

# ANNUAL REPORT

ACADEMIC YEAR 2016 – 2017

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**CO – CURRICULAR TEAM**



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## ABOUT CO - CURRICULAR TEAM

### 1. MISSION

To enhance the brand image of SIBM - Pune while maintaining a balance between the academic rigor and co - curricular activities on campus.

### 2. ABOUT THE TEAM

Being one of the parent teams to serve the college since its inception, the Co-Curricular team is amongst the benchmarked council teams of SIBM Pune. We as a team strive to bring in a blend of fun and management ethos in the form of events and meets.

Our objective is to assist students to achieve holistic growth and we endeavour to add more value to a student's life and give them an opportunity to express themselves. The Team believes in celebrating every occasion.

Our flagship event, TRANSCEND, is one of the most respected and sought after B-school festivals in the country. It has students coming together to concoct a heady cocktail of the most innovative games, case study competitions and the hottest cultural events in this part of the country.

Our aim is to challenge you to your limits and create a demanding environment in which you as a participant or organizer can exercise and indulge in your creative and competitive urges to the maximum.

That is why we do not just indulge in rhetoric but back ourselves by inimitable actions, WE DO!

### 3. SIBM - PUNE BRAND PROPAGATION

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend 2017

### 4. VALUE ADDITION TO SIBM PUNE STUDENTS

- Inculcating sense of responsibility –Independently let them organize various management and cultural events
- Enhance their knowledge, skills and talent
- To develop competitive attitude in students
- To maintain academic progress on the campus
- Revenue generation for the college through co-curricular events

## 5. TEAM COMPOSITION

<u>SENIOR TEAM</u>	<u>JUNIOR TEAM</u>	<u>INTERIM TEAM</u>
1. Gaurav Pachisia (Coordinator)	1. Abhineet Pandey	1. Abhineet Pandey
2. Anirban Sarkar	2. Ajinkya Ingle	2. Antony Abraham
3. Anish Shinde	3. Anushrav Gulati	3. Anushrav Gulati
4. Kundu Raghuvvera	4. Arijit Mitra	4. Arijit Mitra
5. Poorvika Vijayavargia	5. Pooja Mohta	5. Pooja Mohta
6. Sajjad Zaidi	6. Saakshi Kothari	6. Saakshi Kothari
7. Saurabh Gaur	7. Sarbari Bhakta	7. Sarbari Bhakta
	8. Varun Narayanan	8. Varun Narayanan



## ACADEMIC CALENDAR FOR THE YEAR 2016 –17

### 6. B-SCHOOL AND CORPORATE COMPETITIONS

Co-Curricular Team was the single point of contact for disseminating information regarding competitions coming up in the Business Schools Arena to the students.

#### **(i) Aarambh (16<sup>th</sup> July 2016)**

The Co-Curricular Team, SIBM Pune partnered with other Co-Curricular student teams from sister institutes atop the Lavale hilltop campus for Aarambh. SIBM, SIMC, SITM, SSBF, SSP and SIT all got together to showcase their talent. SIBM students gave an energetic performance in group dance and singing and were well appreciated, cheered by the crowd.



#### **(ii) Colosseum 2016 (1<sup>st</sup> to 2<sup>nd</sup> August, 2016)**

Colosseum is the event where MBA 1 and MBA 2 students of SIBM Pune compete against each other in a series of cultural events. The aim of the events is to break the ice between the seniors and juniors. Various events like Quiz, Dance, Fashion Show, Elocution and Singing were organized during three days of the event. The event definitely bridged the gap between the two batches in a fun and vibrant environment.



### (iii) Transcend 2017 Launch

The Transcend 2017 Launch took place at SIBM Pune on the 21<sup>st</sup> of November, 2016 in association with Red Bull Tour Bus featuring Dhruv Visvanath and The Raghu Dixit Project. The event witnessed a huge crowd singing and dancing to the tunes of the artists who were atop a customized stage on the roof of the tour bus.



### (iv) Transcend Buzz Events

- **Bonfire Night (15<sup>th</sup> December, 2016):**

The Co-Curricular Team decided to make Christmas a little more memorable by hosting a Bonfire Night at the amphitheatre. Santa Caps were distributed to students to enhance the celebratory atmosphere. The amphitheatre was lit up with decorative lights and music arrangements were made to make the event more lively and colourful. Active participation was seen from not just SIBM students but students from other campuses as well. The students enjoyed singing, beat boxing and dancing around the bonfire. Food arrangements were also done to satiate the hunger pangs.



- **Ethnic Night (16<sup>th</sup> January, 2017):**

Ethnic night was conducted by the Co-Curricular Team as a buzz event prior to Transcend 2016. Students were invited to dress up in ethnic attires. The event was conducted in front of the Old Boys Hostel. The event constituted of various games, singing and dancing. Photo Booth was an added attraction. “Best Dressed Male”, “Best Dressed Female” etc. were given out to students which made the event more flavourful. The event was a huge success and it made a good sight to watch so many people dressed up in traditional attire. It was also a great way to promote our annual Management and Cultural Festival - *Transcend*.



- **Road-Show Van (18<sup>th</sup> – 20<sup>th</sup> January, 2017):**

Few days prior to our Annual Fest - Transcend 2017, the team organized a Road-Show Van. During the day, the road-show van was used to advertise and promote Transcend 2017 in various colleges and malls of Pune city.



## (v) Transcend 2017 (20<sup>th</sup> to 22<sup>nd</sup> January, 2017)

Organized by the Co - Curricular Team, Transcend is SIBM's annual Management & Cultural Fest. Being one of India's biggest B-School events, the fest not only gives a good break from the rigorous academic schedule but also acts as a platform where people can showcase their creativity and talent in our challenging Management Events like Marketshastra, cHRySalis, Opstrat, For the Greater Greed, Mock Stock and Barter Master. Cultural events were also conducted namely Rampage, Swing in Sync, Battle of Bands, Cinematrix, Choreonite, War of the DJs, Gamers of Transcend, Theatrix & Acoustica.

Flagship Events '**Last Man Standing**' and "**Strategia**" were also conducted with great vigor.

Transcend 2017 kicked off with official inauguration ceremony presided by our esteemed **Chancellor Dr. S.B. Mujumdar & Director Dr. R. Raman**, who provided inspiration with their valuable words of wisdom.



Along with the management and cultural events, Transcend also played host to star events like Miss India Organization's Campus Princess judged by **Yamaha Fascino Miss Diva Earth Alankrita Sahai**, Band performance by **Raagalogik**, EDM Night by **Sunburn Progressive Brothers** and Bollywood **Night by Raftaar**. While the evenings were kept entertained by the celebrity performances, the days were kept amused with events like Stand Up Comedy Show by **Sahil Shah** happening in the campus. With all of this and much more, the campus buzzed with energy, enthusiasm and cheer. Since no celebration is complete without food, Transcend 2016 provided its patrons with options of various delectable foods. The fest surely satiated the taste buds of the general public as well as the gastronomists.

***Transcend 2017 was filled with vitality and dynamism. It was a fine balance between cognitive challenges and dancing nights. Transcend 2017 was a grand success and the 27 years legacy was not just maintained, but enhanced.***



## Celebrities Galore At Transcend 2017

### Day 1 (20 -Jan - 2017)

- Mr. Sahil Shah, Stand Up Comedian - EIC
- VJ Kunal, Maruti Suzuki Colors of Youth
- Raagalogik – A.R. Rahman & Amit Trivedi Tribute
- Miss Richa Chaturvedi, Miss India Universe Finalist 2015
- Yamaha Fascino Miss Diva Earth Alankrita Sahai

### Day 2 (21 -Jan -2017)

- DJ Ankur, Sunburn, Grapevine
- The Progressive Brothers, Sunburn, EDM Night

### Day 3 (22 - Jan - 2017)

- Rhythmic Squad – Pune’s best Dance Crew
- Raftaar, Bollywood Night, Maruti Suzuki Colours of Youth



### Sponsorship For Transcend 2017

Total Sponsorship – ₹20, 00,000/-  
Total Prize Component – ₹10, 00,000/-

<u>Title</u>	<u>Company</u>
Title Sponsor	Mother Dairy
Co - Sponsors	Uflex, Dhara
Media Partners	Sakal Times, InShorts, Fashion Lady YourStory, Festmela, Radio Mirchi, Lokmat
Event Partners	Miss India Organization
	Comedy Central
	Mirchi Love
	Codecyclopedia
	Nescafe Labs
	Maruti Suzuki Nexa
	MTV India Campus Diaries
Pro Night Sponsor	Maruti Suzuki Colors Of Youth
EDM Night Partners	Sunburn, Grapevine
Banking Partner	Punjab National Bank
Travel Partner	Zoomcar
Online Quizzing Platform	Dare2Compete
Online Food Partner	Zomato, Grab On
Gaming Partners	No Escape Room, Griffindor Laser Tag
Food Partners	WOW Momo
	Todos
	Domino's Pizza
	Raastaman Soul Food
	Subway
	Pimp My Wok
	Lucknow Meri Jaan
L'Dorado	
Beverage Partner	RedBull
Hospitality Partners	Bombay High, Treebo Hotels
Live Streaming Partner	Impartus

### Transcend 2017 Participation

Number of Participants – 8162 Students

Number of Teams – 3517

Number of participating Colleges – 362

### Major Participating Colleges

Faculty of Management Studies, Delhi	International Management Institute, Delhi
Narsee Monjee Institute of Management Studies, Mumbai	Jamnalal Bajaj Institute of Management Studies Mumbai
Indian Institute of Foreign Trade, Delhi	Management Development Institute, Gurgaon
Indian Institute of Management, Ahmedabad	Indian Institute of Management, Bangalore
Indian Institute of Management, Calcutta	Indian Institute of Management, Indore
Indian Institute of Management, Lucknow	Indian Institute of Management, Kozhikode
Symbiosis Institute of Management Studies, Pune	Institute of Management Technology, Ghaziabad
Goa Institute of Management, Goa	XLRI –Xaviers Management Institute, Jamshedpur
Symbiosis Center for Management and Human Resources Development, Pune	National Institute of Industrial Engineering, Mumbai
Indian Institute of Management, Ranchi	T A Pai Management Institute, Manipal
Indian Institute of Management, Trichy	Xavier's Institute Bhubaneswar
Great Lakes, Chennai	Indian Institute of Technology, Delhi
Mudra Institute of Communications, Ahmedabad	Symbiosis Institute of Business Management, Pune

### Corporate Associations

Name	Company
Mr. Anand Desai	Dheya Ltd.
Mr. Saptrishi	Cummins
Mr. Pranav Rasal	Merck
Mr. Sanket Sheth	Codeyclopedia
Mr. Rohit Sumant	Sumant Realtors
Mr. Jason Goveas	Idea Cellular
Top Management	Uflex Ltd.
Mr. Dhruv Bhudwar	Cummins
Ms. Divya Singh	Capita Limited
Mr. Kinshuk Wadhwa	Godrej Properties Limited

### (vi) Maitribhashi Diwas (21<sup>st</sup> February 2017)

To celebrate the spirit of Maitribhashi Diwas an initiative of the University Grants Commission, the Co-Curricular Team at SIBM-Pune hosted a musical session, wherein students from diverse linguistic backgrounds participated to reflect the amalgamation of cultures at SIBM-Pune, representing the true Indian spirit. The air was ringing with songs in Marathi, Telugu, Kannada, Hindi, Punjabi and our foreign students from Nepal enthralled us with musical influences in the Nepalese language. The students truly revelled in the infectious atmosphere.



### (vii) Collaborative Events

Co – Curricular Team in association with The Social, Entrepreneurship & Consulting Cell organized “**Haat Nights**” which included a Karaoke Night & Talent show, marking the culmination of E-Summit.

The Co – Curricular Team along with the cultural cell of SIMC organized **Navratri Night**, the main attraction during which was a dandiya event. Students from all colleges turned up in large numbers, witnessing the spirit of celebration, with bright colours and energetic musical numbers setting the norm! Traditional garba attires and enthusiastic dancers were a common sight on this night. Titles for “**Best Dancer**” & “**Best Attire**” were awarded.



### (viii) Management Day

Management day officially marks the end of the academic year and the passing of the senior batch. It is a formal event in which staff students and alumni are felicitated along with the release of RSDT’s Beacon Management Review. The event is organized by the administration however, Co- Curricular Team plays a very important role in handling the logistics and overall execution of the event. The Co-Curricular Team is responsible for conducting and hosting the post - lunch informal session at the auditorium.

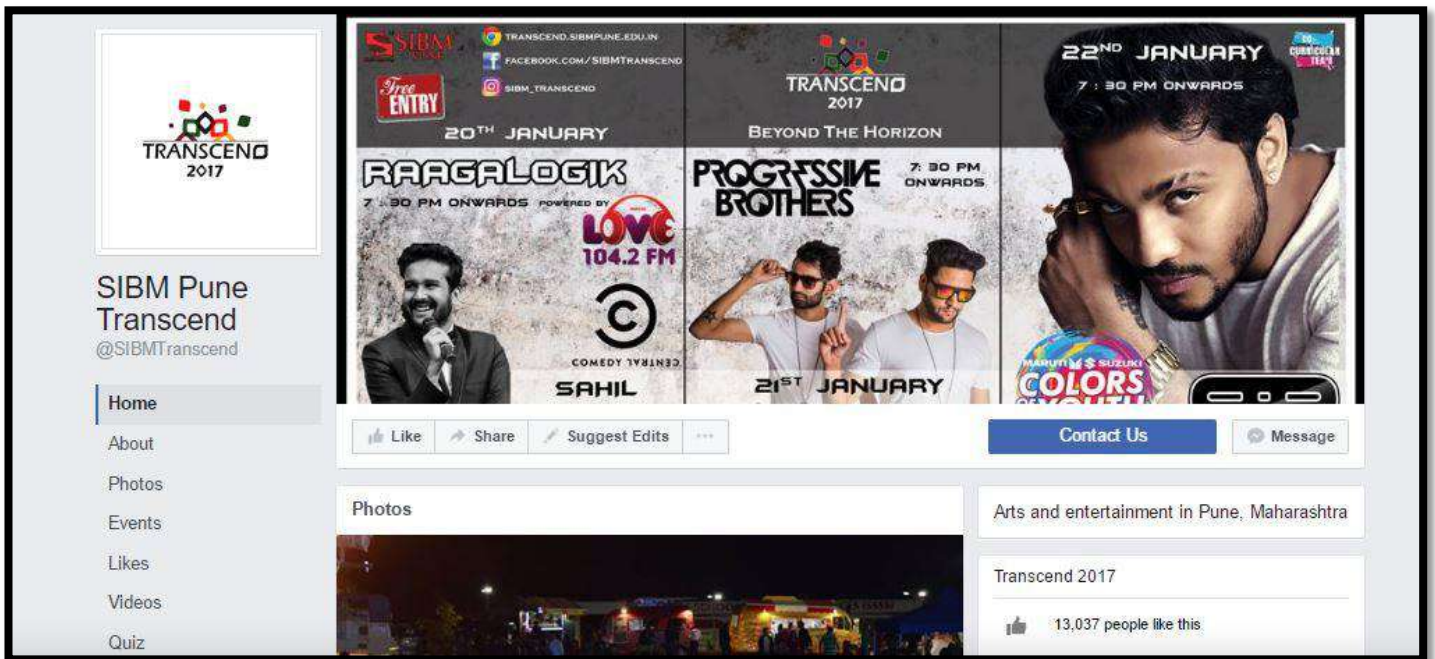


# BRANDING OF TRANSCEND 2017

## 7. ONLINE PROMOTION



Transcend 2017 Official Website

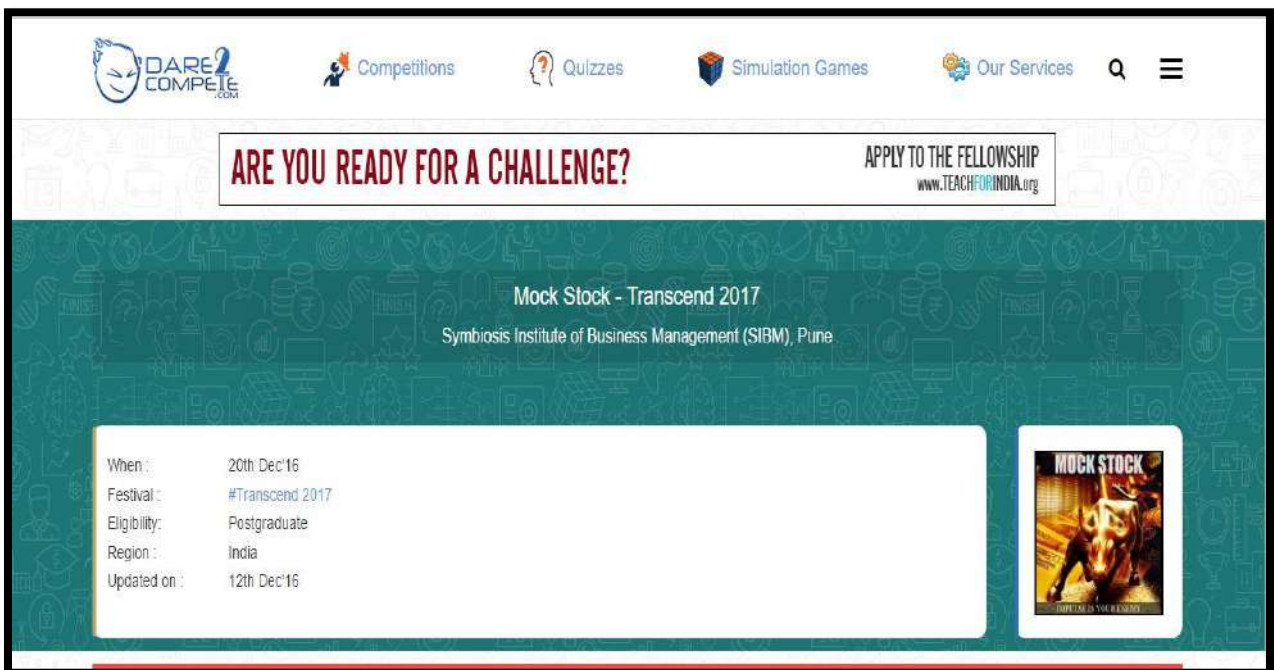


Transcend 2017 Facebook Page

**Page likes increased for 7, 500 to - 13, 000 + in a span of 2 months**



**Transcend 2017 Twitter Page**



**Promotion on Dare2Compete**



**Promotion on festpav.com**

**Promotion by others**



**TRANSCEND**  
**2017**

**BEYOND THE HORIZON**

**JANUARY 20<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>**

[SIBM Pune to host Transcend 2017 on January 20-22](#)

Symbiosis Institute of Business Management, Pune is holding the 27th edition of its annual management and cultural fest, Transcend 2017 from January 20-22 at the Lavale campus. Transcend 2017 will host over 20 events including those related to marketing and HR. The Pro-Show lineup at Transcend 2017 will feature Comedy Central's Sahil Shah, Sunburn, and Raftaar.

short by Vani Vivek

**Promotion by others - Inshorts**



# SIBM to hold annual mgmt cultural fest

**ST CORRESPONDENT**  
reporters@sakaaltimes.com

**Pune:** Symbiosis Institute of Business Management (SIBM) has organised its annual Management and Cultural Fest - Transcend from January 20 to 22 at SIBM Pune, Lavale Campus.



**Sakal Times**

Transcend - 2017 with its theme 'Beyond the Horizon', reinforces the need to dream big and explore the world of opportunities lying dormant. It symbolises challenging ourselves to aim for zeniths beyond our sphere of thought and reach out for the extraordinary.

Transcend - 2017 with its theme 'Beyond the Horizon', reinforces the need to dream big.

With over 20 events spread over different domains, Transcend caters to the interests and expertise of all college goers. From entrepreneurial to artistic, from gaming and play to grueling and demanding, Transcend with its variety of events has something for everybody.

This time, in collaboration with multiple renowned artists, Transcend brings to you its Pro-Nights Raagalogik, with their tribute to AR Rahman and Amit Trivedi, Sahil Shah with his comedic ventures, Progressive Brothers of Sunburn repute for EDM night, and Maruti Suzuki Colours of Youth with Raftaar for Bollywood Night to complete the three-day thrilling experience.

**Promotion in print media & hoarding at University Circle, Pune**



**Our sponsors**

**SIBM Pune Transcend**  
Published by Sarbari Bhakta (?) · January 19 · 🌐

Catch Raftaar live at Transcend 2017 on the 22nd of January at SIBM Pune, Symbiosis, Lavale! What's more, it's free entry for all!  
For more information, visit our site: [transcend.sibmpune.edu.in](http://transcend.sibmpune.edu.in)  
#Transcend2017 #BeyondtheHorizon #SIBMPune



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### Promotion by artists

**SIBM Pune Transcend**  
Published by Abhineet Pandey (?) · January 19 · 🌐

Catch Raagalogik (Tribute to A.R. Rahman & Amit Trivedi) live on January 20th at SIBM-Pune Transcend !  
Time: 9 : 30 PM  
Venue: Convocation Ground  
#Transcend2017  
#BeyondTheHorizon



3,329 people reached Boost Post

305 Views

Like Comment Share

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21.01  
OPEN AT 8 PM  
SIBM  
PUNE

featuring  
**PROGRESSIVE BROTHERS**  
ANKUR

JAN 21 Progressive Brothers at Sunburn Campus SIBM Pune

FOR DETAILS: 9873131642

SIBM PUNE TRANSCEND 2017

Public · Concert · Hosted by Progressive Brothers

★ Interested + Going ...

**Promotion by Others – SUNBURN**

JUDGED BY  
Bhavyata Sharma  
YAMAHA FASCINO MISS DIVA  
EARTH 2014  
ALANKRITA SAHAI

CONTACT  
POOJA : 9916672813  
SARBARI : 8888216204

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IN ASSOCIATION WITH  
MISS INDIA ORGANIZATION

PRESENTS  
**fbb**  
CAMPUS PRINCESS  
DREAM · BELIEVE · REALIZE  
2017

20<sup>TH</sup> JANUARY SIBM-PUNE  
BE THE NEXT MISS UNIVERSE INDIA 2017

Campus Princess  
Page Liked · January 17 · Edited ·

The opportunity of a lifetime is here to make your dreams come true. Fbb - India's Fashion Hub Campus Princess auditions will be held in Pune, India. The audition is held in association with SIBM Pune. Transcend Fest. The audition will be judged by Yamaha Fascino Miss Diva Earth Alankrita Sahai. Realize your dreams the journey begins here....

Venue : Symbiosis Institute of Business Management - SIBM, Pune  
Date : 20 January

#CampusPrincess2017 #roadtomissdiva #roadtostardom #AlankritaSahai ##Transcend2017 #BeyondTheHorizon #SIBMPune -- with Andleeb Aeliya Zaidi, Saniya Chati, Pankhuri Gidwani and 13 others.

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Anjali and 28 other friends like this.  
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**Promotion by Others – Campus Princess**



**Audience Engagement**

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