



INFORMATION SYSTEMS & MEDIA RELATIONS TEAM



ANNUAL REPORT 2017-18

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ABOUT iSMaRT

The main objective of the Information Systems and Media Relations Team or The PR Team is to be '**The Voice of SIBM Pune**'. The team strives to serve as a bridge between the college and the outside world by facilitating communication through social media, online presence, print media and various events. Some of the team's main activities are:

1. Generating content in the form of articles, reports, posters and videos for various stakeholders, which include students, alumni and corporates.
2. Carrying out PR and Promotional activities for the institute.
3. Organizing workshops and events that highlight the growing importance of public relations and media management
4. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus.
5. Conducting interviews of corporate guests, alumni and visiting faculty.
6. Managing the institute's IT infrastructure which is vital towards knowledge sharing among students, the placement team, faculty and college administration.

iSMaRT has evolved from the erstwhile IT team and has a rich legacy of success over multiple years.

THE TEAM

The senior team of iSMaRT for the year 2017-18 consisted of 8 members. The interim and the junior team consisted of 6 members each. All members had to go through a rigorous selection process to be inducted into the team.

Coordinator 2017-18: Prachi Kamble



SENIOR TEAM

Anjali Hamirwasia
Dixit Jaiswal
Prachi Kamble
Preet Mehta
Puneet Sachdeva
Rahul Grover
Sampada Joshi
Srijita Sarkar

JUNIOR TEAM

Craig Pinto
Ishita Grover
Rashmi Pillai
Rewati Kachhwaha
R. Prakash
Vibhav Bisht

INTERIM TEAM

Craig Pinto
Ishita Grover
Rashmi Pillai
Rohit Tandekar
R. Prakash
Vibhav Bisht

VRITAANTA: MEMOIRS OF SIBM PUNE

iSMaRT conceptualized and designed SIBM Pune’s official magazine ~~Vritaanta~~ **Memoirs of SIBM Pune**. This is the fourth year of the magazine, which has both digital and print issues. Three issues with a cumulative number of 700 print copies have been published and shared with students, alumni and corporates.

Vritaanta’s primary purpose is to create a platform for engagement and out of campus interaction between the faculty and the students as well as the corporate world.

The magazine serves many purposes and acts as a conduit for campus and competition related news. It is also a forum which celebrates the creativity, talent and achievements of the student body and faculty. Three issues of Vritaanta were published during the academic year 2017-2018.

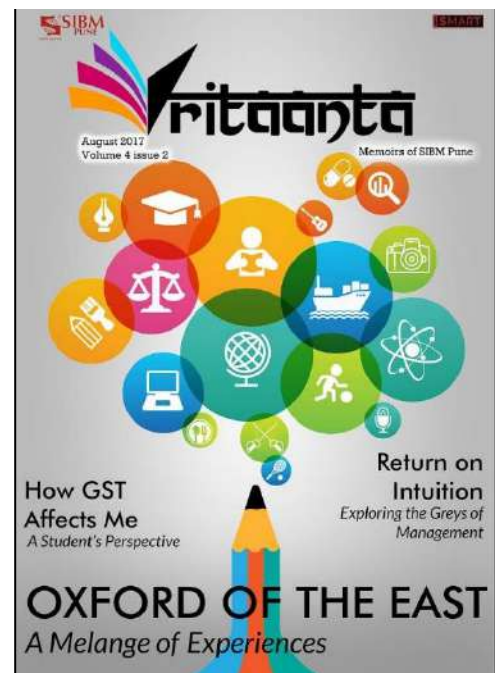
Volume 4, Issue 2 | August 2017

The second issue of the fourth volume was an issue that marked the beginning of a new academic year. SIBM Pune has always been recognized for its scenic campus, highly experienced faculty, active corporate interactions, and most importantly its students. Be it the current students or alumni, SIBM Pune has been the hub for professional diversity right from its very inception.

The theme of this issue, ‘Oxford of the East: A Melange of Experiences’, aimed at showcasing the professional diversity amongst the students of our college. Various students contributed to provide a first-hand insight into their lives prior to joining this institute while many others talked about how the introduction of the GST affected them.

Capturing other fronts, the magazine also highlighted how students have been actively involved in various competitions both at the college as well as national level, carrying forward the legacy that started back in 1978. Our faculties of various specializations provide their insights on global issues.

Added to that, the magazine tackled an unexplained area of management through the article titled 'Return on Intuition'. Also, a few second-year students talk about their internship experiences, a crucial part of the MBA journey.



Volume 4, Issue 3 | November 2017



This edition of Vritaanta addressed the age-old question of 'Why MBA?' with a dive into the evolution of the degree itself. Also present were snippets from our alumni as they shared their thoughts on the theme and talked about highlights from their #LifeatSIBMPune.

This edition highlighted various events such as 'Arcturus' - the leadership conclave on widely discussed topics across the globe, the 'Economics Conclave' centred around doing business in India, and the much talked about HR Conclave, organized for the first time, since the early 2000's.

This issue also featured an editorial perspective on the topic, Artificial Intelligence or an Actual Indication of the End of Time.

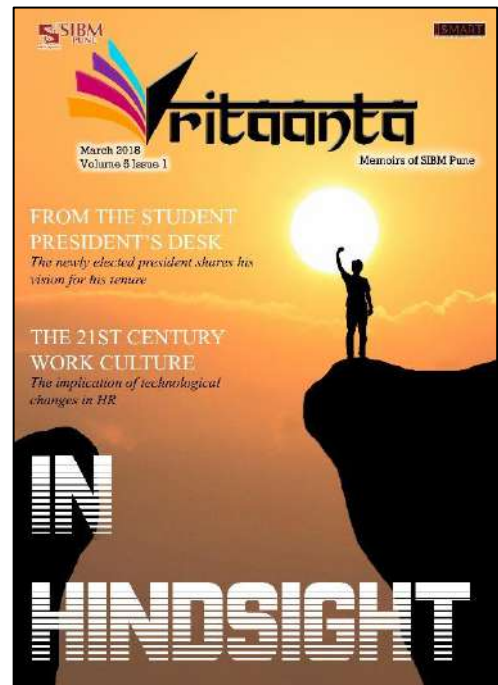
Volume 5, Issue 1 | March 2018

This March issue of Vritaanta was designed keeping in mind the new batch that will be joining us in the next academic year, to give them a glimpse into the life at SIBM Pune. The new feature of this edition was that the entire layout of the magazine was revamped reflect a simpler look.

The theme of the March edition, 'In Hindsight', highlighted the two-year experiences of students as they shared their journey at SIBM Pune.

This issue also focused on the various achievements of our fellow batch mates, the competitions and events that occur during the year, and the opportunities that are available to the students. This issue also highlighted the potpourri of flagship events that were conducted on campus, such as Transcend, Senate, SPL X and PRoelio.

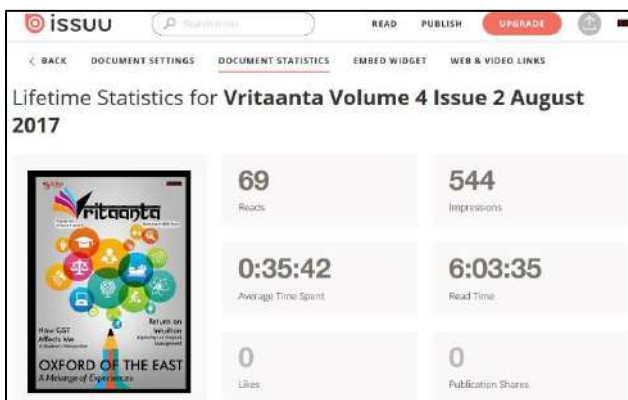
The Pedagogy section features an article on the 21st century work culture and the implication of technological changes in HR. The newly elected Student President shared his vision for his tenure with the upcoming batch.



DIGITAL ISSUES ON YUMPU.COM AND ISSUU.COM

There has been a significant improvement in the number of page views for the latest issues of Vritaanta. To ensure higher reach and visibility, the digital versions are uploaded to popular magazine and content sharing sites *yumpu.com* and *issuu.com*. These links are shared through SIBM Pune's social media handles and are featured on *www.sibm.edu*. On yumpu, Vritaanta had **4,578** views for the issues released during the academic year 2017-18. On issuu, Vritaanta had **254** reads and **868** impressions for the three issues.

Vritaanta is gaining traction as an effective method for aspirants and recruiters alike to catch up on the latest news, achievements, events and updates from SIBM Pune.



VRITAANTA MARCH 2018
prteam.sibmpune Pages: 32 Views: 21 SIBM, Pune, Vritaanta, Edition

FROM THE STUDENT PERSPECTIVE: The most critical perspective comes from within the business.

THE 21ST CENTURY WORK CULTURE: The implications of technological advances on HR.

IN HINDSIGHT

TEJAS KUMAR
HEAD OF HR

Co-ordinator's Desk

issue.

A Message to the Mane

NAVKRITI: A WINDOW INTO THE WORLD OF INNOVATION AND ENTREPRENEURSHIP

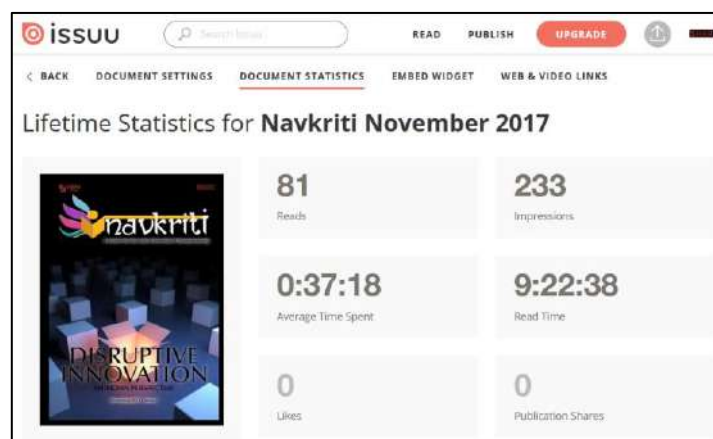
The second issue of Navkriti, a publication that offers a window into the world of Innovation and Entrepreneurship, was published in November 2017. This issue of Navkriti was centred around the theme of ‘Disruptive Innovation-An Indian Perspective’. The theme focused on how essential it is for businesses in India to focus on developing disruptive innovation.

The Winter Internship feature focused on how the students had an opportunity to intern with NGOs across India, to study the different business models and observe the different aspects of efficient functioning.

The article, ‘When in Bhutan’ provided insights on how SIBM provided an opportunity for the first-year students to gain an international experience, to understand the entrepreneurial activities and business opportunities in Bhutan, through active experiences. This edition also featured an interview with Mr. Vineet Rajan, an alumnus of SIBM Pune and the founder of ScoutMyTrip.com.

This November issue of Navkriti looked at how SIBM Pune has made sure that its students are best equipped to set out on their own entrepreneurial journeys through mentoring and opportunities to test their ideas. Multiple events like SYM Accelerate, Live Projects, and an association with iKen helped make this vision a reality.

Navkriti has a print as well as a digital version on *yumpu.com* and *issuu.com*. The 2017 issue of Navkriti had **1066** views on yumpu and had **81** reads with **233** impressions on issuu.

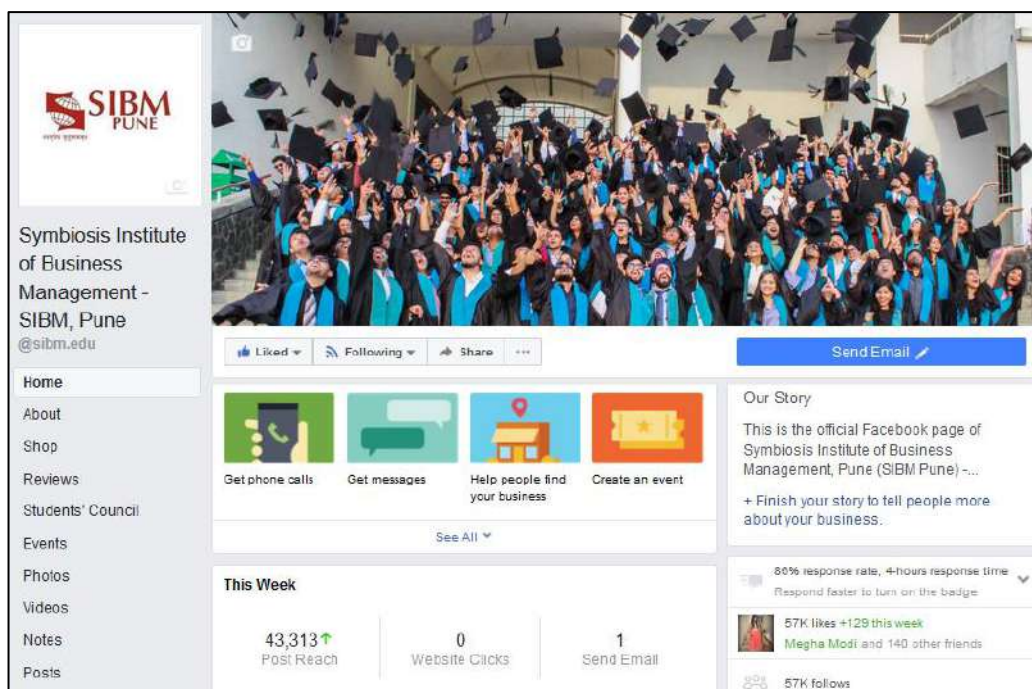


SIBM PUNE'S ONLINE PRESENCE

iSMaRT handles the official social media handles of SIBM Pune. SIBM Pune has an online presence on the following portals – Facebook, Twitter, Instagram, LinkedIn, YouTube and the SIBM Pune Student Blog. These pages are imperative in managing public relations for SIBM Pune and have seen an **exponential rise in reach and followers over the past year**. iSMaRT works closely with SIBM Pune’s administrators, student council teams, special interest groups on campus and the various clubs. We ensure that all the activities and events hosted on campus, student and alumni achievements and other activities are shared promptly on these online platforms and receive the right exposure. The academic year 2017-18 has seen extensive coverage of all the corporate and college events held on and off the campus. We also publish student and director blog posts, guest lectures information, interviews, etc.

FACEBOOK

This SIBM Pune official Facebook page, which was launched in the academic year 2014-15, is its primary social media handle. Throughout the year, iSMaRT has ensured that all the events and activities are updated on the page promptly by the way of pictures and a small description. In addition, director’s and students’ blog posts, student and alumni achievements and news of the institute are shared on the page on a regular basis. Through this Facebook page, iSMaRT, on behalf of the institute, answers queries asked through messages. As a result of the team’s constant PR efforts, the official SIBM Pune Facebook page has **57,459 likes** as of March 2018. We plan to continue working on increasing the reach and followers of this page in the next academic year.



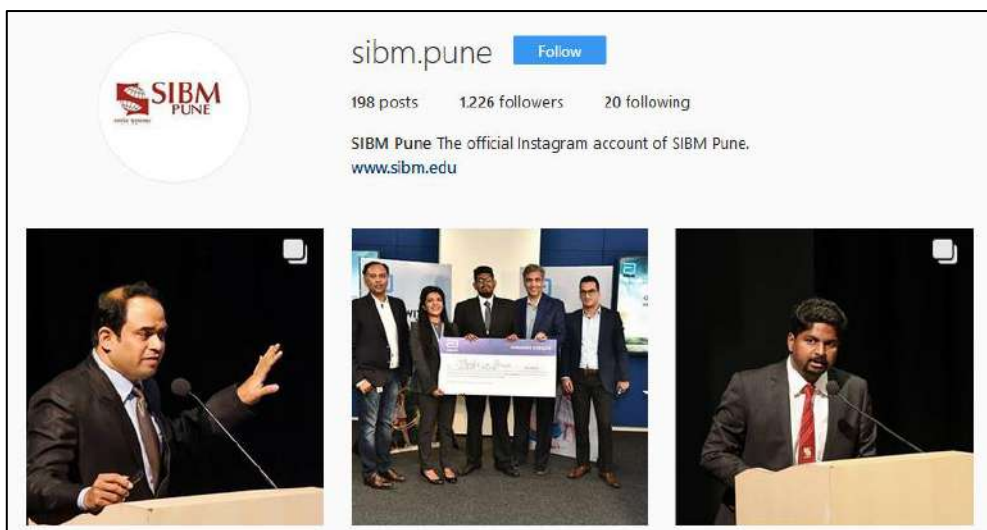
TWITTER

The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of **37035 followers** as on **March 2018**. Our followers include a large number of alumni and corporates. Through the live coverage of every college and corporate event on campus, iSMaRT ensures huge engagement on this platform.



INSTAGRAM

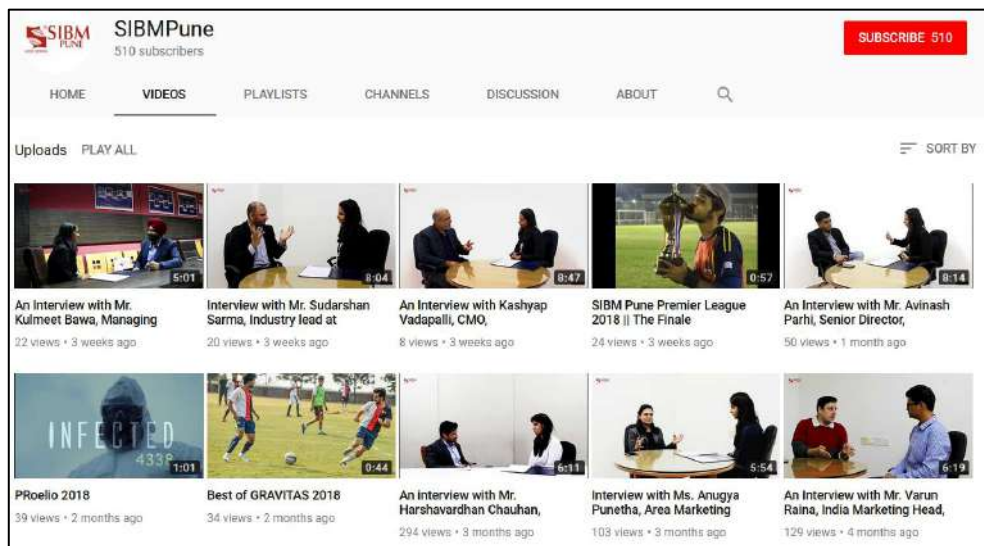
iSMaRT launched the official Instagram handle of SIBM Pune in July 2016. Throughout the year there have been prompt event updates on the platform. In the past year, we have doubled the number of followers from last year, from **667** to **1226 followers** in March 2018. The team plans to increase the same in the coming year.



YOUTUBE

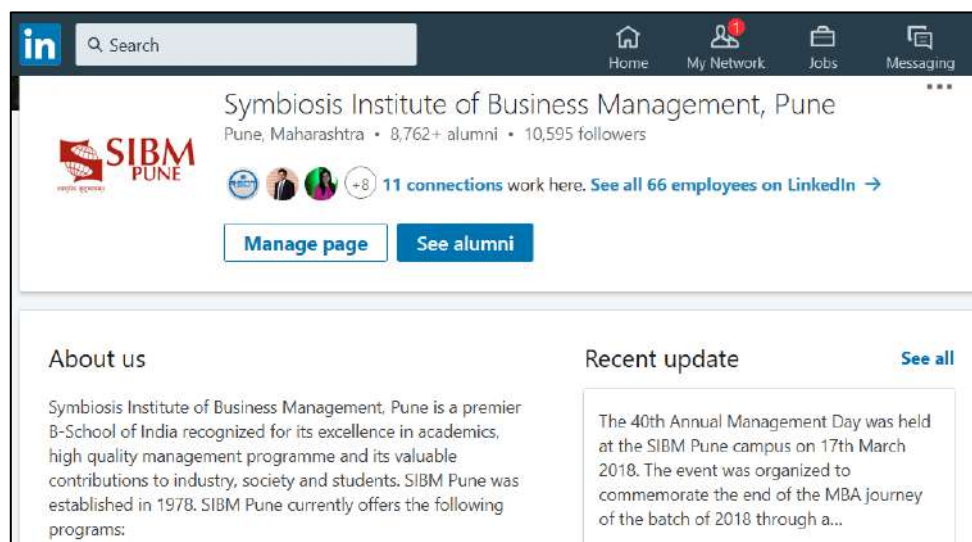
The official YouTube channel of SIBM Pune has been growing exponentially in terms of subscribers and view count. Some of the key videos shared on the channel are:

- Alumni Interviews
- Corporate Interviews
- Promotional video for other events
- Event after-movies



LINKEDIN

SIBM Pune's LinkedIn account has **10,595** followers and has helped connect with **8,762+** alumni. The team regularly shares institute and student achievements on this platform. The reach also extends to all the people connected to the network of the institute.

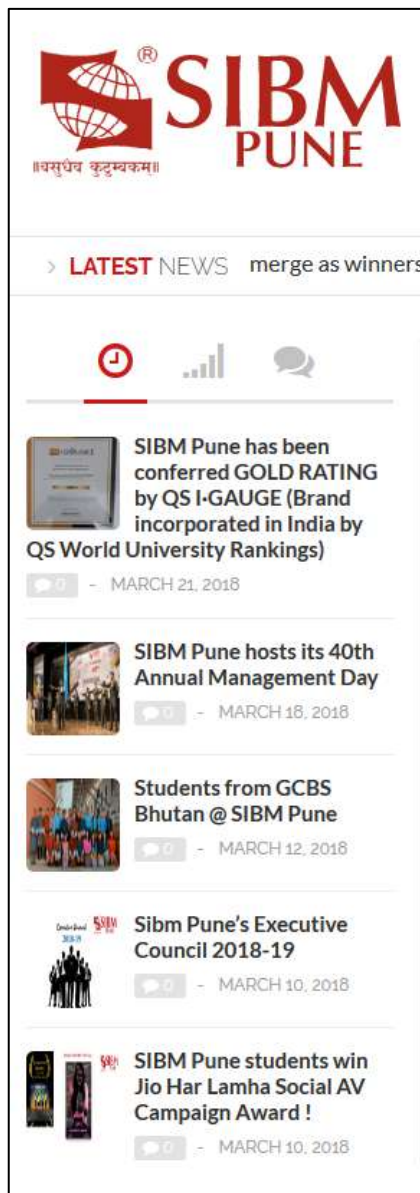


SIBM PUNE STUDENTS' & ALUMNI BLOG

The students' blog is a space exclusively reserved for content from the students. Students have the opportunity to write about their achievements, experiences, thoughts and opinions, academic or otherwise on the blog. Artwork, photography or poetry is also welcomed.

iSMaRT generates content for the Director's Blog, related to the various events conducted at SIBM Pune and the achievements by the students. The team ensures that the blog is updated with all the current happenings at SIBM Pune.

This year, iSMaRT launched the official Alumni blog of SIBM Pune. It's a platform where our alumni will share their special moments and life lessons learnt at SIBM Pune. Through the blog, the Alumni fraternity can pass on their pearls of wisdom to the current students.



PROELIO '18 EVENT LAUNCH: THE BUS AT 3 AM

As part of the official launch of the flagship event of iSMaRT, PROelio 2018 – a campus-wide mystery hunt was organised on the 19th of December 2017. Registrations were open only for the SIBM Pune students and **46 teams consisting 3 members each registered** for the event. The mystery hunt received an overwhelming response and participation.

The event involved the participants to solve a mystery and identify the perpetrator. At the start of the event, each team were given a location clue and a culprit clue. After reaching the final location, the teams had to use the culprit clues to identify the perpetrator. The teams had to enter their choice online via a google form, with the first team to correctly guess the perpetrator, winning a cash prize of Rs. 5000.

With the completion of the event, the promotional video of PROelio 2018 was played, the PROelio 2018 banner was unveiled, the event was officially launched, and registrations were opened on Dare2Compete.



PROELIO 2018

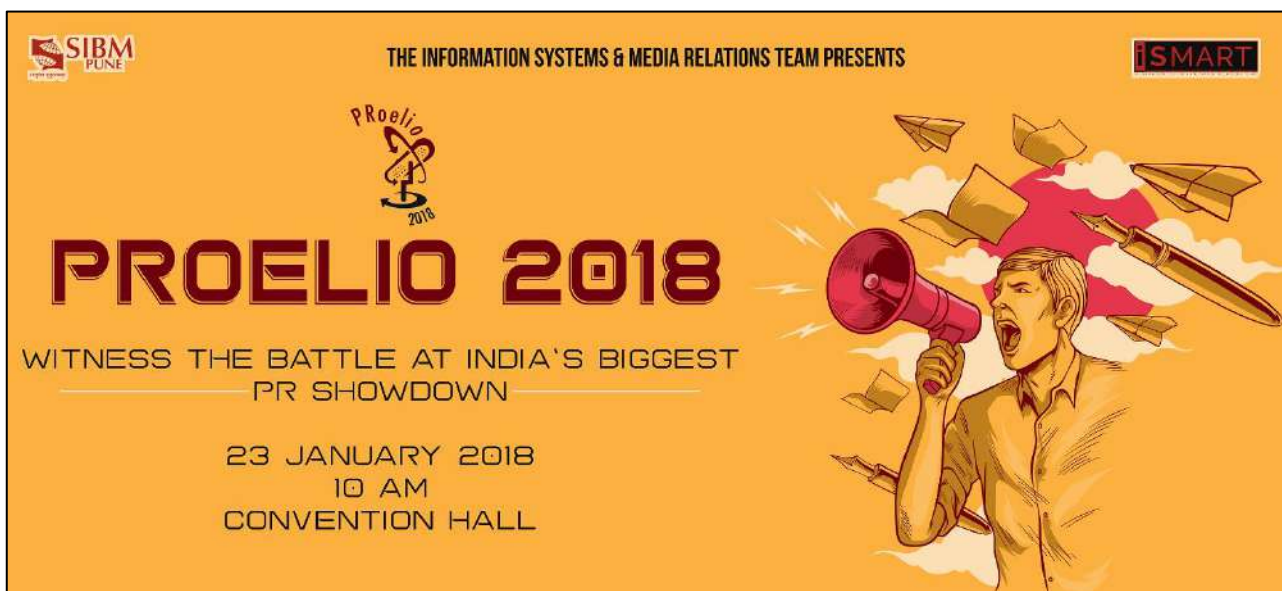
PROelio, the flagship event of iSMaRT, is a unique national-level case study competition which involves participants to solve a PR disaster and come up with unique strategies to salvage the value, reputation and trustworthiness of the client it represents. In the 2018 edition, the competition saw nationwide participation from several B-Schools including IIM Raipur, IIM Indore, IIFT Delhi, IMT Ghaziabad, NMIMS Mumbai, MICA and the home campus team from SIBM Pune.

After a grilling elimination round from the **115 teams** which participated, only **6 teams were shortlisted for the grand finale** held at the SIBM Pune's Lavale campus on 23th January, 2018. The final round tested the team's ability to defend their client in a public setting, answer the questions convincingly, take in new information and act accordingly without showing external signs of flustering and their communication skills and the manner in which they face the live press round.

The judges included **Ms. Sangeeta Chacko**, Head of Corporate Communications at **Percept Limited**, **Ms. Aditi Kapoor**, Marketing Head at **ENIL (Radio Mirchi)** and **Ms. Ira Singh**, Radio Jockey at **Radio Mirchi, 98.3 FM**.

The focus of PROelio has always been on live challenges and interactive presentations as it attempts to simulate the live press experience a professional PR agency faces. PROelio 2018 winners received prizes worth Rs. 70,000/-.

Team '**Expecto Patronum**' with members Rohit Tandekar, Swapnil Wardhane, and Tejas Kumar from **SIBM Pune** emerged as the winners and Team '**Global Gyan**' from **IMT Ghaziabad** with members, Shubham Jindal, Neerja Hamirwasia, and Mayank Jain were declared as the runners-up. Kaushal Munshi from SIBM Pune was awarded the title of '**Journalist of the Year**'.



The event was sponsored by Radio Mirchi, Safe Express and Internshala. Radio Mirchi was the Entertainment Partner and as part of the collaboration, a segment of the morning show on Radio Mirchi was allotted to iSMaRT and SIBM by RJ Ira. Internshala was the Internship & Training Partner, and it provided free access to Internshala’s online training courses. SafeExpress was the Logistics Partner for the event.

As part of external promotions, PRoelio had social media posts from RJ Ira and Ms’ Sangeeta Chacko. A Facebook Live video was released on RJ Ira’s FB page to her listeners and viewers, wherein she interacted with the finalists and the students of SIBM Pune.



EVENT COVERAGES AND INTERVIEWS

One of the key activities of the PR team is to provide exclusive coverage to SIBM Pune events that happen on and off campus, this includes **event photography, live tweeting, event reporting, social media postings and interviewing the guests**. The interviews conducted are posted on the official SIBM Pune YouTube channel and these serve as an insightful source of information for students, aspirants and knowledge seekers. We also help bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles.

Following is the **non-exhaustive list** of events that were covered by iSMaRT in 2017-18:

- Abbott Business Challenge Launch
- Godrej Loud 2017
- HUL L.I.M.E 9 Campus Round 2017
- Mahindra War Room launch and Campus Round, 2017
- Marico Over the Wall Launch and Campus Round 2017
- Nestle 4Ps Challenger Campus Round 2017
- Nestle Ingenium Campus Round 2017
- Reliance Industries 'The Ultimate Pitch' Launch Event
- Tata Steel-a-Thon Campus Round 2017
- Vodafone Voyage Campus Round 2017
- 'Think Raipur' launch event, conducted by Mr. Shaunak Mukherjee, Co-founder, AFP
- Guest Lecture by Mr. Amit Malik, Chief People Officer, Aviva Life Insurance
- Guest Lecture by Dr. Parag Waknis, University of Massachusetts Dartmouth
- Guest Lecture by Mr. Abhay Srivastava, Cipla Limited
- Guest Lecture by Mr. Amit Narain, Head of HR, Nestle India
- Guest Lecture by Mr. Anubhav Jain, Wipro Digital
- Guest Lecture by Mr. Harshavardhan Singh Chauhan, DLF Shopping Mall
- Guest Lecture by Mr. Jatin Panchal, Godrej Consumer Products Limited
- Guest Lecture by Mr. Prabir Jha, Cipla Ltd
- Guest Lecture by Mr. Rajesh Hurkat, Head HR, Mattel India
- Guest Lecture by Mr. Salil Dalal, President, Sales and Marketing, Fevicol Division, Pidilite Industries
- Guest Lecture by Mr. Vijay Sharma, GlaxoSmithKline
- Guest Lecture by Ms. Angela Kurien, IBM
- Guest lecture by Ms. Surabhi Singhal & Ms. Megha Saini, Boston Scientific India
- Guest Lecture by Prof. Martin Jones, Nottingham Trent University, UK

- Guest Lecture by Shri. Govindbhai Dholakia, Founder & Chairman, SRK Exports
- Guest Lecture Dr. Govind Iyer, University of North Texas, USA
- Guest Lecture by Nomura Executives
- Alum Speak Session by Mr. Varun Raina, AirBnB
- Alum Speak Session by Mr. Vikram Karayi, Partner, Linkage India
- Alum Speak session by Mr. Apurv Choubey, Serum Institute
- Alum Speak session by Mr. Vijay Thomas, Customer Experience Manager, Harley Davidson India
- Imperio Session by Dr. Gunjan Bhardwaj, Innoplexus AG
- Imperio Session by Mr. Deepak Acharya, Proctor & Gamble, Singapore
- Imperio Session by Mr. Sauvik Banerjee, Tata Industries
- Imperio Session by Mr. Sundar Ramaswamy, Partner, KPMG
- Aarambh 2017
- Admissions 2018
- Arcturus 2017
- Box Cricket & Rink Football 2017
- Budget Symposium 2018
- Consulting Fair 3.0
- Cummins Redefine 2017
- Dwandva 2017
- Economic Conclave 2017
- Encore South 2018 (Bangalore)
- Encore West 2017 (Mumbai)
- Entrepreneurship Summit 2017
- Gravitas 2018
- Gravitas Launch Quiz, 2017
- Hoopster 2017
- iConclave 2018
- Legacy 2017
- Management Day 2018
- Prerna 7.0
- Rendezvous 2017
- Rhapsody 2017
- Ridges and Furrows 2017
- Senate 2018
- Shuruaat Bus Initiative
- SPL X 2018
- Transcend 2018

Following are **few of the many** eminent SIBM Pune guests interviewed by iSMaRT in 2017-18:

- Mr Apurv Choubey, Global CHRO, Serum Institute Private Ltd
- Mr. Aniruddha Khekale, Group Human Resource Director, Emerson Automation Solutions
- Mr. Arvind Varchaswi, Managing Director, Sriveda Sattva
- Mr. Ashish Pherwani, Partner - Advisory Services, Ernst & Young
- Mr. Avinash Parhi, Senior Director, Shopclues
- Mr. Binu John, Group HR – Talent Transformation, Wipro Ltd (Consumer Care and Lighting)
- Mr. Deepak Rathi - CFO at FUTURE GROUP, FLFL Lifestyle Brands Limited
- Mr. Harpal Parmar, Partner, Wipro
- Mr. Harshavardhan Singh Chauhan, DLF Shopping Mall
- Mr. Kashyap Vadapalli, CMO, Pepperfry.com
- Mr. Koushik Balasbramanian, Protiviti India
- Mr. Mrinal Mohan, Director, Culture & Capability at IDFC Bank
- Mr. Nishant Prabhu, Regional Sales and Customer Manager at Hindustan Unilever Limited
- Mr. Prabir Jha, Cipla Ltd
- Mr. Sanjay Sharda, Head – Rural Distribution, Rural Banking, IndusInd
- Mr. Sauvik Banerjee, Tata Industries
- Mr. Shaunak Mukherjee, Co - Founder at AFP - A Fresh Perspective
- Mr. Sriram Iyer, Vice President - Sales at Wipro Ltd. (Consumer Care Division - FMCG)
- Mr. Sudarshan Sarma, Industry lead at Facebook
- Mr. Varun Raina, AirBnB
- Mr. Vikram Karayi, Partner, Linkage India
- Mr. Vivek Subramaniam, On-Premise Manager, Pernod Ricard
- Ms Anugya Punetha, Area Marketing Manager, Coca Cola India
- Ms. Angela Kurien, IBM
- Ms. Priti Narain is the Country Head-HR, AkzoNobel

PRINT MEDIA & ONLINE NEWS PLATFORMS

We believe that it shows greater authenticity when SIBM events are covered by a credible news organization. We have maintained relationships with online news and education portals such as **InsidellM**, **HTCampus**, **CareerAnna**, **MBASchool** and **YourStory**. Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals. These featured articles help us to expand our online presence and to connect with our huge audience base in India and abroad. Furthermore, an online search for SIBM Pune would throw up many related articles which add immense value to the brand image of the Institute and are hosted on completely neutral third-party websites. This adds further credibility to the claims made by the institute. We are also in the process of engaging the print medium for coverage of events and news.

 InsidellM.com htcampus YOUR
STORY | INSPIRE
INNOVATE
IGNITE mba
SKOL
.com shiksha

We have also made our presence felt in college reviewer sites such as Shiksha. iSMaRT members are currently campus representatives on these sites and answer queries regarding the college, questions from MBA candidates and help generate buzz for SIBM related news and events through this platform.

INFODROME & PAT PORTAL

The team is also dedicated to the IT initiative and facilitating knowledge sharing. 'InfoDROME', designed and maintained by iSMaRT. It is an intranet portal that equips the students with a platform which facilitates easy functioning of their day to day activities. It aims at collaboration at all levels between the staff, faculty and students to ensure smooth functioning of the entire academic process. Some of its current features include links to the attendance portal and the PAT portal. An entertainment section with fun games, data vaults with quick links to research sites, student query portal, and a daily notifications page are some of the many features available. To make InfoDROME more secure and reliable, a transition process is in the pipeline. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience.

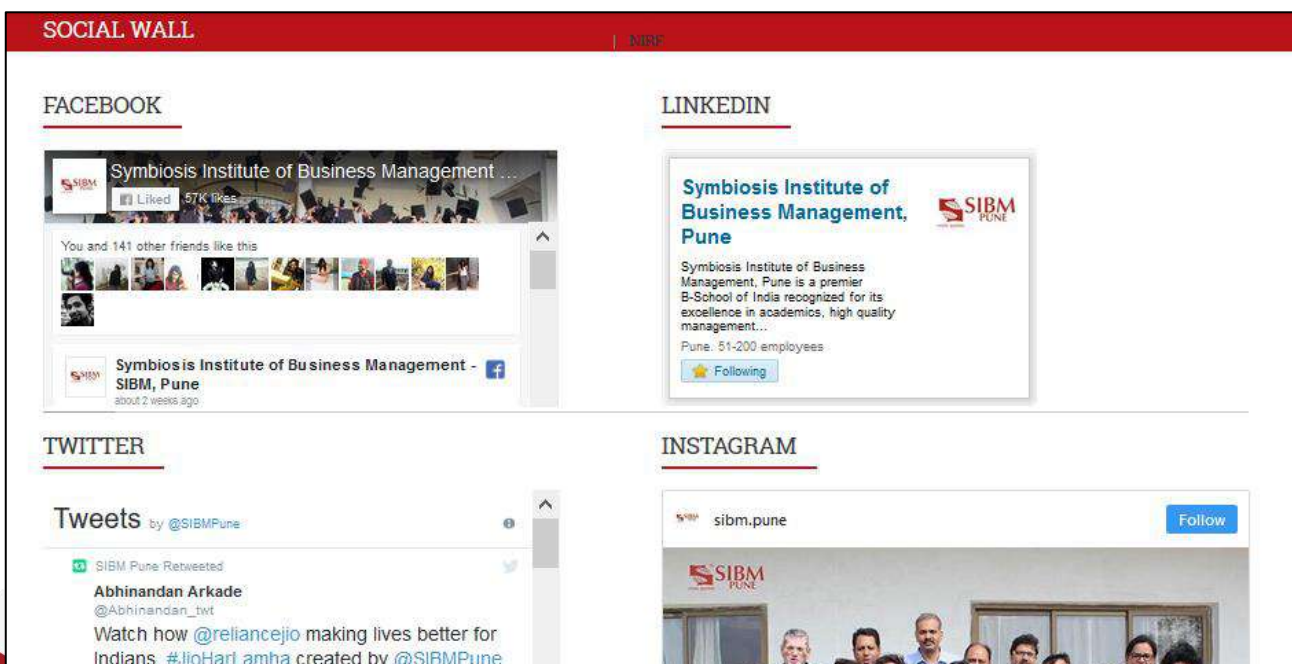
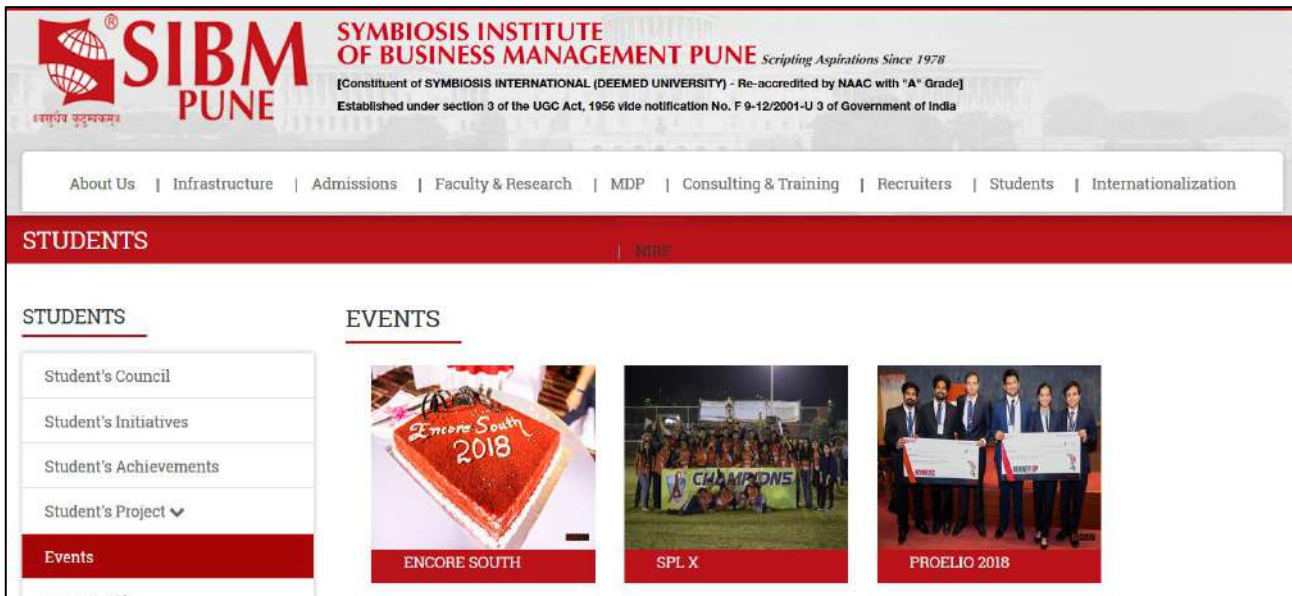
iSMaRT assists the Placement Advisory Team in the smooth functioning of **SIRP and CRP process** by managing the **PAT Portal**. It is an interface designed by the erstwhile IT team of 2013 in collaboration with the Placement Advisory Team to provide an easy to use online user experience to the students for various placement processes such as CV submissions, checking schedules, etc.



The screenshot shows the login interface for the PAT Portal. At the top, there is a black header bar with the SIBM PUNE logo on the left, the text 'PAT' in red in the center, and the iSMART logo on the right. Below the header, the main content area is light blue. It features a 'UserID' label next to a text input field, a 'Password' label next to another text input field, and a dark grey 'Login' button positioned below the password field.

SIBM PUNE WEBSITE

Working closely with the IT department, one of iSMaRT's responsibilities is to update and maintain the SIBM Pune website. Sections such as featured events, Students tab, Events and achievements page etc. are regularly updated by iSMaRT. The website is also tailored to integrate a variety of social media handles which are managed by iSMaRT. It also includes research and scholarly articles from distinguished faculties at SIBM Pune and essential information is highlighted to students/ aspirants through Notices or Event notifications.



SPL X SUPER SELECTOR

Like each year iSMART organized the SPL Super Selector in parallel with the SIBM Pune Premier League in February 2018. iSMART had developed an online platform to enhance the experience of Symbiosis Premier League. This event gives students a chance to create a dream team of players in SPL and earn points based on their performance in live matches. This is done via the online SPL portal which opens after the day's matches are over and is locked before matches start, giving participants time to analyse the day's scores and create a dream team for the next day. Developed along the lines of ESPN Super Selector, the SPL X Super Selector has seen wide participation and generated a lot of excitement among the students.



COLLABORATIONS AND INITIATIVES

In the year 2017-18, iSMaRT has taken various initiatives and collaborated with other council teams, to ensure adequate PR and exposure is provided for SIBM Pune. Following are the details of some of the collaborations and initiatives.

HR CONCLAVE 2017: HR Conclave 2017 was the first amongst its kind in recent times. iSMaRT ensured complete coverage of the event with live Facebook, Twitter and LinkedIn posts on SIBM pages. Interview snippets of the guests were recorded for the after movie and 20+ interview questions were prepared for CNBC channel. In addition, we also handled the social media pages of HR Conclave and assisted the HRC team with logistics.

GODREJ LOUD 2017: iSMaRT collaborated with the Corporate Interface Team to create the official SIBM video and a music video for Godrej LOUD.

PHOTO FRAMES: iSMaRT ensured that corporates and alumni are given a framed photo as a memento of their visit to SIBM Pune. During the Convocation Ceremony 2017, around 200 frames were given to graduating students to mark the special occasion.

ACHIEVERS DATABASE

Each year iSMaRT collects, collates and verifies achievement data of students for that particular academic year. This data is related to academic, sports and other extracurricular achievements earned during the academic year. This is an important administrative task under the purview of the team.

This data is collected via online forms throughout the year. It is used by the administration, faculty and the director for multiple uses. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, these awards include best student achiever, researcher of the year, sportsman and sportswoman of the year etc. The data is also used by the administration to participate in various National B-School Surveys.

This year we received **more than 340 achiever entries** from both the MBA and MBA I&E batches. Here are a few snapshots from the 40th Management Day.



CLOSING NOTE

We take this opportunity to thank Dr. R. Raman – Director SIBM Pune, Dr. V.V. Ravi Kumar-Dy. Director SIBM Pune, Mr. Sandeep Bhattacharya- iSMaRT Faculty in Charge, Mr. Anand Singh – Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their unwavering and unconditional support towards the Information Systems and Media Relations Team.

We would also like to thank the entire student body of SIBM Pune for their overwhelming support for and active engagement in the activities and events conducted by iSMaRT. We express our deepest gratitude to every individual who has contributed to iSMaRT's work and mission of taking SIBM Pune to new heights.

“Coming together is a Beginning.

Keeping together is Progress.

Working together is Success”

-Henry Ford