

# ANNUAL REPORT 17-18

This document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2017-2018



## Table of Contents

<b>ENTREPRENEURSHIP SUMMIT 2017</b> .....	<b>3</b>
<b>PRIDE AND PASSION</b> .....	<b>4</b>
<b>UDAAN</b> .....	<b>5</b>
<b>JUGAAD</b> .....	<b>5</b>
<b>RUN BHOOMI</b> .....	<b>6</b>
<b>YIN YANG</b> .....	<b>6</b>
<b>SYMBIHAAT</b> .....	<b>6</b>
<b>CASE STUDIES AND OTHER COMPETITIONS</b> .....	<b>7</b>
<b>WINTER INTERNSHIPS</b> .....	<b>8</b>
<b>WINTER IS COMING</b> .....	<b>9</b>
<b>CHAI WITH ENTREPRENEUR</b> .....	<b>10</b>
<b>CONSULTING FAIR 3.0</b> .....	<b>11</b>
<b>ARMED FORCES FLAG DAY</b> .....	<b>12</b>
<b>UMANG</b> .....	<b>13</b>
<b>PRERNA 7.0</b> .....	<b>14</b>
<b>JOY OF GIVING</b> .....	<b>16</b>
<b>THE TEAM</b> .....	<b>17</b>

## SECC Annual Report 2017-18

The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM), Pune and is one of the nine teams of the student council. The team functions under three wings - Social, Entrepreneurship and Consulting. The main aim of the SECC is to:

1. Bring about a change in the minds of students, inspire them to take up entrepreneurial activities, build the startup ecosystem in the campus and bring the students in line to the country's startup culture.
2. Instill a social responsibility in the minds of the students and give back to the society.
3. Assist budding startups through student consulting and thereby provide exposure to the students in various industries.

SECC conducts various events as part of their three wings over the year and works with the single intention to promote student culture at SIBM Pune.

The major activities conducted as part of SECC during 2017-18 were:

### **Entrepreneurship:**

- Entrepreneurship Summit 2017
- Chai with Entrepreneur

### **Social:**

- Prerna 7.0
- Winter is Coming
- Armed Forces Day
- Umang
- Joy of Giving

### **Consulting:**

- Winter Internships
- Consulting Fair 3.0

Entrepreneurship Summit 2017  
4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> August 2017

## Entrepreneurship Summit 2017



Peter Drucker rightly said “The best way to predict the future is to create it”. The Entrepreneurship Summit 2017 was truly one of the biggest events that took place on the scenic campus at Lavale of SIBM, Pune. Organised by the **Social, Entrepreneurship and Consulting Cell** of SIBM Pune, the Entrepreneurship Summit 2017 brought in participants and start-ups from diverse domains and geographies across India.

## Pride and Passion

Among the various events that took place over the 3 days of the Entrepreneurship Summit 2017, **Pride & Passion** was one of the most widely anticipated and successful events. The event was graced by **Dr V.V. Ravikumar, Deputy Director, SIBM Pune, Mr. Dilip Thosar, CEO of SCEI** and **Mrs. Poornima Thapas – Faculty in Charge, SIBM Pune**.

The guests for the day were: **Dr. Radhakrishnan Pillai, Author of Corporate Chanakya and Chanakya's 7 Secrets of Leadership, Mr. Abhishek Prasad, Head, Investments (VC & Corporate Venturing), GenNext Ventures Fund** and **Mr. Varun Sheth, CEO and Co-Founder, KETTO**. They addressed an enthusiastic audience and shared their life stories with them.



## Udaan

**Udaan- The Business Plan Competition**, was an event where the participant entries were first screened by **Professor Yogesh Brahmkar**, Faculty in charge Innovation and Entrepreneurship, SIBM Pune and **Professor Ismail Akbani**, Faculty at Symbiosis Institute of Technology. The participants were then mentored by **Mr. Arjun Panchal**, Entrepreneur, Author & Founder of PapaZapata, **Dr. K. Rajagopal**, Associate professor SCMHRD and **Dr. Preetha Menon**, Assistant Professor, SIBM Pune. In the Final Round the participants were evaluated by an esteemed panel of judges consisting of **Mr. Darshan Doshi**, Head Of Programs, GenNext Innovation Club, **Mr. Sameer Gupta**, Director -Future Group FZ LLC, Partner- Ah! Gyan Guru Venture of Ah! Ventures and **Mr. Anil Paranjape**, Venture Partner at Infuse Ventures & Entrepreneur. The participants were judged on their scalability, feasibility and originality amongst other factors.



## Jugaad

**Jugaad - The fundraiser** is a one of it's kind selling event, which provides students with an exciting opportunity to explore their selling skills in the real world by applying classroom concepts. The event provided the participants a chance to showcase their selling skills and do their bit towards the society. SECC sourced goods produced by local artisans and craftsmen, to be given to the students, who set off into the city to sell them at inflated prices, the proceeds from which were donated to various NGOs in and around the city. An initial campus round was held wherein each of the participating

teams of two members were asked to make a sales pitch centered on random articles to the judging panel.

## Run Bhoomi

**Run Bhoomi** - a strategy based virtual IPL auction was a thrilling event which concluded in a nail biting finish where the first and the sixth team were separated by mere 15 points. This event tested the strategic minds of the participants as the teams had to build a balanced team to prevail against the competition.

## Yin Yang

**Yin Yang** - An innovation based event made its way into the Entrepreneurship Summit 2017 for the very first time. The participants were to combine unique products and come up with an innovative solution for a problem. **Dr. Nihar Shah**, Director at Silver Bright and **Mr. Sameer Gupta**, Director - Future Group FZ LLC, Partner- Ah! Gyan Guru Venture of Ah! Ventures shared their valuable insights with the participants and also judged the event.

## Symbihaat

**Symbihaat** - Our very own version of an entrepreneurial paradise was a three-day carnival of sorts where participants could choose to set up stalls under categories of food, games & merchandise. An assortment of Burgers, Pizzas, Wraps, Jalebis, Momos, to name a few. A gaming booth, a handicrafts stall and a stall for dog lovers were the other highlights of Symbihaat. **Haat-Nights**, was planned for the last two days of E-Summit 2017, in association with the **Co-Curricular Team of SIBM Pune**. From old melodies to the latest chartbusters, the open-mic session was a resounding success.



## Case Studies and other Competitions

**Case Latte** - An event was organized by **Caf-Fin, Finance Club of SIBM Pune**. It was judged by **Mr. Shubham Gupta**, Corporate Banking Division, ICICI Bank and **Mr. Kunal Arora**, Risk & Investment Manager, J P Morgan.

**Corporate Czar** - A quiz competition conducted by **QUOD The Quizzing & Debating Club of SIBM Pune**. The participants racked their brains to come up with answers to the questions posed to them.

There were 3 Case Study Competitions that were conducted during the three day event:

**Mindspark** was a case study challenge powered by **Plan My Medical Trip** and conducted by **Mark-O-Polo, the Marketing Society of SIBM Pune**.

**Conquest** was a case study competition powered by Zippaboard. **Mr Arshad Abid**, Co-Founder Zippaboard, judged the event.

**Prayaas** was a case study challenge presented by **Brillio's – CSR initiative "Bringing Smiles"**. **Mr. Abhishek Ranjan**, Global Head – Sustainability, CSR, Brillio Technologies, **Mr. Mahesh Iyer**, Head of IT, Spice Tailor and **Mr. Ashutosh**, CEO of STEM learning took out time from their busy schedule to judge the competition.



With such a diverse range of competitions the Entrepreneurship Summit 2017 helped inspire and spread the culture of entrepreneurship among the students present at Lavale Campus.



## Winter Internships 2017

### Winter Internships

The Winter Internships are a part of the curriculum of the Innovation & Entrepreneurship course. SECC assisted the students of MBA I&E in securing internships at various NGOs across the country, where the objectives of the Internship were:

1. To sensitize towards India's social sector, issues and challenges faced by masses
2. To create understanding of the role of NGOs and their contribution to the society
3. To understand NGOs' functioning as a social venture and identify several aspects pertaining to effective functioning of NGOs

The internships were for a period of 2 weeks in the months of October and November 2017. Some of the NGOs that came on board are **The Centre for Urban and Regional Excellence (CURE), Samadhan, Toy Bank and Sarvagun Society**

Winter Is Coming  
9<sup>th</sup> November 2017

## Winter Is Coming

SECC on the 9<sup>th</sup> of November 2017 performed a social initiative by distributing blankets to the needy people on the streets of Pune in order to help them endure the winter. **Winter is Coming** is an initiative by SECC in which the team distributed **150 blankets** across the streets of Sivaji Nagar, Pune Railway Station, Municipal Office Area, Ganesh temple and other areas of Pune.

The Team raised funds through **Jugaad: the fundraiser** event of Entrepreneurship Summit 2017.



## Chai With Entrepreneur 15<sup>th</sup> November 2017

### Chai with Entrepreneur

**Chai With Entrepreneur**, one of the signature events organized by SECC, is designed to expand the knowledge of aspiring entrepreneurs in an informal discussion over a cup of tea. The '**Chai with Entrepreneur**' session for this academic year was conducted on **15th November 2017**.

The event was graced by **Mr. Shamindra Shinde**, founder of **Healthy Home India**, a start-up founded in 2016, which offers membership based medical healthcare services at the patient's doorstep. Mr. Shamindra is an alumnus of the **Innovation and Intrapreneurship (I<sup>2</sup>) Batch** of 2016, SIBM Pune. He shared his journey of launching his start-up after graduating from here, the challenges he faced and how he worked his way around them. Such an in-depth analysis helped expose the budding entrepreneurs of SIBM Pune and specially the Innovation & Entrepreneurship batch to several concepts that are applicable to a start-up.



## Consulting Fair 3.0 25<sup>th</sup> November 2017

### Consulting Fair 3.0

The Consulting Wing of the Social, Entrepreneurship and Consulting Cell, SIBM Pune proudly organized the Consulting Fair 3.0 on the **25<sup>th</sup> of November 2017**. This event was designed to create an opportunity for the students to work on real life business challenges and enhance their management skills.

It was a one-day event, which invited numerous start-ups and companies from across the country to the sprawling Lavale campus, where these organizations had the opportunity to identify some of the brightest minds in the country to work on their consulting assignments.

In the third edition of the Consulting Fair, **19 companies offered 29 profiles** to students across all disciplines including Marketing, Finance, HR and Innovation & Entrepreneurship. The impressive line-up for the day included companies like OYO, Jio, Count Magic, Ease India and many others.

The Consulting Fair 3.0 received a total of **153 applications** out of which **106 got shortlisted** for the second round and finally **66 students** were offered consulting assignments. The students appreciated the quality of consulting assignments and the effort put in by the team in the process.



## Armed Forces Flag Day 7<sup>th</sup> December 2017

### Armed Forces Flag Day

The Armed Forces Flag Day is observed every year on the 7th of December to commemorate the supreme sacrifices made by our valiant armed forces for protecting the sovereignty & integrity of our country.

In the honor of this occasion, SECC organized an event on **7th December**, to provide the students of SIBM Pune an opportunity to connect and interact with armed forces personnel.

The session was graced by **Retd. Col. C.V. Mohan**, Senior Campus Administrator, Symbiosis, Viman Nagar Campus. He shared interesting incidents of his days in the armed forces and made the students aware of the importance of this day for any Indian citizen through quotes of Indian army officers like Sam Manekshaw.



Umang  
25<sup>th</sup> December 2017

## Umang

The Social wing of SECC organised 'Umang' wherein the team and a group of students celebrated Christmas with the children of an orphanage under **Make A Difference (MAD) Foundation, Pune**. With the generous donations of students, staff and faculty, more than 40 children experienced the joy of playing a variety of games and felt special this Christmas.

The team bought gifts for the children from the funds-raised, as per their wish list, which was given to them a week earlier. The gifts included **books, toys, remote control cars, dictionaries, watches, stationery and mats**.

There was an overwhelming response from the children, staff at the orphanage and the student volunteers for the noble cause. It was a memorable and fulfilling time spent with the children and a small gesture of support from our end to make their Christmas Special!



## Prerna 7.0

19<sup>th</sup> Dec 2017 - 21<sup>st</sup> Jan 2018

### Prerna 7.0

The Social wing of SECC organizes **Prerna**, which is an initiative aimed at spreading knowledge and smiles. Launched in 2011, the objective of Prerna is to teach, instill and create awareness about basic life skills among people. Every year, as part of this initiative, the students of SIBM Pune provide vocational training to those who belong to the less privileged background and have a desire to learn.

This year, Prerna focused on providing all around awareness about life skills to its beneficiaries. The event successfully **concluded on the 21<sup>st</sup> of January**. A total of **5 sessions** were organised over a span of a month. The first two sessions were held at SI(DU) Hilltop Campus, Lavale for the housekeeping staff on the **19<sup>th</sup> of December 2017** and **6<sup>th</sup> January 2018** respectively. These two sessions covered topics like **Basic English, how to operate features of a Mobile Phone, filing an F.I.R by means of a role-play, basic first aid and basic hygiene tips**. The topics for the session were chosen based on the request of the housekeeping staff after having multiple interactions with them.

More than 80 housekeeping staff attended both the sessions and a team of 50 student volunteers facilitated the training. The staff found the sessions very effective and enriching. They appreciated the efforts of the students and look forward to more sessions like these in the future.





The third and the fourth session was held for the residents of Ambervet village on the **14<sup>th</sup> and 20<sup>th</sup> of January** respectively. More than 30 adults and 50 children attended the sessions and a group of 45 students facilitated training by means of skit and printed material. The residents learnt how to use **an ATM card, steps to file an F.I.R and basic English words** with their Hindi and Marathi equivalents. Children were made to learn various topics in **Science, Geography and Math** through fun activities and role-plays.

Perna concluded with its final leg at Ghotawade village. This session aimed at educating the residents on how to file an **F.I.R, use an ATM card, basics first aid** and an interactive session with the children. More than 80 individuals benefitted from the session.

This year, Perna has sensitized the lives of more than 400 people by assisting them to learn and be aware of occurrences around them and acquire practice life skills for their benefit. The initiative a value add not just for its beneficiaries but also for the students of SIBM Pune who got the opportunity of being part of this fulfilling journey and doing a bit for the society.





## Joy of Giving

14<sup>th</sup> Feb – 23<sup>rd</sup> Feb 2018

### Joy of Giving

Joy of Giving, was an initiative by the Social Wing of SECC where old clothes, books and anything that might be of use to the under privileged were collected with the belief that old, unused products can make someone's life better.

Boxes were placed at all hostel entrances. Students, alumni and staff donated generously towards this cause.

The drive was extended in the month of March from 17<sup>th</sup> March 2018 to 25<sup>th</sup> March 2018 as End of Year Collection Drive. Donations were received in large numbers. The proceeds from this initiative were donated to various NGOs in Pune.

## The Team

### S Team

- Drishti Rana
- Farhaan Syed
- Mark Toppo
- Parth Aggarwal
- Sankha Som
- Uma Burkule
- Vivek Swaminathan

### J Team

- Ankish Handa
- Bharath N Mandhyan
- Garvit Bhandari
- Himanshu Agarwal
- Perna Toshniwal
- Priyadharshini J
- Sucharita Aneja
- Vikash Immanuel Dang

### I Team

- Ankish Handa
- Bharath N Mandhyan
- Kaushal Munshi
- Perna Toshniwal
- Priyadharshini J
- Saman Singh Pahwa
- Sucharita Aneja
- Vikin Shah