

# Annual Report 2016-17

The document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2016-17.



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## Overview

The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM) Pune and one of the nine teams of the student council. The team functions under three wings - Social, Entrepreneurship and Consulting. The main aim of the SECC is to:

1. Bring about a change in the minds of students, inspire them to take up entrepreneurial activities, build the startup ecosystem in the campus and bring the students in line to the country's startup culture.
2. Instill a social responsibility in the minds of the students and contribute their part to the society.
3. Assist budding startups through student consulting and thereby provide exposure to the students in various industries.

SECC conducts various events as part of their three wings over the year and works in the single intention to promote the student culture at SIBM Pune.

The major activities conducted as part of SECC during 2016-17 are:

### Entrepreneurship:

- Entrepreneurship Summit
- Chai with Entrepreneur
- 'My Journey With Vada Pav'-Book Launch

### Social:

- Prerna 6.0
- Umang
- Winter is Coming
- Sanjukta
- Stationery Drive

### Consulting:

- Winter Internship
- Consulting Fair 2.0



Entrepreneurship Summit  
2016  
5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> August

## Entrepreneurship Summit 2016



An entrepreneurial conclave, a prism of opportunities or your platform to disrupt: describe it in any way you think fits best. India@75 presents the Entrepreneurship 2016 was truly one of the biggest events that took place on the scenic campus at Lavale of SIBM, Pune. Organised by the Social, Entrepreneurship and Consulting Cell of SIBM Pune, the Entrepreneurship Summit brought in participants and start-ups from diverse domains and geographies across India.

### Pride & Passion

Pride & Passion was one of the most widely anticipated and successful events. Distinguished Guests such as Mr. Rahul Navrekar-CEO of Indian Roots, Mr. Harshad Lohati, Co-founder of Ah! Ventures and Mr. Ashwin Sanghi, the Author of Krishna Key & Chanakya Chant addressed an enthusiastic audience and shared their life stories with them.



From Left, Mr. Ashwin Sanghi and Mr Rahul Narvekar during Pride & Passion

### 'Aarush' the 24-hour Start-up Challenge



professionals in the field of entrepreneurship.

'Aarush' was another event where prominent judges like Mr. Amit Rawat a start-up mentor, Mr. Rajiv Prakash founder of NextIn, Mr Siddharth Deshmukh from Shimbi Labs helped in making the competition a grand success. The Flagship competition of the Entrepreneurship Summit, where participants experienced the spirit of **Entrepreneurship** within 24 hours. It was an event where **nurturing** budding entrepreneurs was an integral aspect. As contestants not only got to compete against the brightest minds in the country, but also had the opportunity to learn from seasoned

## Jugaad

Jugaad-The FundRaiser, is one of its kind selling events which provide students with an exciting opportunity to explore their selling skills in real world by applying classroom concepts. The event provided the participants a chance to showcase their selling skills and do their bit towards the society. SECC sourced goods produced by local artisans and craftsmen, to be given to the students, who set off into the city to sell them at inflated prices, the proceeds from which were donated to various NGOs in and around the city. An initial campus round was held wherein each of the participating teams of two members were asked to make a sales pitch centred on random articles to the judging panel.



## Symbihaat

SymbiHaat is a carnival where students of SIU - Lavale set up their enterprises under the categories of food, games or merchandise for 2 days organized as a part of the Entrepreneurship Summit 2016, on August 5 – August 7. It was conceptualized in order to give the students a chance to experience the thrill of running their own business for a short period of time. They were invited to apply for stalls by sending in their business plans. The stalls were then auctioned on 31st July to the registered teams. The auction was hosted by MrRiteshKhatwani, Faculty of Finance, SIBM Pune. Students had a great experience both visiting and owning the stalls. This year saw very unique ideas in the non-food category like temporary tattoos, customized accessories, etc.





## Run-Bhoomi

A strategy based virtual IPL auction was an event that made its way into the Entrepreneurship Summit for the very first time. The event was initiated through a quiz after which the finalists made it to the campus on August 6<sup>th</sup> 2016 for the final round. This event tested the strategic minds of the participants as the teams had to build a balanced team to prevail against the competition.



## Case Studies and other Competitions

There were 3 Case Study Competitions that were conducted as well. '**Conquest**' a live Case study competition powered by EmSeva, '**MindSpark**' a case study challenge presented by Sofomo Embedded Solutions Pvt Ltd and conducted by the Mark-O-Polo Marketing Society of SIBM Pune, and last but not the least '**Prayaas**' a live case study based on a Social problem; where Mrs. Preetha Menon and Dr.Mallika Srivastava gave the competition a considerable amount of their time to make it successful. '**Q-riosity**' an open business quiz conducted by Quod the Quizzing club of SIBM Pune



With such a diverse range of competitions the Entrepreneurship Summit helped inspire and spread the culture of entrepreneurship among the students present at Lavale Campus.

**Chai with Entrepreneur**  
23<sup>rd</sup> August

## Chai with Entrepreneur

Chai with Entrepreneur (CWE) is a series of informal meet ups of budding entrepreneurs of SIBM once in every month over a cup of tea. CWE is a great initiative which tries to bring a competitive and interactive startup ecosystem at the hilltop Lavale campus.

This edition of the event was graced by Mr. Amit Rawat, Team Lead at Headstart Network Foundation and Host of Startup Saturday, Pune. The session was a very engaging and interactive, where Mr. Amit Rawat analysed 'Tastykhana' - a company that revolutionized the online food ordering industry in India.

Such an analysis exposed the budding entrepreneurs of SIBM Pune and specially the Innovation & Entrepreneurship batch to several concepts that are applicable to a startup such as, identifying your go to market, marketing or branding, bootstrapping or funding, business plan, elements of a funding pitch and post funding strategies to name a few.

All of these are elements an aspiring entrepreneur must consider and we are sure that the participants of the session will take it in their stride and apply the same to their own ventures.



**Chai with Entrepreneur**



Winter Is Coming  
13<sup>th</sup> November 2016

## Winter is Coming

**“Not all of us can do great things. But we can do small things with great love.” – Mother Teresa**

The Social, Entrepreneurship and Consulting cell on 13th November, 2016 undertook one such initiative where the team members distributed 120 blankets to the needy around different parts of Pune city in order to help them endure winter.

Funds for this event were raised through Jugaad- The Fund Raiser, an event of Entrepreneurship Summit 2016. The event was carried over the period of one day where the SECC team moved all over the city and contributed in a small manner to assist those in need and help them bear the approaching winter.



**Blanket distribution during “Winter is Coming.”**

## Consulting Fair 2.0 26<sup>th</sup> November 2016

### Consulting Fair 2.0

The Consulting Wing of SECC, SIBM Pune proudly organized the Consulting Fair in Pune . It was a one day affair where the startups from in and around Pune & Mumbai came to SIBM Pune, Lavale campus to identify the brightest minds of the country to work on their consulting assignments. This time, **13 companies** offered **17 profiles** to the students of SIBM Pune (MBA Regular and MBA I&E) across multiple disciplines - Marketing, Finance, Human Resources, Operations and Innovation & Entrepreneurship on the Consulting Fair day which was held on 26th November 2016.

**140** students applied for the various profiles on offer, from which **93** students were shortlisted for interviews. **44** students were finally selected to work live projects through the Consulting Fair 2.0.

The impressive line-up for the day included startups like Oyo Rooms, Almedus, CarlQ, Shimbi Labs, Codecyclopedia, Chai Paani, Finnovation, Injected India Pvt Ltd and Tap Solar to name a few.

The consulting assignment was a business problem which these startups faced or any other project which the company will assigned to the student groups who worked on it for 4-5 weeks. Hence, this created an environment and opportunity for the students of SIBM Pune who worked on real business problems by applying their management education and gaining industry experience simultaneously.



Sanjukta  
12<sup>th</sup> December 2016

## Sanjukta

SECC members along with 11 students from The Nanyang Technological University visited Navkshitij, a non-governmental organization working in the field of Rehabilitation of Mentally Challenged Adults.

The visit was aimed at understanding the lifestyle of the special friends and spending some quality time with them.

The event really made up a memorable day for the special friends at Navkshitij and a heart-warming experience for everyone who visited the place.



## Stationery Drive 17<sup>th</sup> to 20<sup>th</sup> January 2017

### Stationery Drive

In association with Lets Spread Love, Pune, SECC is organized a Stationery Drive between 17<sup>th</sup> to 20<sup>th</sup> January 2017 for the benefit of underprivileged kids living in various orphanages across the city. As part of the drive, we donated stationery items to these kids to help them read, write and achieve their dreams.

We received immense support from students across SIBM, Pune to make a difference in the lives of these children.



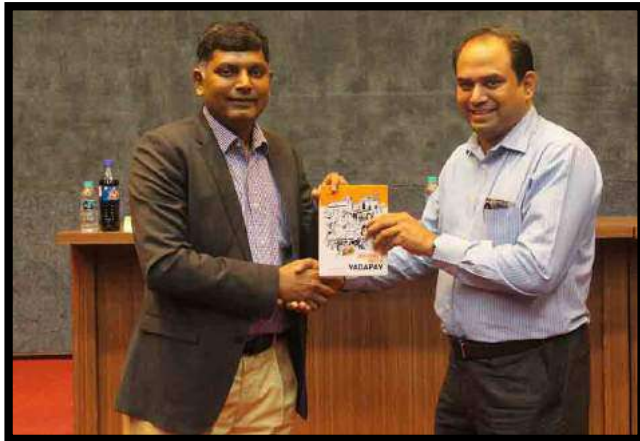


**My Journey With Vada Pav-  
Book launch  
14<sup>th</sup> December 2016**

### **My Journey with Vada Pav- Book Launch**

As a part of the entrepreneurial events conducted by the Social, Entrepreneurship and Consulting Cell an event was organized at the SIU campus to launch the book of Mr Venkatesh Iyer, the CEO of Goli Vada Pav India's largest National Ethnic Food Chain.

The event was highly engaging where Mr Iyer took the audience through his journey which were accompanied by humorous anecdotes throughout the session. This particular event was very informative and complimented SECC efforts of spreading the culture of entrepreneurship on the sprawling Lavale campus.



**Book Launch: My Journey with Vadapav written by Mr Venkatesh Iyer**



Prerna 6.0  
18<sup>th</sup> Dec – 27<sup>th</sup> Feb 2017

## Prerna 6.0

Prerna is an initiative started by the Social, Entrepreneurship and Consulting Cell of SIBM Pune, aimed at spreading knowledge and smiles among people. Launched in 2011, the objective of this event is not only to teach, but to instill in people a passion to learn new things. Every year, as part of Prerna, we teach and give vocational training to those who come from less privileged background but have a desire to learn.

This year, Prerna was executed in collaboration with **RITES Ltd** an ISO 9001:2008 company, is a multi-disciplinary consultancy organization in the fields of transport, infrastructure and related technologies and was given financial assistance to the tune of **Rs.10 lakhs under RITES CSR Plan 2016-17**. **RITES Ltd** to promote a cashless society by organising awareness drives to promote various digital payment platforms like BHIM.

In the first week of February, volunteers from SIBM Pune conducted surveys in the villages within the Mulshi Taluka, checking the feasibility of the project. The targets were narrowed down to four villages based on the availability of infrastructure and resources at these locations.

The project was conducted in two phases spanning the entire month of February. During this period the students first organised a pilot project at the village of Lavale which yielded encouraging results. As a result of which, in the first phase the students from SIBM Pune conducted training sessions for the campus staff, that included close to 300 individuals, including the security, mess and housekeeping personnel; all of whom resided in various villages in the Mulshi Taluka.

Additionally, door to door sessions were also conducted over three consecutive days at the village of Nande, where students went to the houses of the residents and individually taught them about digital banking and online transactions with special emphasis on the practical use of BHIM, the digital platform launched by the government.



In the second phase, training sessions were organised at the villages of Ambadved, Ghotawde and Lavale, where the students taught the residents about the various aspects of banking, digital modes of payment and BHIM. The effort was reciprocated by great enthusiasm from the residents with the masses turning up in good numbers. All of the sittings were very informative and the attendees of these sessions can now impart the knowledge they gained onto their families as well.



In a step to make life easier for the rural population who are yet to be hit by technology and in pursuance of a greater cause of attaining complete financial inclusion in the country, the project made an impact on more than **1600 people** by assisting them in the transition to digital platforms.

Umang  
25<sup>th</sup> December 2016

## Umang

Umang is an initiative by the social wing of the Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune. It is an event that is organized annually with a noble thought of making Christmas merrier for everyone where in, the students of Symbiosis Institute of Business Management, Pune celebrate Christmas Day with the underprivileged.

This year SECC celebrated Christmas with their special friends from ‘Saraswati Anath Shikshan Aashram’ and ‘Chhatrapati Pratishthan’s residential school for mentally challenged children’ as a part of its event **Umang 2016**.



In this regard, donations were collected in cash and kind from students across the Lavale hilltop campus, which were utilized to procure presents for these children and fulfill the specific requirements given by these NGOs. The students from the Lavale campus supported this initiative even during this period where they faced a cash crunch as a result of demonetization by making generous donations via E wallets.

On 25<sup>th</sup> December 2016, student volunteers from SIBM Pune along with members of SECC visited these NGOs and conducted a variety of cultural activities in an endeavor to truly spread some warmth this Christmas. These little acts of kindness made a great impact on the little souls at these NGOs. The conclusion to this memorable day was made even sweeter by the cutting of a cake, which was shared and relished among all the participants of Umang 2016.

‘The heart that gives, gathers’ is an apt description for this particular event, as the experience gained will forever be cherished not only by the children but also by the students who were an integral part of this initiative.

## Winter Internships 2016

### Winter Internship

The Winter Internships are a part of the curriculum of the Innovation & Entrepreneurship course. SECC assisted the students of MBA I&E in securing internships at various NGOs across the country, where the objectives of the Internship were:

- To sensitize towards India's social sector, issues and challenges faced by masses
- To create understanding of the role of NGOs and their contribution to the society
- To understand NGOs' functioning as a social venture and identify several aspects pertaining to effective functioning of NGOs

The internships were for a period of 2 weeks in the month of October 2016. Some of the NGOs that came on board for this endeavor were Help Age India, Goonj and Arrive Safe.

## The Team

### S Team

- Akanksha Ganju
- Krutarth Dave
- Mahadevan Somasundaram (Coordinator)
- Ravi Vishwanath
- Remya Nair
- Pratik Gupta
- Yashwant Agir

### J Team

- Drishti Rana
- Farhaan Syed
- Inder Singh Tiwana
- Mark Toppo
- Parth Aggarwal
- Sankha Som
- Uma Burkule
- Vivek Swaminathan

### I Team

- Drishti Rana
- Farhaan Syed
- Inder Singh Tiwana
- Parth Aggarwal
- SankhaSom
- Uma Burkule
- Vivek Swaminathan