

**SMART**

**ପାଠ୍ୟପାଠ  
report  
2016-17**

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## ABOUT iSMaRT

The Information Systems and Media Relations Team motto is “to be the voice of SIBM Pune”; the team strives to serve as a bridge between the college and the outside world by facilitating communication through social media, online presence, print media and various events. Some of the team’s main activities are:

1. Generating content in the form of articles, reports, posters and videos for various stakeholders, which include students, alumni and corporate
2. PR and Promotions for the institute
3. Organizing workshops and events that highlight the growing importance of public relations and media management
4. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on the campus
5. Conducting interviews of corporate guests, alumni and visiting faculty
6. Managing the institutes IT infrastructure which is vital towards knowledge sharing between students, the placement team, faculty and college administration.

iSMaRT has evolved from the erstwhile IT team and has a rich legacy of success over multiple years. **iSMaRT received an award on the 39<sup>th</sup> annual management day for being ‘The Best Student Team’ of 2016-17 and for their outstanding contribution to SIBM Pune.**



## THE TEAM

The senior team of iSMaRT consists of 7 members, the junior team consists of 8 members and the interim team consisted of 7 members. The members had to go through a rigorous selection process to be inducted into the team.

**Coordinator 2016-17:** Temsumongba Pongen

### The Senior Team:

<b>The Senior Team</b>
Azeem Ranpuri
Hitesh Paikra
Smit Pandey
Surbhi Prasad
Temsumongba Pongen
Utsav Parekh
Vishal Bhardhwaj



### The Junior and Interim Teams:

<b>The Junior Team</b>
Anjali Hamirwasia
Dixit Jaiswal
Prachi Kamble
Preet Mehta
Puneet Sachdeva
Rahul Grover
Sampada Joshi
Srijita Sarkar

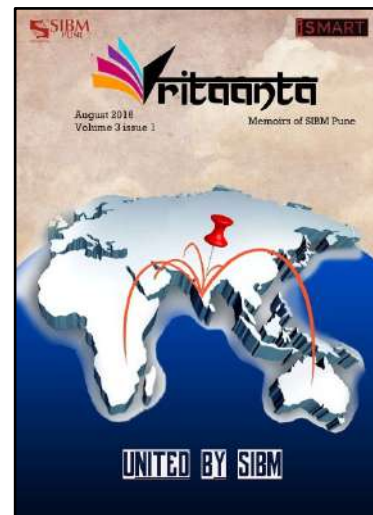
<b>The Interim Team</b>
Anjali Hamirwasia
Dixit Jaiswal
Prachi Kamble
Preet Mehta
Rahul Grover
Sampada Joshi
Srijita Sarkar

## व्रित्तान्त – Memoirs of SIBM Pune

iSMaRT conceptualized and designed SIBM Pune’s official magazine **व्रित्तान्त – Memoirs of SIBM Pune**. This is the third year of the magazine, which has both digital and print issues. Three issues with a cumulative number of 900 print copies have been published and are shared with students, alumni and corporates. **व्रित्तान्त**’s primary purpose is to create a platform for engagement and out of campus interaction between the faculty and the students as well as the corporate world.

The magazine serves many purposes and acts as a conduit for campus and competition related news. It is also a forum which celebrates the creativity, talent and achievements of the student body and faculty. Three issues of **व्रित्तान्त** were published during the academic year 2016-2017.

**Volume 3, Issue 1 | August 2016:** The first issue of the third volume — an issue that marked the beginning of a new academic year. The theme for this issue was ‘United by SIBM’, it was about ‘celebrating diversity’ the cover story highlights the potpourri of culture present on our SIBM campus. The issue also highlighted various corporate competitions that have been launched on our campus— Mahindra War Room, Godrej LOUD, ITC Interrobang, Accenture and LinkedIn Hackefest 2016 and Ground Zero by Future Group. The Pedagogy section features Professor Manasi Phadke who has written an interesting take on becoming an economist. With student contributions and a guest feature by our alumna Mr. Paneesh Rao, this was a truly an outstanding first issue.

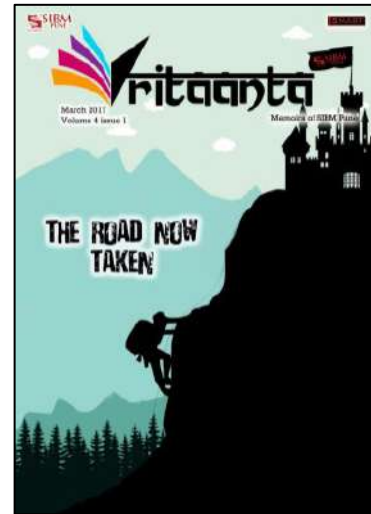


**Volume 3, Issue 2 | November 2016:** This issue focused on the student driven culture of SIBM Pune and how it sets us apart as a student community and the student-driven system which is facilitated by the nine student councils. The issue featured the achievements of our students in corporate and B-School competitions and also highlighted events such as Encore West 2016, Breaking the Glass Closet and Arcturus. Student experiences of learning and interacting with some brilliant professors from overseas and articles by alumni and faculty were all part of this issue which provides a



glimpse of the active, interesting life here at the hilltop.

**Volume 4, Issue 1 | March 2017:** This issue was designed keeping in mind the new batch that will be joining us in the next academic year. It will give them a glimpse into the life at SIBM Pune. It focuses on the various achievements of our fellow batch mates, the competitions and events that they can look forward to during the year and opportunities they will be presented with to learn and grow. The 'Pedagogy' section features an article on Budget 2017 by Prof. Santosh Gopalkrishnan and an article by Dr. Sonal Shree about *business simulation games* such as *marketplace live* and how it a unique learning tool used at SIBM Pune.



### Digital Issues on YUMPU.COM AND ISSUU.COM

There has been a significant improvement in the number of page views for the latest issues of *Vritaanta*. To ensure higher reach and visibility, the digital versions are uploaded on popular magazine and content sharing sites *yumpu.com* and *issuu.com*. These links are shared through SIBM Pune's social media handles and also featured regularly on *sibm.edu*. *Vritaanta* is gaining traction as an effective method for aspirants and recruiters alike to catch up on the latest news, achievements, events and updates from SIBM Pune.

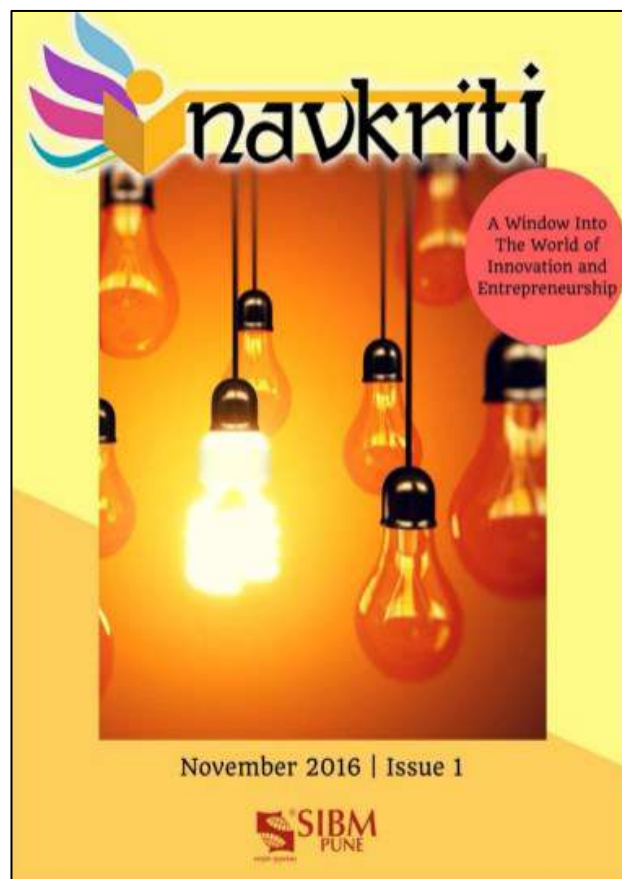


## नवकृति

### A window into the world of Innovation and Entrepreneurship

This year iSMaRT launched the inaugural issue of the official innovation and entrepreneurship magazine of SIBM Pune in November 2016, **नवकृति- A Window into the World of Innovation and Entrepreneurship**. This issue focused on how SIBM Pune views Innovation and Entrepreneurship and how the institute has incorporated it into its curriculum. Entrepreneurship has today become a buzzword and, riding this wave, SIBM Pune has made sure that its students are the best equipped to set out on their own entrepreneurial journeys. **नवकृति** shall focus on the progress of the I&E course, the start-up success stories of SIBM alumni and the student activities along this direction.

The first issue talked about the live-projects carried out by the I&E students, start-up success stories of our alumni as well as the Symbiosis Start-up Competition, a one-of-a-kind event open to all students of the Symbiosis family. **नवकृति** has a print as well as a digital version on [yumpu.com](http://yumpu.com) and [issuu.com](http://issuu.com).

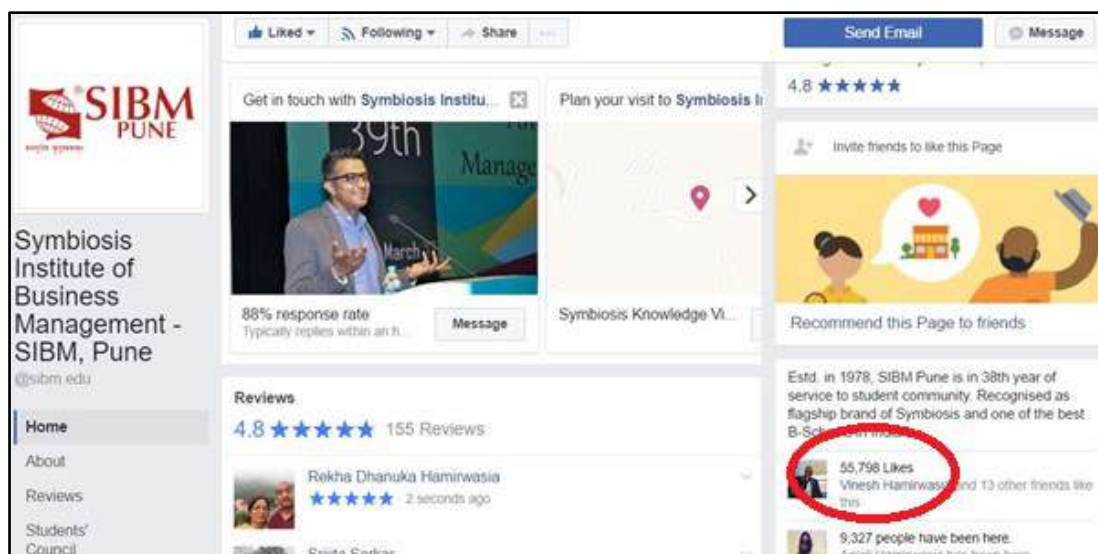


## SIBM Pune's Online Presence

iSMaRT handles the official social media handles of SIBM Pune. SIBM Pune has an online presence in the following portals – Facebook, Twitter, Instagram, LinkedIn, YouTube and the SIBM Pune Student Blog. These pages are imperative in managing public relations for SIBM Pune and have seen an **exponential rise in reach and followers over the past year**. iSMaRT works closely with SIBM Pune's administrators, student council teams, special interest groups on campus and the various clubs. We ensure that all the activities and events hosted on campus, student and alumni achievements and other activities are shared promptly on these online platforms and receive the right exposure. The academic year 2016-17 has seen extensive coverage of all the corporate and college events held on and off the campus. We also publish student and director blog posts, guest lectures information, interviews, etc.

### Facebook

This SIBM Pune official Facebook page which was launched in the academic year 2014-15 is its primary social media handle. Throughout the year, iSMaRT has ensured that all the events and activities are updated on the page promptly by the way of pictures and a small description. In addition, director's and students' blog posts, student and alumni achievements, news of the institute is shared on the page on a regular basis. Through this Facebook page, iSMaRT, on behalf of the institute, answers queries asked through messages. As a result of the team's constant PR efforts the reach of the official SIBM Pune Facebook page has risen from **6200 likes in February 2016 to 55798 likes in February 2017**. We plan to continue working on increasing the reach and followers of this page in the next academic year.





## Twitter

Our twitter presence has significantly increased from **3811 followers in February 2016 to 36400 followers as on February 2017**. Our followers include large number of alumni and corporates. Through the live coverage of every college and corporate event on campus, iSMaRT ensures huge engagement on this platform. **In the academic year 2016-17, Twitter recognised this handle as the official and verified Twitter handle of SIBM Pune.**



## Instagram

**iSMaRT launched the official Instagram handle of SIBM Pune in July 2016.** To create awareness about the Instagram launch, we set up an **Instagram photobooth** on the campus which attracted a lot of crowd and immensely helped in publicity of the new Instagram handle. Throughout the year there have been prompt event updates on the platform. SIBM Pune now had Instagram reach is of **667 followers in February 2017** and the team plans to increase the same in the coming year.



## YouTube

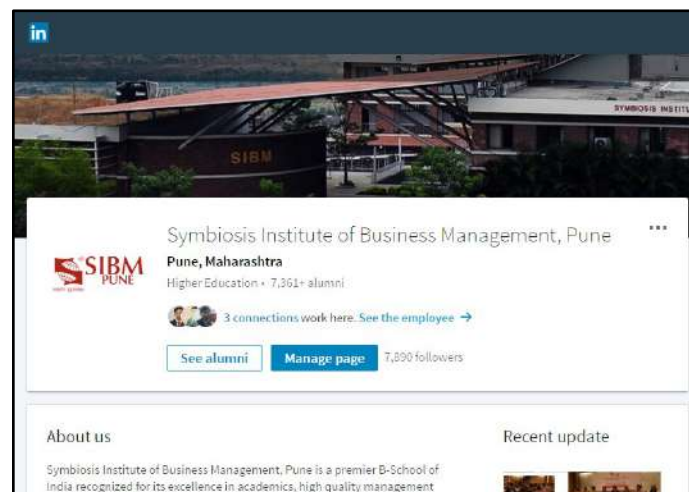
The official YouTube channel of SIBM Pune has been growing popularity in terms of subscribers and view count. In the academic year 2016-17, the **team took up a new initiative of creating after-movies** for events like Navratri Night 2016 and Gravitas 2017. Some of the key videos shared on the channel are:

- Alumni Interviews
- Corporate Interviews
- Student interviews – toppers, achievers, internships, etc.
- Promotional video for other events
- Event after-movies



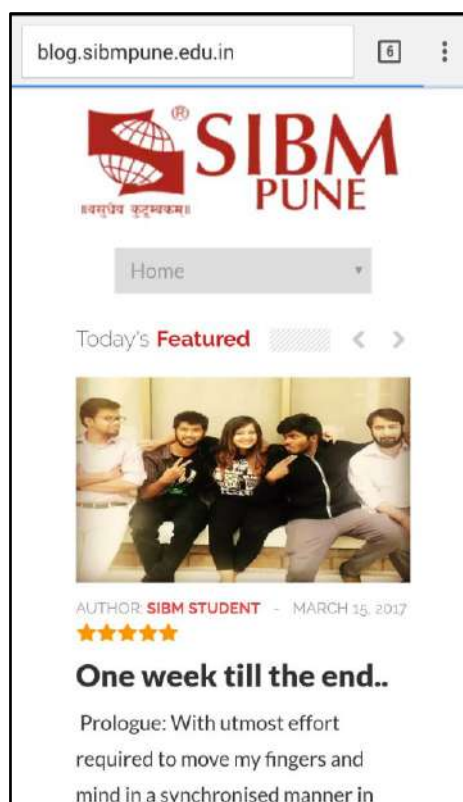
## LinkedIn

SIBM Pune's LinkedIn account has **7,890** followers. Most of the connection are of alumni or corporates. The team regularly shares institute and student achievements on this platform. The reach also extends to all the people connected to the network of the institute.



## SIBM Pune Students' Blog

This year **iSMaRT** launched the **official Students' Blog of SIBM Pune**. It's the one space exclusively reserved for content from the students. Students have the opportunity to write about their achievements, experiences, thoughts and opinions, academic or otherwise on the blog. Artwork, photography or poetry is also welcomed. We **introduced our three 'virtual curators' of the blog - Sam, Cas and Dean**. You'll find academic related content under Sam's charge. Cas handles everything extra-curricular, cultural and creative whereas Dean explores life from a different angle! The blog was launched on <http://blog.sibmpune.edu.in>



## PROelio 2017 Event Launch - The Murdering Santa

As part of the official launch of the flagship event of iSMaRT– Proelio 2017 – a campus-wide mystery hunt was organised on the 19<sup>th</sup> of December 2016. **This was the first time this event was organized in SIBM Pune.** The registrations were open only for the SIBM Pune students and **within 2 days, over 40 teams consisting 3 members each registered** for the event. Registrations were closed three days prior to the event but due to multiple requests, a fifteen-minute window was opened which saw a registration of over fifteen teams. The Murdering Santa mystery hunt received an overwhelming response and participation.

The event involved the participants to solve a murder mystery and clear Santa’s name as the perpetrator was apparently using Christmas themes to commit his crimes. The event was loosely related to what PROelio stands for – how to handle and control the PR machinery in order to preserve one’s image and reputation in the market.

Four teams made it to the final location after the solving the clues and three teams accurately identified the true culprit. As part of the tie-breaker, the three teams were given one final riddle to solve and thus one team emerged as the winner. **With the completion of the event, the promotional video of PROelio 2017 was played, the PROelio 2017 banner was unveiled, the event was officially launched and registrations were opened on Dare2Compete.**

### A Few Snapshots



## PRoelio 2017

PRoelio, the flagship event of iSMaRT, is a unique national-level case study competition which involves participants to solve a PR disaster and come up with unique strategies to salvage the value, reputation and trustworthiness of the client it represents. In the 2017 edition, the competition saw nationwide participation from several B-Schools including IIM Shillong, IIM Raipur, IIM Indore, NMIMS Mumbai, JBIMS Mumbai, MICA, SCMHRD Pune, DMS IIT Delhi and the home campus team from SIBM Pune.

After a grilling elimination, round from the **170 teams** which participated only **8 teams were shortlisted for the grand finale** held at the SIBM Pune's Lavale campus on 24<sup>th</sup> January, 2017. The final round tested the team's ability to defend their client in a public setting, answer the questions convincingly, take in new information and act accordingly without showing external signs of flustering and their communication skills and the manner in which they face the live press round. The judges included Mr. **Vineet Rajan**, alumnus of 2007 Batch and founder, ScoutMyTrip, Ms. **Reena Sharma**, another alumnus and Client Partner at HCL Infosystems and Mr. **Ajinkhya Deshmukh**, Senior Executive at Lokmat Media Pvt. Ltd. The focus of PRoelio has always been on live challenges and interactive presentations as it attempts to simulate the live press experience a professional PR agency faces.

PRoelio 2017 winners received prizes worth Rs. 60,000/-. The **winning team of PRoelio 2017 was "Pune ke Pehelwans" from SIBM Pune** with members Srinath Bharadwaj, Skaria Parakal and Ashish Sharma. The runner-up was the team from **MICA "BaAdSa"** with members Bagmishree, Aditya Dhupar and Sahil Bhatia.

### A Few Snapshots





**SIBM**  
PUNE

**iSMART**

**PRoelio 2017**  
2017

Are you ready to face the press?

Witness 8 teams  
battle it out in a  
one-of-its-kind  
live press conference  
simulation.

#PRoelio2017  
#FaceThePress  
#CutThroughTheNoise

24TH JANUARY | 9 A.M.  
SIU CONVENTION CENTER

proelio@sibmpune.edu.in / +91-9960524004 / +91-7567269234

## Breaking the Glass Closet

**For the first time in the history of SIBM Pune**, iSMaRT organized and hosted a **LGBT sensitization workshop** titled 'Breaking the Glass Closet' conducted by MINGLE on September 24, 2016.

MINGLE is an Indian think-tank and advocacy group consisting of academicians, students and professionals from fields as diverse as the Arts and Sciences, Journalism, Law, Medicine, Management and Engineering. Its vision is a truly liberal and pluralistic India where all citizens enjoy their fundamental right to lead a secure and dignified life irrespective of their sexual orientation and gender identity. The event commenced with a felicitation ceremony, followed by an interactive lecture. The speaker for the workshop was **Mr. Udayan Dhar Diversity and Inclusion manager at Godrej Industries, Editor-in-chief Pink Pages and Chief Diversity Consultant at MINGLE**. The workshop highlighted the business impact of LGBT-supportive policies and how building an inclusive workplace can benefit the organization and more importantly touched points on what it means for an individual to be sensitized.

**Students from SIBM Pune truly appreciated the workshop.** The institute understands the importance of addressing diversity and that encouraging an inclusive and open learning environment is the step forward. SIBM Pune has many future plans in the pipeline to address topics in the LGBT space. The event had also garnered media attention from PinkPages, Youth incorporated and HTCampus.

### A Few Snapshots



## Book Launch – ‘In the Light of Darkness’

Symbiosis Institute of Business Management Pune believes that even though it's a cut-throat race to excel in this world, one should always find and answer one's true calling. In order to drive this message home, the Information Systems and Media Relations Team (iSMaRT) organised the book launch of "In the Light of Darkness" written by Ms. Radhika Maira Tabrez, alumni and former Students' Council President, on December 22, 2016.

Before branching into writing, Ms. Radhika has worked as a Learning and Development professional with over twelve years of experience spanning ITeS, Travel, Telecom and BFSI sectors, during which she held many senior management positions until she found her calling as a full-time writer. In her book "In the Light of Darkness", her writing has been called refreshing and endearing and it has been critically acclaimed. The Director of SIBM Pune, Dr. R. Raman, unveiled the book before a gathering of MBA-I and MBA-II students. Apart from her journey as a writer, Ms. Radhika talked about her life in SIBM Pune and how these two years shaped her for the future. She shared various anecdotes from her days as a student president and answered queries from students who were curious as to how could one manage one's true calling while sticking to one's profession.

### A Few Snapshots





## Event Coverages and Interviews

One of the key activities of the PR team is to provide exclusive coverage to SIBM Pune events that happen on and off campus, this includes **event photography, live tweeting, event reporting, social media postings and interviewing the guests.** The interviews conducted are posted on the official SIBM Pune YouTube channel and these serve as an insightful source of information for students, aspirants and knowledge seekers. We also help bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles.

Following is the **non-exhaustive list** of events that were covered by iSMaRT in 2016-17:

- Event coverage for The Economics Conclave 2016
- Event coverage for Mahindra War Room launch 2016
- Event coverage for Godrej Loud 2016
- Event coverage for Hackfest-2016 launch by LinkedIn and Accenture
- Event coverage for Pride and Passion 2016
- Event coverage for Prerna 2016
- Event coverage for E-summit 2016
- Event coverage for a guest lecture by Mr. Sanjiv Navangul, Managing Director, Janssen India
- Event coverage for a guest lecture by Mr. Sunil Gadgil, Director-Marketing, Nivea
- Event coverage for a guest lecture by Mr. Dhruv Dhawan - Head of Industry, BFSI & Healthcare, Google
- Event coverage for a guest lecture by Mr. Anjan Bhowmick Director - Human Resources- India and EMEA, The Hershey Company
- Event coverage for guest lecture by Ms. Joyeeta Chatterjee, Batch of 1994, Chief Human Resource Officer, OLX
- Event coverage of Senate 2016.
- Event coverage for The Budget Symposium 2017.
- Mr. Ketan Doshi, Head - New Business Development & EA to President, Mahindra & Mahindra (M&M)
- Moderator – Mr. Tarun Bothra, Founder & MD, GreyBricks
- Event coverage for guest lecture by Mr. Chandan Pansari – Brand Manager - Oral Care, India | Proctor & Gamble.
- Event coverage for guest lecture by Ms. Anupama Kaul – HR Leader - Engine Business and Megasite | Cummins India

- Event coverage for Arcturus 2016.
- Event coverage for a guest lecture by Mr. Puneet Jhavar– Sr. General Manager, Automotive Business, Cummins India.
- Event coverage for a guest lecture Mr Subbu Subramaniam - Director on Finance Board | L&T
- Event coverage for a guest lecture Dr.Prince Augustin- Executive Vice President - (Group Human Capital & Leadership Development) | Mahindra & Mahindra
- Event coverage for a guest lecture by Mr. Prof. Chih-Peng Chu, Professor from National Dong Hwa University, Taiwan
- Event coverage Titan elevate launch 2016
- Event coverage for Tata Steal-a-thon 2016
- Event coverage for Nestle Ingenium 2016
- Event Coverage for Reliance - The Ultimate Pitch 2016
- Event coverage for Mahindra Logiquest 2016 launch.
- Event coverage for Johnson & Johnson Quest 2017
- Event coverage for a guest lecture on Business Ethics and Corporate Governance.
- Event coverage for SPL 2017
- Event coverage Gravitas 2017
- Event coverage for 'Ridges and Furrows' 2016
- Event coverage for SECC Consulting fair 2.0 2016
- Event coverage for Legacy 2016
- Event coverage Breaking the Glass Closet 2016
- Admissions 2017 for the Batch 2017-19, SIBM Pune
- Event Coverage for Encore West 2016 (Mumbai)
- Event Coverage for Encore North 2017 (Delhi)

Following are **few of the many** eminent SIBM Pune guests interviewed by iSMaRT in 2016-17:

- Mr. Damodar Mall - CEO | Reliance Retail
- Mr. Rajiv Dube - Director | Aditya Birla Group
- Mr. Khazat A. Kotwal - Partner | Deloitte
- Mr. Ram Gopal - COO | Barclays
- Dr.Suruchi Mittar - Director - Learning, Development & Culture | Appster.
- Dr.Prince Augustin- Executive Vice President - (Group Human Capital & Leadership Development) | Mahindra & Mahindra
- Mr. Saugata Bhattacharya, Senior Vice President & Chief Economist, Axis Bank

- Mr. Tamal Bandyopadhyay, Adviser, Strategy at Bandhan Bank & Consulting Editor, Mint
- Mr. Nitin Vijaivergia, Partner - Indirect Taxes, PricewaterhouseCoopers (PwC)
- Mr. Puneet Pal, Head - Fixed Income, BNP Paribas
- Following were the guests present for the evening.
- Mr. Kunal Pande - Partner | KPMG
- Mr. Vidur Rattan - CEO, Rest of Maharashtra and Goa | Bharti Airtel
- Mr. Guruprasad Iyer- Associate Director | Crisil Risk and Infrastructure
- Mr. Shantanu Bhamare - Director, Communications & Media Solutions | HP Enterprises
- Rajan R Navani, Chairman, CII Council on India@ 75 & Vice Chairman & Managing Director, Jetline Group of Companies, India, APAC & USA
- Rahul Narvekar, CEO Indian Roots, an NDTV Ethnic Retail Venture
- Harshad Lahoti, Co-Founder, Ah! Ventures
- Ashwin Sanghi, Author, The Krishna Key & Chanakya's Chant
- Mr.Sanjiv Navangul, Managing Director, Janssen India

Following are some of the student interviews conducted by iSMaRT in 2016-17:

- Learn from the best - SNAP topper Sandhini Nagvekar tells you how to crack the test.
- Learn from the best - SNAP topper Saurav Dutta tells you how to crack the test.

### A Few Snapshots



## Print Media and Online News Platforms

### लोकमत

We believe that it shows greater authenticity when SIBM events are covered by a credible news organization. This year iSMaRT has been focusing on developing relationships with media houses. We have achieved success with **Lokmat Media Pvt Ltd.** the largest circulated Marathi language newspaper in India. They have come on board as a '**Marathi Media Partner**' providing coverage and pre and post event articles for events conducted at SIBM. This year several SIBM events have been featured in Lokmat including Prerna and Transcend.

We have also brought in **Youth Incorporated**, a monthly magazine focusing on Education and entertainment, as the '**Youth Magazine Partner**' to cover some of SIBM Pune's major events such as Arcturus – The leadership Conclave.

 InsidellM.com htcampus CAREER ANNA

We have also continued relationships with online news and education portals such as **InsidellM, HTCampus, CareerAnna, MBASKool** and **YourStory**. Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals. These featured articles helps us to expand our online presence and to connect with our huge audience base in India and abroad. Furthermore, an online search for SIBM Pune would throw up many related articles which add immense value to the brand image of the Institute, and are hosted on completely neutral third-party websites. This adds further credibility to the claims made by the institute.

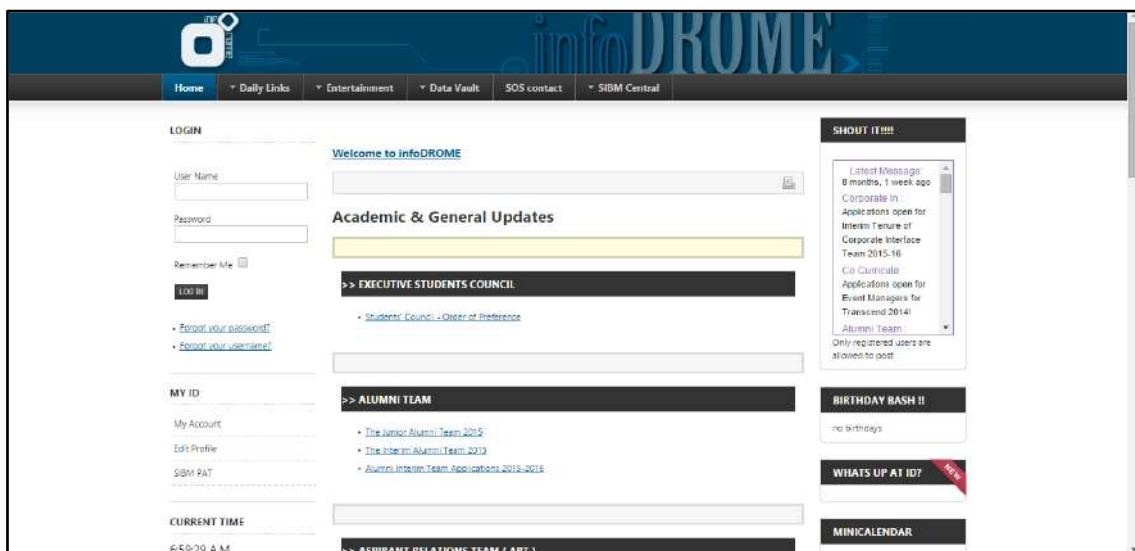


We have also made our presence felt in college reviewer sites such as Shiksha and collegebol. iSMaRT members are currently campus representatives on these sites and answer queries regarding the college, questions from MBA candidates and help generate buzz for SIBM related news and events through this platform.

## InfoDROME and PAT Portal

The team is also dedicated to the IT initiative and facilitating knowledge sharing. 'InfoDROME', designed and maintained by iSMaRT. It is an intranet portal that equips the students with a platform which facilitates easy functioning of their day to day activities. It aims at collaboration at all levels between the staff, faculty and students to ensure smooth functioning of the entire academic process. Some of its current features include links to the attendance portal and the PAT portal. An entertainment section with fun games, data vaults with quick links to research sites, student query portal, a video sharing portal called SymbiTube and a daily notifications page are some of the many features available.

To make InfoDROME more secure and reliable, a transition process is in the pipeline. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience.



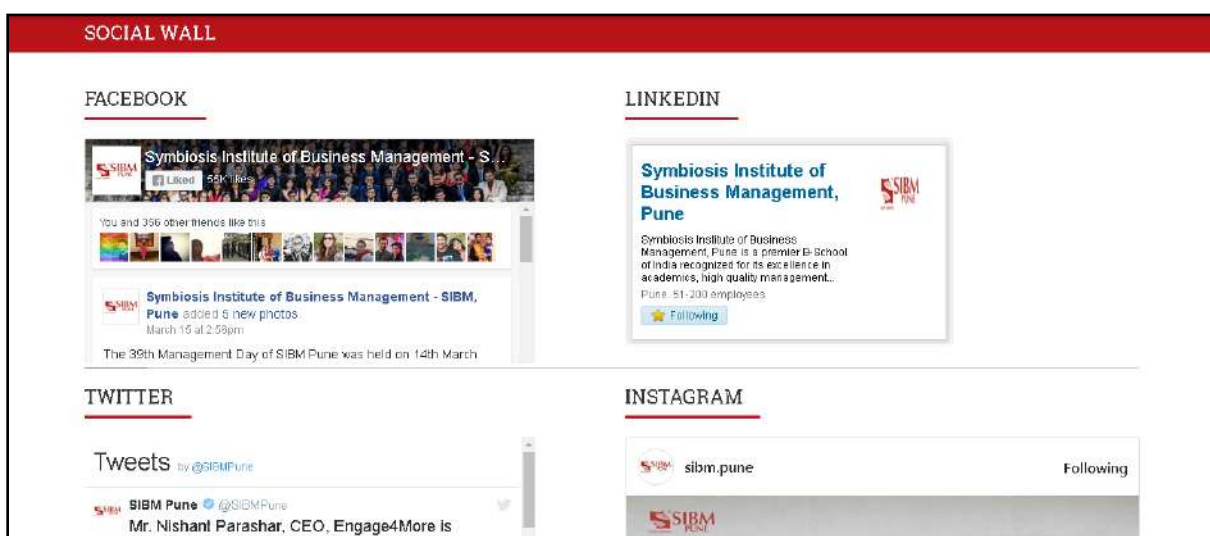
iSMaRT assists the Placement Advisory Team in the smooth functioning of **SIRP and CRP process** by managing the **PAT Portal**. It is an interface designed by the erstwhile IT team of 2013 in collaboration with the Placement Advisory Team to provide an easy to use online user experience to the students for various placement processes such as CV submissions, checking schedules, etc.



## SIBM Pune Website

Working closely with the IT department, one of iSMaRT’s responsibilities is the update and maintenance of the SIBM Pune website. Some of the new additions to the website include Newsroom linked to the official SIBM blog, social wall and a Navkriti Magazine tab.

Featured events, Students tab, Events and achievements section etc. is regularly updated by iSMaRT. The website was also tailored to integrate a variety of social media handles which are managed by the iSMaRT team.



## SPL 9 Super Selector – Online Fantasy League

Like each year iSMART organized the SPL Super Selector in parallel with the SIBM Pune Premier League in **February 2017**. iSMART had developed an online platform to enhance the experience of Symbiosis Premier League. This event gives students a chance to **create a dream team of players in SPL** and earn points based on their performance in live matches. This is done via the online SPL portal which opens after the day's matches are over and is locked before matches start, giving participants time to analyse the day's scores and create a dream team for the next day. Developed on the lines of ESPN Super Selector, the SPL 9 Super Selector has seen wide participation and generated a lot of excitement among the students.

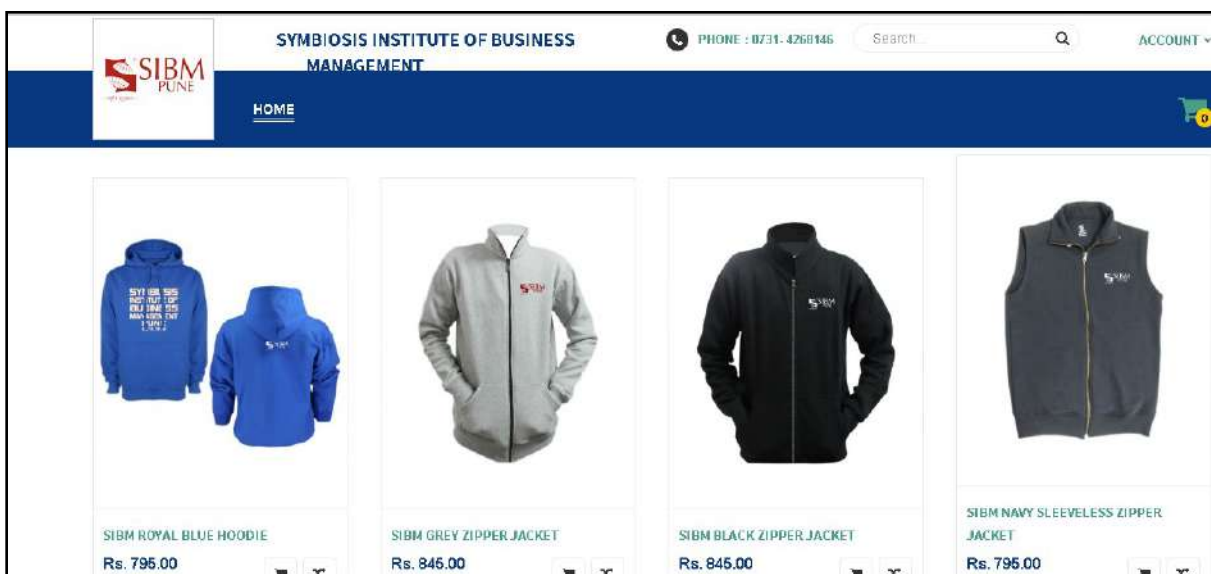
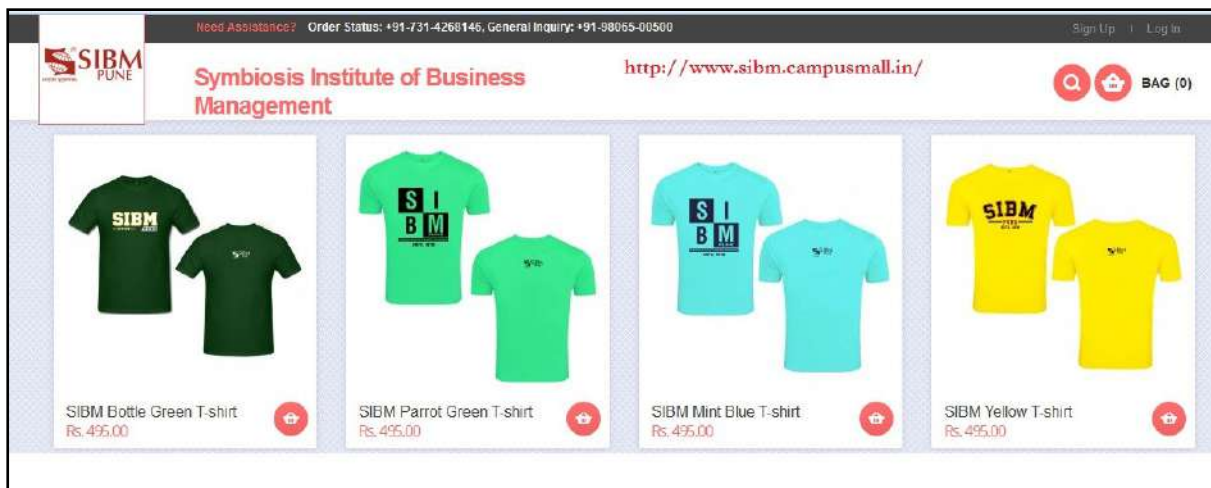


## SIBM Pune Online Store

In June 2016 iSMaRT and the student president (2016-17) conceptualized SIBM Pune's first official **online merchandise store**. Partnering with **CampusMall**, the e-store was launched in September 2016.

The store was also officially launched to the SIBM Pune alumni during Encore West 2016, an event organized by the alumni team.

The store is live and stocked with **T-Shirts, Hoodies** and **laptop sleeves**. iSMaRT is responsible for designing products, introducing new products, maintaining sales records, promotion of the site and maintenance of the official store page.





## Achievers Club

Each year iSMaRT collects, collates and verifies achievement data of students for that particular academic year. This data is related to academic, sports and other extracurricular achievements earned during the academic year. This is an important administrative task under the purview of the team.

This data is collected via online forms throughout the year. It is used by the administration, faculty and the director for multiple uses. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, these awards include best student achiever, researcher of the year, sportsman and sportswoman of the year etc. The data is also used by the administration to participate in various National B-School Surveys. This year we received **more than 400 achiever entries** from both the MBA and MBA I&E batches.

### A Few Snapshots



**Achiever Awards** – 39<sup>th</sup> Management Day

## Closing Note

*We take this opportunity to thank Dr.R. Raman – Director SIBM Pune, Dr.V.V. Ravi Kumar-Dy. Director SIBM Pune, Mr. Anand Singh – Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their unwavering and unconditional support towards the Information Systems and Media Relations Team. We would also like to thank the entire student body of SIBM Pune for their over whelming support for and active engagement in the activities and events conducted by iSMaRT. We express our deepest gratitude to every individual who has contributed to iSMaRT's work and mission of taking SIBM Pune to new heights.*

**“Coming together is a Beginning.**

**Keeping together is Progress.**

**Working together is Success”**

**-Henry Ford**