



# Alumni Team

Annual Report 2017-18

# CONTENTS

Team Composition and Event Calendar.....2

Activities in 2017-18.....2

Yearbook 2018.....16

Social Media and Alumni Portal Connect.....17



## TEAM COMPOSITION AND EVENT CALENDAR

---

The Senior Alumni Team for the year consisted of the following members:

- Mr. Ashish Sharma (Coordinator)
- Mr. Abhineet Tyagi
- Ms. Purba Das
- Mr. Sharad Kabra
- Ms. Sohana Kamath
- Mr. Srinath Bharadwaj

2017-18 was an eventful year for the Alumni Team. The team undertook various new initiatives which bore very good results. Special efforts were taken to improve Alumni engagement at meets, increase personal connect with the Alumni and improve the quality of information on the Database. Mentioned below are the activities carried out by the Alumni Team in the Year 17-18.

EVENT NAME	PRE-ACTIVITY DATES	EVENT DATE
<b>Database Updation Drive</b>	July 2017	-
<b>AlumSpeak 2017</b>	June, July, October-January 2017-18	17 <sup>th</sup> June, 1 <sup>st</sup> July, 28 <sup>th</sup> October, 26 <sup>th</sup> November, 1 <sup>st</sup> December, 4 <sup>th</sup> -6 <sup>th</sup> January 2017-18
<b>Rhapsody – 15 Year Reunion for Batch of 2002</b>	July - August 2017	19 <sup>th</sup> August 2017
<b>Encore West – Mumbai</b>	August - September 2017	23 <sup>rd</sup> September 2017
<b>City Chapter Meet – Delhi, Toronto &amp; New York</b>	October, February & March 2017-18	29 <sup>th</sup> October, 3 <sup>rd</sup> February, 10 <sup>th</sup> March 2017-18
<b>Legacy 2017</b>	October - November 2017	18 <sup>th</sup> November 2017
<b>AlumTalk 2017</b>	November 2017	23 <sup>rd</sup> November 2017
<b>Rendezvous – Convocation for Batch of 2017</b>	December 2017	17 <sup>th</sup> December 2017
<b>Silver Jubilee Reunion – Batch of 1992</b>	November-December 2017	27 <sup>th</sup> December 2017
<b>Batch Photoshoot</b>	January 2018	15 <sup>th</sup> & 30 <sup>th</sup> January 2018
<b>Alumni SPL</b>	January - February 2018	17 <sup>th</sup> February 2018
<b>Encore South - Bangalore</b>	January - February 2018	24 <sup>th</sup> February 2018
<b>Yearbook 2018</b>	January – March 2018	20 <sup>th</sup> March 2018
<b>Scribbling Day</b>	February-March 2018	20 <sup>th</sup> March 2018

## **DATABASE UPDATION DRIVE**

---

A huge amount of importance this year was given to updating the database with latest Alumni details. The team has managed to compile data this year from wider platforms. Registration records of most of the older batches were obtained from the record room and names of all the Alumni for these batches were thus obtained. First round of primary verification done through phone calls and second round of verification was done through LinkedIn. Using these names on social media and through contacting known members from the batch, we obtained their contact details. The team updated 4909 existing records through various modes of verification including:

- Emails (using Mail-Merge)
- LinkedIn
- Alumni Portal
- Calls

Starting with the list of the graduation batch collected during the Yearbook registration, lists of students were also taken from the administrative staff which they used during calling to include new Alumni.

## **ALUMSPEAK 2017**

---

AlumSpeak, an initiative by the Alumni Team, attempts to connect the Alumni with the students on a micro-level. It is a voluntary exercise in which Alumni volunteer to take guest lectures, share knowledge of current industry trends and participate in informal student interactions. This initiative is active throughout the year and any alumnus who wishes to take a session for the students can inform us by connecting with us on the Alumni Portal, email or calling us. The initiative has seen great enthusiasm by the Alumni who have lauded the team for starting an initiative like AlumSpeak.

### **Objectives:**

- Creating a connect between the students and the Alumni
- Involving the Alumni in creating a new generation of Business Leaders and Managers
- Engaging the Alumni on a micro-academic level

<b>Date</b>	<b>Guest</b>	<b>Designation &amp; Organization</b>
17 <sup>th</sup> June 2017	Mr. Abhishek Asthana	Brand Manager, RB
1 <sup>st</sup> July 2017	Mr. Vijay Thomas	Marketing CE, Harley-Davidson Motor Company

28 <sup>th</sup> October 2017	Mr. Vikram Karayi	Partner, Linkage Inc.
26 <sup>th</sup> November 2017	Mr. Varun Raina	Country Marketing Head-India, AirBNB
1 <sup>st</sup> December 2017	Mr. Apurv Choubey	Global CHRO, Serum Institute Pvt. Ltd.
4 <sup>th</sup> - 6 <sup>th</sup> January 2018	Mr. Jyoti Mallick	Assistant Manager HR, ITC Ltd.



## **RHAPSODY – 15 YEAR REUNION FOR THE BATCH OF 2002**

---

Rhapsody- the 15 Year reunion for the batch of 2002 was organized by the Alumni team on 19th August 2017 at SIBM-Pune, Lavale campus. The event was an amalgam of formal and informal interaction with a walk down the memory lane for the batch of 2002. The event started with the alumni gathering for breakfast with the guest house Vashishtha playing host to the batch. With the alumni arriving in healthy number the guest hall reverberated with tales of nostalgia and hearty laughter about the years gone-by.

The breakfast set the tone for the next segment of the event. The segment comprised of fun-filled activities, charades and Bollywood quiz with our esteemed alumni competing against each other to get their hands on the goodies at offer and more importantly the bragging rights.

The last stage of the event took our alumni to their ‘original’ campus of SIBM at S.B. Road. The alumni entered their classrooms of yore and sat on the same benches again with the clock turning back by 15 years. The event was brought to a close with tea and snacks at their beloved NCC canteen.





## ENCORE WEST 2017

---

Encore is the series of all-batch alumni meets which aim to bring the extensive and well established Alumni network of SIBM on a common platform. The event was an all batch meet for the entire SIBM Pune community based out of the Western states of India.

The flagship event of the Alumni Team Encore West, conducted in Mumbai on September 23<sup>rd</sup> began with the registrations of the guests. A total of **138 alumni** graced the event with their presence. The alumni were then addressed by the Director, Dr. R. Raman. As a surprise planned for the guests, the Alumni Team had designed a quiz for the Alumni titled 'Mumbai Meri Jaan'. The quiz helped in breaking the ice amongst the various batches present in the banquet hall. The alumni were bubbling with excitement to shout out answers and win prizes and goodies. The evening culminated into a social mingling session, where all the alumni interacted with each other and relived their old memories while building newer bonds. Publicity for the meet was done through:

- Mails
- Extensive use of Social media (Facebook and Linked-In)
- WhatsApp



## CITY CHAPTER MEETS

---

The first City Chapter was held in **Delhi** on 29th October 2017 at The Pint Room, Vasant Vihar and it was a joyous afternoon for the alumni to look back at the yesteryear and stay connected for years to come. A total of 14 alumni attended the City Chapter.

The Alumni City Chapter was held in **Toronto** on 3<sup>rd</sup> February 2018 with **over 15 alumni** taking out time to connect with their SIBM Pune fraternity. It was a joyous afternoon for the alumni to look back at the yesteryear and stay connected for years to come.

**The New York City Chapter** for the Alumni Reunion Meet held on 10<sup>th</sup> March 2018 was a success with over 20 alumni in attendance. The meet provided an opportunity for the alumni to reconnect with their alma mater.





## LEGACY 2017

---

### Guests:

- **Sanjiv Navangul (Keynote Speaker):** MD, Janssen India
- **Vikas Dimri (Panelist):** VP Business Head, SME Trade, and Working Capital, Deutsche Bank AG
- **Anugya Punetha (Panelist):** Marketing Manager North India, Coca-Cola India Limited
- **Ashim Sethi (Panelist):** Category Marketing Manager, Nestle India Limited
- **Nishant Prabhu (Panelist):** Regional Sales & Customer Manager, Hindustan Unilever Limited
- **Vivek Subramaniam (Moderator):** On-Premise Manager, Pernod Ricard

### Theme: Globalizing Brand India, Challenges and Opportunities

Legacy is a panel discussion between the alumni on a chosen theme with the aim to bring together the experience of our esteemed alumni and the vigor and enthusiasm of the incumbent batch. It is a platform for the students to benefit from the years of expertise and knowledge that the alumni have accumulated and an opportunity for them to pass this on as a *Legacy*.

Legacy 2017 commenced with a welcome address by Prof. Sandeep Bhattacharya, Head of Corporate Relations, SIBM Pune. It further continued with the keynote speech by Mr. Sanjiv Navangul wherein he stressed on the importance of advocating 'Brand India'. As part of Legacy 2017, the Alumni Team organized 'Vimarsh' - A Case Study Competition. The finale of Vimarsh was held on the day of Legacy 2017 post the keynote speech. The event continued with a Panel Discussion between the Alumni on the theme. Legacy 2017 concluded with the declaration of results for the Finale of Vimarsh and a vote of thanks for the illustrious alumni gracing the event.



## ALUMTALK 2017

---

AlumTalk is a series of digital panel discussions that will be hosted through WebEx by the Alumni Team, SIBM Pune. This initiative is designed for the students of SIBM Pune, who will gain insights from the Alumni to help shape their understanding about a variety of hot button issues. The Alumni team aims to maintain a library of each and every discussion on a digital platform, which would make it accessible in mobile format at any point of time. The discussion was moderated by Mr. Sandeep Bhattacharya, Head of Corporate Relations, SIBM Pune.

### Panelists:

- **Amod Ranade (Batch of 2000):** General Manager, Strategy and Transformation, Schneider Electric
- **Arunangshu Basu (Batch of 2000) -** Senior Specialist Cloud Infrastructure, Microsoft
- **Sandeep Singh (Batch of 2004) -** Director, Marketing & Alternate Channels, BIRA 91

**Theme: The Shift from Selling Products to Selling Services**

**SIBM PUNE**

**Alumtalk**

**“ THE SHIFT FROM SELLING PRODUCTS TO SELLING SERVICES ”**

**AMOD RANADE**  
General Manager  
Schneider Electric, Batch of 2000  
"Today with the advent of technology and exposure to big data, several kind of products, especially the ones related to electrics used in manufacturing are being controlled through apps or so to say, they are being appified."

**ARUNANGSHU BASU**  
Senior Specialist - Cloud  
Microsoft, Batch of 2000  
"Initially it was about product, later customers were concerned about the products as well as services but now the consumers wanted the "outcome" out of those products and services. e.g. Rolls Royce makes airplane engines and provides it to Airbus. Further Airbus provides its services to Airline service. But the airline services, instead of buying the complete airplane, avail to the outcome given by that airplane."

**SANDEEP SINGH**  
Director - Marketing & Alternate Channels  
BIRA 91, Batch of 2004  
"The European countries underwent the industrial revolution and therefore have been the primary producers of products and therefore services. India has only been able to bring in the services part from Western producers and it still requires infrastructural basic needs to become a first hand producer of products and services."

## **RENDEZVOUS – CONVOCAATION FOR BATCH OF 2017**

---

The Convocation Ceremony was conducted seamlessly at the SIU Auditorium for the batch of 2017. The event witnessed attendance of a total of 193 alumni. The Degrees were distributed to them by Director Sir, Deputy Director Sir and Mr. Sandeep Bhattacharya. Personalized Wooden Scrolls were awarded to the members of the Students' Council for their contributions to the betterment of the college and the toppers of the batch and specializations. . All of these moments were captured and the pictures were instantly printed and framed to be given to the students so that it remains as a fond memory with them. The Alumni Team gave special souvenirs in the form of customized cardholders and printed testimonials as a memoir of their time at SIBM Pune. The batch highly appreciated the successful organized Convocation Ceremony on Social Media channels.





## **SILVER JUBILEE REUNION – BATCH OF 1992**

---

Every year the Alumni team invites the batch that graduated 25 years ago and celebrates the Silver Jubilee of graduating from SIBM Pune. This reunion is a major platform where alumni share their experiences and connect with the current batches. The ‘Silver Jubilee Reunion’ this year saw the MBA batch of 1992 visit the SB Road as well as Lavale campus. The agenda of the reunion was to strengthen the bonds between the graduates of the Batch of 1992.

The Silver Jubilee Reunion for the MBA Batch of 1992 commenced with a welcome address by Dr. George Judah, who was the Professor, Director and Mentor to the batch of 1992. The alumni were further welcomed by Dr. Raman, the present Director of SIBM Pune. The Alumni Team informed the guests about the feats achieved by the students of SIBM Pune in the fields of academics, business competitions and placements. Alumni kits were distributed to the guests by Dr. Judah followed by a batch photoshoot and cake cutting to commemorate their journey so far. Post lunch, the alumni were given a tour of the Lavale Campus. Lastly, the guests advanced to the S.B. Road Campus of Symbiosis International (Deemed) University where they finished their MBA. The alumni were elated to visit their old campus and have refreshments at the NCC Canteen.





## **PHOTOSHOOT FOR THE BATCH OF 2018**

---

The Batch Photoshoot for the batch of 2018 was conducted seamlessly at the Academic Block of SIU Campus. The Batch Photoshoot was conducted for the Students' Councils, Special Interest Groups, Divisions and the entire batch of 2018. Event Associates assisted the Alumni Team in photography during the Batch Photoshoot. The photoshoot of Director Sir along with the Faculty Members and Administrative Staff was conducted to signify their contributions in the past academic year.



## ALUMNI SPL 2018

---

Alumni SPL is an annual Cricket event hosted by the Alumni Team in association with the Sports Management Team. We invited Alumni to the Campus on Friday, the 17th February 2018, to play a Cricket Match with the current students at SIBM Pune. It was an interesting match of Cricket played between the Alumni and the students wherein the alumni gave a tough fight to the students, thereby reinforcing the importance of physical fitness. The event was followed by Dinner which was arranged at the Vashisht guesthouse. This event allowed the Alumni to reminisce their times at the Campus and connect with other Alumni from the institute.

The prominent alumni who attended the event are:

- **Mr. Soumya Sen (Batch of 1995):** Director – Compensation & Benefits – Asia Pacific, Abbott Laboratories
- **Mr. Sameer Kshirsagar (Batch of 1995):** Executive Partner, Zeon Finance & Investment Co.
- **Mr. Yogesh Raut (Batch of 2003):** Assistant Professor, Sinhgad Institute of Management & Computer Application
- **Mr. Akash Singh (Batch of 2012):** Business Development Manager, Mahindra Powerol
- **Mr. Shoeb Jatu (Batch of 2012):** Sales Manager (Product Engineering Services), Honeywell Automation India Ltd.
- **Mr. Anuragh Wagh (Batch of 2012):** Freelance Marketing & Sales Manager, Sharp Engineering Associates and TNV Automation
- **Mr. Vaibhav Paharia (Batch of 2014):** Senior Manager, SCM & PPC (GMC Program), Mahindra CIE Ltd.



## ENCORE SOUTH 2018

---

Encore, an all batch meet, is an event organized by SIBM Pune for its alumni. It combines the formal setting of an alumni meet with the informal environment of a batch reunion. Unlike reunions and alumni events, it involves attendees from every batch of SIBM Pune leading to an experience that cannot be achieved in any other format. It enhances the connection the alumni have with their alma mater whilst ensuring that the alumni have a relaxed evening and take home new memories.

It was the awaited event, the gathering of all the batches, the coming together of the two worlds – family and friends. It was organized at Le Meridian, Bengaluru. Exquisite and full of grandeur, with all preparations in place, we were ready to welcome our alumni after a long year.

The flagship event of the Alumni Team Encore South was conducted in **Bengaluru** on 24<sup>th</sup> February 2018. A total of **65 alumni** graced the event with their presence.

The event started with the Encore South promotional video, the teaser to the main event which was launched on social media. This was followed by the factual video for the alumni, demonstrating the activities that happen in SIBM today. It took the alumni on a walk through the new campus, the infrastructure, the Students' Council, the competitions won by the meritorious students and everything that would make our alumni proud of their institute.

The crowd was then welcomed by the coordinator of the Alumni Team and addressed by the Director. The batches were excited to see each other. This was followed by a quiz based on the famous landmarks in and around Bengaluru and it was called the 'Namma Bengaluru'. The evening culminated into a social mingling session, where all the alumni interacted with each other and relived their old memories while building newer bonds.

Some of the prominent alumni who attended Encore South were:

- **Mr. Samar Singh Sheikawat:** Chief Marketing Officer, United Breweries
- **Mr. Shibin Moitra:** Head HR, Samsung Semiconductors India
- **Mr. Abhimanyu Kumar,** Director People Partner: Ab InBev India & South-East Asia
- **Mr. R. Balakrishnan Iyer,** National Sales Manager: Britannia Industries Ltd.
- **Mr. Rahul Kumar,** Leader Development: Deloitte India

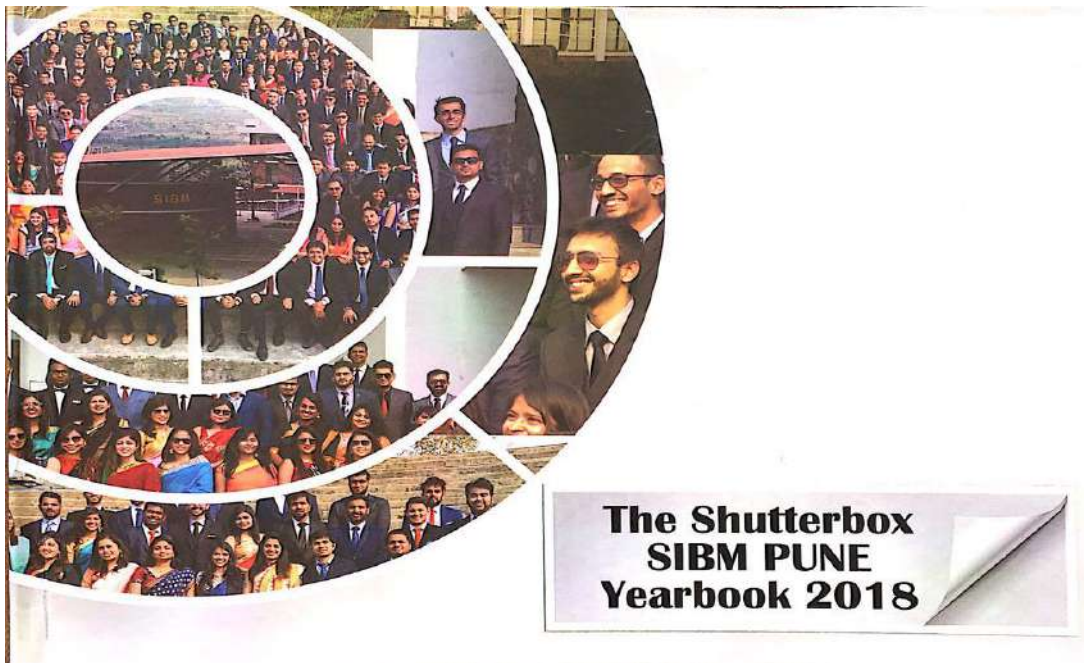




## **YEARBOOK 2018 – THE SHUTTERBOX & SCRIBBLING DAY**

---

The yearbook is an initiative by the Alumni Team to record the memories of the graduating batch. As the name suggests, it is a book handed out to the Class of 2018 on Scribbling Day, which has the most important details about each student including their best moments on Campus, photographs with their friends, and their recollections. It serves not only as a trip down memory lane but ruffling through these pages a few years down the line will definitely elicit a huge smile on our fresh Alumni faces. The data collection and planning was done over a month with the help of student volunteers selected from amongst the junior batch with another 2 weeks for finalizing the layout and printing. It is made annually for the batch passing out that year.





## SOCIAL MEDIA & ALUMNI PORTAL CONNECT

---

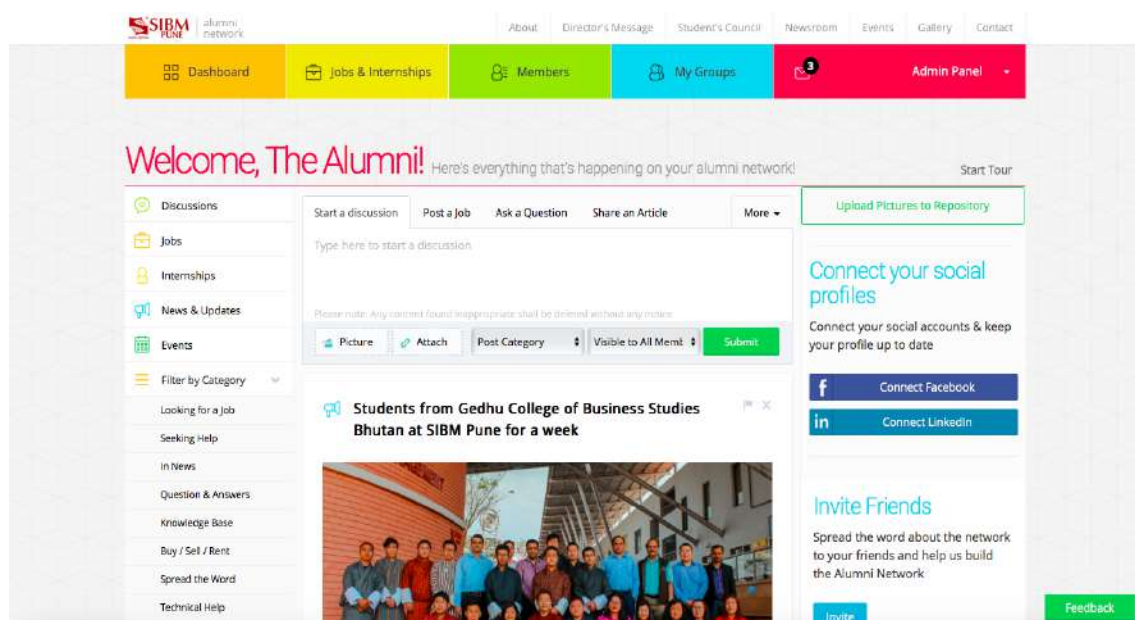
The Alumni Team connects with SIBM Pune's alumni through different platforms such as LinkedIn, Facebook and Twitter. This initiative has been hugely successful with 4400 + likes on Facebook, 4230 connections on LinkedIn and 526 followers on Twitter. It helps us stay in touch with them in innovative ways and ensure that they are updated about the happenings in their alma mater, their batch-mates and various events. This year we located and added many more of our existing alumni to form a more wholesome network. The Alumni Team also ensured that all the platforms are linked with the Official Alumni Portal.

The Alumni Team, having launched the Alumni Portal amidst great fan-fare in September 2015, have managed to register over 2450+ Alumni. This is an increase of 40% in the registration from the last year. The domain for the portal is: <http://alumni.sibm.edu>.

With the coming of the Portal a lot of things have become easier to do. It has become a one stop database updating tool. The Alumni can themselves edit their data, if it changes. Moreover, it has become easier to invite Alumni to events with the RSVP feature in the Events section. This has been successfully used both for Encore West and North. The features of the portal are:

- Events Page - Updates about Alumni meets
- Gallery and Memories - To share pictures and videos
- Jobs and Internships - Opportunities shared by PAT and Other Alumni
- Newsroom - Current happenings informed to the Alumni
- Database Updating Tool - Alumni can themselves edit their data, if it changes

This allows us to communicate across Batches and Geographical locations in a streamlined manner. The Alumni themselves appreciate the Portal on account of its exclusivity and simplicity in its operation.



**We, the Senior Alumni Team, would like to thank the Director and SIBM Pune, for their continued support and encouragement. We hope that the Alumni Team in future would continue in their endeavor to nurture an alumni community where each and every member feels connected with the alma mater and with each member of the SIBM family.**



*(Left to Right: Abhineet Tyagi, Purba Das, Sharad Kabra, Srinath Bharadwaj, Sohana Kamath, Ashish Sharma)*