

ASPIRANT RELATIONS TEAM

2020-21 ANNUAL REPORT



TABLE OF CONTENTS

INTRODUCTION	2
ONBOARDING 2020	3
ADVENT 2020	6
ASCEND 2020	9
A DAY AT SIBM 2020	12
COFFEE WITH SIBM 2020	16
ADMISSIONS 2021	28

INTRODUCTION

WHO WE ARE

The **Aspirant Relations Team** or **ART** acts as an interface between the current students of SIBM Pune and the aspirants of the upcoming batch. ART is in charge of conducting the Admission process at SIBM Pune. ART is responsible for the aspirant connect, right from the time, the registration notification for the SNAP entrance exam is released till the time a candidate joins SIBM Pune and even beyond that. ART provides a platform for all the aspiring students to connect with SIBM Pune, know its culture and provides necessary support whenever required on their road to SIBM Pune. Through numerous engaging activities, including Advent, Ascend, A Day at SIBM, Coffee with SIBM and Admissions Process, the Aspirant Relations Team helps in enhancing the brand image of the institute.

MEET OUR TEAM

<i>Senior Team</i>	<i>Junior Team</i>	<i>Interim Team</i>
Arnold Mathew	Jaykumar Purohit	Chinmay Bhate
Harshita Srivastava	Prathit Desai	Jaykumar Purohit
Nikita Iyer	Ruchi Khant	Prathit Desai
Sarbajit Biswas	Sarath Chandra Prakash A	Sarath Chandra Prakash A
Shaurav Dutt	Shreya Gupta	Shreya Gupta
Shubhi Jain	Simran Shah	Videh Raj Singh
Tejasv Chhari	Vaibhav Chandel	Vishakha Vaidywan
	Vishakha Vaidywan	

EVENTS ORGANISED

The events organized by the Aspirant Relations Team during the academic year 2020 – 2021 were –

- Onboarding 2020
- Battle of Cities 2020

- Advent 2020
- Ascend 2020
- A Day At SIBM 2020
- Coffee With SIBM 2020
- Admissions 2021

SOCIAL MEDIA PRESENCE

During the academic year 2020 – 2021, the Aspirant Relations Team made some remarkable achievements with a sound presence on social media.

- The Facebook Page of the Aspirant Relations Team crossed 3900 likes which is a YoY increment of record 77.27%
- The Instagram Page crossed 2200 followers which is a YoY increment of record 49.73%
- The Facebook Page saw a reach of 16.7K accounts while the Instagram Page saw a reach of 663.0K accounts.

ONBOARDING 2020

The Aspirant Relations Team, SIBM Pune carried out the first ever fully online onboarding of the incoming batch of 2022 students. The official Facebook page – OnBoard SIBM Pune 2020-22 and the OnBoarding WhatsApp group served as the interactive platform where the members of the Aspirant Relations Team engaged with and cleared the queries of the incoming batch. Having already interacted and clarified the queries of the shortlisted aspirants, this acts as the second round of interaction. Apart from the usual queries regarding navigating the two years at a B-School, the daily life of an SIBM Pune student, the favourite spots at the campus, the Aspirant Relations Team, with various engagement activities starting with the batch introductions and carrying on till the daily quiz event in the lead up to the Battle of Cities, kept the students engaged even as the induction program was delayed due to the prevalent pandemic.

Facebook Group Name: OnBoard SIBM Pune2020-22



ONBOARD SIBM PUNE 2020-22: BATTLE OF CITIES

Every year, to break the ice and engage with the incoming batch, the Aspirant Relations Team conducts a special event, called the City Meets. This year due to dynamic scenario surrounding the pandemic, Aspirant Relations Team had to pivot and adapt to the changing scenario. The Battle of Cities was one such initiative. The aspirants were divided into groups and were engaged with a variety of interactive events. Finally, they had to collaborate and come up with creatives like teasers, trailers and captions on social media, leading up to the release of an e-magazine.

SNAPSHOT OF ONBOARDING 2020



ADVENT 2020

Advent 2020 was the first event organized by the Aspirant Relations Team after the course commencement of the batch of 2020-22. For the first time, a batch was on-boarded and inducted online, and hence this event was also conducted in the online mode. It was a photography, video making and audio recording competition organized for the first-year students with the theme “Netflix”. It was divided into three distinct competitions – **Online is the New Offline** (a picture collage and caption competition to show their own MBA journey creatively), **Video Heist** (a video making competition to showcase their talents and their own story through a video) and **JAMtera** (an audio recording competition wherein they could display their gift-of-the-gab). Apart from this, daily contests were conducted on social media to keep students engaged. The winners and runners-up of these competitions were awarded cash prizes, and winners of online contests were awarded Amazon vouchers.

The competition recorded a response of over 74 students from the entire batch with enthusiastic participation from all the batches. The objective of the event was to inculcate team building and giving them one last fun opportunity to reminisce about the memories of their unique MBA journeys so far. The online events conducted over social media handles such as Facebook and Instagram saw a phenomenal response from the entire batch, with the footfall being more than 350.

Online is the New Offline:

1. **Winner** – Raghunandan Singh, MBA 1, Operations
2. **Runner-up** – Mir Farheen Dewan, MBA 1, Marketing

Video Heist:

1. **Winner** – Vaibhav Chandel, MBA 1, Marketing
2. **Runner-up** – Poojitha Nayak, MBA 1, Marketing

JAMtera:

1. **Winner** – Saksham Garg, MBA 1, Marketing
2. **Runner-up** – Kartika Bang, MBA 1, Marketing

Online contests:

1. Now you know me –

- a. Ganesh A, MBA 1, Human Resources
- b. Mansi Shah, MBA 1, Innovation and Entrepreneurship
- c. Meenal Agarwal, MBA 1, Human Resources

2. Sherlocked –

- a. Agnivesh Satapathy, MBA 1, Marketing
- b. Sadiksha Sharma, MBA 1, Marketing

3. 3 Reasons Why – Vyomdhaval Bhatt, MBA 1, Human Resources

SNAPSHOT OF ADVENT 2020



MAGAZINE PHASE

MEME PHASE

Batch 2022

DUSK TILL DAWN
A NETFLIX ORIGINAL SERIES

MONEY HEIST
FOR

ADVENT
AN ART ORIGINAL
EXPLORE. FASHION. EXPRESS.
ONLINE OFFLINE

TOKIO, NAIROBI, DENVER, JODHPUR

Silent Hill

FRIENDS

What you have to do is make those people see what you're capable of. Show them you're not scared. --Nairobi
Something all students from SIBM are known for...

1. The scenic beauty reminds me of memorable road trips
2. Friendly seniors

Enter one word describing your experience with ART

Mentimeter

Word Cloud representing candidates' response for the event

ASCEND 2020

Ascend is an event organized and conducted by the Aspirant Relations Team of SIBM Pune. It was organized with the aim of visiting coaching institutes, albeit virtually, in various cities throughout India to address MBA aspirants and have an engaging conversation with them. The 90-minute interaction with the aspirants included important topics like:

- What are the changes in the SNAP 2020 paper pattern?
- How to prepare for B-school entrance exams?
- How to tackle different sections such as VARC, DILR and QA?
- What should be an ideal strategy to attempt SNAP 2020, which was of 60-minute duration?
- What is in store under different specializations?
- What is life at a B-school and beyond?
- What is the unique thing that MBA in Innovation & Entrepreneurship has to offer?

This was the first time that the event has been conducted in an online environment and saw a tremendous response from the coaching institutes who were eager to guide their students as well as from an entire aspirant community.

The event took place from 18th September 2020 to 20th September 2020. This year, Ascend was conducted in 15 cities. The event provided a platform to interact with around 1500 students from various cities across India.

PRIME OBJECTIVE

The primary motive behind this initiative was to give the aspirants the general strategy that the current students of SIBM Pune followed while they were preparing for the entrance examination and key takeaways for them with the focus on the individual sections. The event gave the aspirants, a perspective of a B-school student on what it takes to reach the B-school of their dreams and what lies ahead for them, as they enter one of the most coveted B-school in the country.

The following were the objectives of Ascend:

- To familiarize aspirants with SNAP 2020 new paper pattern and SIBM Pune
- To clarify their doubts regarding other b-school entrance examinations
- To provide support and guidance on various sections
- To discuss strategies that our team employed in various MBA entrance exams
- To understand the preparedness of the aspirants through a short quiz.



ONLINE ENGAGEMENT AND PROMOTION

The online promotion of Ascend 2020 started on different social media platforms such as Facebook, YouTube and Instagram. There were different series on Vocab, Quantitative Aptitude and Logical Reasoning to help the aspirants kickstart their preparation journey. This included:

1. Vocab Vantage:

A set of vocabulary-related questions were periodically posted to help the aspirants get some insights on various kinds of vocab questions. There were tips provided to the aspirants to help them get the edge while solving the questions related to vocabulary. The vocab vantage was also a series of posts aimed at promoting Ascend 2020.

2. Game of Quants:

This series aimed to break the myth around the Quantitative Aptitude section. There were numerous questions along with expert tips to help the aspirants sail through this section of the B-school entrance examination.

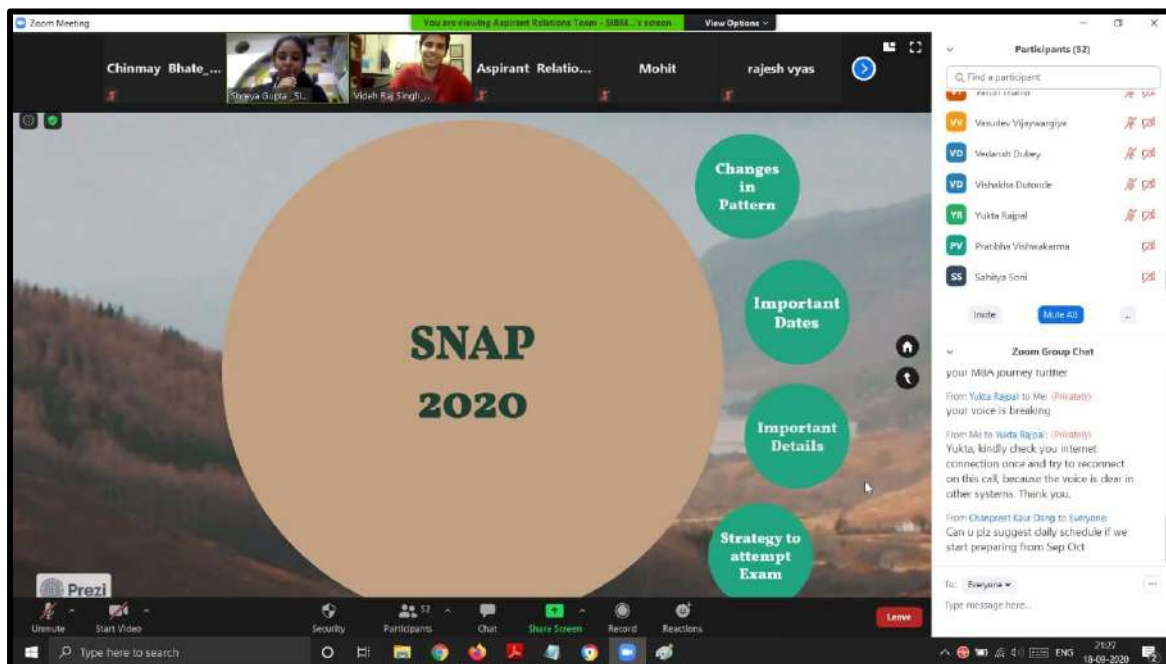
3. Ladder of Logic:

A series of questions with a major focus on the Logical Reasoning section was launched to cater to the changing pattern of the SNAP 2020 exam. It included some of the finely crafted tips to help the aspirants prepare well. The series included numerous posts to promote Ascend 2020.

Online connect

To solve the queries of the aspirants, the Aspirant Relations Team was actively present on various online forums such as Pagalgy, Quora, and InsideIIM. The queries of the aspirants were routinely addressed over these platforms to increase our outreach.

SNAPSHOT OF ASCEND





A DAY AT SIBM 2020

Date: **19th November 2020**

Venue: **Zoom Platform**

Attendee: **200 Aspirants**

INTRODUCTION

On 19th November 2020, the third edition of 'A Day at SIBM' was organized. Due to the restriction on travelling and physical gathering due to the ongoing pandemic, this was the first time that the event was conducted online. The event was open for all the MBA Aspirants in the country and almost 200 aspirants attended the event. The event aimed to provide the first-hand experience of a real B-school to the students. During the event, aspirants interacted with the guests and the students and cleared all the queries they had in their mind.



The poster for 'A Day at SIBM The Virtual Edition' features a central illustration of a smartphone displaying a virtual classroom. On the screen, a male instructor in a pink shirt stands next to a large screen, addressing three students seated at desks. The background of the phone screen shows a brick building and a graduation cap. To the left of the phone, a red clock indicates the start time. The top of the poster includes the Aspirant Relations Team logo, the 'A D @ S' acronym, and the SIBM Pune logo. A QR code is located in the bottom right corner.

ASPIRANT RELATIONS TEAM

A D @ S

**A DAY AT SIBM
THE VIRTUAL EDITION**

SIBM PUNE

10 am Onwards
19th November

CERTIFICATE

An opportunity to experience
the rigor and a life at B-school

Register Now

@art_sibmp /AspirantRelationsTeamSIBMPune admissionsteam@sibmpune.edu.in

D-DAY EVENTS

Introductory Note

Mr. Sandeep Bhattacharya, adjunct faculty at SIBM Pune, was on hand to initiate the event. Mr. Sandeep discussed various aspects of SIBM Pune and how SIBM Pune is different from various other colleges. He also touched upon various factors that SIBM Pune adopted to provide an enriching experience to the students even in the online mode. He also answered various queries and doubts raised by the aspirants.

Guest Session

As guest sessions are an important part of MBA life, post the introductory session, a session with **Dr. Manasi Phadke** was conducted. She interacted with the students in a way that left students motivated. Dr. Manasi covered various aspects of Micro and Macroeconomics which

are considered to be an important aspect in pre-MBA as well as MBA life. Her unique way of teaching the concepts was liked by the aspirants.

Case Study Competition

Post guest session, Case Study Competition was conducted. This session was moderated by **Dr. Deepika Pandita**. In the beginning, ma'am discussed how case-studies are discussed and various ways to present the solutions. A case was provided to all the aspirants beforehand. A case was sent to all the registered aspirants. Based on the case, they were expected to send their solutions. We received tremendous responses. All the cases were evaluated based on three parameters:

1. Relevance
2. Presentation
3. Creativity

They were expected to solve the case and send it to the Aspirant Relations Team, which was evaluated by Dr. Deepika. Based on the evaluation best three cases were selected and they were awarded cash prizes and certificates. Three special mentions were also chosen, which stood out from the rest.

Kahoot Quiz

A quiz contest was conducted using the Kahoot platform to test the preparedness of all the aspirants. It was a unique way for them to refresh their mind. The Quiz gave them a full-fledged exposure to how the life of a B-schooler is, which consists of classroom sessions as well as case studies and quizzes.

SNAP Topper Session

A panel of 6 students was set where students with diverse backgrounds were chosen. All the panellists discussed their SNAP strategies and how they prepared themselves for SNAP. Panellists also discussed do's and don'ts related to SNAP preparation. Post that floor was opened for a Q&A session, where aspirants asked all their queries to the panellists.

SNAPSHOT OF ADAS



COFFEE WITH SIBM 2020

Coffee with SIBM is the flagship initiative conducted by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune, which aims at reaching out to the aspirants across the country to help them crack the SNAP test and get admission into a B-school of their choice. This initiative is carried out in two phases – first, the online phase, where the aspirants are kept engaged through various online activities daily and their queries relating to MBA, SNAP, and SIBM Pune are duly answered; second, engaging seminars and interactions are held across the country for over 2 hours. This year marked the 15th edition of Coffee with SIBM, the first one being in 2006. During the initial phase, we reach out to the aspirants through social media to give important information like quizzes and tips relating to SNAP, clear their doubts regarding registrations and other queries, and make the road to SIBM seem clearer. Coffee with SIBM sessions provide a platform to the aspirants to interact with the current students of SIBM Pune through candid sessions, understand life at SIBM Pune, and get guidance and last-minute suggestions on how to ace the SNAP test. It acts as a motivating and informative session conducted about a week before the SNAP test by the toppers of the previous batch to help them choose the right B-school and work hard towards achieving their goals.

OBJECTIVES OF COFFEE WITH SIBM

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

1. Provide aspirants with a platform to interact with other aspirants and create a learning experience for them.
2. Help students build clarity about MBA and enable them to understand the objectives of doing an MBA.
3. Assist the students in their SNAP preparation through daily quizzes, study materials, and Q&A sessions with the current students and the batch toppers.
4. Clear any doubts regarding MBA, SNAP, and SIBM Pune through online as well as offline sessions.

5. Provide a glimpse of how is life at SIBM Pune looks like and what it has to offer to the students.
6. Provide GE-PI-WAT preparatory materials for acing the next stage of admission into one of the premier b-schools of the country.

Students got first-hand insights on the massive change in SNAP 2020 pattern, along with tips on how to tackle the new pattern from the perspective of previous year SIBM converts. Aspirants from all over the country cleared their doubts about the exam pattern and other queries about SNAP and SIBM Pune.





**COFFEE
WITH
SIBM
EDITION 15**





COFFEE WITH SIBM

Edition 15

- DECEMBER 12 -

Central Cappuccino10AM-12PM
Northern Nitro11AM-1PM
Taj Frappe 3PM-5PM
Maha Mocha 4PM-6PM



A Coffee is all you need to crack what it takes.

- SPECIALS -

SNAP Preparatory Kit1
GEPIWAT Tips and Discussion..2
Expert Opinions 3
Glimpse of MBA life 4

**MENTORING
Shots**



**Kahoot
Quiz**

Join us for the session and get live preparation tips and a chance to meet the SIBM fam.





**B - SCHOOL
Life**

- DECEMBER 13 -

Filter Coffee 10AM-12PM
Eastern Espresso..... 11AM-1PM
Deccan Latte..... 3PM-5PM
Cold Western Brew..... 4PM-6PM

*Last Minute
Preparation Tips
and Tricks*



Good Coffee, Better Conversations!

2 Days, 8 Clusters

ONLINE ENGAGEMENT

The Aspirant Relations Team, SIBM Pune has built a network of aspirants who are connected with us through Instagram, Facebook, LinkedIn and YouTube. We engage with the aspirants actively through these platforms and conduct several sub-events.

Sub-event 1

Voca Latte, Logi Espresso, Café Quants, Tip Whipped and Perfecting the Brew and daily quizzes on Instagram stories.

COFFEE WITH SIBM EDITION 15
Voca Latte

Q1) Match the following grammatical functions with the appropriate usage of the word 'WELL'.

Function	Usage
1. Verb	a. You will never miss the waterfall till the well runs dry.
2. Adjective	b. Tears well up in his eyes when he reads the letter.
3. Noun	c. The children behaved well.
4. Adverb	d. They played here. It was a well-deserved victory.

A. 1-a, 2-d, 3-b, 4-c
B. 1-a, 2-c, 3-d, 4-b
C. 1-b, 2-a, 3-c, 4-d
D. 1-a, 2-c, 3-b, 4-b

Q2) Change the form of speech, "Wait there till I get back please," she told the boys.

A. She requested the boys to wait there till she would return.
B. She asked the boys to wait till I come back.
C. She requested the boys to wait there till she got back.
D. She requested the boys to wait there till she comes back.

Ans. 2. C, 1. A

COFFEE WITH SIBM EDITION 15
Cafe Quants

Q1. If the cost price of 5 tennis rackets is equal to the selling price of 4 tennis rackets, what is the profit/loss percent?

A. Loss of 20%
B. Loss of 25%
C. Profit of 20%
D. Profit of 25%

Q2. If the ratio of compound interest (compounded annually) to the simple interest earned on a principal at the same rate of interest per annum for 3 years is 331:300, what is the rate of interest per annum?

A. 8%
B. 10%
C. 12%
D. 6%

Ans. 2. B, 1. D

COFFEE WITH SIBM EDITION 15
Logi Espresso

Q1. In a family, R is married to M. M is a brother of K who is Z's mother. R has 3 children, 1 son and 2 daughters with one daughter married. B is the sister-in-law to D. A is the brother of C. How is C related to D?

A. Wife
B. Husband
C. Sister
D. None of these

Q2. John walks 25 metres towards the west. He then turns left and walks 15 metres. He again turns left and walks 25 metres. Further, he moves 10 metres after turning to the left. How far is he from his original position?

A. 15 metres
B. 10 metres
C. 5 metres
D. 25 metres

Ans. 2. C, 1. A

COFFEE WITH SIBM EDITION 15
Tip Whipped

The secret to success in SNAP is Mock Analysis!

Solving a good number of mock helps you to understand the different variety of questions that can be asked in the SNAP exam. But, at the same time analyzing a mock is also essential to get an in-depth view of your strengths and weaknesses. The Mock Analysis helps you to filter out a certain set of questions that you might want to ignore on D-day. It helps you to invest your time in other questions and scale up your score.

Sub-event 2 – Facebook and YouTube Live Sessions

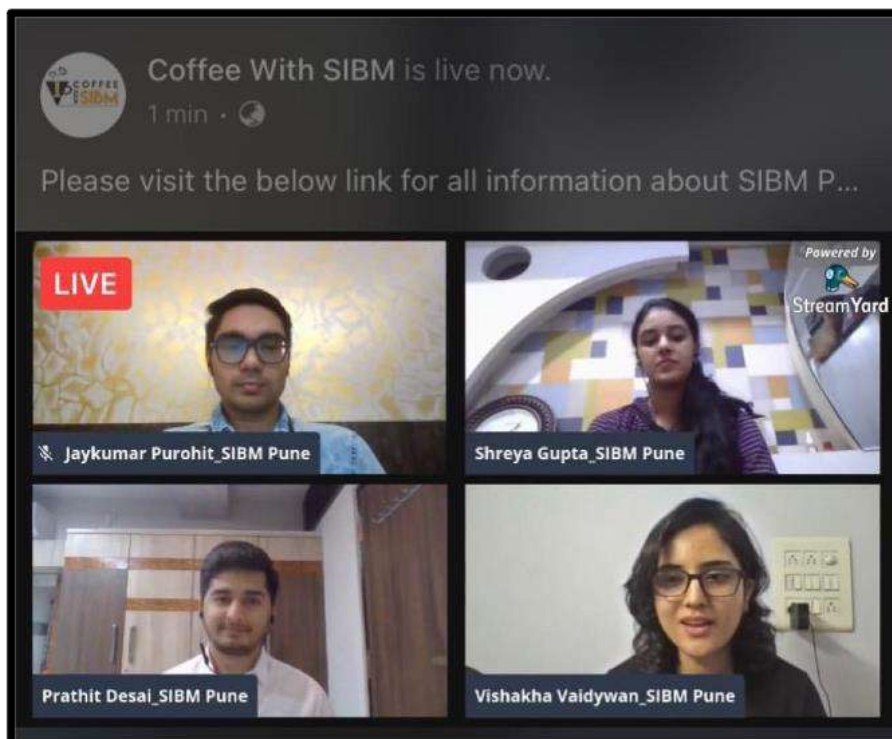
Several live sessions were conducted by the Aspirant Relations Team on Facebook and YouTube. A YouTube live session was conducted with the popular MBA preparation platform Learn4Exam on 6th December, followed by an “Ask Me Anything” live Facebook event on 10th December. On 18th December, a YouTube live session was done with Unacademy where aspirants could get a lot of doubts cleared.

The live sessions conducted by the Aspirant Relations Team provided the aspirants all over the country a chance to interact with us and ask any doubts they have regarding SNAP and the journey to SIBM. It gives a chance to students living in cities where Coffee with SIBM is not conducted to interact with us and get their queries answered.

The following members of the Aspirant Relations Team were part of the panel:

1. Vishakha Vaidywan
2. Jaykumar Purohit
3. Prathit Desai
4. Ruchi Khant
5. Shreya gupta
6. Sarath Chandra Prakash A
7. Vaibhav Chandel
8. Simran Shah





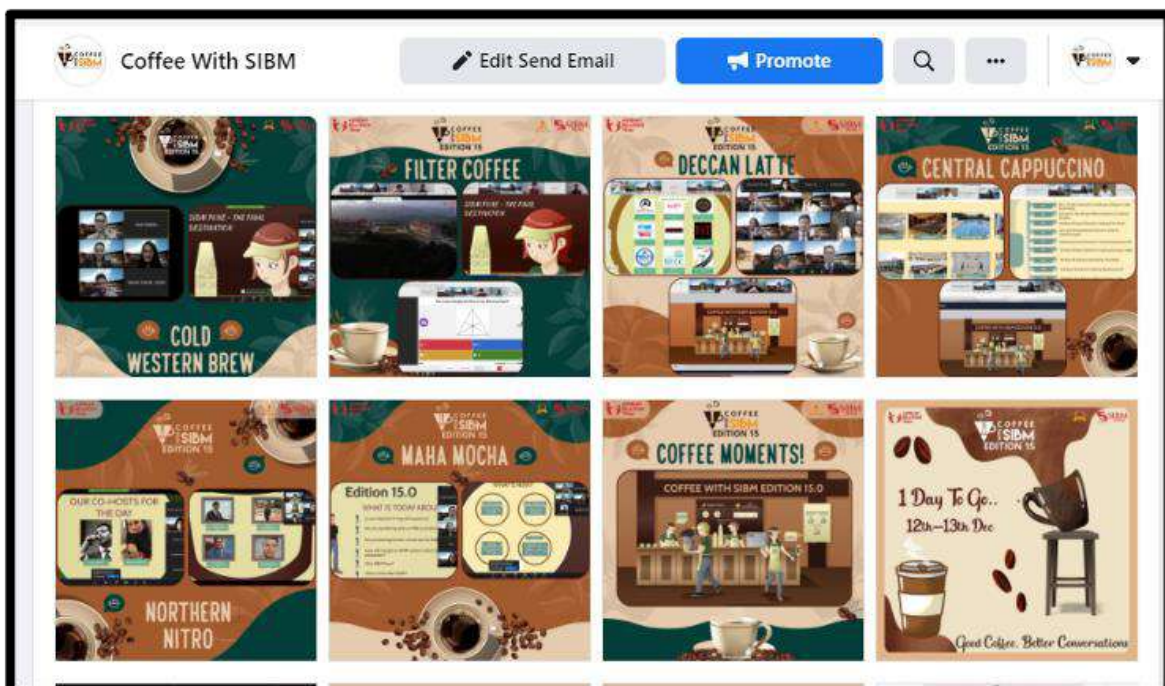
Digital Presence

Google Ad-words were made available in different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube. Pages for specific events were created and promoted in the targeted regions. Event posters and videos were promoted to get maximum possible attention and traction among the aspirants. The Facebook page dedicated to the event helped in connecting with the aspirants and they could get all details about the event from this page.

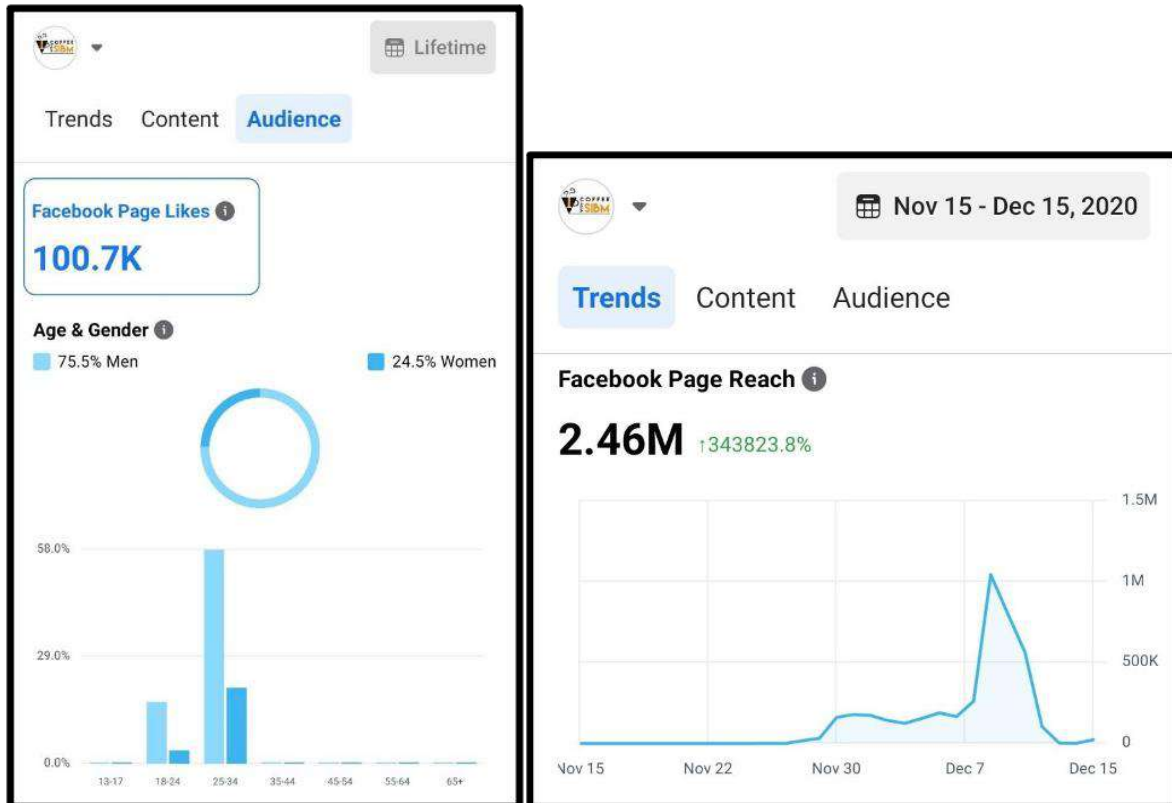
DIGITAL REACH

Facebook











The Facebook page has a total of 96,865 likes. Various promotional events were organized on the page to create the required buzz among candidates. We had an exceptional post reach to 664,488 aspirants and post engagement with 78,978 aspirants.











The Coffee with SIBM Page on Facebook crossed the mark of 1 lakh page likes during the 15th edition of CWS which is by far the highest number of likes in the history of CWS. The Facebook page of Coffee With SIBM has observed the reach of 2.46M accounts during the event.



The Top 5 posts by Reach on the Coffee With SIBM page on Facebook with one of the posts reaching as high as 77.8K accounts. The Top 5 posts by Reactions on the Coffee With SIBM page on Facebook with one of the posts has seen more than 17K reactions.

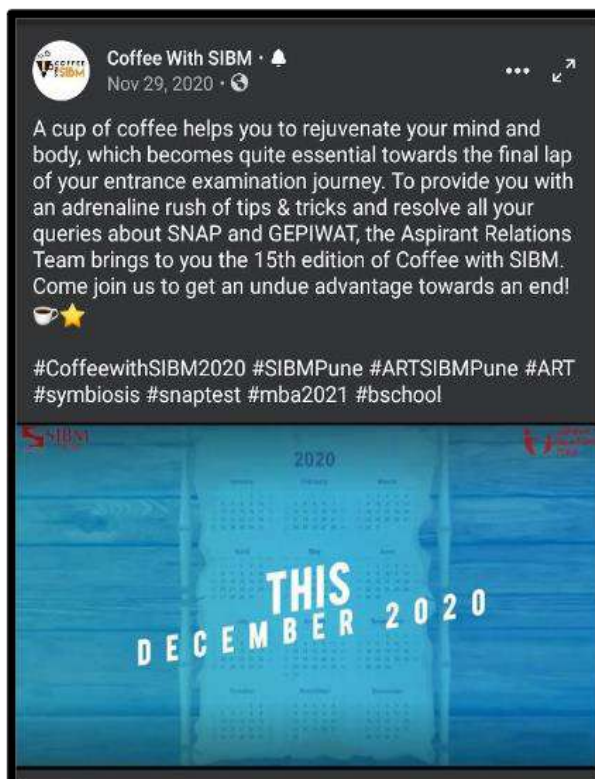
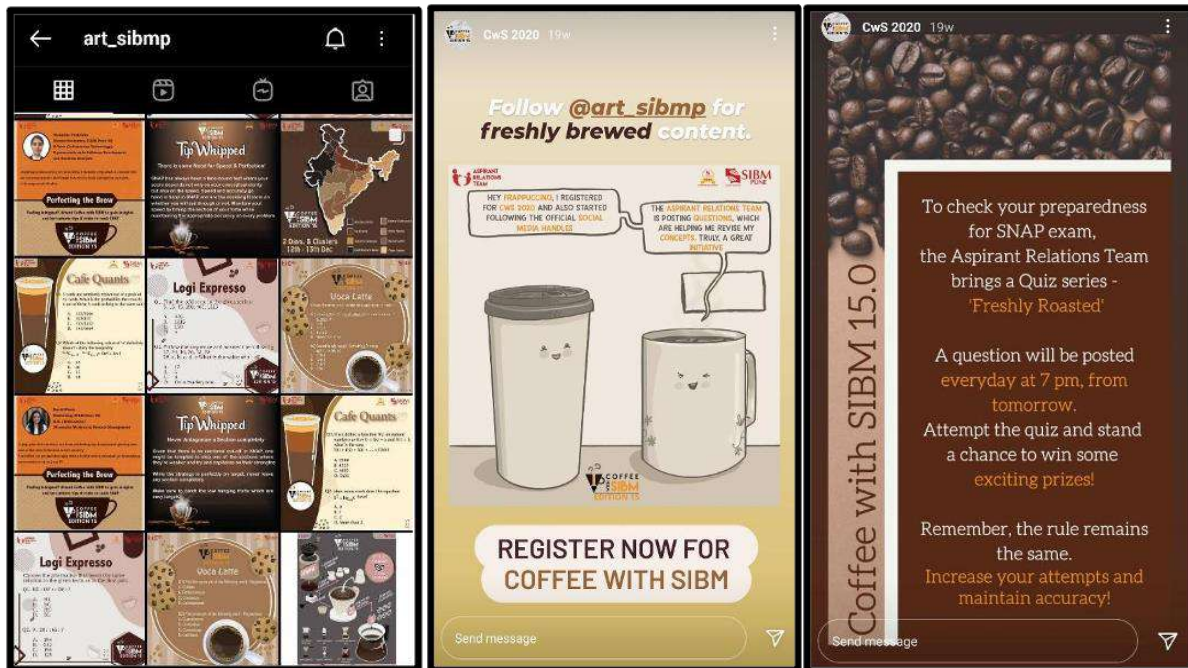
<p> A cup of coffee helps you to rejuvenate your mind and body, which becomes quite e... Nov 29, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>77.8K</td> <td>234</td> <td>0</td> <td>5</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	77.8K	234	0	5	<p> We all have a dream, but the difference is how we realize it, how we obtain it and how ... Nov 30, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>75.3K</td> <td>17.4K</td> <td>32</td> <td>13</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	75.3K	17.4K	32	13
Reach	Reactions	Comments	Shares														
77.8K	234	0	5														
Reach	Reactions	Comments	Shares														
75.3K	17.4K	32	13														
<p> We all have a dream, but the difference is how we realize it, how we obtain it and how ... Nov 30, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>75.3K</td> <td>17.4K</td> <td>32</td> <td>13</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	75.3K	17.4K	32	13	<p> English is a language where the same word can have a different meaning. Millions of wo... Nov 30, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>34.2K</td> <td>8,525</td> <td>11</td> <td>9</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	34.2K	8,525	11	9
Reach	Reactions	Comments	Shares														
75.3K	17.4K	32	13														
Reach	Reactions	Comments	Shares														
34.2K	8,525	11	9														
<p> Coffee with SIBM Edition 15 is here. This year, it's bigger and it's better! No matter wh... Dec 7, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>56.3K</td> <td>192</td> <td>0</td> <td>5</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	56.3K	192	0	5	<p> Getting some last minute tip is always a need of an hour, especially when you are an ... Dec 2, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>30.7K</td> <td>5,985</td> <td>10</td> <td>10</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	30.7K	5,985	10	10
Reach	Reactions	Comments	Shares														
56.3K	192	0	5														
Reach	Reactions	Comments	Shares														
30.7K	5,985	10	10														
<p> 'Logic is the beginning of the wisdom, not the end.' The logical reasoning section is co... Nov 30, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>51.7K</td> <td>4,347</td> <td>26</td> <td>5</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	51.7K	4,347	26	5	<p> Mentoring and guidance play a pivotal role, especially when it comes from someone wh... Dec 2, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>31.3K</td> <td>5,762</td> <td>10</td> <td>9</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	31.3K	5,762	10	9
Reach	Reactions	Comments	Shares														
51.7K	4,347	26	5														
Reach	Reactions	Comments	Shares														
31.3K	5,762	10	9														
<p> Guidance plays a key role during the preparation journey. Conducting eight sessi... Dec 15, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>49.0K</td> <td>827</td> <td>8</td> <td>9</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	49.0K	827	8	9	<p> Patience is the time between drinking a cup of coffee and the motivation to begin your f... Nov 28, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>19.5K</td> <td>5,744</td> <td>11</td> <td>1</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	19.5K	5,744	11	1
Reach	Reactions	Comments	Shares														
49.0K	827	8	9														
Reach	Reactions	Comments	Shares														
19.5K	5,744	11	1														

The event pages created for the 8 clusters during CWS have seen great response from the aspirants. One of the pages, 'Eastern Expresso' has reached more than 215K accounts.

<p> Coffee with SIBM - Eastern Expresso Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>215.3K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	215.3K	--	--	--	<p> Coffee with SIBM - Central Cappuccino Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>169.6K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	169.6K	--	--	--
Reach	Reactions	Comments	Shares														
215.3K	--	--	--														
Reach	Reactions	Comments	Shares														
169.6K	--	--	--														
<p> Coffee with SIBM - Cold Western Brew Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>192.3K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	192.3K	--	--	--	<p> Coffee with SIBM - Filter Coffee Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>163.8K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	163.8K	--	--	--
Reach	Reactions	Comments	Shares														
192.3K	--	--	--														
Reach	Reactions	Comments	Shares														
163.8K	--	--	--														
<p> Coffee with SIBM - Taj Frappe Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>187.1K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	187.1K	--	--	--	<p> Coffee with SIBM - Maha Mocha Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>160.4K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	160.4K	--	--	--
Reach	Reactions	Comments	Shares														
187.1K	--	--	--														
Reach	Reactions	Comments	Shares														
160.4K	--	--	--														
<p> Coffee with SIBM - Northern Nitro Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>175.7K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	175.7K	--	--	--	<p> Coffee with SIBM - Deccan Latte Dec 8, 2020</p> <table border="1"> <thead> <tr> <th>Reach</th> <th>Reactions</th> <th>Comments</th> <th>Shares</th> </tr> </thead> <tbody> <tr> <td>127.2K</td> <td>--</td> <td>--</td> <td>--</td> </tr> </tbody> </table>	Reach	Reactions	Comments	Shares	127.2K	--	--	--
Reach	Reactions	Comments	Shares														
175.7K	--	--	--														
Reach	Reactions	Comments	Shares														
127.2K	--	--	--														

Instagram

All the Facebook posts were simultaneously shared on Instagram as well. The Instagram stories feature was also used to keep the aspirants updated of new posts. Questions were posted on the Instagram stories every day and aspirants interacted with the posts in great numbers. This year we crossed 2200 followers on Instagram.



Videos

We launched various teaser videos and promotional videos for Coffee With SIBM 2020. 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. These videos were viewed by over 25,000 people. The main video for coffee with SIBM aimed to showcase our campus while talking about Coffee with SIBM. The video was viewed by over 30,000 people.

Website

Coffee with SIBM 2020 website was revamped and launched on an independent public forum and hosted on SIBM Servers. All the google ad-words were directed to this website. It hosts all the information related to SIBM Pune and Coffee with SIBM 2020.

Link: <http://cws.sibmpune.edu.in/>

Few snapshots from the website are given below:

PARTICULAR	DATE	WEBSITE
Registration commences on	24 September 2020 (Thursday)	snaptest.org
Registration closes on	30 November, 2020 (Monday)	snaptest.org
Payment closes on	30 November, 2020 (Monday)	snaptest.org
Admit card live on (www.snaptest.org)	5 December, 2020 (Saturday)	snaptest.org
SNAP Online Test 2020	20 December 2020 (Sunday), 6 January 2021 (Wednesday), 9 January 2021 (Saturday)	snaptest.org
Announcement of Result	22 January 2021 (Friday)	snaptest.org

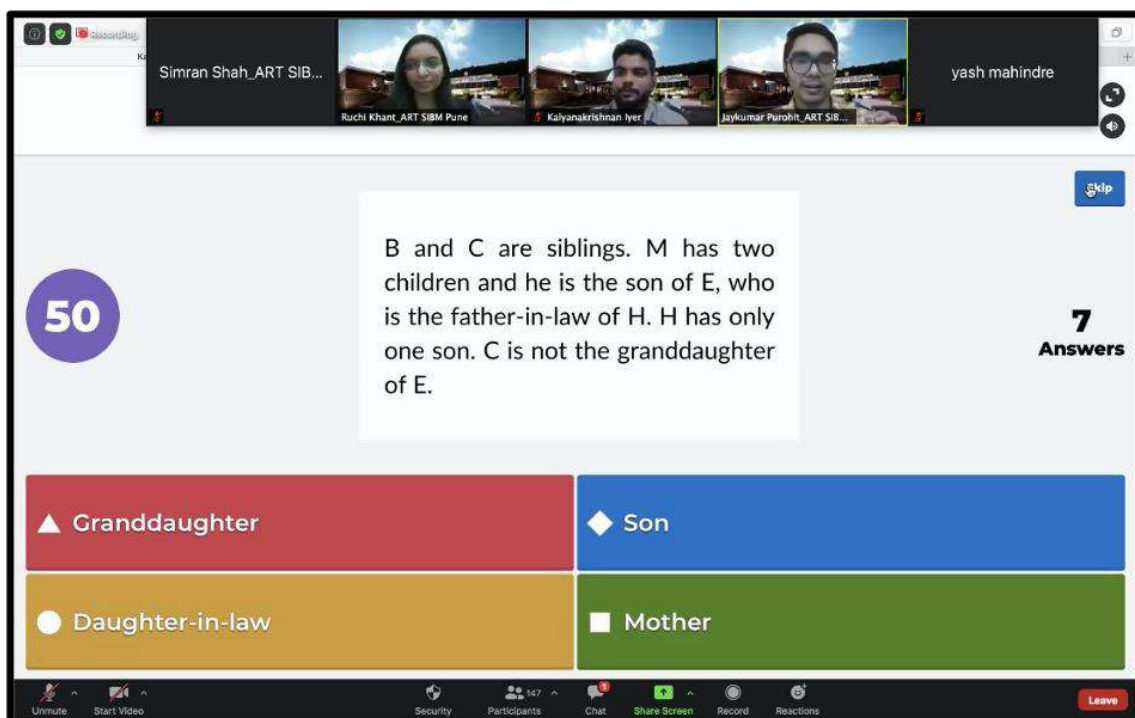
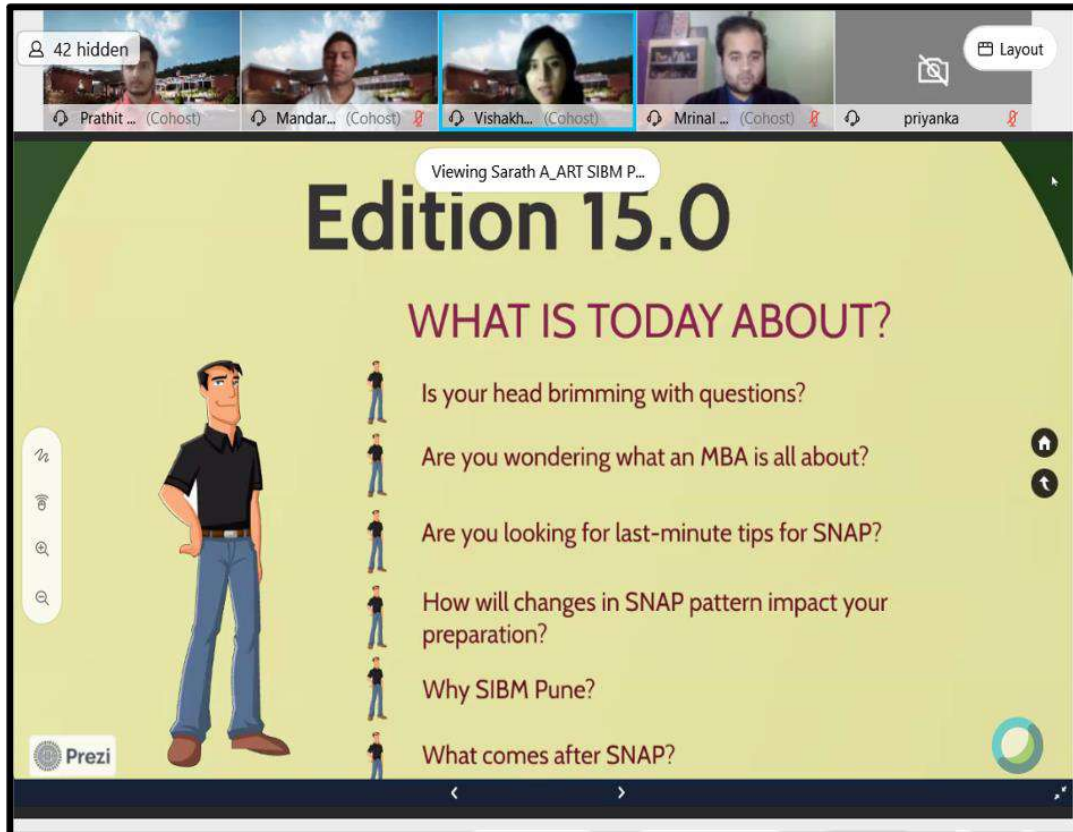


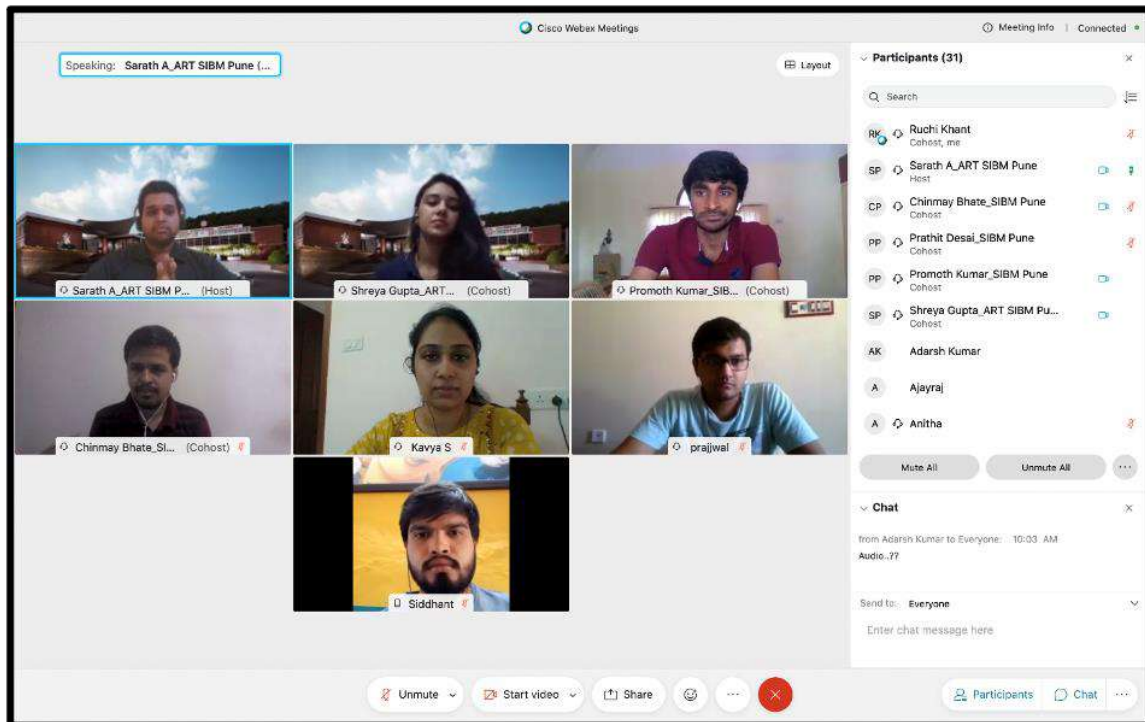
The Website contained various sections such as:

1. Home
2. About SIBM Pune
3. About Coffee With SIBM
4. CWS 2018
5. About SNAP 2020
6. Important dates
7. Placements

8. Venues
9. Meet the team

SNAPSHOT OF CWS 15.0





ADMISSIONS 2021

The Admissions 2021 process of SIBM Pune was conducted by the Aspirant Relations Team under the guidance of the Director of SIBM Pune, Dr. R. Raman and Faculty Coordinator Dr. Deepika Pandita. This was the first time in the history of SIBM Pune that the Admissions process was conducted online. Continuing with its legacy of being the best Admissions process amongst all the B-schools in the country, Admissions 2021 ensured a fair and transparent procedure for all the candidates involved. The process was conducted for all the programmes offered at SIBM Pune.

The entire process spanned over a period of 10 days and two windows which were from **18th – 22nd February 2021** and **24th – 28th February 2021**. In addition, prior to the admission process, a video series called “Journey to Admissions” was made to ensure that the aspirants get an idea of the previous year GEPIWAT process, what to expect and how to prepare for their own process, some information about life at SIBM Pune and what an interviewer expects from

the candidate. This helped the candidates devise a strategy for themselves for the most important day i.e. GEPIWAT process.

Note - The admissions under the IS (International Students) category are held separately and do not come under the purview of the Aspirant Relations Team.

The GEPIWAT process for **MBA Flagship** consisted of the following stages:

1. Group Assessment

- a) Group Exercise – Discussion based on the combination of text and images shown to the candidates and they were given a fixed set of points to spend. The candidates were asked to select a combination based on the group consensus.

2. Individual Assessment

- a) Written Ability Test – based on the hypothetical situation
- b) Kickstarter to PI (Pre-PI) – based on actual business scenario
- c) Personal Interview

The GEPIWAT process for **MBA Innovation and Entrepreneurship** consisted of the following stages:

1. Group Assessment

- a) Group Exercise – based on a social problem in the society and candidates were asked to develop an innovative product/strategy to solve the issue.

2. Individual Assessment

- a) Written Ability Test – based on the hypothetical situation
- b) Kickstarter to PI (Pre-PI) – based on actual business scenario
- c) Personal Interview

In addition to the above processes, this year, SIBM Pune included a handwriting analysis, before the slot booking process. This was the first time that any B-school used handwriting

analysis in the Admissions process. However, it was not included in the evaluation process and only served as additional information to the panellists.

SHORTLISTING OF THE ASPIRANTS

- Aspirants were shortlisted for the GEPIWAT process on the basis of their SNAP score.
- This year, more than **4,500** candidates were shortlisted for the GEPIWAT process, across all three courses.

INFORMATION OUTFLOW

- Shortlisted candidates were informed about the declaration of results via email.
- All the candidates had to log in to 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, uploading the documents and containing all the necessary details.

GEPIWAT SLOTS FOR MBA FLAGSHIP

The shortlisted candidates had the option to choose from the following dates to appear for their GEPIWAT process at the SIBM Pune campus in online mode on Zoom Platform: 18th, 19th, 20th, 21st, 22nd, 24th, 25th, 26th, 27th and 28th February 2021.

There were two slots for the GEPIWAT process on these dates – one slot in the morning, and the other in the afternoon.

Morning Slot timings: 0730 hours to 1230 hours

Afternoon Slot timings: 1230 hours to 1730 hours

The students were allotted a GEPIWAT ID number in the following format:

- First letter - R (for Regular MBA course)
- Second and third letter – Range from 18 to 22 and from 24 to 28 (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 18th February, and had been allotted the 6th position in the 4th group, had the following GEPIWAT ID number: R18XG0406

GEPIWAT SLOTTING FOR MBA INNOVATION & ENTREPRENEURSHIP

The shortlisted candidates had the option to choose from the following dates to appear for their GEPIWAT process at the SIBM Pune campus in online mode on Zoom Platform: 18th, 19th, 20th, 21st, 22nd, 24th, 25th, 26th, 27th and 28th February 2021.

There were two slots for the GEPIWAT process on these dates – one slot in the morning, and the other in the afternoon.

Morning Slot timings: 0730 hours to 1230 hours

Afternoon Slot timings: 1230 hours to 1730 hours

The students were allotted a GEPIWAT ID number in the following format:

- First letter - I (for I&E MBA course)
- Second and third letter – Range from 18 to 22 and from 24 to 28 (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 10 (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 I&E MBA course, and had booked the morning slot on 20th February, and had been allotted the 5th position in the 4th group, had the following GEPIWAT ID number: I20XG0405

ARRANGEMENTS FOR SPECIALLY-ABLED CANDIDATES

Adequate measures were taken by the Aspirant Relations Team to ensure that the process flowed smoothly and no inconvenience was caused to the specially-abled candidates. Arrangements were made for those who were differently-abled, be it a locomotor disability, vision impairment, hearing impairment or otherwise. They were contacted before the commencement of the process, to aid them in the process, especially during the group exercise and the written ability test. Since the WAT was conducted online, for those who required assistance, extra time was provided to them as per the guidelines by UGC. Over and above this, it was ensured that the students have an ART SPOC assigned to them, in case of any exigent requirements.

BUDDY PROGRAM

The Buddy Program 2021 commenced after the release of the list of shortlisted candidates for the GE-PI-WAT process. The main purpose of the Buddy Program is to provide the requisite support to the shortlisted candidates in their preparation and journey to SIBM Pune. The entire batch of first years 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 e-mail ids, with their respective ART SPOC being kept in the loop regarding all communications. Buddies also sent timely mails and reminders of process deadlines to the shortlisted candidates, along with Sizzlers and Silhouettes, which were specially prepared to guide the aspirants.

