

# ANNUAL REPORT

ASPIRANT  
RELATIONS  
TEAM

2024



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# INTRODUCTION

The Aspirant Relations Team (ART) acts as the single point of contact between SIBM Pune and its aspirants for the MBA and MBA in Innovation & Entrepreneurship programmes. Our approach prioritizes personalized support and meaningful connections to address aspirants' unique needs throughout the admissions journey. We aim to foster a diverse, high-achieving student community by collaboratively shaping the institution's future for sustained success. We organize a series of events which includes Advent, Ascend, Nexus, SNAPTITUDE, Coffee with SIBM, and Battle of Empires to reinforce the SIBM Pune brand among prospective aspirants.

# MEET THE TEAM

SENIOR TEAM	JUNIOR TEAM	INTERIM TEAM
Durgesh Kumar	Aarushi Sharma	Aarushi Sharma
Harshal Mahajan	Atharv Arya	Atharv Arya
Karthik Kulkarni	Gayatri Patil	Deepanwita Mallick
Moumi Bera	Gumma Manasa	Gina Garbyal
Sarthak Arora	Muskan Dhiman	Muskan Dhiman
Shiksha Maheshwari	Pooja R	Pooja R
Somya Singh	Rohan Joshi	Prachi Gupta
Sonali Banik	Sakshi Agawane	Prakhar Bhagwat
Soumyajit Roy	Suddhasatta Chowdhury	Rohan Joshi

# SOCIAL MEDIA PRESENCE

-  **Instagram Reach - 2.3M (Up by 121.3%)**
-  **Content interaction - 11K (Up by 100%)**
-  **New Instagram Followers Gained - 1087**
-  **Instagram Profile Visits - 17K (Up by 46.9%)**
-  **Facebook Page Reach - 265142 (Up by 53.3%)**
-  **Youtube views - 92K**
-  **New Youtube subscribers - 464**

## ONBOARDING- Battle of Nations

To introduce **teamwork and foster communication** among the incoming batchmates, an online ice breaking competition was conducted just before the commencement of batch 2023-25.

All the students were divided into groups, each representing an Nation, to participate in a business-oriented competition.

The core idea revolved around weaving a story and connecting all these elements together to portray a beautiful web.

The competition involved:

- **Intensive discussions and experiments** with various qualities that are required for an MBA graduate.
- The members had to collaborate and come up with creatives, infographics and captions for social media pages and magazines for their respective teams.

# ADVENT 2023



Advent 2023 was the first event organized by the Aspirant Relations Team after the course commencement for the batch of 2023-25. It embraced the theme of 'Fun Fiesta.' Bursting with laughter, games, and creative fervor, it featured 3 exhilarating competitions:

- **Red Flag, Green Flag** - the Squid Games-inspired high-stakes quest tested critical decision-making.
- **A.R.T. it Out** - Teams collaboratively unleashed creativity on canvas, igniting their competitive spirit.
- **Need for Speed** - Participants raced against the clock, demonstrating agility in thrilling challenges.



# ADVENT 2023



**RED FLAG GREEN FLAG**



**NEED FOR SPEED**



**A.R.T IT OUT**

# ASCEND 2023



The Aspirant Relations Team provided an arsenal of tips, tricks and strategies to ace the SNAP examination along with detailed emphases on specific strategies for each section. The team also enlightened aspirants about the importance of MBA and the various specializations offered at SIBM Pune along with providing comprehensive guidance and support to the aspirant community. It was followed by an interactive Q&A session to provide personalized tips to every participant.

The event was conducted online across different platforms, giving 203 aspirants an opportunity to interact with the students of SIBM Pune.

## **Prime Objective:**

The prime objective of the event was to give the aspirants an exposure to the preparation journeys of the current SIBM students. The students not only shared their overall strategies but also deep-dived into sectional strategies and techniques on goal-setting, time management, stress management, self-care, and so on.

The event provided the aspirants an idea of what it takes to achieve the B-school of their dreams and what awaits them, as they enter one of the most desirable B-schools in the country.

## **The objectives of Ascend were as follows:**

- Provide first-hand information regarding the SNAP exam.
- Resolve queries of aspirants through this critical period of preparation
- Guide aspirants about various strategies to tackle SNAP and other MBA entrance exams

# ASCEND 2023

- Shedding light on opportunities in store for the students as they enter coveted B-schools
- A briefing on various specializations offered in SIBM Pune (MBA Flagship and MBA I&E)
- A short quiz on Quants, LR, and General English according to the SNAP pattern.
- Personal experience and hygiene habits followed by the team that helped them to attain the top percentile in the SNAP exam.

## **Online Engagement and Promotion:**

Before Ascend 2023, promotional events were conducted over various social media platforms such as Instagram, WhatsApp, Facebook, and YouTube. There were different quiz series conducted on logical reasoning, verbal ability and quantitative aptitude to help aspirants in their preparation journey.

## **Online Connect:**

The Aspirant Relations Team was actively present on different social media platforms such as Instagram, WhatsApp and Facebook to address the queries of the aspirants. The team also reached out to various aspirants through YouTube sessions to guide them better.



# ASCEND 2023

**Section Specific Strategies**

- LR (Logical Reasoning):** Choose the sets carefully. Do not get too attached. Aim for higher accuracy.
- Quants (Quantitative Aptitude):** Bucketing Method. Improve speed. Know your strengths and weaknesses.
- VARC (Verbal Ability & Reading Comprehension):** RC: Distill a summary. Improve speed. Skim your newspaper.

Go to [www.menti.com](http://www.menti.com) and use the code 37 74 68 0

What comes to your mind when you think of SIBM Pune?

Word cloud includes: placements, dream, exposure, life, enjoyment, hilltop heaven, academic experience, placements, dream, exposure, life, enjoyment, hilltop heaven, academic experience, placements, dream, exposure, life, enjoyment, hilltop heaven, academic experience.

**The EISENHOWER Matrix**

IMPORTANCE	HIGH	1 <b>TASKS WITH DEADLINES</b> MOCK EXAMS SELF-CARE ACTIVITIES <b>DO FIRST</b>	2 <b>DEADLINES ARE NEGOTIABLE</b> PROJECT COMING UP NEXT WEEK <b>SCHEDULE</b>
	LOW	3 <b>DON'T NEED YOUR SPECIFIC SKILL SET</b> CLEANING YOUR ROOM <b>DELEGATE</b>	4 <b>DISTRACTIONS THAT TEMPTING PARTY</b> <b>DON'T DO</b>

**Kahoot! Surprise Quiz 3**

Results:

- 1st Place: Manhar yunus (748)
- 2nd Place: Akash shaw (703)
- 3rd Place: SIDDHARTH SINGH

# Nexus 1.0



**NEXUS 2023** marked the launch of a groundbreaking virtual event aimed at **'Empowering the Next Us.'** The objective of the **3-day YouTube series** was to revolutionize MBA preparation by empowering aspirants to navigate their unique career paths through knowledge sharing.

The event provided exposure to diverse MBA specializations and opportunities. It equipped aspirants with essential strategies for optimal preparation. It also promoted SIBM Pune among the aspirant community by showing them a glimpse of the life of an MBA student.

Over 3 days, over **2000 participants** delved into various aspects of MBA and B-School preparation.

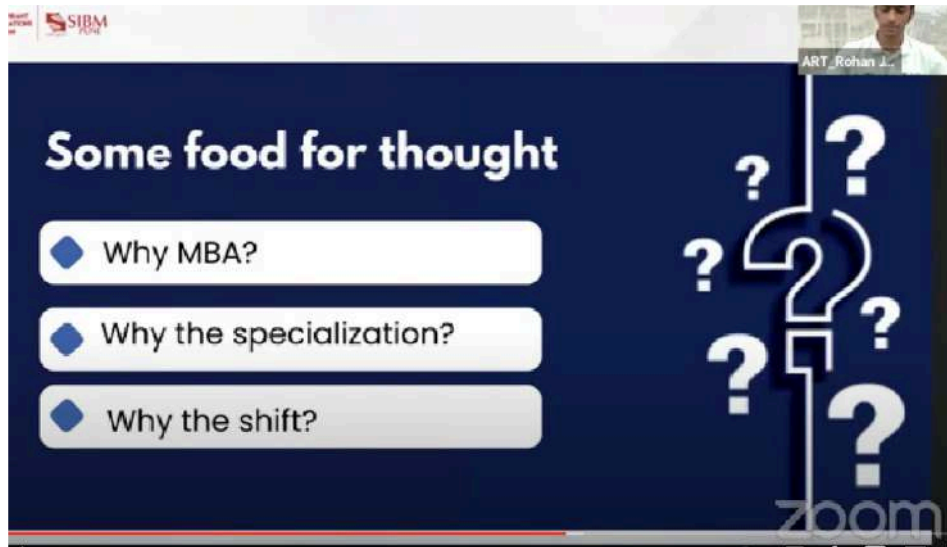
**Day 1: 'Specialization Fair'** showcased the diverse specializations, exploring placement opportunities and job roles.

**Day 2: 'Art of Test-Taking'** provided strategies for optimal preparation, work-life balance, and sustaining motivation.

**Day 3: 'SNAPshot: Build your Profile'** offered insights on enhancing one's profile for MBA readiness.

NEXUS was also used as the platform to launch the first **nationwide mock SNAP test of SIBM Pune - SNAPTITIDE** - on the **Unstop platform with 1500+ registrations**. The aim was to prepare aspirants for SNAP, offering them a mock test with the similar online environment and time limit.

# Nexus 1.0



## SPECIALIZATION FAIR



## ART OF TEST TAKING

# COFFEE WITH SIBM



**Coffee with SIBM** is the **flagship event** conducted by the Aspirant Relations Team that aims at reaching out to aspirants all over the country to guide them in their last week of preparation for the SNAP test and the GE-PI process. This year marked the **18th Edition** of Coffee with SIBM. The Aspirant Relations Team went to 5 cities namely **Mumbai, Delhi, Lucknow, Ahmedabad and Pune** on the **2nd and 3rd of December, 2023**. To reach out to the other parts of the country, the event was held online as well on **7th December, 2023**.

A lot of interactive sessions were conducted for the aspirants where they could clear their doubts about SNAP, MBA and SIBM Pune. Coffee with SIBM acts as a motivating and informative session conducted about a week before the SNAP examination by the toppers of the previous batch to help them choose the right B-school and work hard towards achieving their goals.

## **OBJECTIVES:**

The primary objective of Coffee with SIBM is to act as the first point of contact between the aspirant community and the institute and make them familiar with SIBM Pune. Additionally, this initiative also aims at achieving the following:

- Provide aspirants a platform to interact with other aspirants, and create a learning environment for them.
- Increase the clarity of students about MBA and enable them to understand the objectives of pursuing the same.
- Assist the students in their SNAP preparation through daily quizzes, study materials, and Q&A sessions with the current students and the batch toppers.
- Clear any doubts regarding MBA, SNAP, and SIBM Pune.
- Provide GE-PI preparatory materials for acing the next stage of admission into one of the premier B-schools of the country.

The Aspirant Relations Team reached out to aspirants from all over the country who interacted with the team with much enthusiasm and curiosity. Students were guided on:

- Last mile preparation
- D-Day strategies
- Do's and Don'ts
- GE-PI strategies

### **Online Engagement:**

The Aspirant Relations Team has built a network of aspirants who are connected with us through Instagram, Facebook, WhatsApp channel, Telegram channel, and YouTube. We engage with the aspirants actively through these platforms and conduct several sub-events such as:

- Mock Monday Insta quizzes

### **Offline and Online Sessions:**

Coffee with SIBM, Edition 18 was conducted in **five cities** and was attended by **around 1500 aspirants**. Offline sessions were conducted by the Aspirant Relations Team where queries related to SIBM Pune and SNAP examination were resolved. These sessions also gave aspirants all over the country a chance to interact with us while preparing for their journey to SIBM.

The hosts for Ahmedabad and Mumbai were:

1. Gayatri Patil
2. Sakshi Agawane
3. Rohan Joshi
4. Pooja R
5. Suddhasatta Chowdhury

The hosts for Delhi and Lucknow were:

1. Atharv Arya
2. Aarushi Sharma
3. Muskan Dhiman
4. Manasa Gumma

The hosts for Pune were the senior ART members:

1. Somya Singh
2. Moumi Bera
3. Shiksha Maheshwari
4. Sarthak Arora

The online session of Coffee with SIBM, Edition 18 conducted by the Aspirant Relations Team gave an opportunity to aspirants all over the country to interact and get their queries cleared. Some last-minute tips and D-day strategies were also shared with them. Through our online version of Coffee with SIBM, we reached 1000+ aspirants from different backgrounds all over the country.

### **Digital Presence:**

Trailer, teaser, event posters, and videos were promoted to get maximum possible attention and traction among the aspirants through YouTube, WhatsApp channels, Telegram channels, and Instagram. The SNAP 2023 WhatsApp channel was also leveraged for this. The Facebook page dedicated to the event helped in connecting with the aspirants and they could get all the details about the event from this page. WhatsApp groups were also created for the five cities as well as online to ensure prompt replies to all their queries.

### **DIGITAL REACH**

#### **Instagram**

The Instagram stories feature was used to keep the aspirants updated of new posts and updates. Questions were posted on the Instagram stories every day and aspirants interacted with the posts in great numbers. This year we crossed 2900 followers on Instagram and our reach increased to 6000+ accounts.

#### **Telegram/WhatsApp channels**

We took a more targeted approach this time to increase our digital media reach and eventual turnout. We used telegram as a channel to reach out to SNAP aspirants preparing for SIBM Pune. We are connected to 1100+ aspirants on our telegram group dedicated for Coffee with SIBM.

#### **Videos**

We launched various teaser videos and promotional videos for Coffee With SIBM, Edition 18. Since videos are a lot more engaging on social media, these videos helped in attracting the aspirants towards the event. They were posted on our Facebook, Instagram and YouTube pages as well.

# COFFEE WITH SIBM



**LUCKNOW**



**DELHI**



**PUNE**



**AHMEDABAD**



**MUMBAI**

# COFFEE WITH SIBM 2.0



A more detailed and more engaging version of CWS, **Coffee with SIBM 2.0** is an **online event**, hosted by the Aspirant Relations Team, especially curated for the **call-getters of SIBM Pune's GE-PI process**. The event is solely focused on aspiring candidates to give their best in the second phase of Admissions and helping them with their last leg of preparation.

This year, we witnessed a footfall of **600+ eager aspirants** with the zeal and enthusiasm to crack the GE-PI process.

The event was conducted online on **20th January 2024** in two phases, morning 11 AM and evening 6 PM, on the Zoom platform.

The event was hosted by the Senior ART members:

- |                     |                    |
|---------------------|--------------------|
| 1. Sonali Banik     | 4. Harshal Mahajan |
| 2. Soumyajit Roy    | 5. Sarthak Arora   |
| 3. Karthik Kulkarni | 6. Moumi Bera      |

## Objectives:

The agenda of the event was:

1. **Offering tips** to ace the GE-PI process to convert admission in SIBM Pune.
2. Elucidating the candidates about various **opportunities** leveraged by the students at SIBM Pune
3. Various **student achievements, competitions, accolades** are introduced to the candidates to nurture their aspiration of joining the institute.
4. **Establishing loyalty** towards the brand SIBM Pune.
5. Introducing the candidates to the unique **student-driven culture**, which had actually fascinated them to join the institute and gain the skill of practical management of multiple tasks.



# ADMISSIONS 2024



ADMISSIONS 2024

The **Admissions 2024** process of SIBM Pune was successfully conducted by the Aspirant Relations Team under the guidance of the **Director of SIBM Pune, Dr. Shrirang Altekar**. The institute is widely known for its innovative and seamless admission process. The entire process is fair and transparent, providing equal opportunities for all the candidates involved, and is designed to assess their overall personality. The process was conducted for the two programmes offered at SIBM Pune i.e. MBA Flagship and MBA in Innovation and Entrepreneurship. The process spanned over 10 days and two windows, i.e., 1st February 2024 to 5th February 2024 and 8th February 2024 to 12th February 2024.

To kickstart the Admissions process, ART launches several social media content to elucidate the aspirants about the upcoming process and experience. This year, we published:

1. **Journey to Admissions** video series – Short clips by current SIBM Pune students describing their Admissions experience and smart tips to tackle stress and anxiety.
2. **Faculty Spotlight** – Series of posts to highlight the eminent faculty of SIBM Pune and their inspiring achievements.
3. **Case Chronicles** – Series of posts with proud case competition winners of MBA (2nd year) sharing their master mind tricks to ace the competitions.
4. **Pulse of SIBM** – Posts showcasing some of the most engaging and memorable events conducted on the campus.

This initiatives give a glimpse of SIBM Pune and MBA curriculum to the incoming aspirants aiming to join the institute.

**Note** – Admissions under the IS (International Students) category is held separately, and does not come under the purview of the Aspirant Relations Team.

The second phase of Admissions, the GE-PI process for both the programmes consisted of the following stages:

### **1. Group Assessment:**

#### **Group Exercise (MBA):**

The group exercise examines one's ability to come to a consensus about a given topic.

This year two separate formats of group exercises were designed for both the phases of Admissions.

- In the first phase, 5 industries and 1 topic statement were given. The group had to rank the industries in descending order of the topic's effect on them, pick the top 2 industries and come up with a common solution for both.
- In the second phase 1 problem statement and 3 choices were given. The group had to choose any one choice and come up with 1 short term goal, 2 required resources for the execution, 2 potential challenges and 1 long term goal concerning the given problem.

The candidates were asked to justify their choices and come to a consensus as a group.

#### **Group Exercise (MBA-Innovation and Entrepreneurship):**

The same pattern of two formats was also followed for this programme:

- In the first phase 1 problem statement, 3 phases with 4 statements each were provided. The group had to choose 1 statement from each phase, representing the best time flow. They had to deliver 1 reason connecting past and present statements and 1 possibility that can lead present to the future.
- In the second phase a Venn diagram of 3 overlapping sets and 8 separate statements were given. The group had to choose 4 statements to fill the overlapping section of the Venn diagram. They had to finally deliver a solution for the statement mentioned in the trisection.

The candidates were asked to justify their choices and come to a consensus as a group.

## **2. Individual Assessment:**

### **Personal Interview**

The personal interview or rather an interaction is designed in a creative way to judge the 360 degree skills of a candidate appearing for Admissions in SIBM Pune. It aims to assess the candidate's academic skills, personality, prior experiences, decision making, negotiating skills, empathy and mindfulness in a very practical setup.

The interview panels overtaking this crucial task consisted of SIBM Pune's esteemed faculty as well as external panelists who are stalwarts at leading companies.

### **Gamified Assessments:**

This year, SIBM Pune is one of the prestigious B-schools in the country to incorporate gamified assessments in the admissions process in the year 2024. The variety of games examined the candidate's multitasking abilities, risk-taking propensity, and their ability to recognize emotions.

Over and above the traditional method of questionnaire or simple discussion, the games add an element of creativity and offer the candidates a platform to act on their inherent skills. Though easy to play, these skill tests helped the judges understand the personality of the candidate to design the interview as required.

Insights gathered through the reports generated from the assessments were added to the candidates' profiles and helped the panelists in understanding them better. The reports have been collated by a panel who are experts in psychometric benchmarking, content reliability, and cognitive analysis.

Thus, the reports are an accurate measure of a student's skill and knowledge along with assessing their soft skills, such as collaboration, problem-solving, and critical thinking abilities. The panelists were amazed by this holistic approach to reviewing a student's candidature.

## **Shortlisting of the Aspirants:**

The first phase of Admissions is the SNAP tests conducted on 10th, 17th, and 22nd of December 2023. The candidates are shortlisted for the subsequent round based on their performance.

Aspirants were shortlisted for the GE-PI process based on their SNAP scores. This year, more than 6,400 candidates were shortlisted for the GE-PI process across both courses.

The second phase of Admission is the GE-PI rounds, post which the selected candidates are offered admission in the institute.



## **Information outflow:**

Shortlisted candidates were informed about the declaration of results via email and the SIU online portal.

All the candidates had to log in to the portal available on the SIBM Pune website and had the option to choose their interview date and time-based on their preference after filling up the SNAP Common form and uploading the documents containing all the necessary details.

## **GE-PI Slots:**

The shortlisted students had the option to choose the following dates for appearing in the GE-PI rounds as per their convenience: 1st, 2nd, 3rd, 4th, 5th, 8th, 9th, 10th, 11th, 12th February 2024. Each day had two slots, Morning and Afternoon, with the following timings:

Morning Slot timings: 07:30 AM to 12:30 PM

Afternoon Slot timings: 12:30 PM to 05:30 PM

Each candidate was allotted a GE-PI ID to identify their candidature throughout the process. The same were used for reference in the zoom video call and by the panelists to upload their assessment on the portal.

The GE-PI ID was given in the following format:

First letter – R (for Regular MBA course) & I (for I&E MBA course)

Second and third letter – Range from 01 to 05 and from 08 to 12 (to indicate the date of the process)

Fourth letter - X or Y (X for Morning slot, Y for Afternoon slot)

Fifth, sixth and seventh letter - The fifth letter used was G indicating group, and the other two letters ranged from 01 to 08 (01 for 1st group, 02 for the second group, and so on)

Eighth and ninth letter - Range from 01 to 08 (indicating position in the group)

Thus, a student who had applied for the regular MBA course, and had booked the morning slot on 8th February, and had been allotted the 6th position in the 4th group, had the following GE-PI ID number: R08XG0406

Similarly, a student who had applied for the I&E MBA course, and had booked the morning slot on 8th February, and had been allotted the 5th position in the 4th group, had the following GE-PI ID number: I08XG0405

### **Arrangements for Specially-Abled Candidates:**

Every year, a variety of **Diversity & Inclusion initiatives** are put into place, all while firmly sticking to the university ideal of "**Vasudhaiva Kutumbakam.**"

To ensure same joy and excitement for all the aspiring candidates, the Aspirant Relations Team of SIBM Pune implements changes like:

- **QR codes** in the call letters for the candidates who wish to hear out the letter's content.
- A **dedicated helpline by ART** throughout the Admissions phase to support the candidates.
- All the videos related to Admissions have a translated version with **Indian Sign Language by an ISL interpreter.**
- **Closed captions** are also provided for all the videos for reading the message conveyed.
- During the GE-PI rounds, the students of SIBM Pune volunteering for the mediation are sensitized towards special needs for being empathetic and friendly.
- Captions of required, ISL interpretations for important instructions were offered to ensure a seamless process.

## Buddy Program:

The **Buddy Program 2024** commenced after the release of the list of shortlisted candidates for the GE-PI process. The primary purpose of the Buddy Program is to provide the requisite support to the shortlisted candidates in their preparation journey to SIBM Pune. The entire batch of **first-year students**, including MBA Flagship and MBA Innovation and Entrepreneurship, had volunteered for the Buddy Program. All the shortlisted candidates were assigned a buddy, who served as the **single point of contact** to help them clear their doubts and queries regarding the admission process, previous year experiences, expectations, and preparation methods.

Each buddy was assigned around 10 to 15 candidates to whom they communicated using their college email IDs, with their respective ART SPOC being kept in the loop regarding all communications. Buddies also sent timely emails and reminders of process deadlines to the shortlisted candidates, along with Sizzlers and Silhouettes, which contained the campus experience of the SIBM Pune students and had information about all the student-driven councils and SIGs. Moreover, a brief of renowned corporate competitions in which students excelled last year was also given in these series to guide the aspirants.



Top Row (Left to Right) : Senior Team: Shiksha Maheshwari, Soumyajit Roy, Karthik Kulkarni, Somya Singh (CoOrdinator), Moumi Bera, Sonali Banik, Durgesh Kumar, Harshal Mahajan, Sarthak Arora  
 Bottom Row (Left to Right) : Junior Team: Aarushi Sharma, Rohan Joshi, Atharva Arya, Pooja R, Gumma Manasa, Gayatri Patil, Suddhasatta Chowdhary, Sakshi Agawane, Muskan Dhiman