



# ANNUAL REPORT 2017-18

**RESEARCH AND SCHOLASTIC DEVELOPMENT TEAM**

**SIBM PUNE**

**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT,  
SYMBIOSIS KNOWLEDGE VILLAGE, GRAM: LAVALE,  
TAL: MULSHI, PUNE - 412115, MAHARASHTRA**

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## Introduction

Research and Scholastic Development Team (RSDT) is the research and business consulting cell of Symbiosis Institute of Business Management, Pune. We are concerned with preparing research publications of SIBM Pune, equipping students for placement processes, bringing about scholastic development of students through thought-provoking events and workshops, and identifying and executing live projects that have the potential to contribute to the ever-changing landscape of business management.

RSDT is the center for building thought leadership at SIBM Pune.

### VISION

To make SIBM Pune the center for thought leadership and a research hub among the leading Business Schools in India.

### MISSION

To create opportunities for students to acquire knowledge and apply it through industry projects, research initiatives and to promote an environment for management consulting.

### TEAM MEMBERS

Senior Team (MBA-II)

<b>Archishman Bandyopadhyay</b>	Marketing
<b>Gaurav Lulla</b>	Marketing
<b>Gaurav Singh</b>	Finance
<b>Ishaan Bahree</b>	Marketing
<b>Mukesh Chhabra</b>	Operations
<b>Naman Tandon</b>	Marketing
<b>Saanya Mehra</b>	Operations
<b>Sampurna Ray</b>	Human Resources

Junior Team (MBA-I)

<b>Aditya Rishi</b>	Marketing
<b>Apratim Mukhopadhyay</b>	Marketing
<b>Chinmay Tadwalkar</b>	Marketing
<b>Manika Gandhi</b>	Human Resources
<b>Shruthi Viswanathan</b>	Operations
<b>Sreejan Tharad</b>	Finance
<b>Tushar Chib</b>	Marketing

## Overview | RSDT 2017-2018

RSDT provides a platform for both academic and corporate exposure that helps students develop a holistic understanding of what management truly is.

### CORPORATE CONNECT:

Continuing the legacy of bringing live projects each year for the students, RSDT got projects from both well established companies and start-ups to give hands-on experience to the students. These are real life **Industry Consulting Live Projects** that help students relate the theoretical knowledge to real life issues. These also enable students to connect with corporates and get a flavor of the corporate world.

Some of the companies which have offered Live Projects at SIBM Pune in the past include: **Accenture Management Consulting, Citigroup, Cummins India, GE India, SBI Mutual Fund, Jio Infocomm Ltd, Hindustan Coca Cola Beverages Pvt. Ltd., Mahindra First Choice Services, Mother Dairy, Reliance Industries Limited, Schaeffler, and many more.**



RSDT organized **'The Economics Conclave 2017'**, on 5th August 2017, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce. The topic for the Economics Conclave was **"Doing Business in India: Economic Reforms and Ground Realities"**. The event began with a keynote speech by *Mr. Kashinath Katakdhond*, MD & CEO, Receivables Exchange of India Limited which was followed by a panel discussion. The esteemed guests for the panel discussion were *Mr. Kashinath Katakdhond*, *Mrs. Brinda Jagirdar*, retired as General Manager & Head Economic Research / Chief Economist, State Bank of India, *Mr. Neeraj Sharma*, Partner, PwC India and *Mr. Pradip Kadam*, Senior Consultant / Director, Mastercard India. The discussion was moderated by *Mr. Biharilal Deora*, Principal Advisor, Association of International Wealth Management of India.



## BUDGET SYMPOSIUM 2018

RSDT conducted '**Budget Symposium 2018**' on 17<sup>th</sup> February 2018 wherein an analysis and discussion on the Union Budget 2018 was hosted at SIBM Pune. The keynote speech was delivered by *Dr. Soumya Kanti Ghosh* (pictured below, to the left), Group Chief Economic Advisor, SBI. The panelists for the discussion were *Mr. Aashish Chandorkar*, Vice President and Head, Capgemini Consulting India, *Mr. Sandip Garg*, IRS, Commissioner of Income Tax, *Mr. Navneet Kothari*, Director, Tax & Regulatory, PwC India, *Ms. Bhushana Karandikar*, Research Collaborator and former Dy. Commissioner of Sales Tax, Govt of Maharashtra, and was moderated by *Mr. Ajaya Sharma*, Head, Research Markets and Anchor, ET Now.



Dr. Soumya Kanti Ghosh



Panel Discussion – Budget Symposium 2018



### ACADEMIC ENDEAVOURS:

The new academic year saw various initiatives being taken by RSDT with a heavy focus on overall academic growth of the students. The session for 2017-19 began with the launch of the Dissertation Competition for the students of the incoming MBA batch (2017-19), prior to their joining the college. This was aimed at preparing the students for the rigorous academic schedule of SIBM Pune and to hone their opinions on key specialization topics.

This was followed by '**Specialization Orientation**' sessions conducted by RSDT for the new batch. The aim of these sessions was to familiarize the students with the kind of job roles and profiles that are offered in each specialization and the work that is expected out of them. The session was conducted by highly competent set of students from MBA-II who shared their own invaluable experiences and knowledge with the junior batch. A lot of pertinent queries of the new batch got resolved during these sessions and they were able to choose the correct stream for themselves.

### BEACON SECTOR SPECIAL 2017

The '**Beacon Sector Special 2017**' provided an in-depth review of

- Banking
- Manufacturing
- Pharma
- Telecom
- Automobile
- IT & ITES
- Real Estate and Logistics
- Fast Moving Consumer Goods (FMCG) & Fast Moving Consumer Devices (FMCD)

### BEACON ALMANAC 2017

An in-depth analysis of the Indian economy – the **Beacon Almanac 2017** on Indian Economy was released. This journal aided the students of MBA I in their SIRP preparation and was widely appreciated by students of both batches. It also helped the MBA II batch for their final Campus Recruitment Process.

### SUMMER INTERNSHIP EFFECTIVENESS AND EFFICIENCY DEVELOPMENT PROGRAM (SEED)

RSDT continued its rigorous work on the SIRP preparatory front through the **Summer Internship Effectiveness and Efficiency Development (SEED)** program. The team collaborated with the Placement Advisory Team and conducted a series of preparatory sessions and lectures under a program named Student Mentorship Program 2017. The program involved students of MBA-II taking specialization-wise lectures for students of MBA-I based on the knowledge gained during the first year as well as the cues taken from the industry during the previous Summer Internship Program. An extension of the Student Mentorship Program was the **CV and HR blanks mentorship** wherein RSDT appointed mentors from MBA-II to review the CVs of the students of MBA-I in order to help them fine tune their CVs for SIRP 2017. In addition to the CVs, RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

## BEACON SUMMERS 2017

To aid the junior batch in their summer internship placement process, RSDT launched the '**Beacon Summers**' – a comprehensive document on the summer internship recruitment and summer internship experiences of the Second Year (MBA II) students. The report was to guide the First Year (MBA I) students on the nature of work related to each specialization, thus helping them choose the right specialization.

## CRP (CAMPUS RECRUITMENT PROGRAM) PREPARATORY KIT AND ALUMNI SESSION

To aid the senior batch for the preparation of their final campus placements, a comprehensive kit was prepared with the support of all SIGs to provide preparatory help on specific specializations as well on topics of current and general importance. Further, MBA-II students were also mentored by alumni to aid in their preparation.

## WORKSHOPS

RSDT facilitated **workshops** by Kraftshala, CMIE and The Smart Tree for MBA I and MBA II. Kraftshala conducted a session on Reverse Marketing. Centre for Monitoring Indian Economy Pvt. Ltd organized a workshop to acquaint students with the following databases and tools: ProwessIQ, Industry Outlook and Economic Outlook, to empower students to conduct research. The Smart Tree conducted the Amazon Trained E-commerce Specialist Program (ATES) which immensely helped the students to learn about the back-end process that goes behind listing the vendors on an e-commerce platform.

## BEACON MANAGEMENT REVIEW 2018

RSDT proudly launched the Annual Research Journal of SIBM Pune - **Beacon Management Review (BMR), Volume VIII** on Management Day 2018. It has been conceptualized as a platform to showcase the research abilities and deep fundamental and conceptual understanding of the students of SIBM, Pune on important management and general issues that are relevant in today's dynamic corporate environment. The theme for this year's issue was – '**Redefining Business for the Next Decade**'. Awards in various categories were announced for the articles published.

## LUMIÈRE

Lumière, a series of guest lectures from our illustrious alumni and eminent corporate leaders, seeks to provide students with current and industry-relevant knowledge of topics beyond regular curriculum and equip them better for their future. These sessions aim to increase the intellectual capital of the student body through interaction with stalwarts from the industry and the academia. The insights provided by them acquaint the students with the nuances, contemporary practices and trends in industry.

Students from HR specialization had an opportunity to learn via case study discussions, lectures and interactions with guest lecturers including *Mr. Santanu Ghoshal*, Vice President - Human Resources at Schaeffler India and *Prof. Shekhar Bhoagiri*, Legal and Industrial Relations Consultant, in the domain of Industrial Relations. The topics covered were as follows:

- The Collective Bargaining; Negotiation Processes: the process, techniques, relationship, challenges faced and critical issues, skills essential for negotiating contracts, pre-negotiation preparation
- Intricacies of Employment of Contract Labour: the emerging trends, reforms and regulations, challenges faced (if any), legal and social aspects, personal experience

### INHERITANCE

SIBM Pune has carved out a name for itself in the field of B-School and corporate competitions. Its students have constantly bagged top positions at major competitions. To ensure that the upcoming batches have the right guidance and resources to follow the path of their winning seniors, RSDT has come up with 'Inheritance', wherein winning presentations from various competitions will be collated and posted on a single portal. This will help the next generation of students to take a cue from their seniors on preparing winning solutions and presentations for competitions in the future.

### #RSDTRECOMMENDS

RSDT, from [its social media page on Facebook](#), shares insightful articles on strategy, business, consulting, HR, Marketing, Operations, Finance and interesting current developments in the industry from time to time. These links to articles or videos help the page's followers stay informed and abreast with current industry trends.