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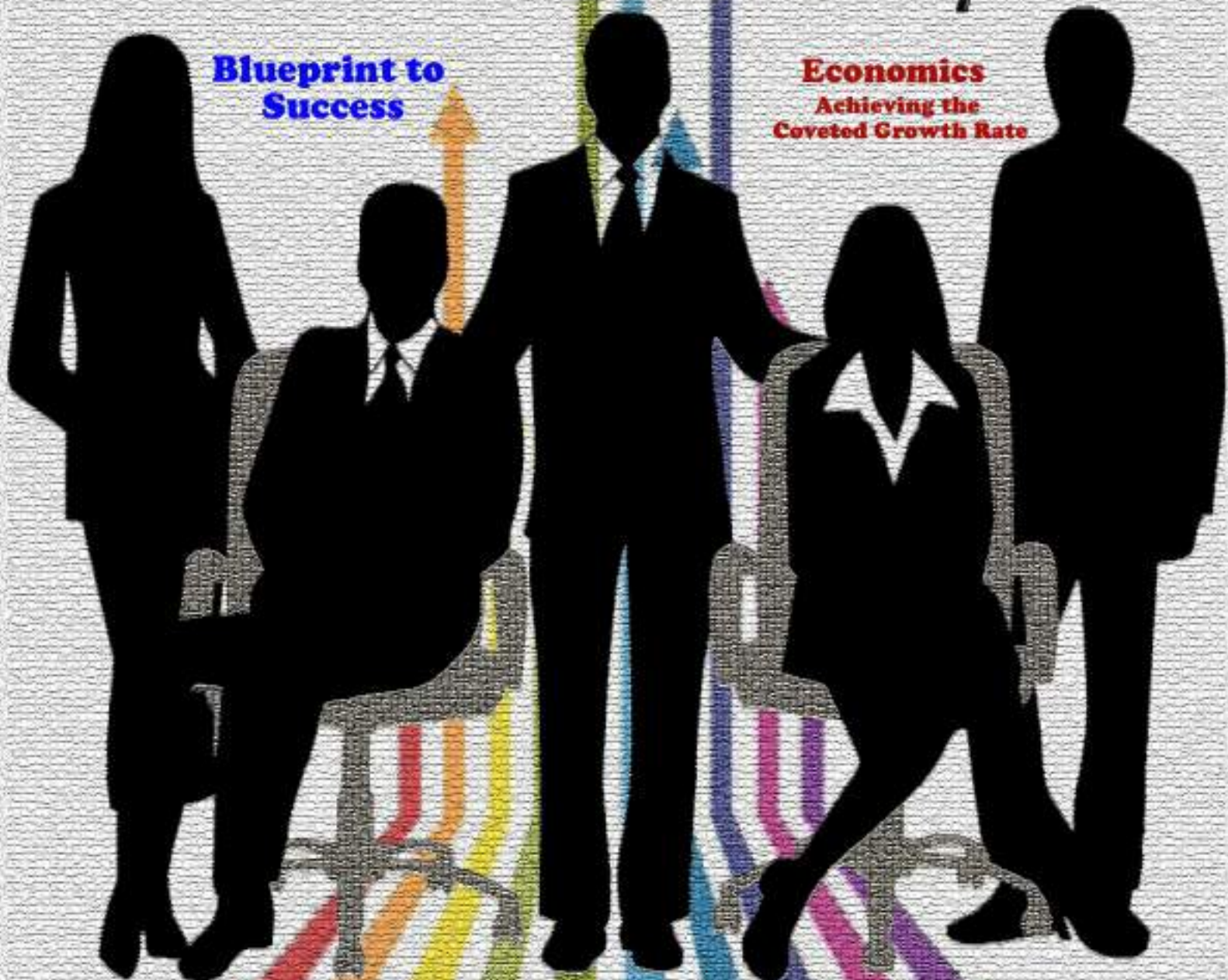
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Memoirs of SIBM Pune

The Guts Behind The Glory

**Blueprint to
Success**

**Economics
Achieving the
Coveted Growth Rate**



**Winners of
Corporate Competitions**

**HUL Carpe Diem
ITC Interrobang**

**Entrepreneurs of the
World, Unite!**

Entrepreneurship Summit 2014



Information Systems & Media Solutions Team



SIBIM
Symbiosis Institute of Business Management

SPEAKERS



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Managing Director
Xerox India Ltd.



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COLLABORATION V/S COMPETITION
BUILDING STRATEGIC CAPABILITIES
FOR EMERGING MARKETS



From the President's Desk...

We are proud to present to you the second issue of *Vritanta*. The theme for this issue is something that we constantly aim for both individually and as a group – achievement. It is what we are trained to do at Symbiosis Institute of Business Management Pune (SIBM Pune) and I hope you will enjoy reading the success stories of our students, alumni and guests.

The cover feature, aptly titled 'The Guts behind the Glory', is the story of the journey culminating in *Guts and Glory*, a book about twenty of SIBM-P's many innovative graduates, who have gone on to achieve entrepreneurial greatness. The spirit of entrepreneurship is continued in our coverage of the Entrepreneurship Summit event.

We shed the spotlight on the current batch, with an interview of the national winners of HUL's Carpe Diem competition and the winners of ITC's Interrobang Pune Cluster, as both teams share their winning formula with us.

Also in this issue is a story on Blueprint, a two-part corporate interaction, as well as an interview of one of the speakers, Mr. Anil Nayak, Director – Risk Analytics, Credit Suisse, who shares advice for budding finance professionals and speaks on future trends in the field.

Our regular contributors also hit their stride in the Paathshala section as Colonel Sunil Brijkrishan discusses the importance of soft skills and Professor Manasi Phadke gives us a fascinating insight into whether India can achieve that coveted 5.6% growth rate.

This month, 'Divergent Views' focusses on the meaning of the word 'Returns' from the points of view of different specialisations, and our student contributors discuss the in-house screening of the documentary *Inside Job* as well as the connection between laziness and efficiency in the Zeitgeist section.

All of this makes for a truly outstanding second issue. It is at this point that I would like to acknowledge the hard work that the Information Systems and Media Relations Team (iSMaRT) has put into this remarkable magazine.

Which brings us back to the theme of this second edition – achievement. The achievements of this magazine are many. It is my sincerest belief that *Vritanta* has not only connected the present batch of MBA students with each other, but has also provided the faculty a platform to engage students outside of the classroom.

This unique initiative has helped us establish a greater connect with the distinguished guests we regularly host on campus. It has also abetted us in chronicling the achievements of our alumni all over the world. Last, but definitely not the least, the magazine serves as the printed and digital face of SIBM Pune and as such is doing a wonderful job of communicating our talent as well as our culture to the outside world.

I'm sure that in the coming issues the team behind *Vritanta* will strive to maintain this excellence in quality. I think I speak for the entire student body when I say that as a campus magazine it has no peers.

And that is how we define achievement, here at SIBM Pune.

Bharani Krishnan Ganesh
President, Students' Council, SIBM Pune

Team Sparx



of Symbiosis Institute of Business Management Pune was declared winners of the Pune cluster of the ITC Interrobang competition. Saurabh Kumar, Shilpa Saraogi, Tarun Giridhar and Vrinda Khanna (MBA II HR) made up the winning team. Read more about the event, the presentation and the journey on **Page 12**

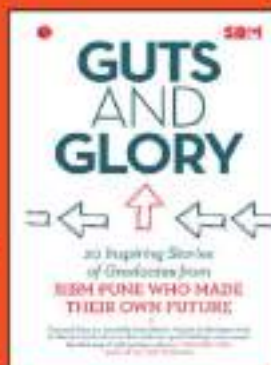
"SIBM Pune Wins ITC Interrobang and HUL Carpe Diem"



Team PAVers

of Symbiosis Institute of Business Management Pune was declared national winners of the HUL Carpe Diem case study competition. Ashish Todi, Priya K, and Vineela Vellanki (MBA I Marketing) made up the winning team.

Read more on the story, motivations and experiences of these student achievers in our special interview section, "Spotlight", **Page 8**



This month's feature tells the story behind the creation of *Guts and Glory*,

a book chronicling the achievements of entrepreneurs from SIBM Pune. Turn to **Page 2** for the story of an inspired team of students and one determined Deputy Director.

WHITE COLLAR

#Focus #Corporate #Alumni #Achiever

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ZEITGEIST

#Students #HilltopHappenings #Life #FoodForThought

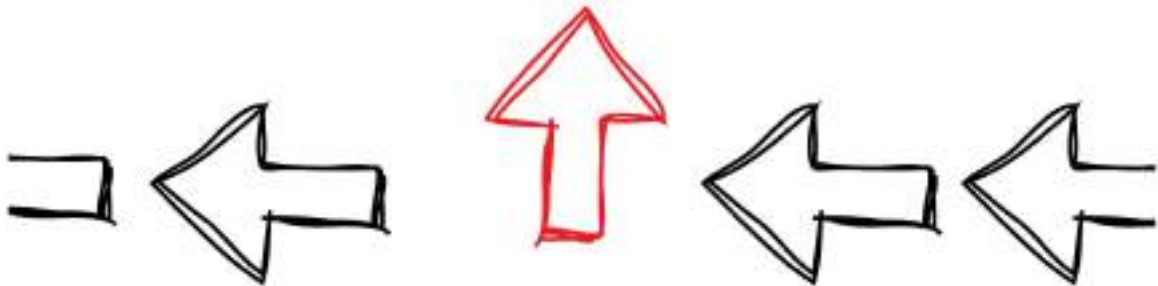
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THE GUTS
BEHIND

THE
G
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GUTS AND GLORY



The most important aspect of my personal agenda when I joined SIBM Pune was to establish a culture of entrepreneurship here.”

These are the words of Professor Vinod Shastri, Deputy Director at Symbiosis Institute of Business Management Pune. “The first class I took on Entrepreneurship was an elective. Thirty students out of a batch of 200-odd had decided to enroll. It was a shockingly low number.”

This was the state of affairs back in the year 2011. What Professor Vinod Shastri did next has gone down in SIBM Pune folklore. At the time though, no one, not even he had an inkling of how things would pan out over the next three years.

“I decided to give the students an assignment for 15

marks. The assignment entailed that they each interview a graduate of SIBM Pune who has gone on to become an entrepreneur,” elaborates Professor Shastri, recalling the events from three years ago.

That assignment is now known to the world as a paperback called *Guts and Glory* – an inspiring book brought to life by Rupa Publishing, detailing the stories of twenty graduates from SIBM Pune who dared to dream big.

“I remember at the time I told the students that I would get the best interviews published. I did that not knowing whether I would get the approval of the institute to do so. I just had a hunch that it would be a good incentive to get them started,” he adds.

Luckily for everyone involved, the students of SIBM Pune, ever eager to perform, took the idea and ran with it. Professor Shastri convinced Dr. Vinod Sane, then Director of the institute, that the idea could grow much larger. "I discussed the project at length with Dr. Sane and told him that this project would serve a greater purpose if it was turned into a book. It would provide role models for young entrepreneurs studying at the B-school and would help us brand the institute as a place for aspiring entrepreneurs as well," recalls Professor Shastri.

Pretty soon the assignment became a project. The idea was to turn the series of interviews into a book that inspires generations of future students.

Every project needs a team. Due to a series of extremely fortunate events, this project was undertaken by two eminently capable students – Varun Tejwani and Dhruvish Thakkar, students of SIBM Pune, batch of 2013.

"Being passionate about entrepreneurship and as a former member of the Alumni Team, I knew I could bring value to the team straight away," says Varun,

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do, so ...
EXPLORE, DREAM, DISCOVER.

–MARK TWAIN

now Territory Development Manager at PepsiCo. "We had different and slightly ambiguous roles to begin with, but as the project developed and the idea grew larger, Dhruvish and I came to centre stage," he adds.

They were a great team. Varun was known throughout the campus for his will to excel, no matter what the cost. His aggressive personality and sheer determination had seen him win many awards during his time at the institute. He was also the founder of the

SIBM Pune's much vaunted Achiever's Club.

"Looking back, I have to say we were the perfect team. Dhruvish had the ability to engage people and inspire them to work for a cause while I planned and executed. I also had a great relationship with the management here, so that ensured that the college and the team were always on the same page when it came to coordinating project related activities," adds Varun.

And grow the project did. A team of forty people was created, including interviewers, editors and a design

20 Inspiring Stories of Graduates from **SIBM PUNE WHO MADE THEIR OWN FUTURE**

team. However, as with any big project it was not all smooth sailing.

Issues arose when it came to shortlisting the greatest achievers, funding, interviewing the entrepreneurs, book design and organising logistics. "I think our greatest achievement is that we made this book happen even though when we started, we had no idea how to go about the task. We took months of painstaking planning, tireless execution and sheer will to get it published," adds Varun, reminiscing about the sleepless nights spent

burning the midnight oil to get *Guts and Glory* on bookstore shelves everywhere.

All the issues were tackled one at a time. Initially it did not look like the project would be able to get the funding it required. "There was a time when we really thought the project was not going to take off. People were questioning the intrinsic and long term value of such a book. I really thought that I was going to have to personally invest to get this book published," says

Professor Shastri, ruminating about the darker days.

To their credit, the team's sheer bullheadedness ensured that they received the funding.

Other problems were slightly easier to tackle. The Alumni Team was contacted for a list of entrepreneurs

among the institute's graduates. Many days and nights were spent shortlisting the most impressive candidates to interview. After much deliberation, twenty-five candidates were chosen. Older and younger entrepreneurs were given equal weightage. Diversity in entrepreneurial ventures were also acknowledged.

Do you have the **Guts** to reach the **Glory**?

The name of the entrepreneur and the organisation they founded have been jumbled. How well do you know your alumni? Match your alumnus with their startups and stand a chance to win! Send in your answers to prteam@sibmpune.edu.in by September 20th.

1	Nishant Parashar	94.3 Tomato FM
2	Nayan Arvind Shah	Alufit India Pvt. Ltd
3	Prashant Bhaskar	Career Forum and Calibre Mindware
4	Minocher Patel	Compulink
5	Umesh Khatre	Createch Engineering, Chain Reaction
6	Satish Mandora	Ecole Solitaire
7	Sujata Khanna	ENGAGE
8	Rajshri Gole	engage4more Pvt. Ltd
9	Falguni Thakkar	Enterprise 5c
10	Prakesh Rohera	First Energy
11	Jagdish Kini	Grey Oak Publishers India Pvt. Ltd.
12	Sameer Desai	High Spirit Café
13	Pankaj Keswani	Mayfair Housing Pvt. Ltd.
14	Vishwas Mahajan	plugHR
15	Pradeep Gidwani	Seagull Advertising
16	Yogesh Yadav and Naval Toshniwal	Spice Islands Apparels Ltd.
17	Mukund Deogaonkar	The Catalyst
18	Ashwin Deo	The Pint Room
19	Khodabad Irani	The Redwood Edge
20	Ahmed Faiyaz	Trinity Vintners Pvt. Ltd.

graphicpanic.com

"The next issue we faced was with the interview process. These were people who had to dared to dream and dream big. They had laughed in the face of adversity. They couldn't be interviewed over the phone. It would be disrespectful and defeat the very purpose of creating such a book in the first place. The only way to truly capture their story was to go talk to them face to face. So we made that work as well," says Dhruvish Thakkar, currently a Manager at Flipkart.com.

It was when they met the entrepreneurs that the enormity of what they were doing truly hit them. "I remember we were interviewing one of the

'Guts and Glory is a wonderful book. Read it. Not just for the lesson it has to offer, but also to discover that vital inner spark that helps some people take that leap of faith to chase a dream.'

- Prakash Iyer, author of *The Habit of Winning*

entrepreneurs. I won't name the person, but I will tell you that he had to face a great deal of adversity before he became successful. There was a point when, recalling his journey, he broke down. As the tears flowed down his cheeks, we realised that we had to do this book justice. There was no way we were going to let these amazing people down," Varun adds, his own voice choking a little.

One by one, every problem faced along the way was faced head on. The team worked, reworked and worked again on the book design and layout. An apt name had to be chosen for the book. The team claims it was inspired by the book *Stay Hungry Stay Foolish* and decided to adapt a similar theme.

After much deliberation, the name *Guts and Glory* was decided upon. Months had passed by. The project was beginning to take shape.

"We got so involved with the book that it became the centre of our universe. An incident I recall fondly, was this one time when we had spent the entire night fine tuning the content and design of the book. I remember Dhruvish and I called up Professor Shastri excitedly the next morning to discuss the book on a

conference call. The professor was taking a class at the time, but he had given everyone in class an assignment and so was free to talk. We spoke at length about various things that needed to get done for about fifteen to twenty minutes. At the end of the call he told us that we should attend classes as well... and especially the class he was taking right then as we were part of it! Those were the days," Varun recalls.

The last and their greatest challenge was that of finding a publisher. Professor Shastri and his team got in touch with many publishing houses, but not many were ready to take a chance on a book that may not have mass appeal. However, since fortune almost

always favours the brave, Rupa Publications decided to take a chance on the book. The rest is history.

"It's not like they were chomping at the bit to publish the book. It took a few meetings and a lot of further negotiations to get them to agree. They proceeded to completely change the cover design and filter the list down to twenty entrepreneurs. Only then were they satisfied," says Professor Shastri with a rueful smile on his face. "But the main thing was that we did it. We got *Guts and Glory* published."

Finally, on July 6th, 2014, almost three years after the students of Professor Shastri's Entrepreneurship class were given an innocuous assignment, the book was ready for public consumption.

So this month if you decide to visit a book store and find a white book with the words *Guts and Glory* emblazoned on it in bright red, give it a read.

And while you are busy being inspired by the stories of the people who started beer cafes and leadership training organisations, do spare a thought for the team that gave it their all so you could read these words.

Because it really does take a lot of guts to revel in the



Corporate Dossier

Mr. Anil Nayak, Director – Risk Analytics, Credit Suisse, addressed the students of SIBM Pune during the second session of Blueprint 2014. We caught up with him after the event.

You did your MBA at the University of New Haven. How did those years impact your life?

Even today, I would say that my university years were by far the best years of my life. It's the entire setting, sharing your knowledge with the other students – the interaction itself. When it's residential, university life revolves around the student, and I think that in itself makes for a wonderful experience. My university years were very enriching, and something I would encourage every one, including my own six-year-old daughter, to do. You make your best friends in university.

How was your experience in Deloitte, your first job?

The good side of it was the experience, the excitement, learning something new, and meeting new people. The not-so-good side was the work-life balance. Typically when you're young and in a traditional finance investment banking job, it's very gruelling. But then, you get used to it – and you're compensated for it – so it's a personal choice. If that lifestyle works for you, great. It does change when your family grows. I would recommend it for people who are young, freshly done with an MBA. It's good experience to have.

You spent five years as VP Global Operations and Finance, TD Securities. What was the most challenging part of that job profile?

The learning aspect, and adapting to change. Initially,

it was just two of us – myself and the gentleman who was my boss – and it was up to us to build up a team. Our overall scope was initially limited to the loan portfolio, and we had to build a small team. Getting to that stage was the first challenge. The second came from growing through the ranks. In five years I went from analyst to senior analyst, manager, and finally VP. Every promotion brings new challenges, new responsibilities, bigger expectations. Part of a career is to take that in stride, adapt to those changes, demonstrate that you can do it, and that you're ready for the next challenge.

What skill sets should young finance professionals hone, to become successful risk analysts?

If I was to draw a pie chart of the time spent in a typical day, or a typical deal, I would say about 60 percent of the time would be spent doing research. You would need basic access to financial information, whether it's Bloomberg, Reuters, or any of the other databases out there; you also need the

ability to do research, which could be company research, industry research, or financial statement analysis. Then 20 percent is probably on actual analysis, and 10-15 percent in actually writing. The remaining 5-10 percent would be verbal communication. I would suggest investing the time to hone those skill sets.

During The Blueprint, you spoke of communication in terms of interviews and presentations. When it comes to writing skills, could you share some advice?

The first point is, 'Know Your Audience'. That gives you context in terms of how much to put in. There's no point in investing the time in writing when you know that a senior executive won't have time to read it. Be very specific; write in bullet form. Tell them the key issues, the nature of the transaction, why you think it makes sense, how much money is involved, those kinds of things. It shouldn't be more than a couple of pages long. Don't put in information that you don't have to, that's just a waste of everyone's time.

A lot of people are looking at doing a CFA after the MBA degree. How relevant would you say that is?

In general, a CFA is useful or valued in specific areas of banking, more so in investment banking, portfolio management, corporate finance, corporate lending, corporate credit, equity research, debt research, or any similar kind of research. Any other areas of Finance, it might be an overkill if you already have an MBA. It takes a lot of time to do it and there are other costs associated. So if you think you're heading towards that kind of career and you think it's relevant, do a CFA. Otherwise channel your efforts towards developing some other skill set.

With organisations going global, risk management is becoming about a lot of things. It's about resources, it's about stakeholders, it's about people. So how do you manage such a diverse portfolio?

To be honest, in India it's all about people and workflow management. It's a numbers game. The nature of work in India, whatever the business model and the sector, is to manage the workflow and manage people. All the direction comes from onsite locations. It's all about us taking the orders, managing the ship,

managing the load. If you want to be part of strategic direction then you would have to move to the headquarters, whether that's in India or abroad.

Where do you see risk analysis going in five years?

It's getting more and more complicated. Especially for banks in European settings, the biggest challenge today is pleasing regulators, who are coming down very hard on all banks. Risk analysis is becoming very complicated – more so for Credit Suisse because we operate in several jurisdictions and are getting different requirements from all the regulators. I think it's only going to get worse. The focus has been on stabilising the capital structure, not growing the topline. Regulators are driving our business right now, and I think that's probably going to be the way forward.

What has your biggest challenge been in your present position?

People management, and maybe a little bit of the culture change, because my prior work experience has all been in North America. We have many bright and talented young minds in our organisation, but they need a little grooming and that initial handholding. These topics of communication, soft skills, they're very relevant in the Indian context. I would say my challenge has been more the cultural setting and people management than the actual work itself.

How would you advise an MBA student in Finance to choose their focus area of specialisation and work?

It all comes down to research. First you need to find out what is really out there. Second and probably more important, what do you as an individual like and want to do? As I always say, follow your passion. The money will follow. First choose your industry. Then maybe within that industry pick a vertical and a sector that interests you – ideally, even pick your company – and focus on that. The best way to do that is to really do your research, understand what the company does, its products and its culture. Talk to various people, ask questions in forums such as The Blueprint. Considering the number of MBAs out there, it's important to decide what you need to do, what you want to do, and then follow that path.



In the Spotlight

An interview with Ashish Todi (AT), Priya K (PK), and Vineela Vellanki (VV), all first-year students specialising in Marketing, the winning team of HUL Carpe Diem 2014. In this interview, the three winners speak about their motivations and experiences with the case study competition.

First of all, congratulations on winning! How does it feel?

AT: It feels amazing! We've been getting greetings and appreciation from each and every person, from corporate officials to the other finalists, from seniors to batchmates.

PK: It's been great. The best part is not just that we won, but the support we got from SIBM Pune, both during the process and after.

VV: It feels really good to have won HUL Carpe Diem 2014. The whole experience with Team PAVers is one that I will cherish!

How are you finding life at SIBM Pune in these first few months?

AT: I have been a part of Symbiosis for the last five years so it was easy to settle down. SIBM Pune has been my aspiration for a long time, as my brother too was a student here (batch of 2008). The environment and diversity of students in India is immense, helping international students like myself (I'm from Nepal) interact with people of all regions.

PK: I'm finding it very rewarding. We've been here nearly three months now, and it's been quite the experience. This is the first time

I've been in a hostel, and even just settling into the institute and getting used to having a roommate is new to me. On top of that is Economics, Accounting and Statistics – for a graduate in English, this is a real new learning!

VV: Life at SIBM has been a dizzying roller coaster ride. The campus is always buzzing with activity. Be it tests, assignments, project reports or council programmes such as Aarambh, Colosseum, or Entrepreneurship Summit 2014, we are always on our feet. But I've really begun to feel at home!

This was the first corporate competition that you've participated in. How did you prepare?

AT: As a team, the concept was 'Never say never'.

We gave it our 100 percent from the beginning to the last day in HUL, Mumbai. We communicated well as a team and shared our ideas with seniors who mentored us through the process.

PK: We began brainstorming with what common

sense told us were good ideas. We refined them step by step until we had proposals that we believed could stand the test of the market.

VV: We went through the case study thoroughly and tried to understand the deliverables that were expected of us. It is always important to keep in mind what you are working towards so that you can check your progress against it.



From L to R: Vineela Vellanki, Ashish Todi, Priya K; at Unilever House immediately after winning Carpe Diem

How was your experience visiting the premises and interacting with the officials?

AT: It was a totally unique experience, visiting the headquarters and meeting the officials. Rather than nervous, I felt proud and honoured to be on such a platform to present my ideas to one of the most renowned companies of the world.

PK: Unilever House, Vikhroli, was absolutely beautiful. The people were very welcoming and put us at our ease. Of course there was an element of nervousness, but that had to be overcome when the opportunity was so large – and so overcome it we did! It was also rewarding to interact with students of other B- schools.

VV: We had to give our final presentation at HUL

head office in Vikhroli, where we had the opportunity to interact with Mr. Kedar Lele, Vice President of Modern Trade & Institutional Business; Mr. Badri Narayanan, General Manager for Water; Mr. Gauravjeet Singh, Marketing Manager for Pureit; and Mr. B.P. Biddappa – Executive Director, HR. That was surreal!

What was your one standout moment?

AT: Without a doubt, it was the moment when SIBM Pune was announced the winner of HUL Carpe Diem 2014. I screamed out “YES!!” at the top of my voice, even as the music began to swell... *Stand up for the champions!*

PK: I don't think I'll ever forget the entire day of the final presentation. We left Pune at 4am on August 6th, travelling at several times the speed limit to reach Mumbai within two hours. By the time we presented, we had been awake 10 hours on the back of one hour's sleep! Yet I'd never felt so energised. The adrenaline carried us through the presentation of our ideas to the judges and beyond, through our interviews and the drive back home to SIBM Pune.

VV: The standout for me was the Q&A round after the presentation, during which our team was able to answer all the questions posed by the panelists, whether they dealt with the ideas we had presented, their feasibility, our segmentation of the market, or the market as a whole. The panelists also appreciated that our solution was well-structured, and that the solutions provided were feasible.

Could you describe the entire experience for us – from your perspective, from start to finish – in one sentence?

AT: It was an out-of-the-box experience, as we interacted with a wide variety of people, from a security guard at a water purifier retailer to a senior executive at HUL.

PK: It was hectic – but fulfilling!

VV: When an opportunity comes your way, make the most out of it by working hard and you will definitely get good results.



Blueprint to Success

The Blueprint is an annual student-corporate interaction organised by SIBM Pune. This year, it was spread across two parts.

Symbiosis Institute of Business Management Pune (SIBM Pune) organised The Blueprint, a completely student-managed corporate interaction held in the first semester of each academic year.

The Blueprint aims to establish a platform for students to gain a holistic view of contemporary issues and engaging topics across sectors of the industry through guest lectures and panel discussions, which will serve as a medium for sharing knowledge and business expertise.

Held on August 2nd and August 9th, The Blueprint hosted panels of eminent professionals specialising in HR and Operations, in addition to three addresses, by speakers specialising in HR and Finance, across the two full-day events.

The first panel discussion saw a healthy amount of student interaction with the panelists. The theme of the discussion was *Making the world a better place – Instilling this belief into the cultural fabric*, and the conversation turned towards social consciousness of the Pharma industry, and its positive impact on society. Mr. Dinesh Mishra (Head – HR, Abbott India Ltd.), Dr. Pramod Solanki (Head – Learning and Organisation Development, Sun Pharmaceutical Industries Ltd.), and Mr. Srideep Sarkar (Global Lead Centre of Excellence, Glenmark Pharmaceuticals Ltd.) participated.

A keynote address by Mr. Nachiket Naik (MD, IREP Credit Capital) followed. Mr. Naik spoke on the challenges of raising Private Equity and Capital Funds in India, and how the new government should ensure the business scenario remains



Mr. Anil Nayak (Director – Risk Analytics, Credit Suisse) addressing the gathering on August 9th

lucrative for private funding.

The Blueprint came back bigger and better on August 9th, with not one but two keynote speakers and two panel discussions. Mr. Anil Nayak (Director – Risk Analytics, Credit Suisse) addressed the students on how to communicate to impress.

Mr. Suresh Sahu (Executive Senior VP HR – Head HRBP, Reliance Communication), second speaker of the day, spoke on Reputation Management. “You have to build a reputation on a core strength,” he said. “Once that is built, you have a brand that matters. I have known people to take salary cuts in order to work with a specific brand.”

The first panel discussion followed, composed of five HR executives – Ms. Ipsita AKS Ray (Head – HR-TEG, Tata Consultancy Services), Mr. Sumeet Das (National Head – HR Talent Acquisition, Bajaj Auto Finance Ltd.), Mr. Bardan Sharma (Senior Vice President – HR, HDFC Bank), Mr. Sriram SR (Head – Human Capital, D. E. Shaw India Software Private Limited), and Ms. Latha Gupta (Director –

Human Resources, Metro Services).

The panel took forward the broad subject matter of Mr. Sahu’s address to thrash out the topic of *Reputation Management – Integrating HR practices to promote employer branding*. The final discussion featured an Operations panel to discuss the subject *Winning the localisation game – Integrating indigenous suppliers*. The corporate heavyweights on the panel were Mr. Dheeraj Panda (VP & BU Head – Sany Heavy Industries India Pvt. Ltd.), Mr. Manish Rana (GM Indirect Purchase – General Motors India Pvt. Ltd.), Mr. S.B. Raju (Head Supply Chain Shared Service Centre – Eaton Corporation), and Mr. Sojwal Vora (Global Procurement Head, Mobile Surgery and Procurement Director – Philips Healthcare India).

The two-part event formed an opportunity for students to pick the minds of the executives, who in turn got “an opportunity to interact less formally with the student body – something we all look forward to!” said Dr. Solanki.



An engaging and interactive panel discussion on Winning the localisation game – Integrating indigenous suppliers



SIBM Pune Wins ITC Interrobang

Every year, ITC presents an annual HR case study competition, Interrobang, in which top Business Schools participate. This year, SIBM Pune stole the show in the Pune cluster, with an emphatic victory over SCMHRD.

As afternoon turned to evening on August 22nd, the students of Symbiosis Institute of Business Management (SIBM Pune) rejoiced in the Symbiosis International University auditorium as the representatives of their institute were declared winners of the Pune cluster of the ITC Interrobang competition.

ITC Interrobang is an annual case study competition which is open to final-year HR students. It is an initiative through which ITC aims to engage with students on campus as the students themselves learn how to critically analyse real world scenarios.

Representatives from ITC were on campus on August 22nd to judge the best analysis of the case study from the two institutes participating in the Pune cluster – SIBM Pune and Symbiosis Centre for Management and Human Resource Development (SCMHRD).

As part of an institution that prides itself on encouraging students to participate in various such corporate competitions, students of SIBM Pune have proven their mettle time and again. This achievement marks one more landmark moment in SIBM -P's illustrious track record.

The atmosphere was electric as the event began, as Team Sparx from SIBM Pune faced off against Team 4 Ka Shor from SCMHRD. The final presentations of both teams were met with enthusiastic response from students of both institutes. However, it was Team Sparx that stole the show with their comprehensive analysis of the Industrial Relations case study.



The case dealt with the setting up of a new plant, and required the teams to create a financial and feasibility analysis and propose new strategies for employee engagement and maintaining Industrial Relations functions in the plant.

The members of Team Sparx displayed their excellent presentation skills and evident knowledge of the ins and outs of the measures they had proposed. In spite of technical glitches in the middle of their presentation, the team proceeded and completed their delivery with confidence. Their in-depth financial analysis, the ease with which they took all questions posed to them, and the aplomb with which they demonstrated total awareness of their content, helped the team make a mark.

"We divided the work early on, which ensured that there was no friction amongst us. I took on the role of facilitator, Shilpa Saraogi and Vrinda Khanna did the research and execution, while Saurabh Kumar was our creative head," said Tarun Girdhar, one of the winning members of Team Sparx.

The students of MBA II HR at SIBM Pune has been working on the case study provided by ITC since the competition was launched on July 20th.

"When we heard that we had beaten the stars of our batch, we knew that there was a seventy per cent chance that we would make it. We considered ourselves the dark horses. So it feels awesome to stand here now, winners of ITC Interrobang – we didn't expect it!" said Tarun.

While on campus, ITC also felicitated the Winners of Interroquiz with vouchers from Wills Lifestyle worth Rs. 2,000. The Campus Runner Up team received vouchers from Wills Lifestyle worth Rs. 16,000. The winning team was awarded a cash prize of Rs. 1 lakh and Pre-Placement Interviews with ITC.

The presentations were made before an enraptured audience of both the batches of HR students, from both institutes, in addition to, of course, the judges themselves.

"Team Sparx had a really unique concept, and I felt privileged to be there in the audience," said Neha Sodhi (MBA I HR). "SIBM Pune is all about learning outside the classrooms – and I think that our (MBA I's) attendance of the ITC Interrobang finals was a wonderful example of that."



Winners of ITC Interrobang Pune cluster, Team Sparx from SIBM Pune, receiving the cheque and prize from ITC executives



From Idea to Business

Entrepreneurs of the World, Unite!

We bring to you the story of the Entrepreneurship Summit, a three-day event dedicated to the spirit of entrepreneurship.

Symbiosis Institute of Business Management Pune's (SIBM Pune) Entrepreneurship Summit 2014 brought together entrepreneurs and students on the same platform this August. From August 14th to 16th, where a gamut of events took place, ranging from Symbi Haat (Lavale's very own flea market) to Jugaad (the selling competition) as well as a series of guest speakers who addressed the students.

The speakers came from diverse backgrounds, but one thing was common – the very essence of start-up culture was evident in the air for those three days. The event served as an incubator for young entrepreneurial minds. Students from different colleges had an amazing opportunity to pitch their business ideas.

The entire summit presented a glimpse of the hard-knock business life that an entrepreneur leads.

Pride and Passion – The Summit Launch

The event was inaugurated by Mr. Ashwini Malhotra (Managing Director, Weikfield Foods), who took us down memory lane with the tale of his father's entrepreneurial journey. He quoted various values from his father's life.

Mr. Mahesh Murthy (Founder, Pinstorm & Co-founder, Seed Fund) took the stage thereafter. He spoke of how he went against the conventional para-

digm of education and started his own venture at the age of 17. He elaborated on the importance of failures in life and how he tried to insure himself against failures.

Mr. Jinesh Shah (Founding Partner, Omnivore Partners) shared similar views as Mr. Murthy. He spoke about the various facets and nuances of venture capitalism. The final speaker of the day was Mr. Rohit Gupta (Founder & CEO, Rolocule Games). He spoke about his venture and how it disrupted the gaming industry.

Symbi Haat

Select students of Symbiosis went through an entrepreneurial experience where they set up their own stall for three days, as part of Symbi Haat – a flea market of sorts, by the students for the students, which ran through the three days of the Summit. All profits went to the students themselves; part of the entrepreneurial experience.

The stalls were fought for and won through a rigorous bidding process.

"We took a stall in Symbi Haat last year as well," said Nitin Chinta (MBA II Marketing). "We learnt so much that we knew we should repeat it this year!"

Jugaad

This competition judged the selling capabilities of the participants, with handicraft products produced by NGOs provided to the teams to be sold to third-party consumers. Complicating matters was the fact that the teams were deprived of their purses and phones for the duration of the one-day sell-off! All proceeds went to



Mr. Venky Iyer enthralls the audience with how he took the vada pav to the world

the NGO in question. The winning team was Nrithya Padmadas and Surabhi Sood (MBA I Innovation and Intrapreneurship), who received prizes worth Rs. 10,000.

Entrepreneur of the Year

A case study competition was also organised against the backdrop of the Summit, with the cases tuned to typical issues a start-up might face in its infancy. Entrepreneur of the Year is a first-of-its-kind national-level event, aimed at identifying and rewarding the student with the most entrepreneurial capability from all Indian business schools. The competition was hotly contested, with entries pouring in from top business schools across the country. Ankit Kawad (MBA II Marketing, SIBM Pune) walked away with the title of Entrepreneur of the Year and Rs. 30,000.

Chat with Entrepreneurs

On August 16th, the focus of the day was to promote the start-up culture among students. The stage was again set for an energising day, with the presence of

eminent business leaders and entrepreneurs.

The day started with the amazing and mesmerizing story of Goli Vada Pav. Mr. Venky Iyer enthralled the audience with the story of his entrepreneurial journey.

"The business is a going concern!" he said with a smile, explaining how he had responded to anxiety that his venture would fail.

Mr. Rishab Gupta (Co-founder & CEO, LetsIntern)

addressed the gathering next. LetsIntern is one of the many tech start-ups the country has seen in recent times, and is a platform to bring together corporates and students to help secure a summer internship.

After listening to the two eminent guest speakers, the stage went to a panel discussion on entrepreneurship and start-ups. The dignitaries were Mr. Vishwas Mahajan (President, TiE Pune), Mr. Maneesh Bhandari (Founder, SENA Systems, and currently an active angel investor), Mr. Sagar Apte (Founder, CarlQ), and Mr. Suketu Talekar (Managing Director, Doolally). The discussion began with the story of each dignitary, suggestions and answers to the students' questions.

The event concluded with elevator pitching sessions, where students were allowed to pitch their ideas to the speakers of the day.



Silver Linings

Symbiosis Institute of Business Management Pune organises annual Silver Jubilee Alumni Reunion for the batch completing twenty-five years of graduation. This year, the batch of 1989 was hosted on campus.

On the cool afternoon of August 14th, Symbiosis Institute of Business Management Pune (SIBM Pune) organised the Silver Jubilee Alumni Reunion on campus. This annual celebration reunites the batch which has completed 25 years of graduation from SIBM Pune. This year, the 1989 batch was on campus, with around 25 alumni gracing the occasion.

Among the alumni who graced the occasion were Mr. Samar Singh Sheikawat (Senior Vice President – United Breweries), Mr. Yash Sinha (Vice President – GE Capital), Mr. Sanjiv Navangul (President & Managing Director – Janssen India), and Ms. Rema Deo (Director & Risk Technology Head, Citi Corp). Current students could meet the alumni and hear their experiences.

The event started with the lighting of the lamp followed by the Director of the Institute welcoming the alumni back to their own college. Two faculty members of the Batch of '89 were also invited, thus creating an opportunity to bring students and teachers together again. Dr. Raman felicitated the alumni and

faculty members and presented them with copies of the book *Guts & Glory*.

Ms. Deepanwita Chatterjee, one of the alumni present, sang a classical song in her mellifluous voice which captured the audience's imagination. The Alumni Team screened a video constituting the photographs of alumni, leading them to recollect their pleasant memories among the hills.



Batch of 1989 – back on campus after quarter of a century

An informal question and answer round was arranged, in which students were encouraged to ask questions of all kinds.

At the close of the event, Ms. Rema Deo from the United States delivered a vote of thanks on behalf of the 1989 batch. She praised

the efforts of the team which contributed to the success of the event.

Thus the reunion ended, on a note of nostalgia and delight.



Mahindra

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DARE to





On the Wings of Success (Part Two)

Differentiate Yourself

Values, ethics and soft skills – the Colonel's column features all these and more.

What do corporations and multinationals look for today? Why do top-notch institutions attach so much importance to the *other factor*? Aren't they all only too aware that candidates who are short-listed for interviews and group discussions are all 'qualified' – academically? Then what is that thin line which separates the 'winners' from the 'also-rans' and the 'selected' from the 'rejected'? I for one feel, that it is only that *'additional'* quality which 'a' person has over the other, which gives him or her that crucial edge. Let me elucidate...

An individual's ability to stand up and speak with *strength of character, courage of conviction* and profess *'loyalty'* in today's world, where attrition seems to be the order of the day, is an asset that not many have. Those who find themselves miles ahead of others, do so, not because they are only 'academically' better, but also because they are probably *educated*.

That brings me to defining the actual meaning of 'educated'. Many a time I have been told that being 'academically qualified' means being educated and many an hour have I responded by explaining that being 'educated' does not necessarily mean being only 'academically qualified'.

My concept of 'education' encompasses so many things, which are not taught in the books. These 'things' cannot be 'taught'. They have to come from within. Words like

'morals and ethics' come to mind. How many times have we seen people display actions, which are a far cry from the morals and ethics most of us are/were familiar with? These people have all the 'good things' that money can buy, but have they been able to 'buy' ethics? They do possess skills; but skills which have hardened over time.

'Soft Skills' are skills which all of us are born with, and while some of us let the passage of time nullify all the good that these soft skills were meant for, a few of us let them remain a part of our system. It is those 'few', who now see these 'skills' holding them in good stead today.

A person's ability to stand up in front of a group of people and profess his or her views in a manner which exudes *confidence, presence of mind* and an *'I know I can do it attitude'*, is what ultimately sifts the chaff from the grain. Academic brilliance and 'confidence' are not always synchronous. They do not necessarily go together. It is like 'activity' not really meaning 'accomplishment'. In fact, 80 per cent of industrious and intelligent people come a cropper when 'exposed' to others. Moreover, it is

not mere bookish knowledge alone that helps. There are so many aspects, which a person needs to be thorough about. The way you overcome your stage fright; how you 'communicate'; your presentation skills; your mannerisms and etiquette; your body language; your inter-personal skills; your attitude. These are all those absolutely important 'add-ons' which prove to one and all who is 'good' and who is 'not so good' – my 'personal' dictionary has no 'bad' word.

You also need to be careful about your language. While English is indeed a beautiful language, it is inordinately 'strange' as well, if you ask me. Whether we like it or not, knowledge – at least a working knowledge – of the English language – is an absolute must. We therefore need to remember the '*Language of the 6 Cs*', which means we need to be *Clear, Concise, Complete, Correct, Courteous* and *Convincing*, in whatever we plan to say or do.

Keep these '6 Cs' in mind before you make a presentation, give a speech, or organise a session, and I promise you, you will do a splendid job. And when that day dawns and you find yourself 'on stage', and those goose pimples are there for all to see, the butterflies are playing merry hell inside the tummy and you are at the forefront and the cynosure of all eyes, just remember my '*BOMBER-B*' acronym.

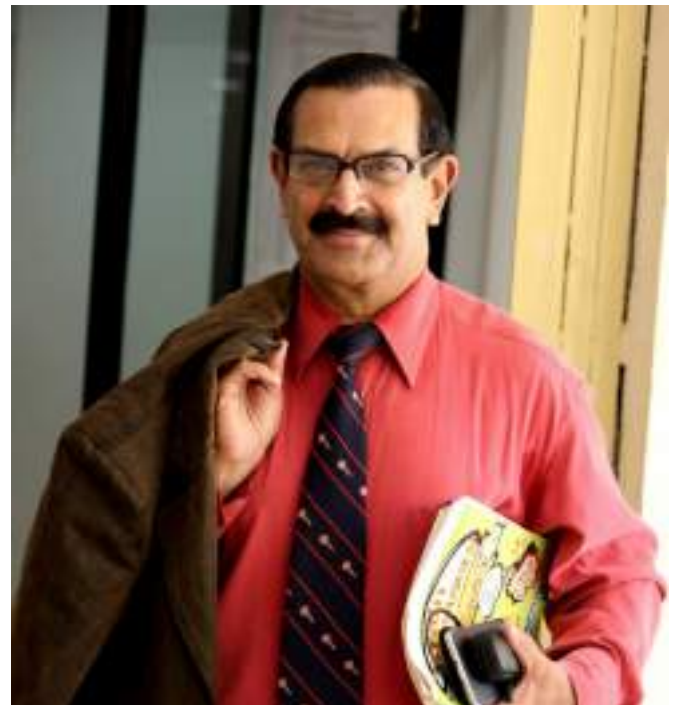
Begin your speech with a *Bang*; come up with an interesting *Opening*; convey your *Message*; *Bridge* the different aspects you have given as suggested measures; elucidate your various points with relevant *Examples*; and finally, *Recapitulate* when you have finished with the 'main body' of your presentation. There is however, still one more '*B*' left. What's that? You tell me! How did you begin your speech or presentation? With a *bang*, right? So how should you end? Obviously, with a *BANG!!* Nothing more is required. Believe me, *NOTHING* else. Try out this 'therapy' and if *YOU* don't succeed, nobody else will.

Health also plays a major role as far as success is concerned. Physical health is one thing. You need to be mentally healthy as well. The true measure of '*mental fitness*' is how optimistic you are about yourself and

your life. What you therefore need to do is to *control* your reactions and responses.

Much can be written about all the 'good' things that life can offer. My suggestion to you all, is to put your best foot forward, believe in yourself, tell yourself that you are the 'best' and take the bull by the horns. There's no such thing as "I cannot do it". You certainly can. You only need to try.

Self-belief and a little bit of luck will get you there. I am reminded of what a well-wisher told me when I was a little boy. He said, "The road to success is not



Colonel Sunil Brijkrishan, visiting faculty at SIBM Pune, shares his thoughts through this column every month

straight. There is a curve called 'Failure', a loop called 'Confusion', speed bumps called 'Friends', red lights called 'Graves', caution lights called 'Family' and flats called 'Jobs', but... if you have a spare called 'Determination', an engine called 'Perseverance', insurance called 'Faith'... and a driver called 'GOD'... you will make it to a place called 'SUCCESS'.

So... when you stand up – *STAND UP TO SPEAK*... and when you speak – *SPEAK UP TO BE HEARD*... so that when you sit down, you will – *SIT DOWN TO BE REMEMBERED*.



Can India achieve that coveted 5.6% growth rate?

Taken from Professor Manasi Phadke's blog, which can be found at manasiecon.wordpress.com

"If the investment/GDP ratio is 33% and the Incremental Capital Output Ratio (ICOR) is around 4, then the Harrod Domar model of growth suggests that the growth rate of the Indian economy could potentially be 33/4 i.e. approximately 8.25%. And we are delivering a growth rate that is half of this potential outcome."

Can we grow at 5.6 percent? This, to my mind, is the million dollar, oops, sorry, the 2 trillion dollar question. A lot hangs off this, doesn't it? I mean, if we grow right and strong, a lot of things set themselves into correction mode.

How can we increase growth? Well, one great way of doing it is to increase investments. Does India invest enough? Compared to other developing economies, we have a pretty good investment to GDP ratio that stands at about 33%. And we have an excellent domestic savings rate to boot, with the savings/GDP ratio standing at around 30%. So the domestic savings of 30% and the current account deficit of around 3% afford us an investment rate of 33% of GDP.

Now, if the investment/GDP ratio is 33% and the Incremental Capital Output Ratio (ICOR) is around 4, then the Harrod Domar model of growth suggests that the growth rate of the Indian economy could potentially be 33/4 i.e. approximately 8.25%. And we are delivering a growth rate that is half of this potential outcome. This means that the actual investment is far less than what the savings imply it to be. Where are we lacking?

The first part of this story is that the entire household

savings, which are at 30% of GDP, are not effectively available to anyone for investments. Why? The one year FD rates in India for the past 4 years have been below the inflation rate faced by Indian households; that makes it extremely attractive for the households to channelise their savings into non-financial or physical products like gold or real-estate. Such physical savings accounted for about 53% of the total savings in 2001; in FY 2013, the share has gone up to 68%. Till such a time that the FD rates show a healthy differential over and above the inflation rate, a large chunk of Indian savings will stay away from the private sector investors.

To fix this, we need the rates to increase, or the inflation to fall, or a much more stable and attractive financial intermediation process. But increase the deposit rates too much and the lending rates will increase accordingly; so the savings will be now ready for financial intermediation but no investment appetite will be left. Truly, the solution is not to tamper too much with

interest rates, but rather focus on inflation.

Why is Indian inflation so high? While demand increments have played a definite part, I think the stronger and more pertinent part is the supply shock. We are going to need big ticket, sustained and long term investments into critical infrastructure. For this, we need money – we haven't got the scope to give out subsidies. This Government not only has the political majority, but also the economic compulsion to deliver on the subsidies side. Only a sustained reduction in inflation rates will help households get their savings back into deposits.

The second part of the story obviously is the 3 percent current account deficit. However, these inflows, especially in the past six months, are more of the portfolio type than FDI and hence, again, the actual investment rate suffers. Whether the increment in FDI limits in defence and insurance will actually give a boost to either sectors remains to be seen. Once again, the Modi Government needs to change the way the defence

sector transactions are treated. To cajole investors into the country, the licence requirements, monopsony of the Ministry of Defence, limits on defence exports etc. need to be liberalised.

Lastly, there is the issue of the ICOR being high in India, suggesting that there are governance issues due to which way too much capital is required to create growth. Here, I think, is the key strength of the Modi Government. The Gujarat model was very successful in cutting down bureaucracy, an act that needs to be repeated at the Centre. Quick guidelines will help immensely in streamlining procedures.

It's unfortunate that data on ICOR is not available very easily, even at the national level; the planning commission releases plan-wise ICOR data. But my feeling is that if the ICOR data were to be made available state-wise, Gujarat would show some of the lowest ICORs. And that is the secret to high investment and high growth trajectories. If the ICOR can be reduced, truly spectacular wale acche din aayenge!



Divergent Views

Meaning of the

Word 'Returns'

The Finance Perspective

So, when I was approached for my views on Returns in the Finance perspective, I started thinking. Aloud. Thinking, as to what thoughts strike me first on seeing this word in financial documents and statements.

Typically, the word 'Returns' brings a grim look or a frown on your face. You would not want to have returns in your business; at least for the products that you have sold. It is bad. It brings losses. It affects goodwill. There are too many views on the pessimistic front. However, if you look at it with a refreshed view, you'll notice that it is probably the best way to connect with your end consumer.

It may not start off as the best conversation ever; but it remains in our hands to get the customer to re-experience the modified product/service. In the case that it is not possible to do so, then we at least are made aware of the expectations that our customers have from us!

Returns occur due to various reasons; and the most common being defective products. Other reasons for returns are excess quantities, wrong items, delayed shipments, incorrect specifications etc. Finance per se has very little to do with Returns. What has, is Accounting. And in that, Financial Accounting is directly impacted due to returns. Cost and Management Accounting also do consider the impact of Returns – though their efforts are mainly targeted at trying to reduce additional costs incurred due to it.

In case of their occurrence, Returns need to be reversed – as in the original entry needs to be set off such that no transaction has occurred in the first place. Sales and Purchase Returns are categorised into what are known as Contra Accounts. Returns Inward or Sales Returns will typically entail the Sales Returns or Returns Inwards Account to be debited along with the Accounts Receivable Account which will be credited.

A Cash sale will have the Cash or Bank Account credited instead of the Accounts Receivable. Returns Outward or Purchase Returns will cause the Accounts Payable Account to be debited along with the Purchase Returns Account being credited. Alternatively, Cash or Bank Account may be debited in case of a Cash purchase. It is worth noting that Returns typically have opposite balances of their original transaction accounts – be it Purchases or Sales. In rolling business deals, they are typically settled with Credit Notes and Debit Notes instead of actual payment of money.

These are, well, my \$0.02 on Returns!

The Marketing Perspective

Return on Marketing Investment (ROMI)

Today, as the different techniques of marketing like Personal selling, Advertising, Direct and Online Marketing, Sales Promotion become prohibitively expensive, there is a call for accounting every rupee spent on marketing. Most marketers know how to track the results of their marketing campaigns, but the biggest challenge they face is measuring their actual contribution to the profitability of their company. Marketing Managers have been asked to detail all the aspects of marketing and explain the results directly attributable to the money spent on Marketing. A while back, the head of PepsiCo India was asked to go as he was unable to attribute the returns on the huge marketing investment made by PepsiCo in the cricket league IPL.

Each and every marketing campaign needs to have a positive impact on the company. Campaigns have specific targets and therefore specific measurement criteria: increase in sales, generate store traffic, generate response to sales promotions, increase brand awareness, increase market share etc. to cite a few examples.

It is in this context that a relatively new metric titled Return on marketing investment (ROMI) is being increasingly used. It is defined as the contribution attributable to marketing divided by the money in marketing 'invested' or risked. Spends on Marketing are typically said to be justified if it generates positive ROMI. ROMI directly measures the contribution of marketing spends on profits. This metric helps

marketers to measure the overall effectiveness of a marketing campaign.

The first step in ROMI envisages the calculation of incremental sales attributable to marketing. This can be either the total sales or the marginal sales which can be attributed to marketing.

The above concept can be understood with a simple example

If a mailer campaign that cost Rs.2500 generated Rs. 12000 in sales of a soap that cost Rs.9000 to produce, there would be a gross profit of Rs. 3000. The Rs. 3000 gross profit minus the Rs.2500 cost of the mailer campaign equals Rs. 500 and this divided by Rs.2500 creates a return on marketing investment of 0.2, or 20 percent. If the same campaign had generated only Rs.10000 in sales, resulting in Rs. 2000 as gross profit, the ROMI would be calculated at minus-20 percent, meaning that the company actually lost money because it cost more for the mailer campaign than it created in gross profit.

Thus, the concept of ROMI is clearly able to bring out the fact of effectiveness or otherwise of a marketing campaign. This metric of ROMI therefore serves as a bridge between the various departments of a company and provides numbers on the marketing departments' real contribution.

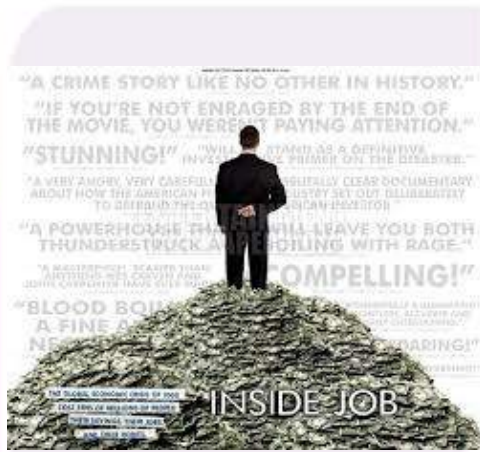
As campaigns become more and more expensive, it is only natural that increasingly marketing managers are called upon to justify the expenses on marketing campaigns and this is where ROMI metric plays an important role in the scheme of things.



The Finance perspective is presented by
Mr. Santosh Gopalkrishnan, Asst. Professor



The Marketing perspective is presented by
Dr. V.V. Ravi Kumar, Associate Professor



Experiencing the Subprime Crisis

We bring you the experience of a first-year student of Finance at the screening of the documentary "Inside Job".

Symbiosis Institute of Business Management Pune took the novel initiative of screening a documentary as a tool to equip the students of MBA I with a better grasp of the realities of the financial world. The documentary chosen was "Inside Job", Charles Ferguson's Academy Winner for Best Documentary, 2011.

The motive behind the screening was to further engage us and arouse our interest in the subprime crisis of 2008. Students from all specialisations participated in the session, though the majority was of course from Finance.

The session began with an introduction, by Akshay Sharma (MBA II Finance), who instructed us in a few of the concepts and jargons we would need to know before watching the documentary. This exercise helped us better relate to the documentary.

The documentary was 1 hour 45 minutes long, but it was well structured and divided into four parts each with a distinct story but chronologically connected to others. This made it very viewable.

Once the session ended, each of the students at the screening was asked to compose a short synopsis on the documentary for their better understanding. There were a number of points to be discussed at the end of the

screening about the documentary, which was very informative.

The documentary exposed us to the shocking truths of the global meltdown 2008. It was an in-depth introduction to important financial terms. It gave us excellent data for us to build on for the future. It added to our knowledge base and refined our understanding and opinion of the crisis, adding many new perspectives.

At a personal level, it led me to read more about the documentary, the maker and the jargon used. I thought it was a highly effective mode of teaching, and I would love to see more such screenings, as I'm sure they would lead to a better understanding of the various subjects.

– Shreya Mathur (MBA I Finance), SIBM Pune

Happenings on the Hill

Every month through this column, we solicit student input on campus life, whether inside or outside the classroom – outside preferred! This month, we share write-ups on **Colosseum 2014**, SIBM-P's inter-year cultural and sports fest, by Shreya Mathur (MBA I Finance) and Rishabh Gairola (MBA II Marketing). If you're a student and would like to see your words in print, do send in your inputs to prteam@sibmpune.edu.in by September 20th – at least one response from each batch will be published each month.

Colosseum 2014, the battle between MBA I and MBA II – jointly organised by the Sports Management Team and the Co-Curricular Team – was upon us, and MBA II, still grimacing from our loss from last year, were out to restore some pride. Nothing better than to introduce the juniors to the tough life that is MBA than by handing out a good lesson to them in sports and co-curricular events!

We knew we had a strong line up for the co-curricular events but it was our performance in sports that took us by surprise. We played with great grit and determination and romped home quite comfortably by the end!

The sports events having ended, the focus shifted to the co-curricular events. Honours were shared at the end of the first two events. But then, as it happened, the last day of Colosseum 2014, saw us whitewash our juniors in all three events, with a commanding performance delivered in the SIU Auditorium.

No event is truly over without a party and Inizio (Freshers' Night) provided us with just that! Juniors were handed the task of asking out their seniors. To their credit, it was a job they did very well. Seniors, of course, consented without a second thought.

All in all, the first edition of Colosseum proved to be a great addition to the academic calendar. New bonds were forged and new talents identified. Kudos to MBA I for displaying true sportsmanship throughout the event. Here's hoping for a great year ahead!

– Rishabh Gairola, MBA II Marketing

There couldn't have been a better way to further break the ice with the seniors than through Colosseum. It was a relief and a pleasure to see seniors and juniors playing together, participating together, and having fun together!

After days spent in classes as part of a hectic schedule and responding to deadlines for submissions, it was a real energy boost to watch MBA I and MBA II playing Badminton, Chess, Squash, Volleyball, Basketball, Throwball, Football, Swimming, and to see the audience cheering them on. The adrenaline of the campus shot up, and the following days were enriched and became power-packed.

Colosseum was an opportunity open to all, with extensive participation from both MBA I and MBA II. The Sports Quiz and sports challenges were highly engaging and competitive. MBA II meant serious business, which certainly brought out the best in MBA I.

The Co-Curricular Team filled the day with enthusiasm and energy, organising challenges like Live Ludo, Treasure Hunt, MadAds, Ramp Walk, and Dance Wars.

MBA II bested us comprehensively, and we went on to console ourselves by participating in Inizio (Freshers' Night), a musical evening which saw MBA I and MBA II foot-tapping to the beats of Retro and Contemporary music.

Colosseum 2014's success is attributable to the collective effort of both batches. I look forward to more such events – and to seeing us all keep up the momentum!

– Shreya Mathur, MBA I Finance



Laziness is the mother of efficiency – or is it?

Every month, we give you an idea. Something to chew on; to digest; and, on some occasions, to spit right out! This month, check out student responses to **Efficiency is the mother of laziness**. We share two opinions this issue, from Tanveer Singh (MBA I Marketing) and Nisha Shankar (MBA II Marketing).

Next month's idea: Is questioning the question a valid question? Let us know where you stand. Agree? Strongly disagree? Where would you place yourself on this Likert scale? Write in with your views to prteam@sibmpune.edu.in by September 20th – at least one student response will be published every month.

Laziness – Efficiency – Who Cares?

Deep down, each of us is horribly lazy. We hate working, we hate even the idea of doing something other than frolicking around, whiling away time on things society deems useless. We Indians are the champions of procrastination, the flag-bearers of sending every task to indefinite suspension. I know I'll attract not-so-civil comments from many of you for my unconventional take on your personality but I'll proceed with my late-night rambling with undying resolve!

Laziness has become so entrenched in our psyche that we don't even register it any more. The parliamentarians dragging innumerable bills through ad nauseam, the school teachers of today's shining India who are found everywhere except the classroom and even a few of you, who would considered it too much effort to read this entire piece, all of us are preachers of the same universal Art of Laziness.

But mind you, when we're in a fix, the blazing efficiency we put on display is unparalleled. Be it signing landmark bills into laws in a single night or finishing impossible assignments on the last day, we can do it all. Lazing around actually delivers results.

I have a dozen assignments to complete and the dreaded SIRP round the corner, but what am I doing? Churning out nonsense on my laptop is what!

– Tanveer Singh (MBA I Marketing)

Efficiency is the mother of laziness – so redefine laziness!

I grew up hearing proverbs like "Genius is 1% inspiration and 99% perspiration". You have to sweat, get your hands dirty, struggle – that's how you know you've worked hard.

Today with the advent of Internet, technology and smarter tools, everything is within an arm's reach, making things faster, easier and convenient. Superior microwave ovens have replaced open fire cooking and automatic washing machines have taken over washing bats, rivers and rocks.

Efficiency has certainly led to the laziness revolution, reigniting the age old debate of working smart versus working hard. However, this drive to save time and effort to become efficient does not necessarily result in laziness.

Firstly, I believe laziness is conditional. Laziness or unwillingness to work only occurs if you are not enjoying what you do. Secondly, the term "laziness" is subjective and it all depends on how your idle time is utilised. Watching five movies in a row might be laziness for you and me. However, it is an achievement for film directors.

Therefore, what is required is to look at laziness in a new perspective. If the time saved is being used to innovate, then efficiency is the mother of innovation, not laziness.

– Nisha Shankar (MBA II Marketing)



Winner of Night Photography – Colosseum 2014: Nitin Chinta (MBA II Marketing)



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