



**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.

<b>Senior Team</b> March'17–March'18	<b>Interim Team</b> May'17–October'17	<b>Junior Team</b> 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	Dipanwasha 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 B-school 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 1<sup>st</sup> August to 24<sup>th</sup> August on the iAspire Facebook page. The next event was iArticulate, a précis writing competition based on video case lets was launched on 8<sup>th</sup> 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 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 25<sup>th</sup> August 2017.

### Event Structure

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

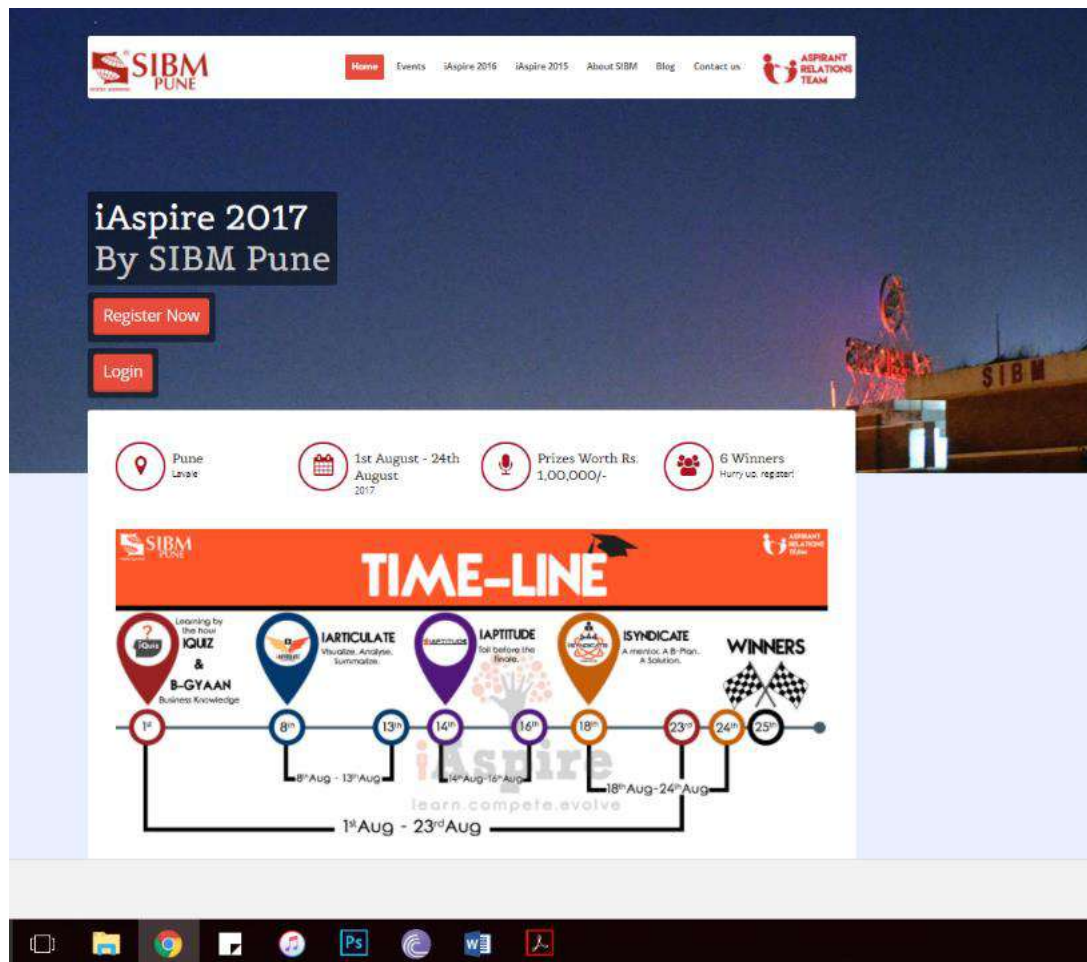
This phase comprised of promotional activities to launch of the event iAspire, which began with the revamp and re-launch of the iAspire Facebook Page on 28th July 2017. A 'Coming

Soon' poster was published 3 days prior to the launch of iAspire 1<sup>st</sup> August.

Online promotions ran 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 full-length trailer was also posted online to create a buzz about the event and attract online traffic.



iAspire 2017 Web Page



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.

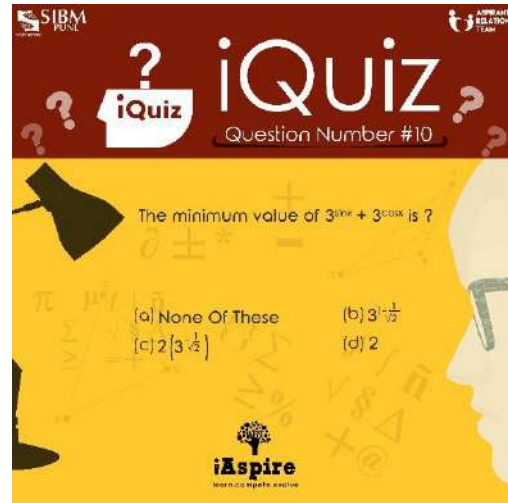
### i-Articulate



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 9<sup>th</sup> August 2017. Aspirants were given time until 16<sup>th</sup> August 2017 to analyse and summarize the given video case and submit it to [artsubmissionsibmpune@gmail.com](mailto:artsubmissionsibmpune@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 8 wild 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 12<sup>th</sup> August on the iAspire website and closed on the 16<sup>th</sup> 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 2017**

A **preliminary online aptitude test** consisting of quantitative aptitude, verbal ability, logical reasoning and general knowledge questions was conducted on the 15<sup>th</sup>, 16<sup>th</sup> and 20<sup>th</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> and 24<sup>th</sup> August 2017

From 21<sup>st</sup> and 24<sup>th</sup> 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 24<sup>th</sup> 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 and the 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 26<sup>th</sup> 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.

**VENUES FOR COFFEE WITH SIBM**

**8th DEC '17**

- PUNE - 1**: Symbiosis Infotech Campus, Main campus, Plot No. 15, Phase - I, Rajiv Gandhi Infotech Park, MIDC, Hinjawadi, Pune - 411057
- MUMBAI - 1**: SNDT Womens University, 1, Nathibal Thackersey Road, Mumbai, Maharashtra 400020
- DELHI - 1**: Hotel Twin Tree, A-19, Naraina Vihar, Near Audi showroom, Delhi, 110018

**9th DEC '17**

- PUNE - 2**: Symbiosis Society, Senapati Bapat Road, Pune - 411004
- THANE**: RG Banquet, 2nd Floor, Boulevard Shopping Centre, Lodha, Majiwade, Mumbai, Nasik Road, Thane, Maharashtra 400610
- INDORE**: Hotel Best Western, 31/1 Main Road, South Tukoganj, Indore, Madhya Pradesh 452001
- LUCKNOW**: Sapna Clarks Inn, CP-3, Beside Mini Stadium, Sector 11, Ring road, Vikas Nagar, Lucknow, Uttar Pradesh 226022
- CHENNAI**: Hotel Karpagam International, 41, 5 Mada St, Alamelu Manga Puram, Sankarapuram, Mylapore, Chennai, Tamil Nadu 600004

**10th DEC '17**

- BANGALORE**: Mahveer Jain College, 91/2, Dr. A N Krishna Rao Road, V V Puram, Bengaluru, Karnataka 560004
- MUMBAI - 2**: St Pauls Media Complex, TPS III, Near Tawa Restaurant, Opp. Duruelo Convent High School, Road Number 24, Bandra West, Mumbai, Maharashtra 400080
- AHMEDABAD**: Fourpoint by Sheraton, Opposite Gujarat College, Ellis Bridge, Ahmedabad, Gujarat 380006
- KOLKATA**: St. Xaviers college, 30, Mother Teresa Sarani, Kolkata, West Bengal 700016
- DELHI - 2**: Ambassador Kitchen, 24, Ferozshah Rd, Connaught Place, Delhi - 110001
- HYDERABAD**: Hotel I K London Residency, 6-3-666, Kapadia Lane, In The Lane Diagonally Opposite Nims, Somajiguda, Hyderabad, Telangana 500062

**COFFEE WITH SIBM EDITION 12**

### 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 to be a huge success, with a reach of over 1500 during the 40-minute session, itself.

**Event Date: 1<sup>ST</sup> DEC 2017 & 6<sup>TH</sup> 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

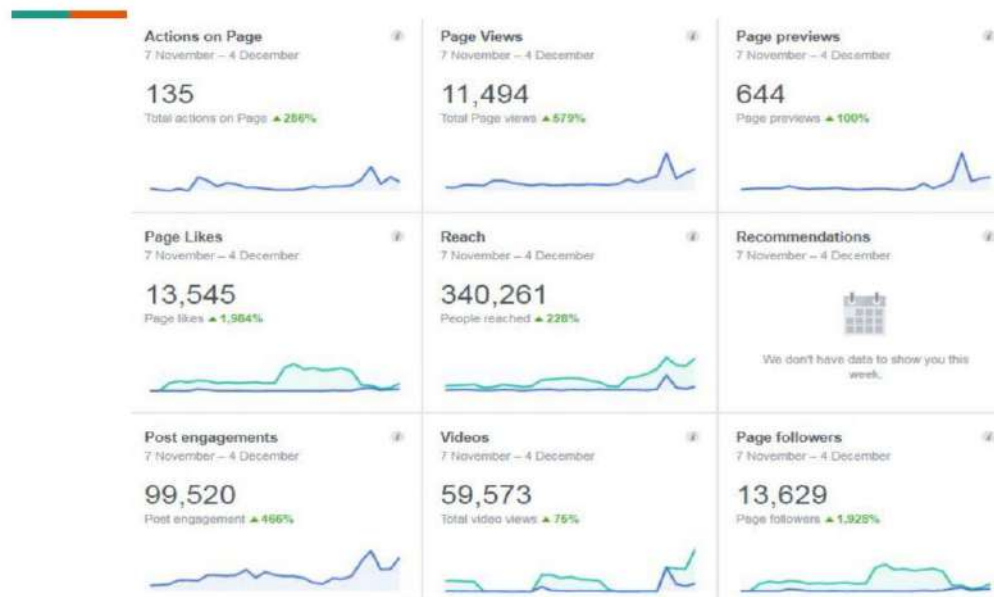
Google ad-words were made in 15 different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube.



### Digital Reach

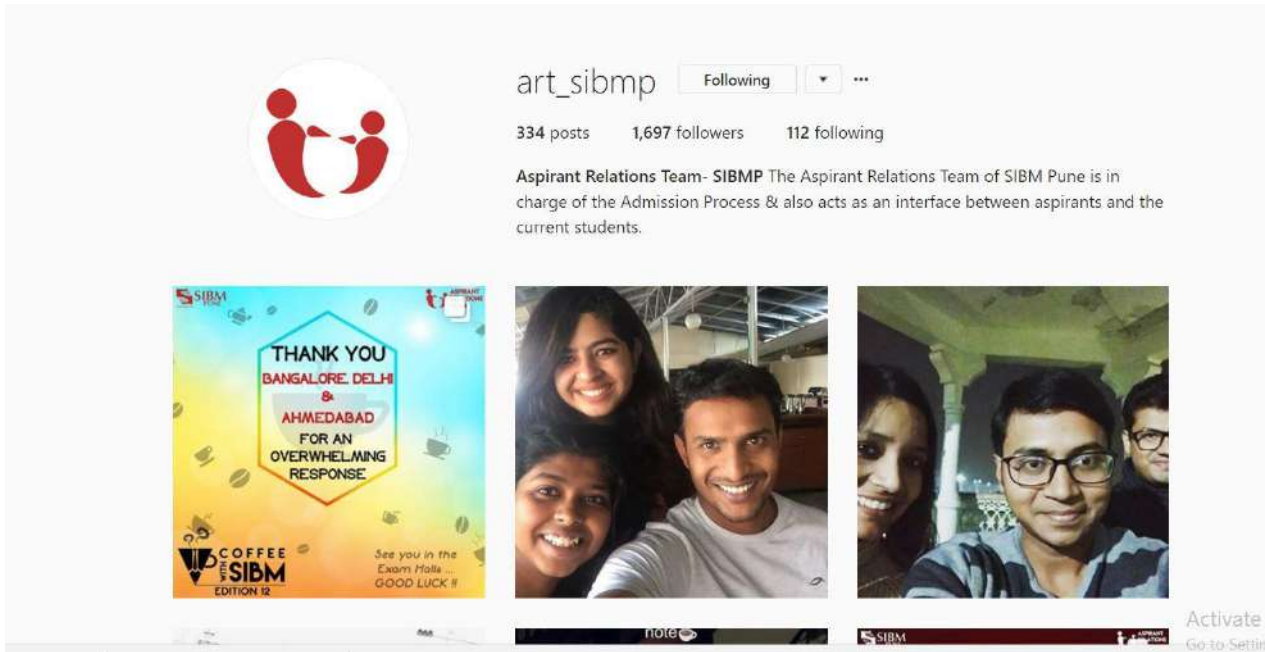
The Facebook page had a total of 85,000 likes and the page had an engagement of over 300,000. Various promotional activities were organized on the page which created the required buzz among the candidates.

## Facebook Campaign Overview



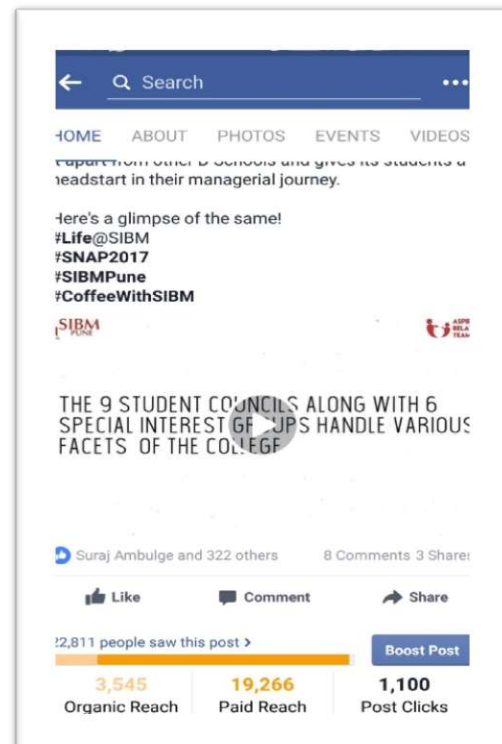
## INSTAGRAM

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.



With a lot of anticipation about how MBA life is going to be, I entered the gates of the SIBM Pune campus on the beautiful Lavale hilltop. Having spoken to many alumni/betters studying in college, I had a few ideas in mind about how the course is going to be, but it was the induction process that gave the much-needed insight of what to expect (and what not to) in the months to come.

On the very first day, after being made aware of a few basic rules, we were put into groups and asked to put up a small performance on stage. The enthusiasm with which everyone participated in preparing for the event was infectious. The splendid performances absolutely awed me as I realized the diversity of talent that my batchmates possessed. That teamwork and people skills are going to be an important skill to learn and use over the next 2 years of my MBA became absolutely clear.



With glittering lights sparkling my eyes, cool breeze soothing my heart and light music easing through the winds, the horizon of skies end and Life at SIBM begins!

Sitting on the stairs of Amphitheater, looking at the sunset amidst the clouds, I muse over this place – a world away from the world. A place which has embraced me with both its arms, and made me feel like home in less than just two weeks. On the day of arrival, with the sideline of an amazing Graffiti and the onset of high hills, when I entered the huge gates of this college, I realised that this is the kind of place where dreams are perceived and achieved. The vivacious sculpture of Goddess Saraswati in the very front declared to the world that this institution believes in bestowing knowledge to the ones who truly seek! The Portrait of flags of diverse nations empowered our adage: **बसुंधीव कुटुम्बकम्** – The world is a family. *Boundaries divide nations, Education provokes Cultivation*

## 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



## 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 slot are
  - $1904/12 = \mathbf{119 \text{ students per slot}}$
- 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 GE-PI-WAT ID number: R03XG0406.

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

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

- **1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>** 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**
- 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 **12<sup>th</sup> February**, and has been allotted the **5<sup>th</sup> position** in the **7<sup>th</sup> group**, 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
<b>Total</b>	<b>100%</b>	<b>180</b>

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 interactive activities

**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.

