



# The Aspirant Relations Team

## Annual Report

Academic Year 2016-17



## **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 2016-2017.

<b>Senior Team</b>	<b>Interim Team</b>	<b>Junior Team</b>
March'16 – March'17	May'16 – October'17	October'16 – March'17
Rohan Jambhekar	Sachin Kumar TS	Ankur Gupta
Trupti Wanare	Jomy Mathew	Swapnil Deshpande
Sarat Anand	Ankur Gupta	Nandeta N
Shekhar Prasad	Swapnil Deshpande	Sagar S Kashyap
Sahil Chatta	Ahana Kaul	Ritesh Benedict
	Sanjana Pai	Shreyas Srivastava
	Sagar S Kashyap	Ahana Kaul

## **Events**

The events that were conducted by the Aspirant Relations Team during Academic year 2014 -2015 are as follows:

- Advent 2015
- iAspire 2015
- Coffee With SIBM 2015
- Admissions 2016
- OnBoard SIBM Pune 2016-18

## Detailed Event Review

### Advent 2016

Advent 2016, a Vlogging competition for first year MBA students at SIBM was organized by the Aspirant Relations Team in the month of July. Students were asked to make a short video on any of the three given topics- “SIBM – A blend of Educational Diversity”, “SIBM – Home Away from Home”, “SIBM – A Melange of Cultures”.

The objective was to make students put on their creative hats and come up with interesting videos showing around their life on campus. It also served as a great opportunity for students to experience working together.

#### Winners of the Event:

Ist- Ankit Taneja, MBA I, I&E

IIInd- Rahul Grover, MBA I, Marketing

IIIrd- Karishma, MBA I, Marketing



### iAspire 2016

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.

## Objectives of the Event

- To simulate a B-School environment through quizzes, writing competitions, industry analysis and case study challenge and 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.

## iAspire 2016

iAspire 2016 started with Inscribe'16, a précis writing competition that was introduced this year, from 02<sup>nd</sup> August 2016. BizQuotient, an online quiz, conducted over a period of one week on the iAspire Facebook page started from 03<sup>rd</sup> August 2016. At the end of Inscribe'16 and BizQuotient'16, 10 cumulative scorers were shortlisted to the next round of iAspire and these entries were chosen based on the speed and accuracy of their responses. These 10 aspirants got direct entry into the main event of iAspire 2016.

For the selection of the remaining 90 aspirants, a preliminary aptitude test consisting of quantitative aptitude, verbal ability, logical reasoning and general knowledge questions was conducted on the 14<sup>th</sup> August 2016. The aptitude test was modelled on the lines of an MBA entrance exam. This will benefit aspirants as they will get a feel of the examinations environment and will be able to identify their strengths and weaknesses while testing.

The 100 shortlisted aspirants, who had successfully qualified to the next round of the competition, were assigned students from SIBM Pune as mentors. Mentors subsequently reached out to the aspirants to explain, facilitate and guide them through the next phases of the event, the case study challenge. Based on the aggregate performance in the quizzes and the case study report, six aspirants along with three SIBM Pune mentors were selected as the winners of the event and the results were declared on 24<sup>th</sup> August 2016.

## Event Structure

Component	Date
Promotional Activities	23 <sup>rd</sup> July 2016
Inscribe	1 <sup>st</sup> to 9 <sup>th</sup> August 2016
BizQuotient - Business awareness quiz	3 <sup>rd</sup> to 9 <sup>th</sup> August 2016
Online aptitude test	14 <sup>th</sup> – 15 <sup>th</sup> August 2016
Case study competition	18 <sup>th</sup> August 2016
Final Results	24 <sup>th</sup> August 2016

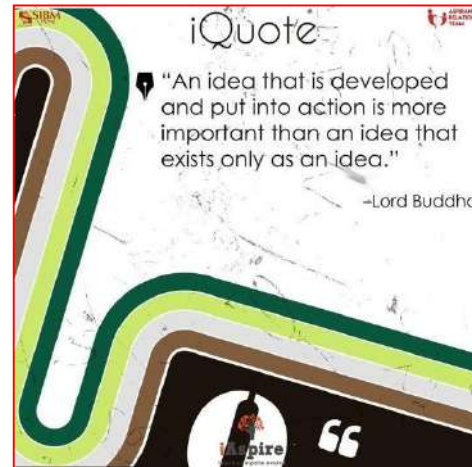
## Participation

Bizquotient	N/A
Inscribe	N/A
Online Aptitude test	800
Case study competition	100
One on one mentoring	50

The participation is on an individual basis and not in teams. The final team appearing for the main event consisted of 1 mentor from SIBM along with 2 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 30th July 2016. Questions, quotes and facts were posted daily on the Facebook page to generate a buzz for the event and engage future aspirants.



**iAspire 2016 Web Page**





On 30th July 2016, 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 register on the website for the preliminary mock test which had a link to the main test portal.

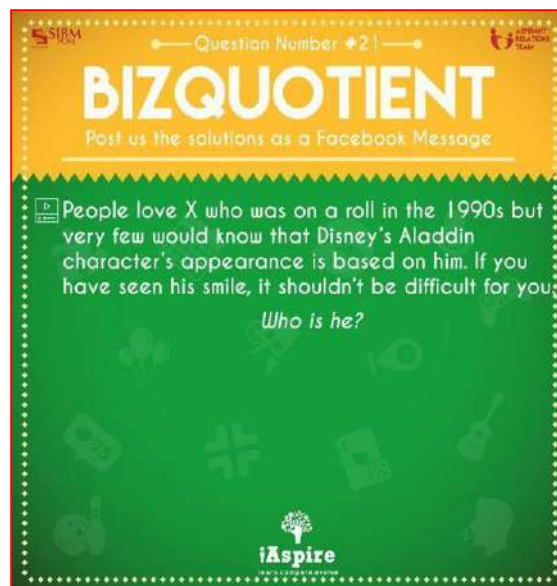
### Inscribe

Inscribe'16, an all-new event, which is a Précis Writing Competition. Inscribe'16 started from 02<sup>nd</sup> August 2016 as part of the official launch of iAspire 2016. Aspirants were given time until 9th August 2016 to summarize a given article and send it across to [artsubmission@sibmpune@gmail.com](mailto:artsubmission@sibmpune@gmail.com).

### Bizquotient

In August 2016, a **ten day long online business quiz** was conducted on the iAspire Facebook page. Under “BizQuotient”, three questions were posted on the Facebook page each day. The type of questions included logos, brands, puzzles, entertainment and general knowledge. This year, the questions posted each day revolved around a theme such as Media, Sports, and Economics etc.

At the end of the quiz, answers sent were evaluated for accuracy and promptness. Top 10-wild card entries were chosen and they were automatically eligible for the final event. Winners of BizQuotient also received SIBM merchandize.



### Registration for Preliminary Round

Registrations for the preliminary round of iAspire opened on the 3<sup>rd</sup> of August on the iAspire website and closed on the 15th 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.

### **Preliminary Aptitude Test**

For the other aspirants registered, a **preliminary online aptitude test** consisting of quantitative aptitude, verbal ability, logical reasoning and general knowledge questions was conducted on the 14th and 15th August 2016. 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 scoring system was as follows:

- Correct answer +1 marks
- Wrong answer 0 marks
- No negative marking

The results were declared on the 17<sup>th</sup> of August. The top 90 aspirants with the highest score were selected to move to the next phase of iAspire i.e. main event. 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 2 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.

### **Final Event**

On 18th August 2016 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 18th and 21st August 2016

From 18<sup>th</sup> to 21<sup>st</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 22nd August 2016. Interactions between participants and mentors were conducted over via email. The emails was 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, 6 mentee winners and 2 mentor winners were chosen as winners. The results for both mentor and mentee were evaluated and declared in September. 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 are:

#### **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 "BizQuotient – Daily quizzes were conducted where winners were given merchandise.

- Trivia and quotes to be added to the Facebook page on a daily basis
- iAspire 2016 video was 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 MBA, MBA Network, Career Launcher, etc.

### Online MBA Forums- Careers 360, Inside IIM, MBA Universe

- The iAspire 2016 Event, poster and video was updates on the newsfeed of the different websites. .
- iAspire 2016 link and relevant posts were put up on individual forums of corporate, colleges, coaching institutes.




## MBA Universe

### iAspire 2016

POSTS LATEST ACTIVITY

Search  Page 1 of 1 Filter



**SIBM Pune**  
Symbiosis  
Institute of  
Business  
Management ,  
Lavale, Pune

Join Date: Jul  
2014  
Posts: 7

#### iAspire 2016

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iAspire, a business centric case study competition, was conducted by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune, for enthusiastic MBA aspirants. This consisted of the best brains in the country, who got together to prove their mettle and challenge the rest. This competition is one-of-its-kind, owing to the fact that it was organised to better prepare the aspirants for their upcoming entrance exams and tests. The event kicked off on 2nd August 2016 with Inscribe. This was a précis writing competition wherein participants were given an article that had to be summarised in 100 words. This was done to test the writing skills of the aspirants. Then followed BizQuotient, a six day online business quiz. Every day, 3 questions were posted on the official Facebook, Instagram and Twitter channels of iAspire. The quiz topics included Current Affairs, Business, Famous Personalities, Logos and more. The ones who responded with the most prompt and accurate replies got an edge over other aspirants. They directly qualified for the final round, which was the Case Study Competition.

Prelims, an online Preliminary Aptitude Test was conducted by the Admissions Team of SIBM-Pune for the aspirants. The test is similar to other MBA entrance exams, which helps the aspirants get a feel of the difficulty level of questions and the testing environment. The overwhelming response from the participants prompted the team to extend the test to one more day! Top 80 scorers of the test were selected for a final Case Study Competition.

The Case Study Competition was held with the help of SIBM students, who were mentors for the selected aspirants. The mentees received one to one guidance for pursuing a career in business management.

The iAspire event was a great success owing to the huge participation and zeal displayed by the aspirants. The aspirants got a wonderful opportunity to test their skills under real-life business situations. The number of people inspired to aspire for an MBA through the promotions of iAspire were around 3000.

## Coffee with SIBM 2016

### 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 mock tests, 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 11 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 13 cities and 16 venues.

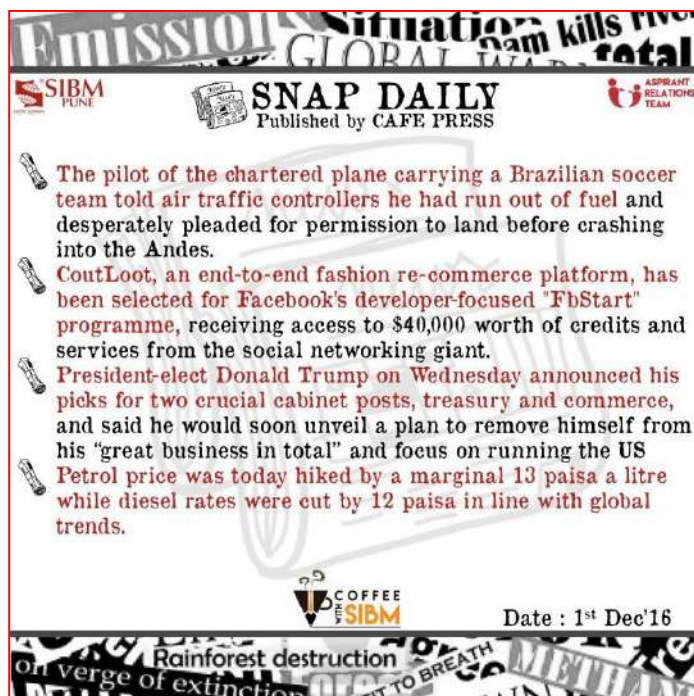
<b>9<sup>th</sup>December</b>	Thane	Noida	Ahmedabad	Goa	Mumbai	
<b>10<sup>th</sup>December</b>	Chennai	Indore	Chandigarh	Vadodara	Pune	
<b>11<sup>th</sup>December</b>	New Delhi	Mumbai	Nagpur	Bengaluru	Hyderabad	Pune

## 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. The aspirants were also able to check the level of their preparations through six days of sectional mock tests and full length conducted online.

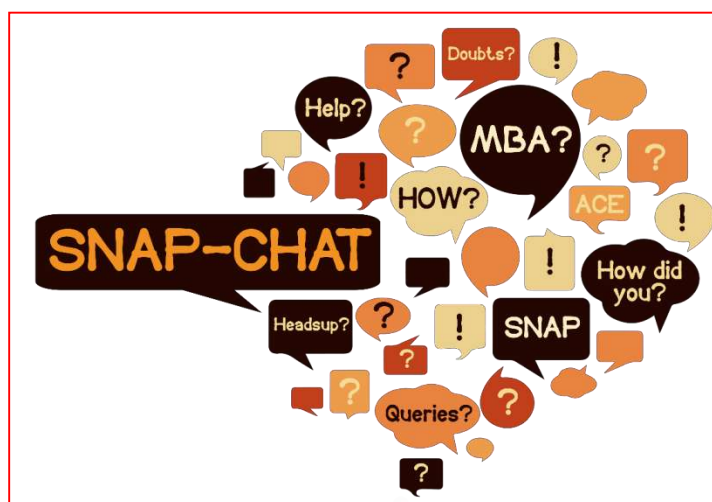
Test Structure	Dates
<b>Sectional – 60 mins</b>	11 <sup>th</sup> , 12 <sup>th</sup> and 13 <sup>th</sup> November, 18 <sup>th</sup> , 19 <sup>th</sup> and 20 <sup>th</sup> November
<b>Full length – 120 mins</b>	26 <sup>th</sup> , 27 <sup>th</sup> and 28 <sup>th</sup> November, 14 <sup>th</sup> , 15 <sup>th</sup> and 16 <sup>th</sup> December

### Sub Event: SNAP DAILY



This year as part of Coffee With SIBM, a newspaper called **SNAP DAILY** was published online daily to help **aspirants** stay updated with current affairs as well as aid them in their preparation for the GE/PI/WAT process.

### Sub Event: SNAP-CHAT



An event called **SNAP-CHAT** where **SNAP 2015** toppers were engaged to answer to the queries of aspirants.

**Event Date: 27<sup>th</sup> Nov'16**



**Event Time: 7pm to 9pm**

Toppers were:

**Snehil Nigam - 99.996 percentile**

**Sandhini Nagvekar -99.998 percentile**

**Akshay Kumar Singh - 99.97 percentile**

The main aim of SNAP-CHAT 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.

**Sub Event: Quiz Roast**

An online quiz called Quiz Roast was held with the aim of helping aspirants in their preparation for the General Knowledge section of the SNAP test where quiz questions were posted on Facebook and Twitter and aspirants were to inbox ART the answers.



**Digital presence**

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

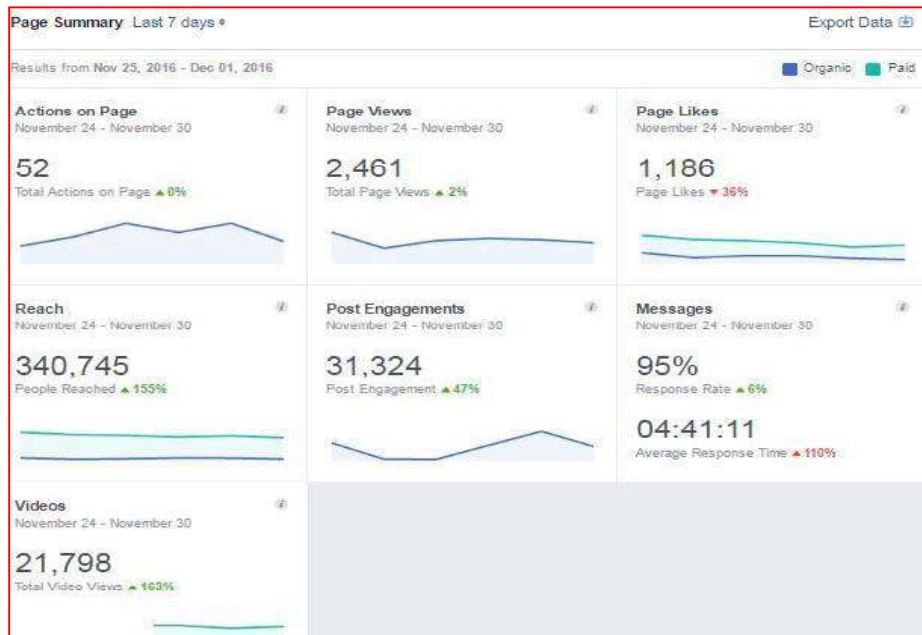




## Facebook

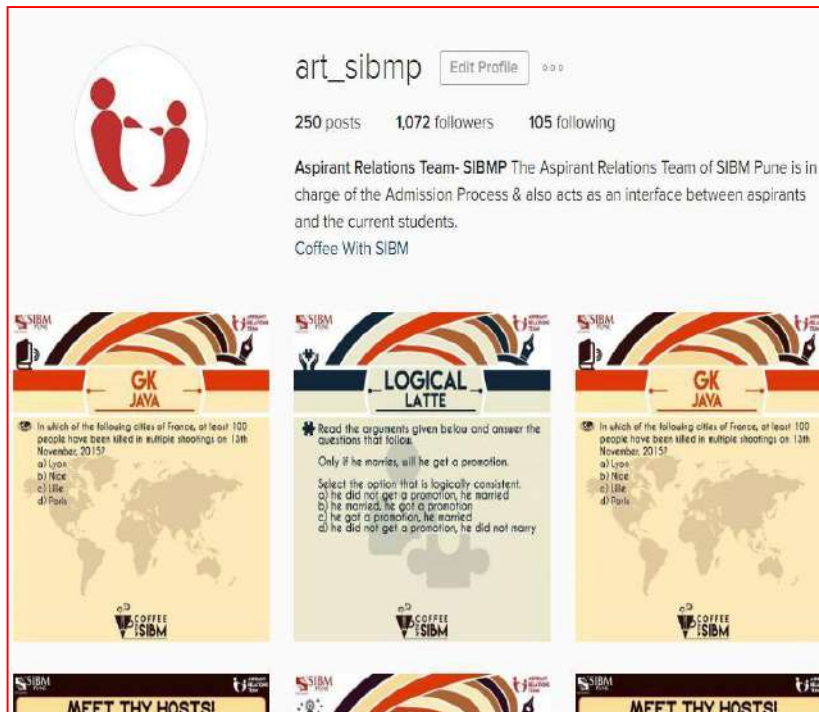
The Facebook group had a total of 65,000 + likes and the page had an engagement of over 300,000. Various promotional activities were organized on the page which created the required buzz among the candidates.

Page	Total Page Likes	From last week	Posts This Week
1  Snap-Symbiosis	106.6K	▲0.8%	10
YOU 2  Coffee With SIBM	64.4K	▲2.6%	55
3  Crack it with SIIB	40.4K	▲0.2%	10
4  Admissions@SCMHRD	37.8K	▲0.8%	14
5  Scmhrrd Rookie	6.3K	▲0.3%	23



## INSTAGRAM

Instagram account was revamped and all the posts on Facebook were published here as well.



## SNAPVID

A video was published on the Facebook page called as 'SNAPVID'. The video showcased the campus and the scenic beauty around it.



## Online forums

Various articles were published on platforms such as Inside IIM and MBA Universe among others.



## 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
- Mock test details
- Mock test solutions
- SIBM Blog - <http://cws.sibmpune.edu.in/blogview>
- SNAP 2016 details

**A few clicks from the venues**





### SOCIAL BRANDING

The Aspirant Relations Team developed unique methods of social branding through word art.



## Admissions 2017

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 20th December 2015. SNAP Test is a common entrance test for short-listing candidates for the GE-PI-WAT Processes of all institutes under the Symbiosis International University.

At SIBM Pune, for **MBA-Regular** the following activities were chosen for evaluation for evaluation:

1. Group Assessment
  - a. A Newspaper Clipping was shown and students needed to come to a consensus and discuss upon the finalized topic from the clip.
2. Individual Assessment
  - a. Written Ability Test based on a picture shown (PIC-WAT)
  - b. Extempore
  - c. Personal Interview

For **MBA-Innovation & Entrepreneurship** we chose the following activities for evaluation:

1. Group Assessment
  - a. Strategic Model Canvas based on a case study
2. Individual Assessment
  - a. Written Ability Test based on a picture shown (PIC-WAT)
  - 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:
  - **3rd, 4th, 5th, 10th , 11th, 12th of February 2016**
- There will be two slots of the GE-PI-WAT process on these dates – one slot in the morning and one in the afternoon.
- Morning slot timings: **0730 hours to 1315 hours.**
- Afternoon slot timings: **1200 hours to 1745 hours.**
- Based on the number of students (**1593 students**) and the number of process slots (6 days X 2 slots per day = **12 slots**), the number of students to be accommodated per slot are
  - $1593/12 =$  **133 students per slot**
- These students were divided into 14 groups of 10 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 03 to 12 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth letter: Range from A to N (A for 1st group, for second group, and so on)
- Sixth and seventh letter: Range from 01 to 10 (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: R03XD06.

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

- The shortlisted candidates were called to campus on the following dates:
  - **3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> of February 2016**

- There were two slots of the PI process on 3<sup>rd</sup> and 10<sup>th</sup> dates – one slot in the morning and one in the afternoon.
- There were three slots of the PI process on 4<sup>th</sup>, 5<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> dates – one slot in the morning, one in the afternoon and one in the evening.
- Morning & Afternoon slot timings: **0730 hours and 1200 hours.**
- Evening slot timings: **1530 hours**
- Based on the number of students (**2065 students**) and the number of process slots (**16 slots**), the number of students to be accommodated per slot are
  - $2065/16 = 130$  **students per slot**
- These students were divided into 10 groups of 13 students each.

The students were allotted a PI ID number which will be in the following format:

- First letter: I (for IE MBA course)
- Second and Third letters: Range from 03 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 letter: Range from A to J (A for 1<sup>st</sup> group, B for second group, and so on)
- Sixth and seventh 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 **8<sup>th</sup> group**, had following PI ID number: I12YH05

#### 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 GEPI 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 as soon as they were shortlisted. A Buddy is a student in the current first year. The Buddy acted as a Single Point of Contact with 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 kept sending timely mails and reminders on process deadlines to the short listed 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 candidates allotted.

### **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/Onboard201719/>

**Group Name:** OnBoard SIBM Pune 2017-19

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 and help in their smooth transition by providing information about life @SIBM Pune and other essential things.

