



CORPORATE INTERFACE TEAM



Annual Report
2017-2018

- 1. Overview**
- 2. Schedule of the events hosted in 2017-18**
- 3. Listed of Organizations Hosted**
 - **Academic Year 2017-18**
- 4. Main Events**
 - A. Imperio 2017-18**
 - **Imperio 1.0**
 - **Imperio 2.0**
 - **Imperio 3.0**
 - **Imperio 4.0**
 - B. Arcturus 2017**
 - C. The Senate 2018**
- 5. Campus Connect Initiatives**
 - A. Mahindra War Room 2017**
 - B. Godrej Loud 2017**
- 6. Building the Brand SIBM Pune**
 - A. Offline Promotions**
 - B. Online Promotion**
- 7. Closing Note**

Overview

The Corporate Interface team, a student run initiative, is the face of SIBM Pune in the corporate world. The fundamental goal of the team is to conceptualize, develop and execute events which supplement the institute's pedagogy. The team has always tried to build, sustain and enhance this institute's relationship with the Indian corporate world and build on the brand 'SIBM Pune' in the industry. CIT, in the academic year 2017-2018, has strived to enhance the knowledge and learning of the students at SIBM Pune by complementing the conventional teaching methods with adequate industry exposure through guest lectures, symposiums, seminars, etc.

CIT aims to augment students' understanding of academic concepts by providing them an industry perspective through interactions with industry professionals. Through its series of events in the past academic year, the team provided a practical perspective on various domains of management & business to students and tried to ensure that students were kept abreast with the latest management trends and changes in the industry. The team endeavored to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.

Schedule of Events hosted

EVENTS	DATE
Godrej Loud Campus Launch	18 th – 19 th July, 2017
Mahindra War Room Launch	23 th July, 2017
Imperio 2017 (1.0)	20 th June, 2017
Imperio 2017 (2.0)	28 th July 2017
Imperio 2017 (3.0)	24 th August 2017
Imperio 2017 (4.0)	23 rd December 2017
Arcturus	18 th August 2017
The Senate 2016	19 th January 2018

List of Organizations hosted

P&G	Google
KPMG	Facebook
E&Y	Accenture
Deloitte	Godrej
PwC	AkzoNobel
Pepperfry	Reliance Jio
Innoplexus AG	uFony Services
IDFC Bank	Shopclues
Adobe Systems	Paypal India
Cognizant	Future Group
Mahindra & Mahindra	Tata Cliq
Wipro	IndusInd Bank
Protiviti Group	Emerson

Imperio 2017 – a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. Imperio aims to lessen the divide between theory and practice, to understand the success stories of thought leaders, their principles and rationales in order to gain a deeper understanding of contemporary business. Imperio is also used as a platform to allow for in depth training in specific areas of interests of students by industry experts.

Imperio 1.0

Date: 20th June, 2017

Guest Lecture by

**Mr. Sundar Ramaswamy - Partner
KPMG**

Mr. Sundar is a Partner with the IT Advisory at KPMG. He joined KPMG in 2001 and has over 16 years of overall professional experience. Mr. Sundar has extensive experience in information security and systems audit, with special emphasis on IT controls and IS risk and governance. Mr. Sundar is the national service line leader for IT Attestation and financial model review in KPMG India. He has worked with a cross section of Indian and global companies across Banking and Financial services and Technology Financial Modeling, SOX compliance, IS Risk and Governance and IT Audit in External Audit.

Topic: How to build a career in consulting.

Imperio 2.0

Date: 28th July, 2017

Guest Lecture by

Mr. Deepak Acharya

Deepak Acharya is the Director & Associate General Counsel of Procter & Gamble, Europe-Singapore branch. Mr. Acharya has over 24 years of experience in the FMCG Sector. He is a Law graduate from the Government Law College, Mumbai, a Fellow member of the Institute of Company Secretaries of India and an Associate Member of the All India Management Association. Prior to his Singapore Assignment, Mr. Acharya was Director & Associate General Counsel for P&G's Central & Eastern Europe Middle East and Africa Region and based out of Geneva, Switzerland from 2011 to 2015. Mr. Acharya is member of the Executive Committee of the Singapore Corporate Counsel Association. He is also P&G's qualified Corporate Trainer for various Corporate Training Programs such as Corporate Athlete and 7 Habits of Highly Effective People. He is an avid reader and enjoys playing Badminton.

Topic: The Corporate Athlete

Imperio 3.0

Date: 24th August, 2017

Guest Lecture by

Ms. Sauvik Bannerjee

**VP - Digital Initiatives, Advisory to Group Co's, Tata Industries Ltd.
CTO of Tata CLiQ**

One of top 6 technologists globally with over 150 implementations running across the globe, Mr. Sauvik Banerjee is a technologist and Vice President Digital Initiatives, Advisory to Group Co's & CTO of TATA CLIQ at Tata Industries Limited by profession. He is a tech evangelist and entrepreneur by heart, has built two successful start-ups & sold them in the UK and has been ranked right at the top of global CTOs online by OnlineEducation.com. Having mentored over 600 senior management over the years, Mr. Sauvik in India is also mentoring select start-ups on building successful business models. He is on the board of advisors for several companies and start-ups alike. He has been responsible for disruptive innovation ideas in technology and omni-channel commerce that have earned him the distinction and title of being one of the only 6 people (the only person of Indian origin) in the world to have worked on all global Omni channel platforms.

Topic: #Futurism: Inventions-Global impact and the Indian Context

Imperio 4.0

Date: 23rd December, 2017.

Guest Lecture by

Dr. Gunjan Bhardwaj
Founder & CEO, Innoplexus AG

Dr. Gunjan Bhardwaj is the CEO and Founder Innoplexus AG, a consulting-led product and technology firm focused on big data and advanced analytics. Previously he served the Boston Consulting Group and Ernst & Young where he led the Global Business Performance think tank.

Dr. Gunjan Bhardwaj was also a partner, senior-editor and advisor for a prominent online innovation management journal and was a member of the scientific advisory board of a US based not for profit institute doing research in Complexity Sciences in the Healthcare industry. He also manages an Investment advisory company engaged in the Indo German corridor. Additionally, Dr. Gunjan Bhardwaj was also an honorary representative of the state of Baden Württemberg to India.

He has been publishing in several scientific and business journals such as the Harvard Business Review, MIT Sloan Review, International Journal of Innovation Management and Journal of Service Research. Dr. Gunjan Bhardwaj has studied at Indian Institute of Technology Bombay, Pforzheim Business School, MIT Sloan and European Business School.

Topic: How AI is helping manage complexities.

Imperio 2017-18



Imperio 2017-18



Arcturus 2017

The Corporate Interface Team, SIBM Pune organized 'Arcturus 2017' – The Leadership Conclave on 18th August 2017.

Arcturus, the brightest star of the celestial equator is the eponymous star of one of the nakshatras of the Hindu astrology. The nakshatras are related to the most prominent asterisms in their respective sectors. SIBM Pune successfully got many an Arcturus to campus.

The Leadership Conclave witnessed a series of guest lectures by leaders from various organizations who have made their mark and proved their competency in the global business scenarios.

The themes for the two panel discussions for Arcturus 2017 were:

1. The Changing Global Order: Age of Disruption
2. Navigating Uncertainties: Strategies for Innovation and Growth

The eminent speakers for the event were:

- **Ms. Prriti Narain**, Country Head-HR, **AkzoNobel**
- **Mr. Sanjay Sharda**, Head – Rural Distribution, Rural Banking, **IndusInd Bank**
- **Mr. Ashutosh Sharma**, Head-Core Banking Products, **Cognizant Technology Solutions**
- **Mr. Ashish Sharma**, Partner- Cyber Strategy-Protection, **Deloitte**
- **Mr. Ashish Chaturvedi**, Founder, **uFony Services**
- **Mr. Mrinal Mohan**, Director, Culture & Capability, **IDFC Bank**
- **Mr. Ashish Pherwani**, Partner - Advisory Services, **Ernst & Young**
- **Mr. Deepak C Rathi**, CFO, Future Group, **FLFL Lifestyle Brands Limited**
- **Mr. Koushik Balasubramanian**, Director-Business & Risk Consulting an Internal Audit, **Protiviti India**
- **Mr. Harpal Parmar**, Partner, **Wipro Technologies**
- **Mr. Aniruddha Khekale**, Group Human Resource Director, **Emerso Automation Solutions**

Arcturus 2017

ADVERTORIAL

Guiding leaders to brace up for new age challenges

Dr. R. Raman, Director, SIBM-P

The event began with the opening address by Mr. Arvind Varchaswi, Managing Director, Sriveda Sattva. Mr. Varchaswi discussed the importance of values and ethics and how they impact businesses. To all the students of sales and marketing, his message was "the campus is the best marketing mix you can find". He also spoke of the importance of spirituality in elevating the meaning of one's life.

The first panel deliberated on the topic "The Changing Global Order: Age of Disruption". The panelists were Ms. Pririti Narain, Country Head-HR, AkzoNobel; Mr. Sanjay Sharda, Head - Rural Distribution, Rural Banking, IndusInd; Mr. Ashutosh Sharma, Head-Core Banking Products, Cognizant Technology Solutions and Mr. Ashish Sharma, Partner- Cyber, Strategy-Protection, Deloitte. The moderator for the panel discussion was Mr. Ashish Chaturvedi, Founder, uFony Services. The speakers discussed a range of issues starting from how the future will look like, the challenges of financial inclusion in India, how big banks are coping up with the disruptions in banking and financial technology, the related threats to data security and India's preparedness to deal with these threats, etc. Big data and its growing importance, the opportunities and limitations it presents, was another key area of discussion by the panel.

The collective consensus of the panel was on lines of the fact that we live in a constantly-evolving world and it is imperative that we adapt to the change to survive and succeed. After the panel opened up for questions, many students posed queries pertinent to the technological disruptions faced by markets in today's times.



The second panel's topic was "Navigating Uncertainties: Strategies for Innovation and Growth" and the panelists were Mr. Mrinal Mohan, Director, Culture & Capability, IDFC Bank; Mr. Ashish Pherwani, Partner - Advisory Services, Ernst & Young; Mr. Deepak C Rathi, CFO, Future Group, FLFL Lifestyle Brands Limited; Mr. Koushik Balasubramanian, Director-Business & Risk Consulting and Internal Audit, Protiviti India and Mr. Harpal Parmar, Partner, Wipro Technologies. The moderator for the



ARCTURUS
THE LEADERSHIP CONCLAVE

ARCTURUS 2017, THE LEADERSHIP CONCLAVE, WAS ORGANIZED BY THE CORPORATE INTERFACE TEAM OF SIBM PUNE AND WAS HELD ON AUGUST 18, 2017, AT THE LAVALE CAMPUS OF SYMBIOSIS INTERNATIONAL UNIVERSITY.

The theme for the conclave this year addressed matters that have been widely discussed around the globe in the fields of innovation, and transformational moves that organizations undertake to combat the changing times, given the highly unpredictable cross-country landscape.

TOPICS :

THE CHANGING GLOBAL ORDER: AGE OF DISRUPTION

NAVIGATING UNCERTAINTIES : STRATEGIES FOR INNOVATION AND GROWTH

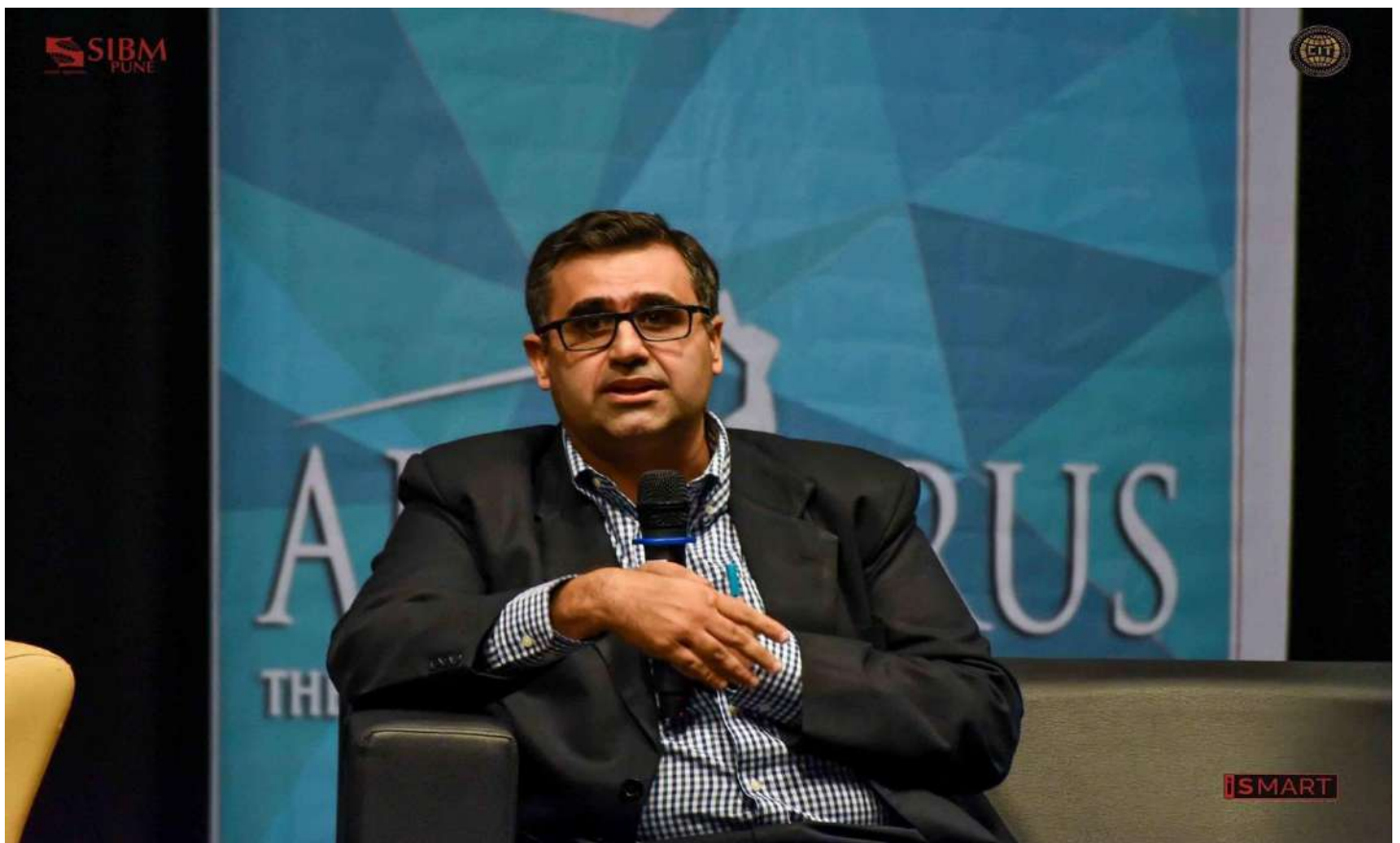
session was Mr. Aniruddha Khekale, Group Human Resource Director, Emerson Automation Solutions.

The group discussed about uncertainties being faced by sectors ranging from energy, oil & gas, automotive, banking and finance to fashion and media & entertainment. The panel took cognizance of this fact and discussed how in different sectors, various organizations, both big and small, are ramping up, restructuring and innovating.

The panelists converged on the idea that while the path is uncertain, the world must acknowledge the certainty of these uncertainties and jump on the bandwagon to deal with these circumstances. The Q&A session that followed the discussion was stimulating as the topic resonated with the thoughts of many students eager to gain a deeper understanding of elements that struck a chord with their thoughts.

The students took back some interesting insights about industries and organisations and also some profound advice on how to go about planning their career and enhancing their skills to be personally and professionally successful in the future.

Arcturus 2017



Arcturus 2017



The Senate 2018

The Senate is the flagship event of the Corporate Interface Team, SIBM Pune which invites industry stalwarts from myriad sectors to come at one table to discuss and deliberate on topics which can add imminence value to the students. Senate invited who's who from the corporate world.

The event commenced with the keynote speech by **Mr. Kulmeet Bawa, Managing Director, India & South Asia, Adobe Systems**. Mr. Bawa delivered the address on the theme for the event:

'Firing the Next Decade of Growth: Innovating in India'.

This was followed by the first panel discussion. This panel saw representatives of some of the most leading, established organizations of the world deliberate upon the topic:

'Finding New Horizons: Growing Inclusively'

The panel members were:

- **Mr. Avnish Sabharwal**, Managing Director, Accenture Ventures and Open Innovations, **Accenture in India**
- **Mr. Pankaj Gupta**, Head of India Strategy and Sales Operations, **Google India**
- **Mr. Sudarshan Sarma**, Industry Lead - Automotive Sector, Facebook
- **Mr. Satyarth Priyedarshi**, Head of Product Marketing, **JioChat**
- **Mr. Prodipto Roy**, Founding Director, **Crimson Consulting**

For our second panel discussion this year, we invited experts from some of the most promising startups of India to deliberate on the theme:

'Changing Consumer Trends: Can we Keep Pace?'

The panel members were:

- **Mr. Avinash Parhi**, Senior Director, Marketing, **ShopClues**
- **Mr. Kashyap Vadapalli**, Chief Marketing Officer, **Pepperfry**
- **Mr. Pradeep Kumar**, Head of Ecosystem and Outreach, **PayPal**

The Senate 2018

The panel was moderated by Mr. Prodipto Roy.

It was a great experience for the students of SIBM Pune to not just learn from some of the best and the brightest of India Inc., but also get to know how some of the most leading organizations of the world are innovating to beat the challenges of the VUCA world.

The event was also special for the kind of appreciation and positive feedback our guests had to share for the team and its handling of the event and the excellent participation from the students. A mention of this appreciation was seen in the posts shared by them on social media platforms.



Avinash Parhi

shared Symbiosis Institute of Business Management, Pune...
1m

Was one of the most well organised event by MBA students in a while !! Great work [Symbiosis Institute of Business Management, Pune](#) and [Corporate Interface Team, SIBM Pune](#)



Symbiosis Institute of Business Management, Pune

10,123 followers

The Corporate Interface Team of SIBM Pune organised The Senate 2018, the flagship management conclave. The conclave commenced with a keynote address by Mr. [Kulmeet Bawa](#), Managing Director, India and South Asia, Adobe Systems who threw light upon the importance of embedding innovation into the work culture of an organisation.

Post the keynote address, the first panel discussion was held on the topic Finding New Horizons: Growing Inclusively. The panel included Mr. [Avnish Sabharwal](#), Managing Director, Accenture Ventures and Open Innovations, Accenture India, Mr. [Pankaj Gupta](#), Head of India Strategy and Sales Operations, Google India, Mr. Sudarshan Sarma, Industry Lead - Automotive Sector, Facebook, Mr. [Satyarth Priyedarshi](#), Head of Product Marketing, JioChat, and Mr. [Prodipto Roy](#), Founding Director, Crimson Consulting was the moderator.

The Senate 2018



Kulmeet Bawa

Managing Director, India & South Asia at Adobe...

12 hrs • Edited

I was impressed with the eye for detail and manner in which the Senate2018 was conducted. Was there to deliver the Keynote at their beautiful campus. Congratulations to the students and faculty [Symbiosis Institute of Business Management, Pune](#)



Kulmeet Bawa on Twitter

twitter.com



56 Likes • 1 Comment



The Senate 2018



The Senate 2018



The Senate 2018



The Senate 2018



Mahindra War Room-Season 10

The War Room, first commissioned in 2007, is Mahindra's spearhead campaign, rolled out in 17 top Business Schools, to create excitement and transform perceptions. On the basis of the Mahindra Group's "War Room" practice, used as a major tool to engineer the transformation of the Group, a campus version called 'The War Room' was created to position the Mahindra Group, among B-school students, as a global federation of diverse businesses, united by the brand, purpose, values, and culture that Mahindra represents.

While attracting and engaging top notch B-school talent to creatively respond to live and realistic business issues through a fair and rigorous process of evaluation, these problems faced by the top managers of the Mahindra Group, are developed into sector caselets. Students form 4-member teams to solve these challenging caselets and generate realistic solutions in six months of intense planning and execution.



Mahindra War Room-Season 10



Mahindra War Room-Season 10



Godrej LOUD-2017

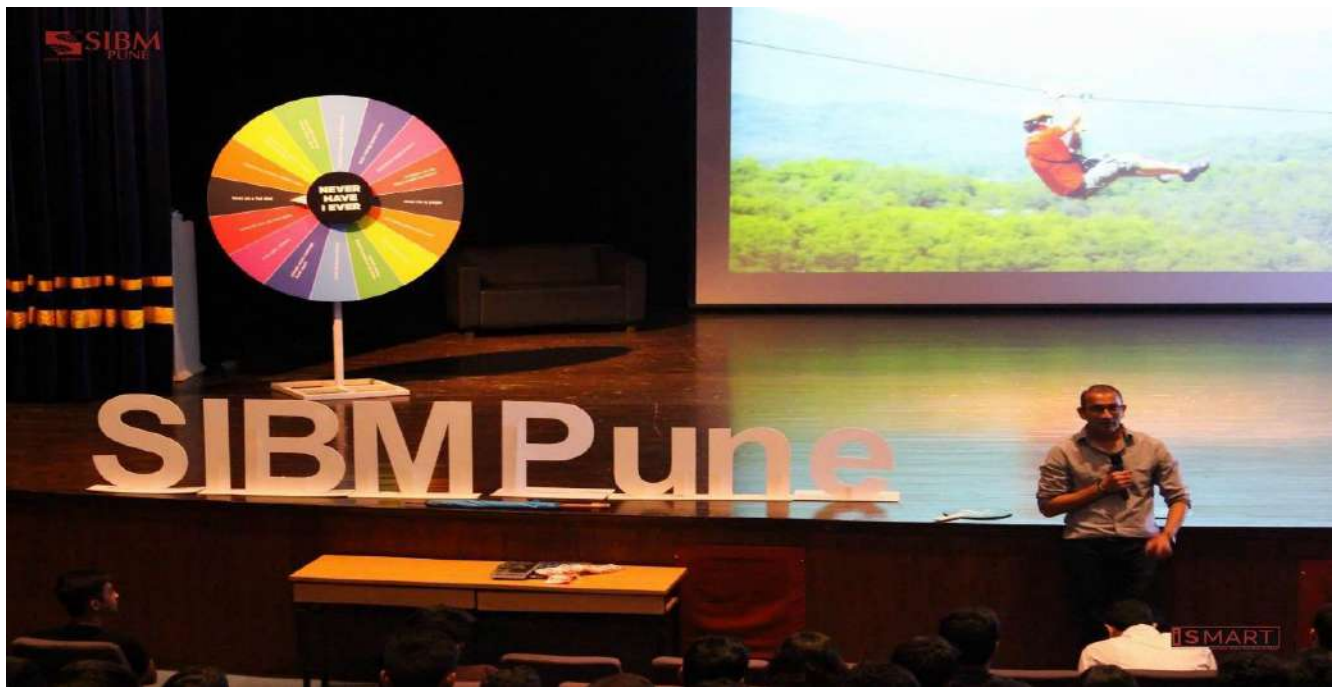
Launch: 18th – 19th July

Godrej LOUD, one of India's biggest B-school competitions specifically for first year MBA students, came to our campus on 18th and 19th July 2017.

Godrej LOUD is a one of its kind opportunity for MBA 1 students to get their dreams sponsored by Godrej Industries Limited, which offers up to INR 1.5 lakh for them to pursue their dream. It also gives them a chance to get a Pre-Placement Summer Internship Offer to Gurukul, Godrej's Summer Internship Program.



Godrej LOUD-2017



HR Conclave-2017

The HR Conclave 2017 was an event hosted by the combined efforts of all council teams of SIBM Pune.

The Corporate Interface Team played a key role in the successful organization of the event.

Akshit Kohli and Param Patel, members of the senior team of CIT were part of the core organizing committee of the HR Conclave. The team helped confirmed a few accomplished speakers for the event, invited guests from the field HR and played its part in promotions, logistics, hospitality etc.

Nikhil Saha and Shalakha Sanalkumar from the team hosted the event, parts of which were telecast on television. The team therefore played a very important role in making the event a grand success.

Offline Promotions

The Corporate Interface team went an extra mile this year to ensure that we make our corporate guests feel welcome and build energy and excitement for the several corporate competitions being organised.

1. A welcome dance performance and mime performance conducted during Godrej Loud 2017.
2. Two promotional videos which saw active engagement from the students end and were highly appreciated by our corporate guests.
3. A musical video created during Godrej LOUD 2017 for the “Musical Face Off: against SCMHRD and emerging victors.
4. Introduction of the LOUD Shake at the shopping hub coffee shop and the midnight canteen
5. Buzz events like JAM session during Arcturus 2017 along with promotions in academic block and mess area on campus through speaker posters for The Senate 2018.

Online Promotions

1. The Facebook page of the Corporate Interface Team has seen an exponential growth.
2. A massive rise in the number of likes since June 2016.
3. Twitter Handle for @CIT_SIBMPune was used to sustain connect with corporate guests and was also aimed at generating leads for invites. CIT earned media coverage through tweets and updates on LinkedIn by guest speakers who attended our event.
4. The CIT LinkedIn page went live this year. With close to 200 relevant corporate connections, we plan to use its outreach to build our professional network further in the coming year.

Closing Note

The academic year 2017-18 was marked by tremendous success for the team with its efforts being recognized at the annual management day through the best council award.

We managed to invite on our campus, leaders from some of the most respected organizations of the world for meaningful interactions.

We will strive to continue our efforts next year, with the aim to bring innovation in our work, build more academic value in our events and keep furthering our goal of building value through corporate interactions.