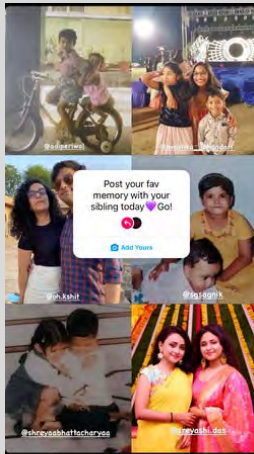
It encapsulated everything from knowing the **ground realities** to combining them with the company's goals and devising a persuasive methodology that can be implemented across all distributors in India. ”

Archit Gupta

Shoptalk was a static creative campaign to share the experiences and learnings of students of the Batch of 2023, during their summer internships. The posts were divided company-wise, thus ensuring a symbiotic relationship with recruiting organisations to facilitate a holistic overview of the Summer Internship experiences of the Batch of 2023.

In an attempt to increase SIBM Pune's participation in competitions held across premier B-schools across the country, iSMaRT provides the student with a specially curated list of active competitions. The B-School Round-up is a weekly initiative containing a bevy of competition types from article writing to case competitions. Communicated via email, the initiative has been the first step towards pushing the student body to achieve greater heights and bringing laurels to the institution.

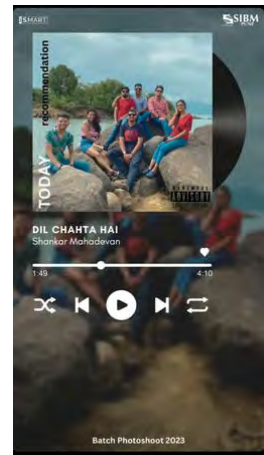
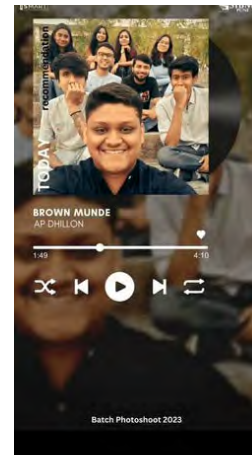
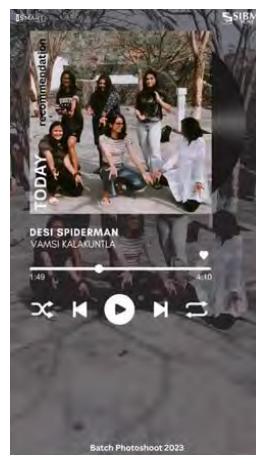
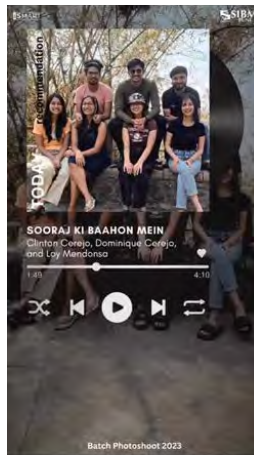
# Online Campaigns



[Click here to view the Raksha Bandhan Campaign](#)



[Click here to view the Friendship Day Campaign](#)



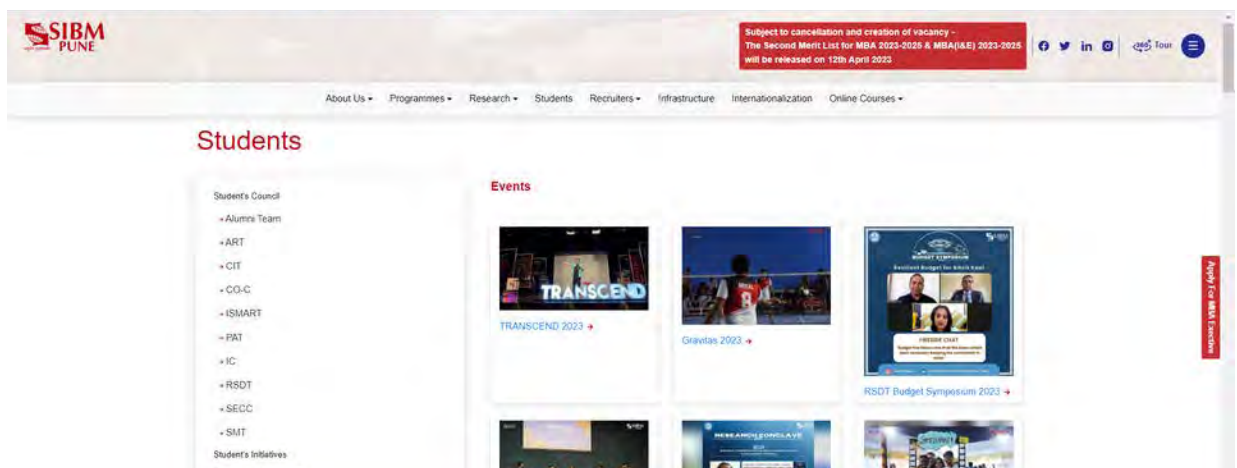
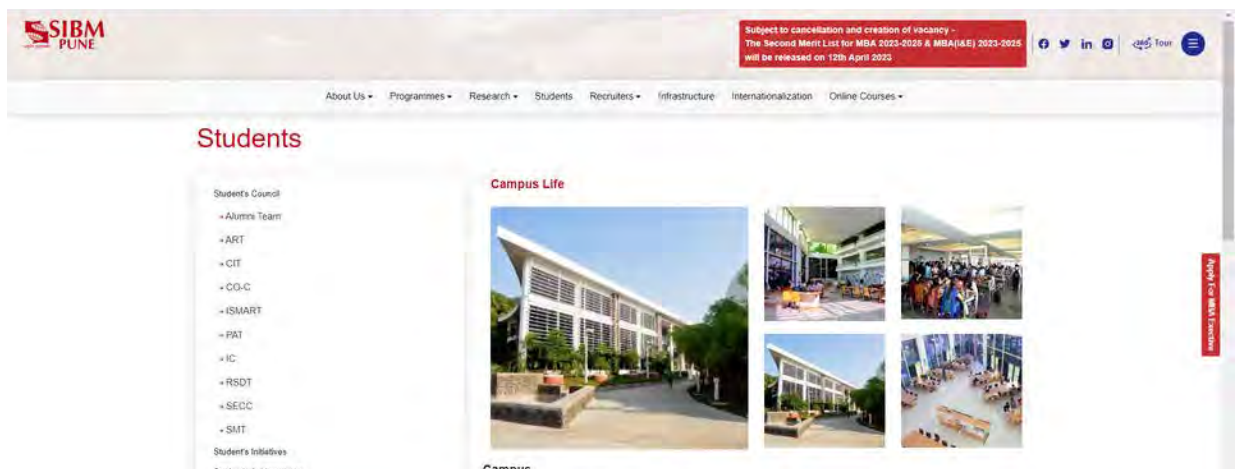
[Click here to view the Candid Covers Campaign](#)



[Click here to view the #Sybingo campaign for Batch Photoshoot](#)

# SIBM Pune Website

Working closely with the IT department, one of iSMaRT's responsibilities is to update the SIBM Pune website. Sections such as Achiever's Database, Vritaanta -The Memoirs of SIBM Pune, Director's Blog, featured events, Students tab, Events, and Achievements page, etc. are regularly updated by iSMaRT. With the restructuring of the website this year, iSMaRT participated heavily in the decision-making and ideation of the user interface, content generation, design aspects, photograph selection and other functional aspects of the website, in regular communication with the external stakeholders and administration. 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 or aspirants through Notices or Event notifications.



# Achiever's Database

The exceptional and diligent students of SIBM Pune have consistently strived to surpass their peers in numerous corporate, business school, and independently organised management challenges and competitions. With a view to documenting the excellence in extracurricular activities, as evidenced by the various accolades, every academic year, iSMaRT collects, verifies, and organises student achievement data from online forms submitted throughout the year. The administration, faculty, and director use this information for various purposes. This year, more than 160 outstanding entries were received from students enrolled in the MBA and the MBA (I&E) programs. One of the primary functions of this database is to determine the winners of various awards, such as best student achiever and outstanding student, which are announced during the Annual Management Day. Additionally, the administration employs the data to participate in different national business school surveys.



Subject to cancellation and creation of vacancy -  
The Second Merit List for MBA 2023-2025 & MBA(I&E) 2023-2025  
will be released on 12th April 2023

Apply For MBA Executive

Sr.No	Host Institute/ Company	Event	Description	Participants	Position Secured
1	IIM Ranchi	Revive 2.0: Product Revival Strategy 2023	B-School	Sarthak Gupta Shantanu Sachdeva	2nd Runner Up
2	Tata Consumer Private Limited	The FNB Challenge 2022	Corporate	Siddhartha Malviya Isha Chauhan	National Semi-Finalist
3	Hero MotorCorp Limited	Hero Campus Challenge Season 8	Corporate	Nabil Akhtar Mayank Mishra	National Semi-Finalist

[Click here to visit the Achiever's Database page](#)

# Director's Blog

iSMaRT strives to capture and showcase to the many stakeholders the events conducted and accolades received by way of the Director's blog. The blog gives a bird's eye view of the happenings on the campus and distils within itself the stories of academic rigour, of competitiveness amongst students and of success.



- SIBM Pune Students emerge as the National Runner-up of The FNB Challenge 2022 - Flourish. Nourish. Build, hosted by Tata Consumer Products.**  
FEBRUARY 14, 2022
- SIBM Pune students raised INR 45 lakhs for startup "Chopn'Chill"**  
FEBRUARY 14, 2022
- SIBM Pune Students emerge as the National Semi-Finalist of Tata Steel TomorrowLab (Idea Track) Case Competition.**  
FEBRUARY 24, 2022
- SIBM Pune Students emerge as the National Semi-Finalist of Hero Campus Challenge Season 8, organised by Hero MotoCorp Limited.**  
FEBRUARY 14, 2022
- SIBM Pune student successfully cleared the Level 1 of the Chartered Financial Analyst (CFA) examination.**  
FEBRUARY 14, 2022



## SIBM Pune Students emerge as the National Runner-up of The FNB Challenge 2022 - Flourish. Nourish. Build, hosted by Tata Consumer Products.

Symbiosis Institute of Business Management, Pune is pleased to announce that Team Infinite Warriors, comprising Sarthak Gupta, Shantanu Sachdeva and Kartik Bhateja of the Batch of 2024, has emerged as the National Runner-up of The FNB Challenge 2022 - Flourish. Nourish. Build, hosted by Tata Consumer Products.

The event presented students with an exciting chance to analyze the landscape of India's food and beverage business, discover viable distribution routes and potential geographies for the introduction of new products in the healthy snacks category and present a complete marketing strategy.

[Click here to visit the page](#)

# IT & Admin Support

iSMaRT works in close coordination with the administrative department of SIBM Pune to provide assistance in graphic designing, event coverage, and IT support. The academic year saw iSMaRT assist the administration with digital creatives like youtube banners, digital certificates and e-frames for Swansea seminar series and Institution's Innovation Council Regional Meet 2022. The team worked tirelessly to curate content for National Assessment and Accreditation Council (NAAC) visit and during 45th Annual Management Day.

**Designed posters for display during NAAC team visit**

**Created videos about curriculum review by students, faculties, and corporates during NAAC visit**

**MDP Standee Requirement for NAAC visit**

**SIUx Certificate Course in Business Analytics and Digital Marketing**

**SIBM Pune Map, banners, certificates and Standees – IIC Regional Meet 2022**

**Banners for MDP – Andreas STIHL Private Limited, India**

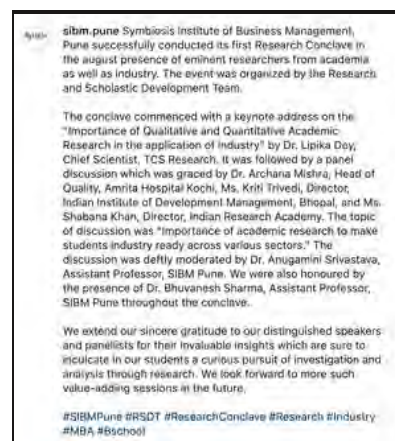
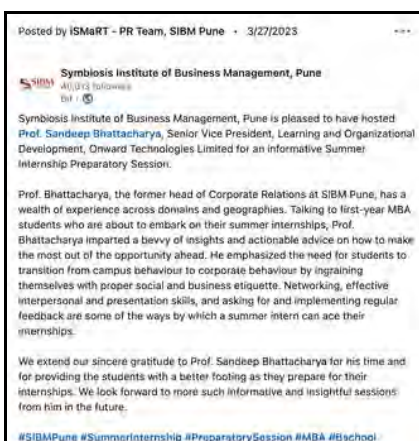
**Graphic designing assistance during Swansea Seminar Series III**

**Graphic designing assistance for 45th Annual Management Day**

**Curating photos for website updates**

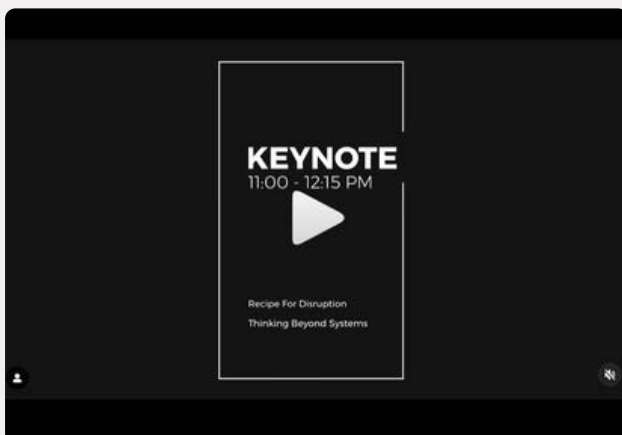
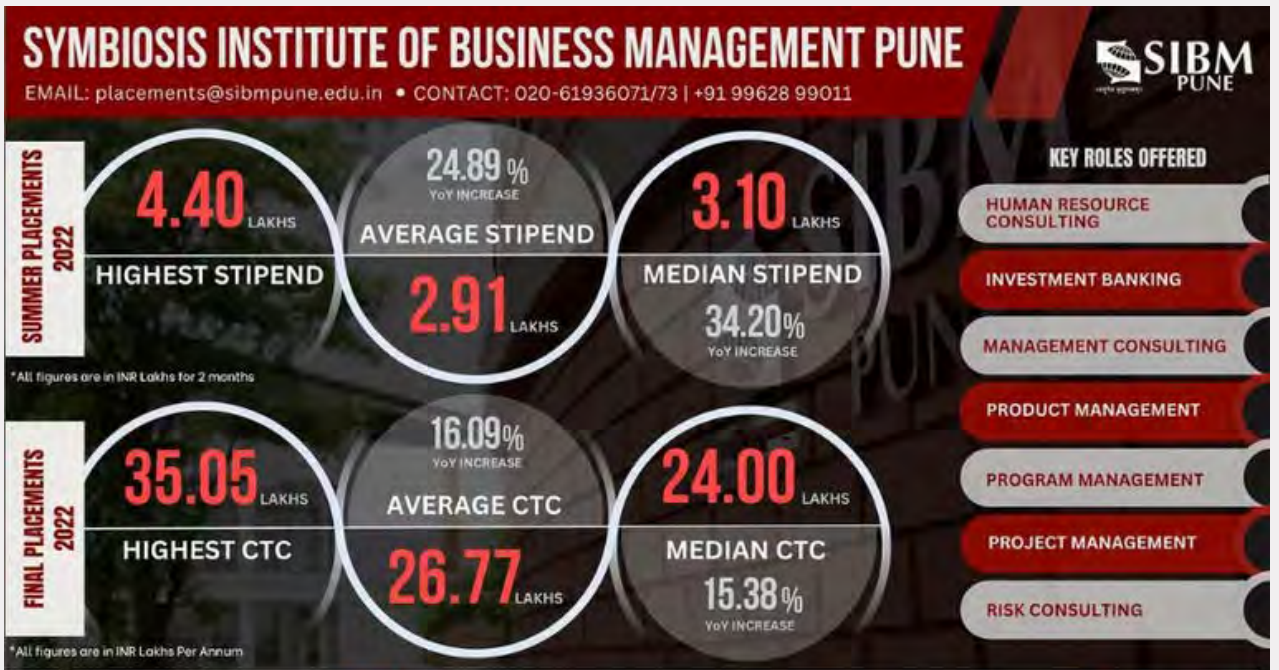
# Content Creation

The team places a strong emphasis on creating a well-defined content strategy and carefully curating high-quality content for publishing. By doing so, they aim to engage with their target audience effectively and establish a strong presence online. The content strategy involves identifying the right channels, themes, and formats for content creation, ensuring that it aligns with the values and goals. By consistently delivering valuable and engaging content, the team ensures proper disbursement of information and news to the world outside.



[Click on the images to view the social media posts](#)

# Content Creation



[Click on the images to view the social media posts](#)



# Collaborations

As the PR Team of SIBM Pune, iSMaRT works in tandem with all other Student Councils and SIGs for the smooth and vast coverage of their events that are held all year round. In the year 2021-22, iSMaRT has taken various initiatives and collaborated with other teams, to ensure adequate PR and exposure is provided for SIBM Pune.

The association begins with coverage on the day of the event, followed by presenting customised photo frames to the illustrious guests. We aim at providing our students with a window into the corporate world by interviewing the esteemed panellists who take out time of their hectic schedules to enlighten us with their unique perspectives.



# A Year in iSMaRT



# Closing Note

We take this opportunity to thank Dr. Ramakrishnan Raman, Director – Symbiosis Institute of Business Management, Pune, Dean – Faculty of Management – Symbiosis International (Deemed University) and Director – Strategy and Development, Symbiosis. Our extreme gratitude to Dr. Madhura Bedarkar – Deputy Director (Administration), SIBM Pune, Dr. V V Ravi Kumar – Deputy Director (Academics), SIBM Pune, 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 throughout the academic year.

Through their unending guidance and treasured expertise, we were able to accomplish our milestones with ease while setting new benchmarks. We would also like to thank the entire student body of SIBM Pune for their overwhelming support and active engagement in the activities and events conducted by iSMaRT. We express our deepest gratitude to every individual who has contributed to iSMaRT's work and mission of taking SIBM Pune to new heights of driving passion in the direction of sustenance of the brand SIBM Pune.