



ANNUAL REPORT

2019-2020

This document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2019-2020

SECC Annual Report 2019-2020

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 start-up ecosystem in the campus and bring the students in line to the country's start-up culture.
2. Instill a social responsibility in the minds of the students and contribute their part to the society.
3. Assist budding start-up 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 2019-2020 are:

Entrepreneurship:

- Chai with Entrepreneur
- Entrepreneurship Summit 2019
- Social Entrepreneurship Workshop

Consulting:

- Winter Internship
- Consulting Fair 5.0

Social:

- Cleanliness Drive
- Walk for Freedom
- Winter is Coming
- Prerna 9.0
- Umang
- Swachhata Pakhwada
- Sanitary Napkins Distribution Drive
- Joy of Giving

Chai with Entrepreneur (June 2019)

Chai with Entrepreneur is a discussion platform where we invite new and young entrepreneurs to talk about their success stories and take up questions by our students. The discussion is primarily focused on how to think like an entrepreneur and follow one's passion with focus on one's success journey. This year the session was graced by **Ms. Ritu Goyal, Founder of Ease India Travel** and **Mr. Deepanker Attri, Social Media Manager & Content Writer at Ease India Travel**. The interactive session involved a list of curated questions and open house. It included insights regarding start-ups offering customized services, funding and juggling between work and family. The session was appreciated by the batch with great zeal and enthusiasm.

Entrepreneurship Summit (August 2019)

The Entrepreneurship Summit 2019 (E-Summit), flagship event of Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune was held on **9th, 10th and 11th of August 2019**.

E-Summit was one of the significant **Business** and **Entrepreneurship** focused event hosted on campus.

The **Title Sponsor** for this year was **Bajaj Auto Pvt. Ltd.** With a participation of **100s** of students from across the country, in the **15+** different competitions and a footfall of **1000+**, E-Summit gave the students a live experience of the entrepreneurial synergy and a hands-on of the various corporate competitions. Accolades worth **5+ Lakhs** were distributed as the prize money to the winners and the runners up across all the events.



Pride & Passion

The Guest Speaker Session was one of the most widely anticipated and successful events. The guests for the day were: **Mr Mahantesh G K**, Founder, Managing Trustee at **Samarthanam Trust** for the Disabled. **Mr Yeshwanth**, the Founder of The **ThickShake Factory**. The esteemed speakers addressed an enthusiastic audience and shared their life stories with them. The event was graced by **Prof. Sandeep Bhattacharya**, Head - Corporate Relations, SIBM Pune.



Eclectica 1.0

The discussion conclave was another event added to the cohort of the events under E-Summit this year. Eclectica 1.0 was graced by some of the Industry stalwarts from the Pharma sector. The theme for this year was -**The Road Ahead for the Pharmaceutical & Healthcare Industry in India - A Talent Landscape Perspective**. A keynote speech was delivered by **Mr. Abhay K Srivastava**, Chief Talent Officer & Sr. Vice President - HR, Cipla followed by a panel discussion on the topic- **How do we strengthen the industry-academia scenario in the Pharmaceutical & Healthcare Industry?** The discussion gave the students an insight into the world of Pharma and apprised them of the digital innovations and initiatives being taken up in the Pharma sector.



Udaan

The Business Plan Competition was an event where the Executive Summary entries by the participants were first screened by **Mr Arjun Panchal**, an Entrepreneur- Author & Founder of PapaZapata and **Prof. Vimal Babu**, Faculty at SIBM. In the Final Round, the participants were evaluated by an esteemed panel of judges comprising of **Mr Vishal Kumar**, Founder of Learning and While Travelling and **Mr Nishant Tikekar**, Head-Health Tech SCEI, SIU. The participants were judged on their scalability, feasibility and originality of their business ideas, amongst other factors. The participants were also given air tickets to Singapore to participate in the **World Entrepreneurship Summit**, sponsored by Learning While Travelling.



Prayaas

It is a socio-entrepreneurship case study competition which gave an opportunity to the participants to test their business acumen. This year's case study challenge was presented by I Gift Life, an organ donation non-profit organization. Dr Niraj Mankad, Assistant Professor - Operations Management, FLAME University and Dr Vimal Babu, Associate Professor of Negotiation and Entrepreneurship, SIBM Pune were the esteemed judges for this event. The participants also benefitted from the valuable insights given by industry experts.

Runbhoomi

RunBhoomi is a Virtual IPL auction in which the participants are given a virtual kitty. They had to spend the money wisely and pick their team from the basket of players provided and make the best team possible, earning the maximum number of points. It was a thrilling event which concluded in a nail-biting finish where the teams contested closely till the very last round.



Jugaad

Jugaad is a fund raiser event where each team is given a product for which they prepare a pitch and then sell in a real market. The teams prepared the pitch overnight and were then taken to Pune city along with an organizing team member where they sold their products at inflated prices! The team with maximum profit won the competition.

Merge It

It is a case study based on Mergers & Acquisitions. The case was based on the Merger and Acquisition Scenario of a Company in a simulated real-world business Environment. It demanded participants to analyse and present the case study in a limited time frame, much like a real-world business environment. This was judged by Mr Shailesh Rastogi, Associate Faculty, SIBM Pune and Mr. Nilesh Gokhale esteemed faculty at SIMC.

Revive and Thrive

This was a brand-new event under the E-Summit banner. It gave an opportunity to the participants to work out solutions for the given case study which was based on the idea of reviving a failed startup by coming up with a solution.

Entrepreneurship Summit 2019 also witnessed the **Special Interest Groups (SIGs)** of SIBM collaborate and organize various national level competitions. They are as follows:

MindSpark

Mark-O-Polo, the Marketing Society, organized the final round of its flagship National Level Case Study Competition. The participants were given a live business problem for which they had to suggest strategies. The presentation was judged by an experienced panel comprising **Mr Shashi Kumar** (CEO, GVR), **Mr Swayam Dash** (MD, GVR) and **Mr Abhay Kardeguddi** (CEO, NIVA growth consultants). Impressed by the quality of presentations and competition, the panellists and the participants left great feedback for SIBM.

Case-latte

Caf-fin, the Finance Club conducted a national level presentation competition called **Case-latte** on Stressed Assets. The case was based on the presentation and interpretation of the recent hostile takeover of MindTree by Larsen & Toubro. The event was presided over by **Mr Ritesh Khatwani**, Assistant Professor, SIBM Pune.

SynOpsis

Hosted by **Opcellence** – Keep it Lean, was a national level online operations management and current affairs-based quiz followed by a live case study competition. The participants were provided with 2 hours to solve the case study and prepare a presentation on its solution. They were required to present it to a panel of judges which comprised of **Dr. Rahul Altekar**, Director – Supply Chain Solutions at SAP and **Dr V. V. Ravikumar**, Deputy Director at SIBM Pune.

HReplika

The live HR business simulation competition organized by **Vitarka**, the HR and IR Club, as a part of E-Summit, tested the business psychology of the participants. It challenged the contestants through four rounds of role-plays, simulations, case studies and the ultimate face-off. The judges for the event were **Mr Vikramjeet Singh** -Head HR, Tata Green Batteries. **Ms Akansha Sane**, Senior Director and Head HR, PTC and **Ms Anjali Shinde**, HR Manager, Radisson Blu.

Corporate Czar

The Quiz and Debate Society (QUOD) conducted **Corporate Czar**, was a closely fought quiz competition.

Entrepreneurial Development Module

Innovation Club collaborated with **The Enterprise** to organise, Entrepreneurial Development Module, an event that brought the energy of 20 young, determined entrepreneurs and the experience of 7 industry experts under one roof. Entrepreneurial Development Module gave the students a lucrative platform for learning, network and connecting.

SymbiHaat

The most popular attraction during the three-day the event was, however, the **SymbiHaat** – Symbi’s own flea market. With ten food stalls and four non – food stalls for participants, students and attendees had an area to eat, relax and have fun. Some of the food served were pizzas, burgers, momos, waffles, shawarma, chaat and sweets. There were also some exciting games and merchandise stalls which was a refresher for the students. The event went on for all three days and the team also organized **Haat Nights** that included, Live match screening, DJ Night and musical nights to keep the attendees entertained.

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



Cleanliness Drive (October 2019)

We successfully hosted a cleanliness drive on **Gandhi Jayanti, 2nd October 2019**. This event was conducted in collaboration with SCOPE and SCWRM in Malkhed village.

The cleanliness drive encouraged and educated villagers on the ban of single-use plastic and how they can take steps to care for the environment. The event was hosted by SECC and invited both regular and I&E students to take part in this initiative.



Walk for Freedom (October 2019)

SECC represented SIBM Pune in **Walk for Freedom** - a global event that raises awareness against human trafficking through a public walk in over 50 countries organized by **A21** (an international non-profit organization) on the **19th October 2019**.

Winter Internship (November 2019)

The curriculum of the Innovation & Entrepreneurship course requires the students to complete a mandatory winter internship. SECC assisted the students of MBA I&E in securing internships at various NGOs across the country, where the objectives of the Internship were:

1. To sensitize towards India's social sector, issues and challenges faced by masses
2. To create understanding of the role of NGOs and their contribution to the society

3. 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 November 2019. Some of the NGOs that came on board across India are:

- Samarthanam Trust for the Disabled (*Bangalore, Mumbai, Kochi, Secunderabad*)
- Sarvahitey Foundation (*NCR region*)
- Sneh Foundation (*Pune*)
- Smile Foundation (*NCR region*)
- Deasra (*Pune*)

Winter Is Coming (November 2019)

On the **20th of November 2019**, members of SECC distributed blankets to the underprivileged people on the streets of Pune. By doing this, SECC helped them endure the cold nights during this winter season.

One hundred blankets were distributed across the streets of **Kasba peth, Babajan chowk, Bhuddawar peth, Pune railway station, Swargate bus terminal and Chattursinghi temple**. The funds to sponsor this initiative were raised through Jugaad; the fundraiser event of Entrepreneurship Summit 2019



Consulting Fair 5.0 (November 2019)

The Consulting Wing of the Social, Entrepreneurship and Consulting Cell (SECC), SIBM Pune organized the Consulting Fair 4.0 on the 24th of November 2019. This event was designed to create an opportunity for the students to work on real life business challenges and enhance their management skills.

It was a one-day event, which invited numerous start-ups and companies from across the country to the sprawling Lavale campus, where these organizations had the opportunity to identify some of the brightest minds in the country to work on their consulting assignments.

In the fifth edition of the Consulting Fair, **12** companies were hosted on campus that offered various roles to students across all disciplines. The impressive line-up for the day included companies like **Ebro India, Innobytes, Ease India Travel, Inspacco** and many others

The Consulting Fair 5.0 received a total of **65** applications out of which **54** got shortlisted for the second round and finally more than **20** students were offered consulting assignments. All the companies were extremely satisfied with the quality of the students and look forward to association with SIBM Pune for future events.



Umang (December 2019)

The Social wing of the Social, Entrepreneurship and Consulting Cell (SECC) organised 'Umang' wherein Christmas was celebrated with the children of an orphanage “**Saraswati Anath Shikshan Ashram**”, Pune. With the generous donations of students, staff and faculty, more than 40 children experienced the joy of playing a variety of games and felt special this Christmas.

Further, the orphanage was provided with their monthly requirement of ration which included necessities like, rice, wheat, sugar, salt etc. which was bought from the funds raised by us.

We also bought gifts for the children as per their wish list, which included books, toys, remote control cars, clothes, watches, stationery and shoes. There was an overwhelming response from the children, staff at the orphanage and the student volunteers for the noble cause.



Swachhata Pakhwada (January 2020)

Activities spreading awareness about Swachh Bharat were organized by the students of the Social council of SIBM(SECC), under the Swachhata Pakhwada program guided by UGC. A Swachhata Pledge was taken by the students and various sessions were organized highlighting the harmful impact of single use plastics.

Prerna 9.0 (December 19-March 20)

1 Event, 5 Sessions, 100 Volunteers, A Thousand lives

Conceptualized in 2011, the objective of this event is not only to teach, but to instill a passion in people to learn new things. This year taking into consideration the prevailing social and economic conditions, SECC organized a diverse range of awareness programs for the residents of **villages nearby** and for the **mess and housekeeping staff at the Hilltop Campus**. This year SECC held 5 sessions under the bigger umbrella of Prerna, these sessions extended from **24th December 2019 to 5th March 2020**.

The theme for this year was *Joining Hands for A Better Tomorrow*. Some of the components that were covered during the five sessions were as follows:

1. *Financial Literacy*
2. *Fake News Awareness*
3. *Single-Use Plastic and its harmful effects*
4. *Menstrual health and hygiene*
5. *Government Initiatives*

The first session of Prerna was conducted within the campus with the mess staff. Around 80 mess staff members attended the session which threw light on *Financial Literacy* and *Fake News Awareness*. Our student volunteers interacted with the mess staff and solved their queries and doubts regarding the topics discussed.

The second session of Prerna was conducted in a school in a nearby village (Nande) where we mentored students on *Single-Use Plastic and its harmful effects*. Our student volunteers interacted with about 100 students of Nande Public school to make them more socially aware

The third session of Prerna was conducted in another nearby village (Amberwed) where the residents were guided on the topics of *Financial Literacy and Single-Use Plastic and its harmful effects*. It was an interactive session that the residents enjoyed and appreciated; the sarpanch of Amberwed village also felicitated Volunteers with a Coconut as a token of appreciation.

The fourth session of Prerna was conducted with campus security guards where we shed light on *Government Initiatives and Fake News Awareness*. This session gave the security guards a chance to clear their doubts and learn a little more about the topics discussed.

The last session of Prerna was conducted with female students of Nande public school where our student volunteers interacted with these girls in small groups to teach them about *menstrual health and hygiene*.

Through these five sessions, we were fortunate to touch multiple lives, spread smiles and create an impact in the society. Creating a culture of community service and importance of social

welfare among the students, we had more than 100 volunteers who designed the content, customized it for the audience and conducted the sessions.

We were humbled by the response from the entire batch and the director's appreciation.



'Some valuable comments,

"We welcome SIBM students every year to our school, to hold such value-added sessions and spend some quality time with our students"- Faculty, Zila Parishad School, Nande Gaon

"Things nobody talks about but are important to discuss! We are thankful to have an interactive session where we solved all our doubts"- Housekeeping staff member

Social Entrepreneurship Workshop (February 2020)

The "**Social Entrepreneurship Workshop**" was held for the first-year students of Innovation & Entrepreneurship on 7th February 2020. This workshop was organized in collaboration with **Confederation of Empowerment Initiatives (CEI)** which is an International Development agency. CEI specializes in Social entrepreneurship and grassroots empowerment projects. The workshop was conducted under the guidance of **Ms. Shubhra Chakraborty**, Brand Manager, Phillips Healthcare. The workshop gave the students a chance to do a **Winter Internship** where they could handle end-to-end business projects at the **grassroots level**.

Sanitary Napkins Distribution Drive (March 2020)

SECC collaborated with **The Pink Box - India**, a menstrual hygiene startup to distribute Sanitary Napkins to the girl students of Nande on the eve of **International Women's Day**. Students were explained the importance of Menstrual Hygiene and the usage of Sanitary Napkins was promoted amongst the girl students. Lectures were also arranged for the students on the Topic of Good Touch and Bad Touch. It was a successful event, with the students taking back some valuable learnings. We had total outreach of 100-120 students. The Principal of the school congratulated and thanked us for our efforts.



Joy of Giving (February-March 2020)

Joy of Giving, was an initiative by the Social Wing of SECC where old clothes, books and anything that might be of use to the underprivileged were collected with the belief that old, unused products can make someone's life better. Boxes were placed at all hostel entrances. Students, alumni and staff donated generously towards this cause.

The drive was extended between **24th February 2020 to 15th March 2020** as End of the Year Collection Drive. Donations were received in large numbers. The proceeds from this initiative were donated to **Goodwill India Foundation, Pune**.



The Team

S Team

Arfa Afsar
Atishay Sinha
Budhaditya Roy
Poojit Popli
Sahil Vats
Simran Nasir
Sourabh Chatterjee
Sreshtha Agarwal

J Team

Harsha Hemnani
Manikanth Dharmavarapu
Nikhil Bagree
Pankaj Taneja
Shelina Dharani
Twinkle Pajiyar

I Team

Ashit Agarwal
Dhwani Sahdev
Harsha Hemnani
Manikanth Dharmavarapu
Nikhil Bagree
Rahul Rathee
Shreya Sharma
Twinkle Pajiyar

