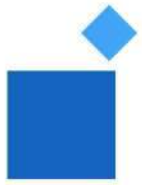


ANNUAL REPORT



2021-22

Social, Entrepreneurship and Consulting Cell



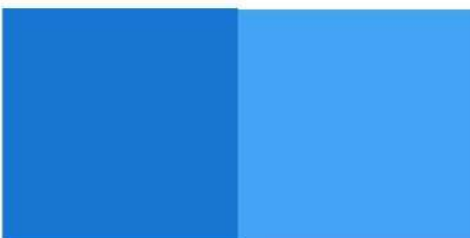
About Us

The **Social, Entrepreneurship and Consulting Cell (SECC)** is a student driven body at Symbiosis Institute of Business Management (SIBM), Pune and one of the ten 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 & 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.





Meet the SECC Team



Senior Team

Adhyan Bajpai
Celicia Lakra
Kalyani Navlakhe
Kaustuv Ghosh (C)
Manjunath Jagdish
Mansi Shah

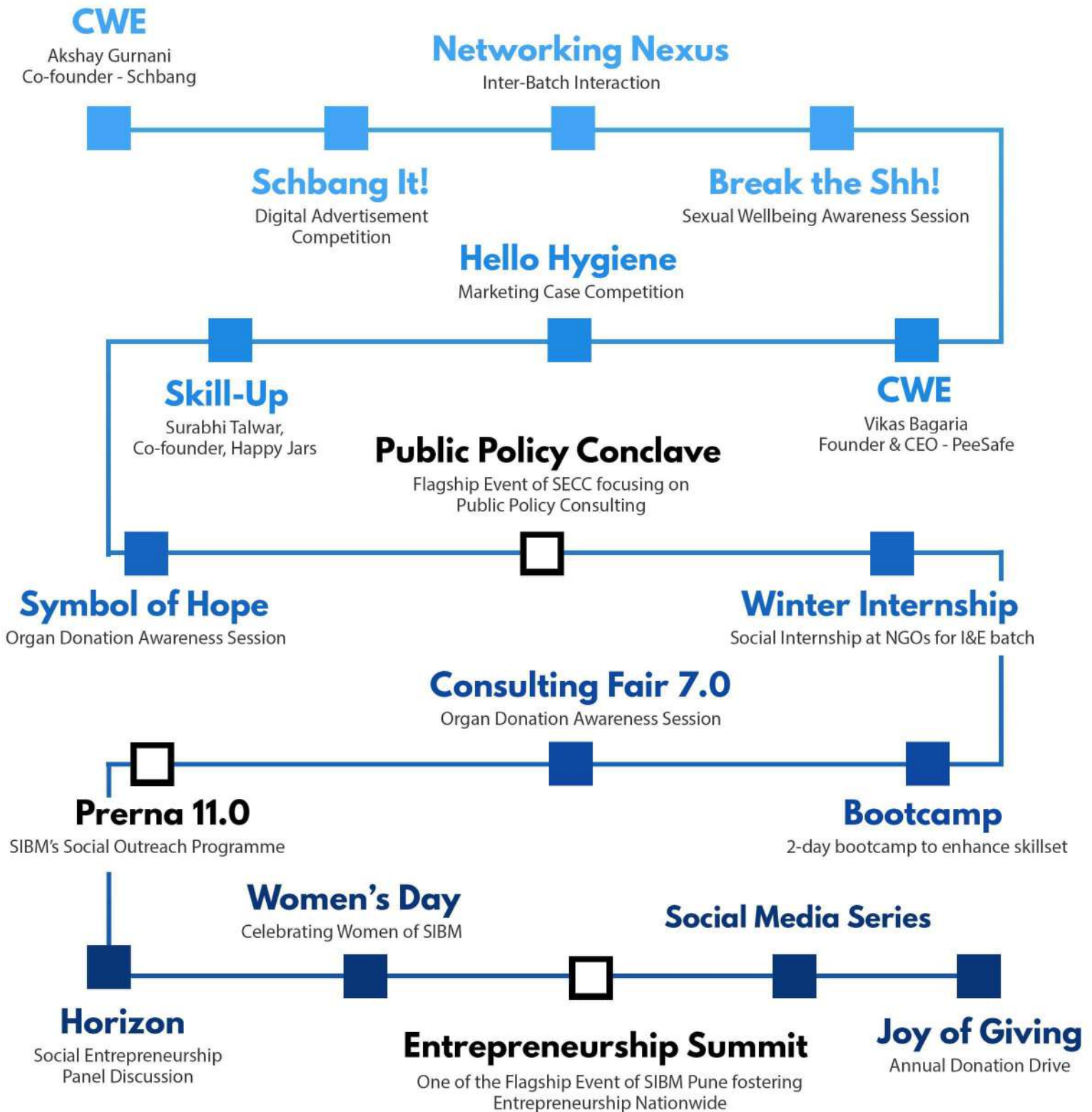
Junior Team

Aastha Ganjoo
Aman Upadhayay
Aniket Dogra
Divyansh Tyagi
Manav Shah
Pranav Arora
Rishika Tibrewal
Sanchi Mehta

Interim Team

Aniket Dogra
Divyansh Tyagi
Harshith Mudhiraj
Madhusudan Shah
Nandini Goyal
Rishika Tibrewal
Sansriti Shukla
Utkarsh Singh

Year at a Glance



*CWE = Chai With Entrepreneur

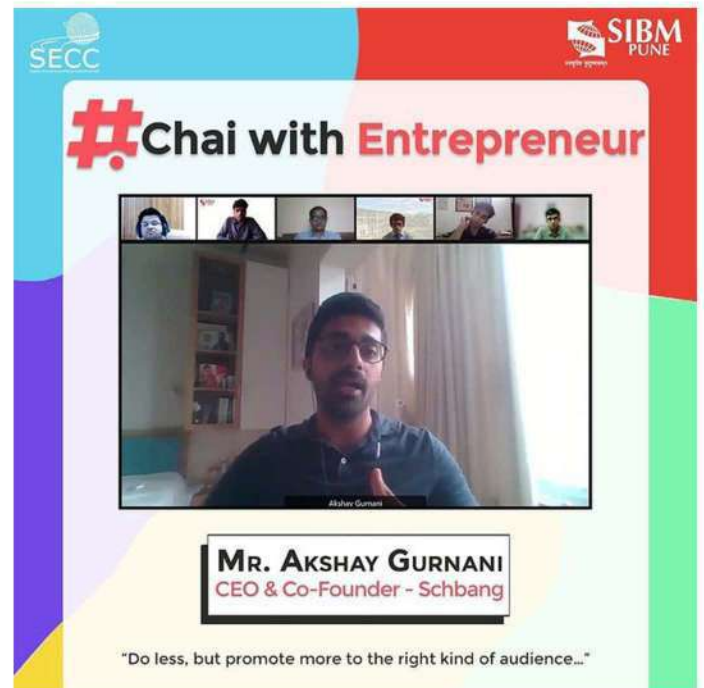


Chai with Entrepreneur

Mr. Akshay Gurnani, Schbang

Chai with Entrepreneur, is a guest lecture series where we invite Seasoned Entrepreneurs to talk about their journey, success stories and also let students have a one-on-one discussion with them over a cup of tea!

For this year's inaugural session of Chai with Entrepreneur 2021 we had with us **Mr. Akshay Gurnani, the Co-Founder of Schbang**, a Global Company from India with creative, technology & business specialists that delivers solutions to help large businesses accelerate growth. It is one of India's fastest growing Digital Solutions agencies.

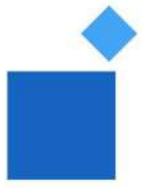


It served as SIBM Pune's first engagement with this growing Marketing/Advertising firm.

The interactive discussion ranged from lessons in creating a customer-centric brand to the importance of agility and adaptability in today's market scenario, and gave the chance to the budding entrepreneurs and marketers of SIBM Pune to gain insights from someone who has been a front runner of his domain.

Schbang It!

Prior to the Chai with Entrepreneur session, SECC also conducted a **Marketing/Advertising competition** - "**Schbang it!**" sponsored by Schbang. A competition wherein the students had the opportunity to create an advertisement in the form of a reel, meme, poster or a video for the brand **fevicol** highlighting the phrase : '**Kya tum mein hai Mazboot Jod?**' The competition witnessed great participation from the students and the final round was judged by Mr. Akshay Gurnani himself.



Networking Nexus



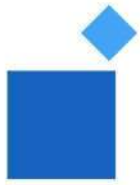
SECC organized Networking Nexus, where we intended to help the new budding **entrepreneurs of MBA-1(I&E) batch** to get clarity and guidance about the course, their startup-related issues and most importantly, gave them a chance to know their batchmates and seniors better. This networking helped students in collaborating with their peers and seniors for their ideas and explorations.



Break the Shh!

To educate the students of SIBM,Pune the importance of sexual wellness, personal heygine and stigmas around the same. SECC hosted **Ms. Aashrina Jain, External Relations at Pee Safe for Break the 'Shh!'**, as a social awareness session.

With over 200+ attendees the session received an overwhelming response. Ms. Jain emphasized on the need to talk about intimate hygiene, periods and contraceptives openly to break the taboo around it.



Chai with Entrepreneur

Mr. Vikas Bagaria, Pee Safe

The event '**Chai with Entrepreneur**' was structured in a semi formal interview format where the students got to expand their knowledge by learning more about the personal and entrepreneurial journeys of seasoned entrepreneurs.



Our guest for the session was **Mr Vikas Bagaria, Founder of Pee Safe**, a fast growing personal hygiene brand that aims to help in fighting India's health issues brought on by unhygienic conditions. The session was attended by 250+ students of SIBM Pune. Mr. Bagaria shared his learnings from his rollercoaster ride-like journey and the story behind starting Pee Safe.

Hello Hygiene

Prior to the Chai with Entrepreneur session with Mr. Vikas, SECC hosted a **Digital Campaign Competition: Hello Hygiene**, where the participants were required to create a comprehensive Social Media / Digital Campaign around any 1 of the 3 products. (**Domina: Female condom, Furr bikini line trimming razor and Cramp relief roll on**)

The students actively participated in the competition and the finalists got a chance to present their ideas in front of Mr. Vikas Bagaria himself.

Skill Up



SkillUp

For the Leaders of Tomorrow



*'There is no shortcut to success,
it's long and hard but it's all worth it'*

Ms. Surabhi Talwar
Co-founder, Happy Jars



'Skill Up - For the Leaders of Tomorrow', aims at equipping students with crucial skill sets to help them in their entrepreneurial and intrapreneurial journey. This edition of Skill Up covered diverse concepts of Marketing and provided the students insights on various aspects of Market Research and Consumer Behaviour, through the lens of someone who has first-hand experience in this domain and has been successful in creating a niche in the industry.

Our guest for the event was **Ms. Surabhi Talwar, Co-founder of Happy Jars** - a Delhi based health food brand currently focused on a range of natural nut butters that have clean and natural ingredients. Ms. Talwar's enriching experience in the Marketing domain helped the students in gaining insights through her example based approach.



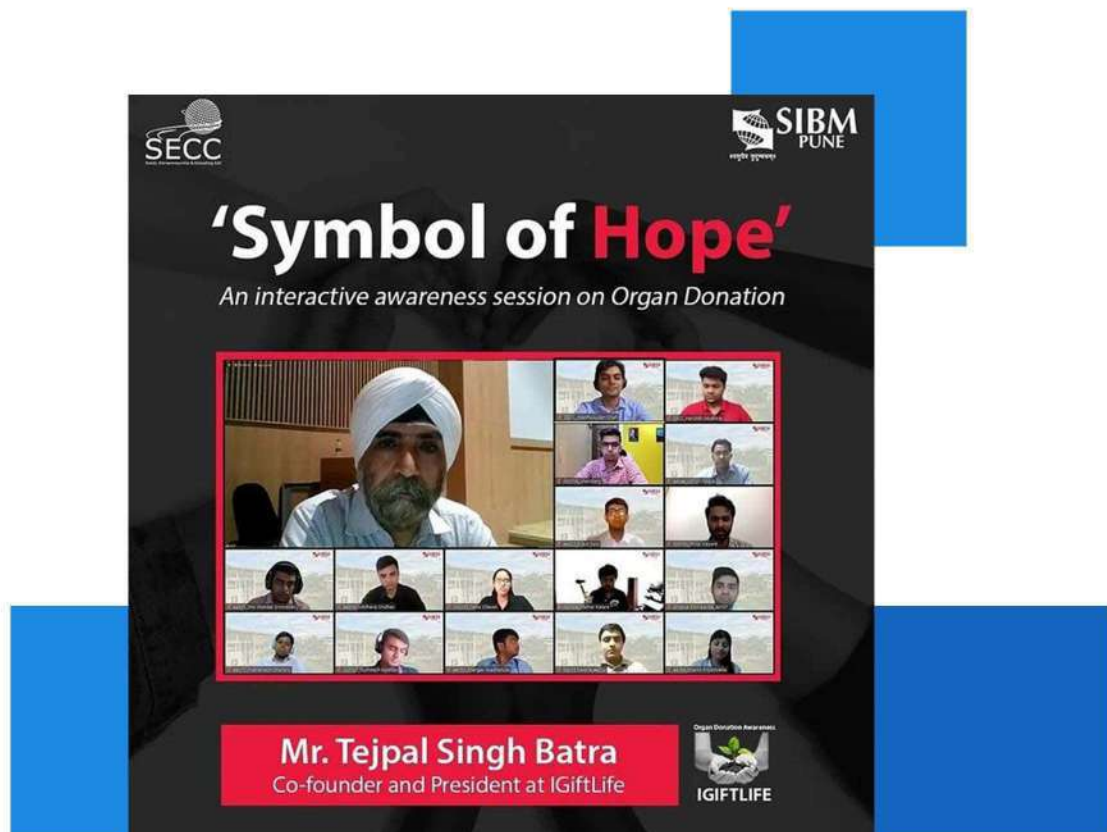
Symbol of Hope

On the occasion of **World Organ Donation Day**, SECC organized a social awareness session '**Symbol of Hope**'. Our Guest for the session was **Mr. Tejpal Singh Batra, the Co-founder and president of IGiftLife**.

IGiftLife is a not for profit organization which works towards spreading awareness regarding Organ Donation and has a Vision of saving as many lives as possible through it.

It was an engaging and informative session that the students enjoyed and gained much-needed insights from.

Sir's enriching insights around various aspects of Organ Donation like Black marketing, waiting lists, live donors, skin donation and most importantly on how to broach this topic with our family with the right tone and reasoning, definitely helped the students cut through the confusion and provided the clarity needed on the same.





Public Policy Conclave

SECC organized SIBM Pune's first-ever edition of '**Samavesh : The Public Policy Conclave**'. The Conclave, spread across three days from 3rd to 5th September, proved to be an unique assimilation of all things pertaining to Public Policy, Governance and beyond. SECC conducted **1 Keynote session, 2 Panel Discussions, 4 Power Hour sessions, A Debate Competition - Verbattle and a Public Policy Case Study Competition - Chanakya Neeti and 1 Fireside chat.**



SECC | **SIBM PUNE**

Samavesh
Public Policy
Conclave '21

3-5 SEPTEMBER 2021

KEYNOTE SESSION

- MR. ANIL SWARUP**
Founder Chairman, Nexus of Good
Former Secretary, Govt of India
- MR. MUKESH BISHT**
Government Advisory at KPMG
- MR. ABHIJEET SINHA**
Program Director, Ease of Doing Business
- MR. YASH AGARWAL**
Founder, Public Policy India
- MR. PIYUSH GUPTA**
Public Policy Specialist at Ministry of
Electronics and IT
- MR. VIVAN SHARAN**
Policy Wonk, Author and Entrepreneur
- MR. TUSHAR KANADE**
Public Policy Expert

PANEL DISCUSSIONS

- MS. URVASHI PRASAD**
Director, DHEO, NITI Aayog
- MR. ARPIT CHATURVEDI**
Co-Founder and CEO, Global Policy Insights
- MR. MANASH K NEOG**
EVP and Co-founder, Chase India
- MR. GOPAL IYER**
V. P., JSW School of Public Policy, IIM A
- MR. SANJEEV NANDWANI**
Former Civil Servant, Ministry of Commerce
- MR. AVIK SARKAR**
Associate Professor - Data, Technology
& Public Policy, ISB
- MR. ASHUTOSH CHADHA**
Director and Country Head, Government
Affairs & Public Policy at Microsoft
- MS. SMRITI SHARMA**
Head, Public Policy (Operations), Amazon





Sessions

Keynote Session

Mr. Anil Swarup, Founder Chairman of Nexus of Good, Author and a former Civil Servant, addressed the students of SIBM Pune as the Keynote Speaker. He emphasized on the importance of civil servants in the formulation and implementation of the policies in India. His insights on the education policy, ground reality as to why there are hindrances in the implementation of the policy helped the students to gain a lot of clarity.

Panel Discussion

SECC organized two panel discussions as part of the Public Policy Conclave. The theme for the first Panel Discussion was '**Public Policies In India : Current Landscape And Opportunities Ahead**' where we hosted **Ms. Urvashi Prasad, Director, DMEO, NITI Aayog, Mr. Arpit Chaturvedi, Co-Founder and CEO, Global Policy Insights, Mr. Sanjeev Nandwani, Former Civil Servant, Ministry of Commerce and Mr. Avik Sarkar, Associate Professor - Data, Technology and Public Policy, ISB.** It was an enriching session, filled with learnings about public policy across various segments with insights on the importance of creating robust health systems, penetration of technology to improve the quality of education in today's digital era and the need for collaboration between private sector and public sector for efficient implementation of public policies.

The Second Panel Discussion was on the theme '**Careers in Public Policy**'. We were honored to host **Mr. Ashutosh Chadha, Director and Country Head, Government Affairs & Public Policy, Microsoft, Ms. Smriti Sharma, Head Public Policy (Operations), Amazon, Mr. Gopal Iyer, V.P JSW School of Public Policy, IIM Ahmedabad and Mr. Manash K Neog, EVP and Co-Founder, Chase India.** The discussion educated us as to how one can make a career in public policy and what are the key skills that are required in the policy domain.

Power Hour Session

For the first Power Hour Session, SECC hosted **Mr. Mukesh Bisht, Manager, Govt. Advisory & Tech. Consulting, KPMG**. Mr. Mukesh shared with us his in depth knowledge on the various concepts related to public policy and exposed students to the growing importance of public policies in the digital era.

Mr. Vivan Sharan, Partner, Koan Advisory Group and Author of "Wonked!: India in Search of an Economic Ideology" addressed SIBM students for the second Power Hour session at Public Policy Conclave, Samavesh. Mr. Vivan emphasized on the industrial revolutions, changes that are taking place in the technological world like delivery by drones and Cyber security systems integrating sensors.

For our 3rd Power Hour session we had **Mr. Piyush Gupta, Public Policy Specialist at the Ministry of Electronics and IT, with us**. Students gained understanding on 'Public Policies to Promote Electronics Manufacturing Ecosystem in India'. Mr. Piyush shared his insights on making India Competitive enough in the world market by creating a holistic system for manufacturing by Utilizing Ease of Doing Business policies.

For the final Power Hour Session, SECC was honored to host **Mr. Abhijeet Sinha, Program Director, Ease of Doing Business** as our Power Hour Speaker on the topic: 'Financial Investment in India and Ease of Doing Business.'

Mr. Abhijeet, emphasized the importance of various parameters like unified work structure, contract implementation, and intellectual property rights to facilitate ease of doing business in India.





Fireside Chat

For the final session of Samavesh - "The FireSide Chat" we had **Yash Agarwal, Founder, Public Policy India and Tushar Kanade Public Policy Expert** with us to share their insights on '**Unconventional Paths to a Career in Public Policy: An Indian Perspective**'. Students were able to get a lot of questions answered on when and how to start and on which side of the spectrum do they want to be on in case of careers in Public Policy.

Competitions

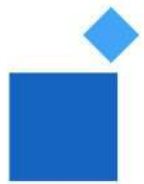
SECC successfully organized **2 National Level Competitions** under the Public Policy Conclave, which witnessed great participation from students of some of the most reputed institutes of our country like **IIM Ahmedabad, IIM Bangalore, IIM Shillong, IIFT, SRCC, IIT Bombay, IIT Madras, Tata Institute of Social Sciences** and many more. We also had the pleasure of collaborating with some external Public Policy Platforms like Impact Connect for judging these competitions to uphold the scale of the event.

Verbattle

SECC organized '**Verbattle**' - **A National Level Debating Competition**. The competition received participation of over 150 students where participants showcased their critical thinking, analytical and communication skills. The competition witnessed some really thought-provoking debates on some of the most pertinent topics in the domain of public policy.

Chanakya Neeti

SECC, in collaboration with Impact Connect, organized **Chanakya Neeti, a National Level Public Policy Case Study Competition**, under the ambit of 'Samavesh 2021 - The Public Policy Conclave'. The competition witnessed participation of over 350 students. The case revolved around public policy and the participants were required to suggest solutions to a case study and present the same in front of the jury.



Winter Internship



As a part of their curriculum, every year the students of MBA Innovation & Entrepreneurship undergo a 2 week Winter Internship Program. This year too, SECC assisted the interested students in securing internships at various NGOs across the country. The primary objectives of the Internship included :

- **To sensitize towards India's social sector, their issues and challenges**
- **To create an understanding of the role of NGOs and their contribution to the society**
- **To understand NGOs' functioning as a social venture**

This year SECC provided Winter Internships to **18 students** that spanned over 21 days in various domains such as Digital Marketing, Finance and Budgeting, Recruitment, Advertising and Social Activism in our partnered NGOs. The partnering NGOs were **Chhanv Foundation, Marpu Foundation, Samagra Foundation, Sarvahitey Foundation and Sarvani Foundation.**



Bootcamp

SECC organized a **"No-Code Bootcamp"**, a workshop for the students of MBA-1 Innovation & Entrepreneurship aimed at equipping students with the know-how to build a website prototype on their own.

As a part of this event, we organized a two-day workshop on 21st and 22nd November 2021 which received an overwhelming response from the students with a high number of participation.

We were honored by the presence of **Mr. Prakhar Mishra, founder of Freakin' Tech** who has rich experience in building no-code websites and mobile applications.



Consulting Fair 7.0

Every year SECC conducts the Consulting Fair, wherein students get the opportunity to work on Live Projects offered by promising companies across various domains which helps the students in gaining hands-on industry experience.

This year, as a part of the 7th edition of the Consulting Fair, SECC hosted **21 companies** on a single day, 20th December 2021. The event witnessed great participation from students of **MBA Flagship, I&E and L&S**, with over **74 students** applying for multiple roles. We are happy to announce that out of the 52 shortlisted students, a total of 41 students successfully secured Live Projects.

The companies offered projects across 15 domains such as **Digital Marketing, HR Generalist, Operations Management, Business Analyst, Market Research, International Business Compliance and Business Development.**

The students gained valuable hands-on industry experience through the course of these projects and also made significant contributions to the organizations.



Prerna 11.0

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 different sections of the society.

Every year SECC organizes SIBM Pune's flagship social event "**PRERNA**" under its **Social Wing**. A diverse range of stimulating social awareness programs for various sections of the society are conducted by the student volunteers of SIBM Pune, to create a substantial impact powered by building proactive and conscious leaders of tomorrow. This year we successfully conducted 4 sessions under PRERNA 11.0 this year, covering some of the most pressing issues of our society

1. 'Aatma Nirbhar: How to be self sufficient' for Chhanv Foundation in Lucknow

Under this session, we educated 15+ acid attack survivors about how they can start their own small businesses and become independent. We helped them to understand venture avenues like beauty parlors, bakeries and boutique. The objective was to help them become self-sufficient and gain financial independence by monetising their passion and skills.

बुटीक स्टोर बिजनेस

कहाँ करे:

- ऑफलाइन स्टोर (दुकान या घर से)
- ऑनलाइन स्टोर (फेसबुक, व्हाट्सएप, इंस्टाग्राम)

क्या करे :

- बहुत सारे ऑप्शन होते है जैसे की:
ज्वेलरी, हैंड बेग्स, पर्स, ब्लाउज, कुरता, दुपट्टा
सलवार कमीज, साड़ी, लेहेंगा इत्याद।
- टारगेट कस्टमर |

SECC has successfully concluded awareness session on
AATMA-NIRBHARTA
in association with
Chhanv Foundation

PRERNA 11.0
PAVING TRANSFORMATION
From Intent to Impact

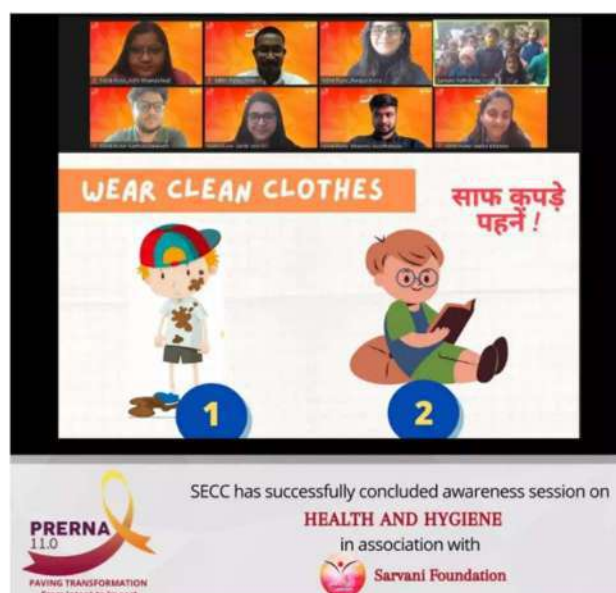
2. 'Waste Management & Climate Change' for Humankind in Ahmedabad

The session was aimed at spreading awareness about Waste Management and Climate Control among 50+ children at the NGO. The objective was to make them realize the effects of climate change and how they can help in saving the environment with proper waste management. We demonstrated various day to day techniques which can help them become more eco friendly.



3. 'Health & Hygiene' for Sarvani Foundation in Chandigarh

The purpose of the session was to spread awareness about Health and Hygiene among the 25+ children of that NGO. The objective was to make them realize the importance of keeping good health and hygiene practices in their daily lives. We interacted with the students and helped them to understand diseases which arise due to improper hygiene practices.



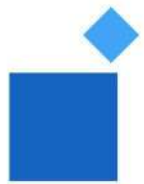
4. 'Domestic Wellbeing of Women' for Apnalaya in Mumbai

This session was about spreading awareness about Domestic Wellbeing of Women among the women field workers of Apnalaya NGO. The objective was to educate them about the physical and mental well-being of women as well as spread awareness about domestic violence. They were made aware about the helpline numbers available for their support and upliftment. We tried to make an impact in the life of 20+ women.



Through these 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 a large number of student 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.

With PRERNA, SECC has always strived to initiate a dialogue on some important topics which need cognizance of us all. Under PRERNA 10.0 in 2021, SECC conducted 3 educational seminars on topics such as **Wellbeing of Elderly, Energy Efficiency and Menstrual Hygiene**. SECC also conducts a PRERNA session every year for the Mess & Housekeeping staff of SIU at Lavale Campus.



Horizon

Social Entrepreneurship Panel Discussion



SECC hosted a Social Entrepreneurship Panel Discussion on the "**How collaboration with social entrepreneurs is helping to make SDGs a reality**" for the first-year students of MBA in Innovation and Entrepreneurship. Esteemed panelists from varied sectors took out their valuable time and gave our students a glimpse of the contribution and workings of the Non-Profit Sector.

The event was graced by **Mr. Santosh Parulekar, CEO and Co-founder, Pipal Tree Foundation, Mr. Shalabh Mittal, CEO, School for Social Entrepreneurs India and Mr. Shrey Saxena, Director, Growdiesel Ventures Limited.** The session revolved around topics such as financial viability of social enterprises, urgent action required towards sustainable development and personalized SDGs required for our country. 100+ students gained valuable insights from this session.



Women's Day

The International Women's Day (March 8) is a global day **celebrating the social, economic, cultural, and political achievements of women.** With this spirit in mind, SECC held an event on-campus on the occasion of Women's Day celebrating the contribution of women in our lives. We celebrated the accomplishments of Indian women in different industries. We also asked the **students of SIBM Pune to appreciate women**, who have made their campus life easier by mentioning their name and highlighting their superpower to showcase their support towards the women at SIBM Pune.

E-Summit 2022

Entrepreneurship Summit 2022 was planned with the vision of boosting entrepreneurial culture in the batch along with helping the entrepreneurs of the MBA Innovation & Entrepreneurship batch by providing them with a platform to showcase their products. E-Summit tried to build an ecosystem between the investors, mentors, entrepreneurs and the students of SIBM Pune. The event consisted of a plethora of competitions, workshops and sessions for the students to understand the reality of the business environment. The event was very well received from all the participants, students of SIU and faculty members.



The poster features a dark background with a white line-art mountain range. At the top left is the SECC logo (Small Enterprise & Commerce Cell) and at the top right is the SIBM PUNE logo. The main title 'E-SUMMIT 2022' is prominently displayed in white, with the mountain range graphic integrated into the 'M'. Below the title, the text 'THE DIE HAS BEEN CAST' is followed by a graphic of horizontal lines and the dates 'MARCH 19-20-21'. A yellow-bordered rounded rectangle contains the text 'GUEST SESSIONS | COMPETITIONS | WORKSHOPS'. At the bottom, it states 'PRIZES WORTH RS. 5,00,000 TO BE WON!'.

Sessions

Chai with Entrepreneur (Special Edition)

It was a candid interview about the journey of **Ms. Upasana Taku the co-founder of MobiKwik**, who lives by the motto "Kick up a storm or die trying", her journey is nothing short of inspiration to all the students. The session was attended by 120+ students from various colleges and universities and even the participants of our national level competitions. MobiKwik also extended live project and internship opportunities for the students of SIBM, Pune.

From the Tank

First time for a panel discussion SECC hosted founders of ventures like **Bamboo India, Inacan and Proxgy** who were directly funded by the sharks in the Shark Tank India. They shared their individual journeys and experiences which was enlightening for our budding entrepreneurs. We had 100+ students learning from their journeys.

SECC
E-SUMMIT
THE DIE HAS BEEN CAST MARCH 19-20-21
Co-sponsored by SANBAL ONEE
CHAI WITH ENTREPRENEUR
SPECIAL EDITION

Upasana Taku
Co-founder & COO
MobiKwik
20TH MARCH | 10:00 AM | SUNDAY
Visit esummit.sibmpune.edu.in to know more

SECC
E-SUMMIT
THE DIE HAS BEEN CAST MARCH 19-20-21
Co-sponsored by SANBAL ONEE
PANEL DISCUSSION
THE ENTREPRENEURIAL FIRE: FROM HUSTLE TO FAME

Pulkit Ahuja
Founder and CEO
Proxgy

Sameer Mirajkar
Co-founder
INACAN

Yogesh Shinde
Founder
Bamboo INDIA

MODERATOR
Shrey Saxena
Director
Crowdiesel Ventures Limited
Hear directly from these zesty founders. As seen on
SHARK TANK INDIA
21ST MARCH | 02:30 PM | MONDAY
Visit esummit.sibmpune.edu.in to know more



Competitions

Let's talk Business

A **B-plan competition** which gave incubation and mentorship opportunities to various startups from colleges like **IIM (A, B, C), NMIMS, SP Jain and other top universities across India**. The **prize money was worth 1.8 Lakh** and the competition was designed in 3 rounds and the judges for the same were **startup mentors, incubation heads and founders of recognized startups**. We received registrations from 225+ teams across the country.

The participants of this competition also got an opportunity to list their pitches on the 'Go to Pitch' Platform where they can connect with Venture capitalists and investors from across the nation.

Crowd Pitch

A unique **B-plan pitching Competition where the participants became the investors for their competitors' presentations**. It gave the students a chance to experience both sides of the startup industry. This competition had 2 rounds with **prizes worth 1.3 lakh** and startup founders and mentors as the judges. This competition attracted students and budding entrepreneurs in huge numbers. 257+ Teams registered for this event.

Revive & Thrive

Starting a new startup is a different thing but **reviving a failed startup** is a totally different thing, and that's what was supposed to be done in this competition, the 2 rounds focused on the revival strategy for the case given to the participants. We got some amazing strategies as the students brainstormed through the given situation. We received 180+ registrations from all over the country.

ESG Elixir

In the 21st Century, ESG is the key domain and every business should focus on imbibing the concepts of ESG. Understanding this importance, **ESG Elixir** was designed in a way that students incorporate this aspect in their solutions. The **cash prize given was worth 35000/- and the winner will be given a placement interview opportunity** in our sponsor company, Sanbal Onee.

Cryptomania

Cryptocurrency trading is a very competitive field amongst the young generation of our country. We used this as an opportunity and developed a competition around the same in collaboration with **Roostoo**, an online trading platform where more than 300 students participated and got a live experience of online trading.

Entrepreneur of the Year

An offline competition which not only attracted students of Innovation and Entrepreneurship batch but also the flagship students in huge numbers. The competition tested **brand management and, on the spot, decision making capabilities** of the participants. Students with startups also participated in this and received valuable feedback from our judges.

Heroes under Hammer

It was one of its kind auctions, where **Superheroes were under the hammer**. It revolved around strategic planning and team building activity and gained immense traction from all our superhero fans. This event was conducted in an offline manner and was well received.



Symbihaat

'Symbi's own flea market' where the upcoming entrepreneurs (MBA Flagship and Innovation & Entrepreneurship) get a platform to test their product/service in an actual business environment and get real time feedback. In addition to this, we helped the students to understand the complete business cycle by collaborating with food and game vendors for setting up the stall. **This year we had 9 Startups from the MBA I&E batch.** To provide a better market and more footfalls, SymbiNights were organized on all the three days with themes like, neon party, carnival based night and retro night.





Collaboration with SIGs

HReplica (Workshop)

HReplica was a live workshop organized by Vitarka (HR & IR club of SIBM Pune) as a part of E-Summit 2022. Mr. Ayan Pal was the esteemed speaker for the same. The workshop covered an in-depth explanation of Socio-Sustainable concepts in HR with an amalgamation of recent trends and happenings in the corporate world.

Mark-O-Workshop (Workshop)

Mark-O-Polo (the Marketing society of SIBM Pune) conducted a digital marketing workshop on "Basics of digital Marketing and how to use digital tools in order to improve Marketing activities!". The workshop followed by a Marketing Case Study competition as part of the Hourglass series.

Pros and Conference

QUOD (the Quizzing and Debating society of SIBM Pune) conducted Pros and Conference, the National Level round table conference and a debate competition. It allowed participants to think from the perspective of socialist, capitalist, politician etc.

SynOpsis

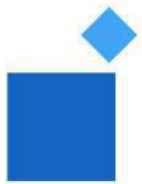
Team OpCellence of SIBM Pune conducted SynOpsis 2022 - Keep It lean in association with International Supply Chain Education Alliance (ISCEA) India. It was a unique case study competition which tested the problem-solving skills and out of the box thinking of participants.

Aanklan

The Consulting and Strategy club of SIBM Pune conducted Aanklan 2022, an Entrepreneurial Guesstimate Case Competition. It is one of its kind competitions which tests participant's structured thinking and reasoning capabilities to perform their guesstimates while solving the case study.

Social-Comm (Workshop)

The Innovation Cell of SIBM Pune conducted a workshop on Community Building in the era of eCommerce. It provided insights on customers and communities driving the vision and mission of the organization.



Social Media Series



Entrepreneurs of SIBM

SIBM Pune boasts of a management program offering MBA in Innovation & Entrepreneurship (I&E), wherein young budding entrepreneurs learn about the startup world and kickstart their entrepreneurial ventures. SECC, under its series Entrepreneurs of SIBM, highlights the stories of such student entrepreneurs who have been successful in setting up their ventures in varied domains. This acts as a platform for highlighting the achievements of our students and also motivating the upcoming aspiring entrepreneurs in their respective ventures. Our alumni from the MBA I&E batch enthusiastically share their stories, challenges faced in their startup journeys and how they overcame the same.

ESG Elixir

In the current business climate, the integration of environmental, social and governance (ESG) aspects has become essential as the global vision shifts from long-term profit creation to value creation. This shift has created an increased demand for not just ESG Consultants but also socially conscious managers who can lead the businesses sustainably. SECC launched 'ESG Elixir', a series on Environment, Sustainability and Governance, which aims at equipping the future managers and entrepreneurs with a deeper understanding of the domain which will enable them to become the change the world needs. Some topics covered under this series are COP-26 and Fast Fashion.

Entrepreneurs of SIBM Pune

Mr. Satvik Khanna
Sambhav Cap Creations

Sambhav Cap Creations (SCC) is a full-scale manufacturer of custom headwear, specializing in baseball caps and hats.

Founded in 2013 with the objective to cater to the needs of the sportswear market for custom caps, it has diversified to serve online marketplaces, export houses, sports and fashion brands.

Sector: Manufacturing

[/SambhavCaps](#) www.sambhavcaps.com

COP26
UN CLIMATE CHANGE CONFERENCE 2021
GLASGOW

ESG Elixir SWIPE TO KNOW MORE

E-COMMERCE
Shaping the Future of Retail

Swipe to know more

The InfoBytes

We live in a very dynamic and fast changing world where the trends change everyday. We have innovations and transformations happening around us at such a fast pace that sometimes to keep up with the new inflow of information is a huge task. SECC tries to encapsulate all the important developments in the business world in the form of facts and figures through its social media series 'The InfoBytes'. The series ranges from development in the social wing, for example 'Plastic Free Packaging' to development in the E-Commerce sector through 'Shaping the Retail'.

Joy of Giving

Joy of Giving, was an initiative by the Social Wing of SECC where **books, clothes, footwears, utensils, medicines, sports equipment, stationery** 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. Donation Boxes were placed at all hostel entrances. Students and staff donated generously towards this cause. The drive was organized between **1st April, 2022 to 7th April, 2022** 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.**



Appendix

Some Previous Year's SECC Events

Sanitary Napkins Distribution Drive

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 a total outreach of 100-120 students.

Humane

With the aim of better understanding the journey, vision, and contribution of such Social Entrepreneurs who are doing some commendable work in their fields, SECC initiated its first-ever " Socio Entrepreneurs Podcast Series - HUMANE ". SECC proudly hosted multiple guests from varied fields for the podcast series. We were honored to have esteemed social entrepreneurs join us like **Ms. Drishti Kharbanda (Founder, Sarvani NGO), Mr. Santosh Parulekar (Cofounder, Pipal Tree Ventures), Ms. Haimanti Sen (Founder, Junoon Foundation) and Mr. Karthee Vidya (Founder, Team Everest).** HUMANE Podcast Series is also live on audio platforms like Spotify and Google Podcasts.



Appendix

Some Previous Year's SECC Events

Umang

The Social wing of the Social, Entrepreneurship and Consulting Cell (SECC) organized '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.





Collaborations

2021 - 2022



Roostoo



GROOTS



ENIPOL





Collaborations

2021 - 2022





Collaborations

2021 - 2022





Thank You

We, the Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune, would like to take this opportunity to thank **Dr. R. Raman, Director SIBM Pune, Dr. V. V. Ravi Kumar - Dy. Director SIBM Pune, Dr. Madhura Bedarkar - Dy. Director SIBM Pune** and all the esteemed faculty, administration and staff of SIBM Pune for their continued support and guidance to us along the way.

We would also like to express our sincere gratitude to the students of SIBM Pune who have been equal contributors to our success as a Student Council.

We hope that SECC continues to strive in its mission and vision, while staying true to its core values.