



# ASPIRANT RELATIONS TEAM

## ANNUAL REPORT

2018-2019



## Introduction

The Aspirant Relations Team (ART) is the team in-charge of the Admission Process at SIBM Pune and also acts as an interface between SIBM Pune aspirants and the current students. In addition to this, it also deals with enhancing the brand image of SIBM Pune through a series of activities such as Advent, iAspire, A Day at SIBM, Coffee with SIBM and Admissions 2019.

This document gives a detailed report of all the activities that were carried out under the purview of the Aspirant Relations Team in the year 2018-2019.

Senior Team:	Junior Team:	Interim Team :
Abhinav Arvind	Abrar Parkar	Akash Ahuja
Aroosh Mehani	Ahana Batabyal	Alex Reginald Natal
Bhaskar Jha	Akash Ahuja	Amit Awasthi
Dipanwasha Baidya	Darshan Mehta	Krutarth Amin
Shreyasi Paul	Manikantan Shiva	Purva Godbole
Sandeep Anil	Mukta Tiwari	Riddhima Pathak
	Sakshi Garg	Vaibhavi Thakur
	Unmil Mody	

## Events

The events that were conducted by the Aspirant Relations Team during the academic year 2017 -2018 are as follows:

- Onboarding 2018
- City Meets
- Advent 2018
- iAspire 2018
- A Day at SIBM
- Coffee With SIBM 2018
- Admissions 2019

## OnBoard 2018

Onboard program on Facebook is an informal platform designed for the students who made it to SIBM Pune through SNAP and GE-PI-WAT process. This is the second stage of interaction, initiated, once the final merit list has been declared. The online forum is used to facilitate easier transition to the new students and to provide them information regarding life at SIBM Pune through various interactive activities.

**Link:** <https://www.facebook.com/groups/191946411570884/>

**Group Name:** OnBoard SIBM Pune 2018-20

Several competitions were hosted on the Facebook group so as to increase the interactions between the incoming batches. Certificates were given to the winners when they joined college.

## OnBoard SIBM : City Meets 2018

The Aspirant Relation Team meets the prospective junior batch at various cities before the juniors actually join college to help aspirants in their smooth transition by providing information about Life @SIBM Pune and other essential things.





## Advent 2018

“Advent 2018” was a Photography & Video making competition organized by the Aspirant Relations Team for the students of MBA First Year. The students were supposed to make a maximum 3 minute video on two different themes- Accio-Talento, showcasing the beautiful campus exhibiting their talent, and Invento-Momento, capturing the beautiful events and day to day routine in the life of the student of SIBM. Also they were supposed to post maximum five photographs which they must have collected over a month here depicting their fond memories so far at five different campus locations. The best entries are to be featured on the institute’s official website.

**Objective:** The objective of the event was to make students work in teams and showcase the brand of SIBM Pune. This event not only promotes team work but also helps in creating a bond among the batch mates.

### **Winners:**

#### **Video Making Competition**

- 1) Akshay Wankhede, MBA I, Marketing –Invento Momento
- 2) Maria James, MBA I, Marketing – Accio Talento
- 3) Kohssheen Zutshi, MBA I, Human Resource – Accio Talento

#### **Photography Competition**

- 1) Kuhu Mehrotra, MBA I, Marketing
- 2) Sanjit Sarkar, MBA I, Marketing

## iAspire 2018

### **About the event:**

iAspire is an initiative that provides a unique opportunity to aspirants across India by giving them a head start in the preparation. Using concept refreshers, daily quizzes and time based tests, iAspire let the aspirants test their mettle well before the MBA entrances to know their strengths and areas of improvements. After five successful seasons of interacting with aspirants, brainstorming, mentoring and giving them a sneak peek to life in MBA, this year the

Aspirant Relations Team planned a wholesome preparation module assisting aspirants with MBA preparations, a comprehensive testing environment and first-hand experience of life at a B-school.

iAspire 2018 began on 2nd August, 2018 with **iQuiz**, a daily quiz series acting as daily refreshers for concepts in Quantitative Ability, Verbal Ability, Reading Comprehension, Data Interpretation, Logical Reasoning, and the much dreaded General Knowledge, to help the students prepare for Symbiosis National Aptitude Test. To get the best out of the quizzes, information docket were shared under **iLearn** with tips and tricks about the aforementioned topics. 2 winners in each Quiz were awarded gift vouchers.

To help test the concepts learned, **iAptitude**, a speed based test was organised to help the aspirants solve questions with speed and accuracy at the same time. The online time based test was conducted in various slots. The test saw registration from 250 students.

The video for iAspire 2018 can be found here: [iAspire 2018 introduction video](#)

### Objectives of the Event:

- To simulate a B-School environment through quizzes, and to provide MBA Aspirants from across the nation with a glimpse of the B-school life.
- To provide MBA aspirants with a common platform to interact and be mentored by SIBM Pune students to clear all their doubts.
- To provide aspirants with a series of online speed based tests.

### Event Structure:

Component	Date
Promotional Activities	July 28 <sup>th</sup> , 2018
iLearn	August 4 <sup>th</sup> , 2018
iQuiz	August 5 <sup>th</sup> , 2018
B-Gyaan	August 13 <sup>th</sup> , 2018
iAptitude	24 <sup>th</sup> -25 <sup>th</sup> August, 2018
A Day at SIBM Promotions	1 <sup>st</sup> October, 2018

### Build up to the event:

The build up consisted of several promotional activities across Facebook, YouTube and Instagram. A coming soon posted was posted across platforms on July 28<sup>th</sup>, as a teaser for the event launch on 4<sup>th</sup> August, 2018. On July 30<sup>th</sup>, 2018, A teaser video was launched across platforms to garner more attention and engage aspirants. A full-fledged video to kick off iAspire was posted on 5<sup>th</sup> August, 2018.

### Online engagement for iAspire 2018:

The campaigns reached close to 30K aspirants in total, resulting in over 8000 impressions/reactions on Facebook and Instagram. The campaigns generated close to 2.5K new likes.

Pictures of sub-event posts on Facebook and Instagram:

**GK FACTS**

Fact1-What is India's rank in the world nominal GDP ranking as per the latest data by World Bank?  
 Ans-India has now become the world's sixth largest economy beating France, the latest data from the World Bank shows.

Fact2-IKEA has decided to launch itself in India.Whic city are they going to be situated in ?  
 Ans-IKEA has decided to launch its operations in Hyderabad , where it will setup the showroom and open on August 2018.

Fact3-Which company has the world's largest mobile manufacturing industrial unit, and where is it located?  
 Ans-Samsung has established world's largest mobile manufacturing Industrial unit in Noida, Uttar Pradesh.

Fact4-Which International start-up has recently released an ad including Kareena Kapoor Khan and Saif Ali Khan?  
 Ans-Airbnb has hired Kareena Kapoor Khan and Saif Ali Khan , in an ad to connect with Indian audience.

Fact5-Who has won the first gold medal in a track event at World Junior Athletics Championship for India ?  
 Ans-Hima Das

**iAspire**  
 learn.compete.evolve

**VEDIC MATHS**

Multiplication of two 3 digit numbers:  
 Take any two numbers like 308 and 306  
 Now subtract the number at units place  
 $308-8=300$   
 $306-6=300$   
 Now select any number and add the unit digit of another number  
 $308+6=314$   
 Now multiply,  $314 \times 300=94200$   
 Now multiply the unit digits of both numbers,  $8 \times 6=48$   
 Add digits of both numbers,  $8 \times 6=48$   
 Add,  $94200+48=94248$   
 The product of the numbers 308 and 306 is 94248

**iAspire**  
 learn.compete.evolve

**B-Gyaan**

•Dunkin' Donuts In South Korea started spraying coffee aroma into public buses every time their jingle played. Coffee sales increased by 29%.

•Americans buying a Volvo can get a free holiday to Sweden to test drive their new car. All costs, including airfare and shipment of the car, are covered by Volvo Overseas Delivery program.

**iAspire**  
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**iQuiz**

1. Identify the figures of speech in the following sentences:  
 As proud as a peacock.

a) Metaphor  
 b) Simile  
 c) Apostrophe  
 d) Epigram

2. Choose the correct antonym for the given word:  
 Eulogize.

a) Extol  
 b) Criticize  
 c) Emulate  
 d) Amulet

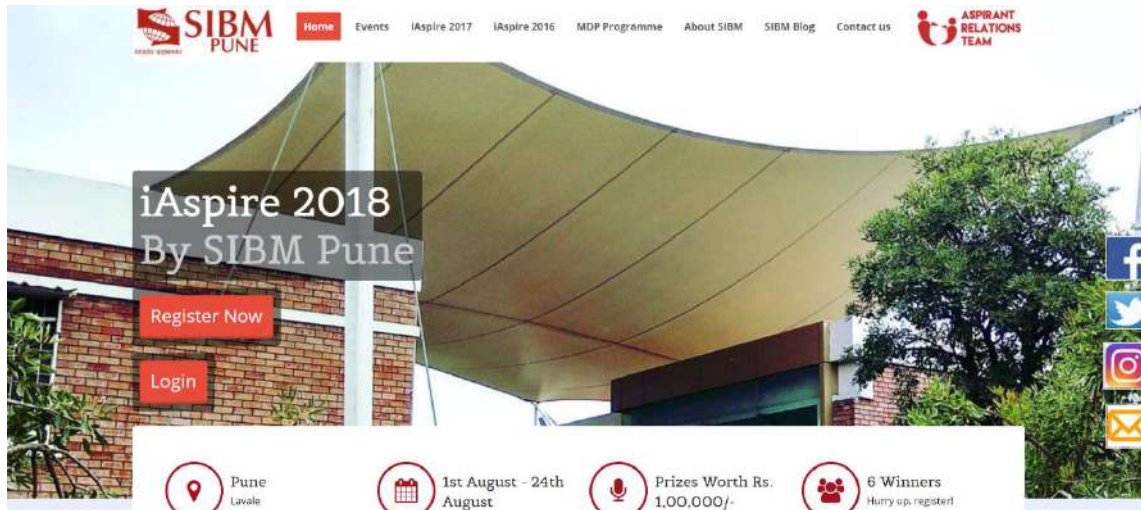
3. The miser gazed ..... at the pile of gold coins in front of him.

a) avidly  
 b) admiringly  
 c) thoughtfully  
 d) earnestly

**iAspire**  
 learn.compete.evolve

**The iAspire Website:**

The updated iAspire website went live in August 2018, and helped aspirants to know more about life at SIBM with a link to the SIBM Blog available on the webpage. Aspirants could register for iAspire 2018 speed trap – the speed test and appear for it on the same platform.



## Marketing Avenues

The modes of marketing that were used to promote iAspire were:

- Offline Promotions
  - The team split up and physically disseminated information to Aspirants in coaching classes and colleges in Pune and Mumbai and got them to register for iAspire.



- Director's Letter and Introductory Posters were dispatched to over 500 colleges and institutes all over India.

- Digital Media
  - Online events such as "iQuiz"— Daily quizzes were conducted where winners were given gift coupons.
  - Tricks to solve questions and facts were added to the Facebook page on a daily basis under "iLearn".

- iAspire 2018 videos pertaining to the events was boosted on Facebook and was shared on YouTube
- Facebook Advertising - Page Boost and Post Boost through Audience Targeting
- Promotion of iAspire on various Facebook Groups and Pages like CAT Preparation - iQuanta, CAT Preparation – Target 100, CAT Preparation – Elitesgrid, CAT Prep Online – Learn4exam, CAT MBA, MBA Network, Career Launcher, SNAP preparation, etc.
- Online MBA Forums - Careers 360, Inside IIM, MBA Universe and Pagalguy.
- Images and blogs were shared on Quora as well as InsideIIM.
- The iAspire 2018 Event, poster and video was updated on the newsfeed of the different websites.
- iAspire 2018 link and relevant posts were put up on individual forums of corporate, colleges, coaching institutes.

## **A Day at SIBM**

The Aspirant Relations Team introduced a new initiative and successfully the first edition of the same in 2018. The event, ‘A Day at SIBM’, helped the aspirants get a feel of the life at B-school even before appearing for the MBA entrance examinations! The event happened in both the online and offline space, and reaches out to aspirants across the country (and beyond) to help them in getting to know more about what life at SIBM Pune looks like, up, close and personal!

Aspirants across the country were invited to spend a day at SIBM Pune putting themselves in the shoes of MBA students, taking an interactive quiz, participating in a live case study competition, interacting with esteemed faculty members and solving their doubts with a Q&A session by SNAP 2017 toppers. The students also had the opportunity to interact with Dr. R Raman, Director, SIBM Pune, along with taking a campus tour.

Objective of A Day at SIBM:

- Give the aspirants a first hand experience of life at SIBM Pune.
- Simulate a day in the life of an MBA student, and make the aspirants go through the rigor to help them understand the requirements and tasks an MBA student would complete everyday
- Motivate the students to perform at their utmost best in Symbiosis National Aptitude Test(SNAP) and prepare themselves for the life ahead.

### **Online engagement for A Day at SIBM 2018:**

The online campaigns for A Day at SIBM reached over 17K aspirants, engaging with close to 10K aspirants. The online marketing campaign included promotions on Pagalguy, Inside IIM and Quora. In a short period of time, the event saw registrations from 100 people. Eventually, 40 aspirants attended the event.

The feedback for A Day at SIBM was stellar, 83% of the aspirants rated the experience 5/5, and 17.4% rated it 4/5. 95% of the students agreed that the experience simulated real life B-school experience for them, and 87% of them felt that their doubts were clarified during their



visit to SIBM Pune. The after video of the event can be accessed here: [A Day at SIBM Aftervideo](#)



## **Coffee With SIBM 2018**

### **About the event**

Coffee With SIBM is an initiative undertaken by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune which aims at reaching out to aspirants across the country in order to help them crack the SNAP test and get into the B-school of their choice. Aspirants from all over India prepare for MBA entrances with a lot of fervour and zeal, and the same is resonated by SIBM Pune and A.R.T. through this effort to conduct interactive seminars and interactions lasting over two hours across 13 venues in 12 cities. The event has been successfully conducted for 12 editions, the first one being in 2006.

Every year, SIBM Pune answers queries of over 6000 students through this platform where the aspirants interact with the current students of SIBM Pune in a candid and no-holds-barred session, understanding the life at SIBM Pune, and getting help in the right direction to ultimately become a student themselves! At Coffee with SIBM sessions, students are introduced to SIBM Pune, with stills of life at the college being displayed and explained. Taking the engagement to the next level, A.R.T. conducts live quizzes to instil a competitive spirit in the students, gearing them up for SNAP. After this, current students of SIBM Pune answer queries of the aspirants regarding anything and everything, helping them choose the right B-school and working hard to reach their goals.

### **Objectives of Coffee With SIBM**

The main objective of Coffee With SIBM is to act as the first point of interaction between the aspirants and the institute and make them familiar with SIBM, Pune. Additionally, Coffee With SIBM also aims to do the following:

1. Increase clarity of students about MBA and enable them to understand the objectives of doing an MBA.
2. Help aspirants in their preparation for SNAP via daily quizzes, study materials, Q&A sessions with current batch toppers as well as GK compendium.
3. Provide aspirants a platform to interact with other aspirants and create a learning experience for the.

Due to all the participation that we have seen through the years, Coffee With SIBM has become more successful with every passing year. This was the 13th year of Coffee with SIBM and the objective was to reach out to as many aspirants as possible and address all their queries. This year CWS was held in 12 cities and 13 venues.



## Online Engagement

Coffee with SIBM by means of its online presence on Facebook and Instagram helped aspirants prepare better with regular updates in important topics of GK, Verbal, Quant and Reasoning.

Sub Event : SNAP Daily, Vocab Beans, Maths Mocha, Verbal Expresso, GK Java, Logical Latte, Tip Whipped

**TIP WHIPPED**

Circles:

The length of the transverse tangent to two circles of radii,  $r_1$  and  $r_2$  is  $Y = \sqrt{(d^2 - (r_1 + r_2)^2)}$

If a circle of maximum radius is cut from a square, then the percentage area wasted is 21.5%.

If a square of maximum dimensions is cut from a circle, then the percentage area wasted is 36.3.

COFFEE WITH SIBM EDITION 13

**Logical Latte**

1. A watch is a minute slow at 1pm on Tuesday and 2 minutes fast at 1pm on Thursday. When did it show the correct time?  
 a. 1:00 a.m. on Wednesday  
 b. 5:00 a.m. on Wednesday  
 c. 1:00 p.m. on Wednesday  
 d. 5:00 p.m. on Wednesday

2. If 21st July 1999 was Wednesday, what would've been the day of the week on 21st July 1947?  
 a. Monday  
 b. Sunday  
 c. Thursday  
 d. Saturday

COFFEE WITH SIBM EDITION 13

**VOCAB BEANS**

1. Surreptitious  
 a. clandestine  
 b. sneaky  
 c. blatant  
 d. covert

2. Vilify  
 a. berate  
 b. lionize  
 c. condemn  
 d. decry

COFFEE WITH SIBM EDITION 13

**MATHS MOCHA**

1. If one root of the equation  $x^3 - 7x^2 - 3x + 21 = 0$  is  $\sqrt{5} - \sqrt{2}$ , then find the other two roots.  
 a. 7,  $-\sqrt{5} - \sqrt{2}$   
 b. 7,  $\sqrt{5} + \sqrt{2}$   
 c.  $-7$ ,  $-\sqrt{5} - \sqrt{2}$   
 d.  $-7$ ,  $\sqrt{5} + \sqrt{2}$

2. If a sum is lent at 20% p.a. compound interest, interest being compounded annually, for a year it would fetch an interest which is Rs. 850 less than it would fetch if it is lent at the same interest rate, interest being compounded half yearly. Find the sum (in Rs.).  
 a. 84000    b. 80000    c. 85000    d. 90000

COFFEE WITH SIBM EDITION 13

Following were the winners of the quizzes :

1. Akanksha Akki
2. Akshay Kadam
3. Sumit Gattani
4. Roumyodeep Dutta
5. Vibhuti Punjabi
6. Anushka Tharad
7. Love Gupta
8. Nitakshi Saxena

## Sub Event : FB Live Session

The FB Live sessions “Covering the Last Mile” held on 28th November 2018 and 4th December 2018 from 8pm till 9pm reached out to over a thousand aspirants.

The following students were part of the panel:

1. Akash Ahuja
2. Darshan Mehta
3. Manikantan Shiva
4. Mukta Tiwari
5. Sakshi Garg
6. Dhrumil Shah
7. Ashwarya Mantri
8. Anuj



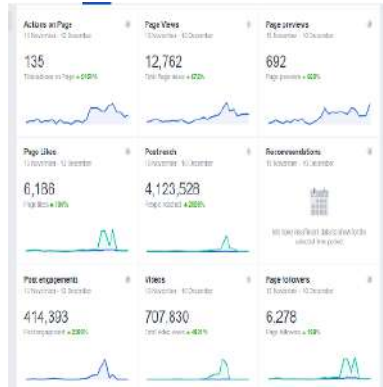
The objective of these sessions were to engage aspirants from the cities where Coffee With SIBM could not be physically conducted. This session helped the aspirants to interact with batch toppers and get their doubts and queries resolved.

## Digital presence

Google Ad-words were made in different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube.

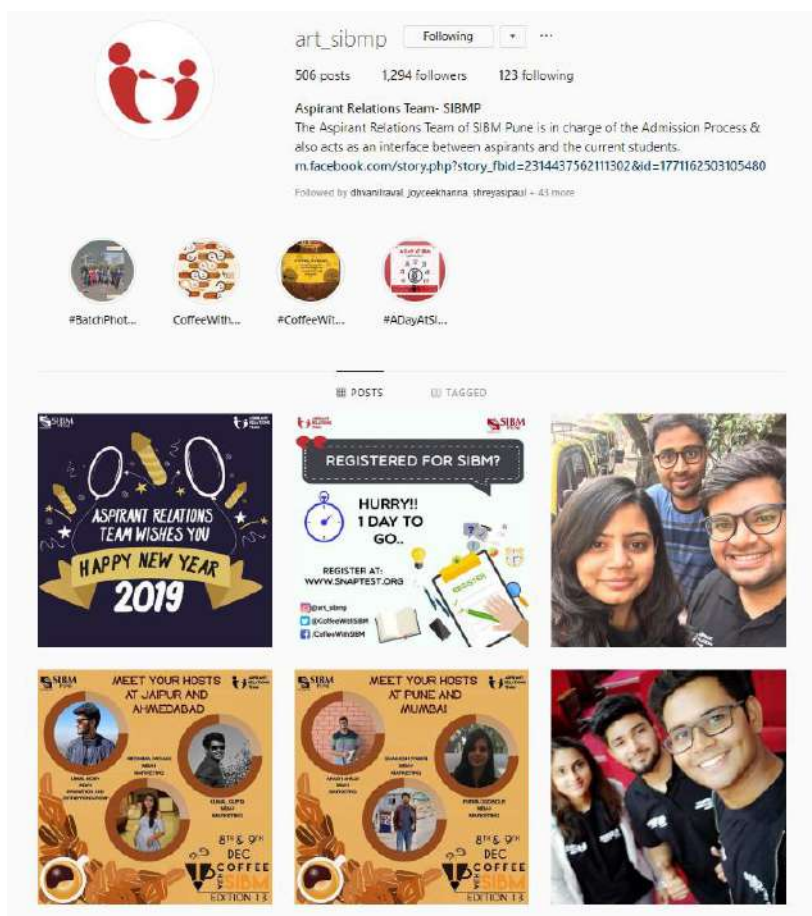
## Digital Reach

The Facebook page has a total of 90,304 likes and the page had an engagement of 4, 123, 528. Various promotional events were organized on the page to create the required buzz among candidates.



## Instagram

On Instagram account also all the posts from Facebook were published. We used the Instagram Stories feature as well to keep the aspirants updated of new posts.



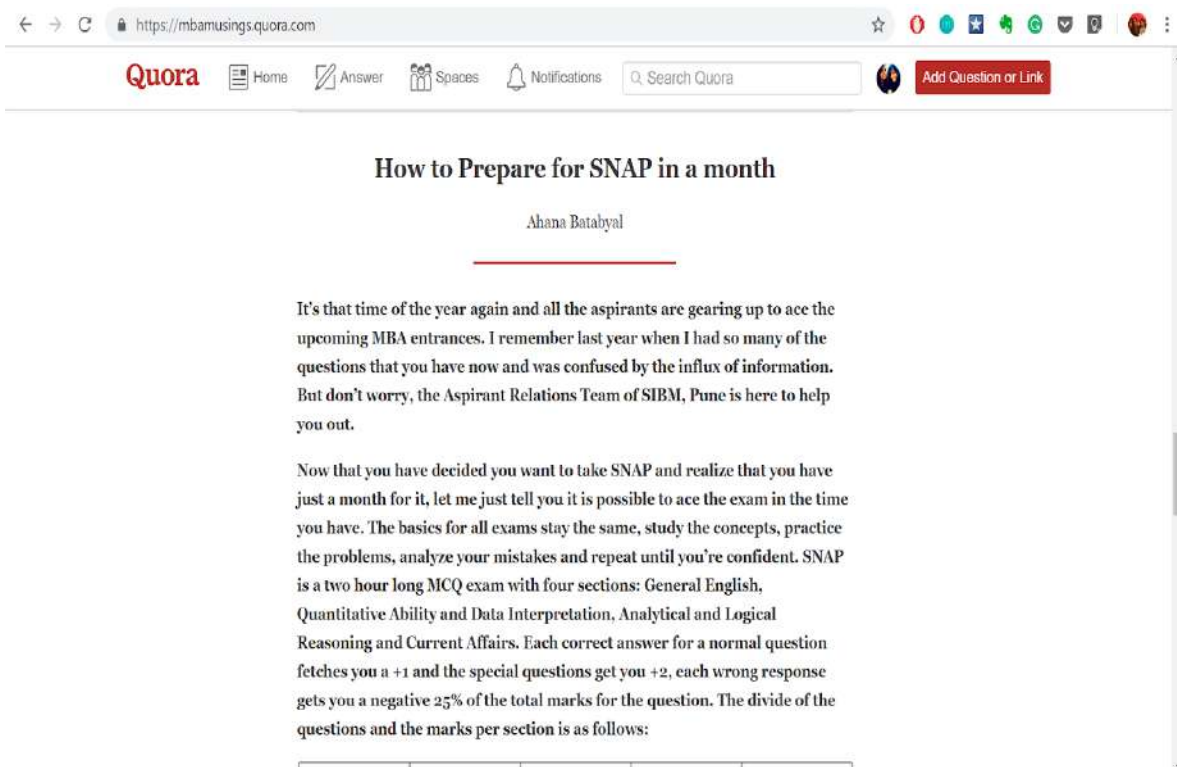
## Videos

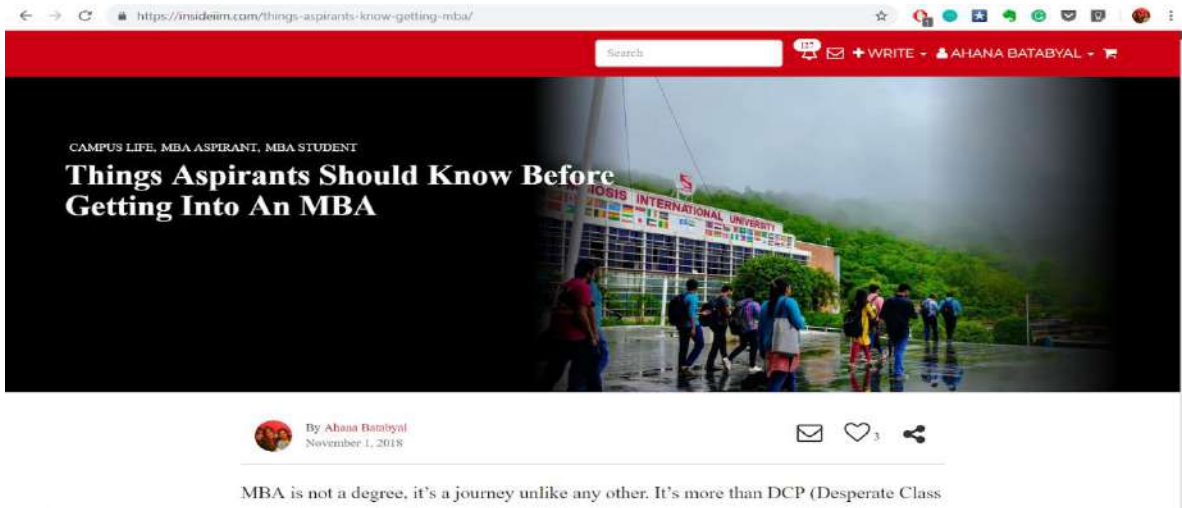
This year we continued with the video series Life @ SIBM and Oh SNAP which were broadcasted on YouTube. Oh SNAP was a guide to all the strategies that the SNAP toppers had adopted and Life @ SIBM was a video series aimed at showing the aspirants the various facets of the lives of students at SIBM Pune. The video series was seen by over 55, 000 people. The main video for coffee with SIBM aimed to showcase our campus while talking about Coffee with SIBM. The video was seen by over 662, 000 people.



## Online Forums

Several articles were published on platforms such as InsideIIM and Quora. We also started actively posting on Pagalgyu and Quora to resolve queries about SNAP 2018 and SIBM Pune.

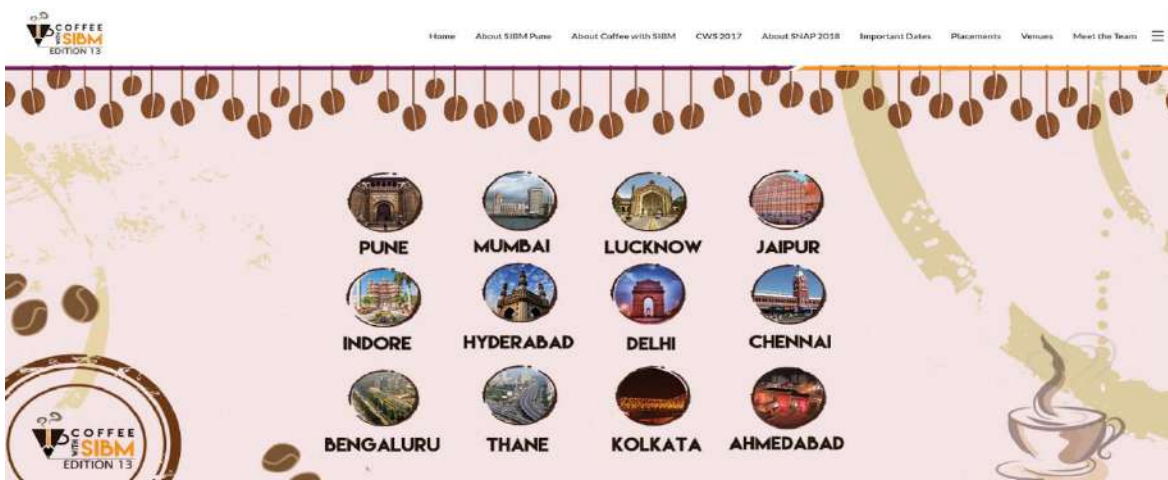




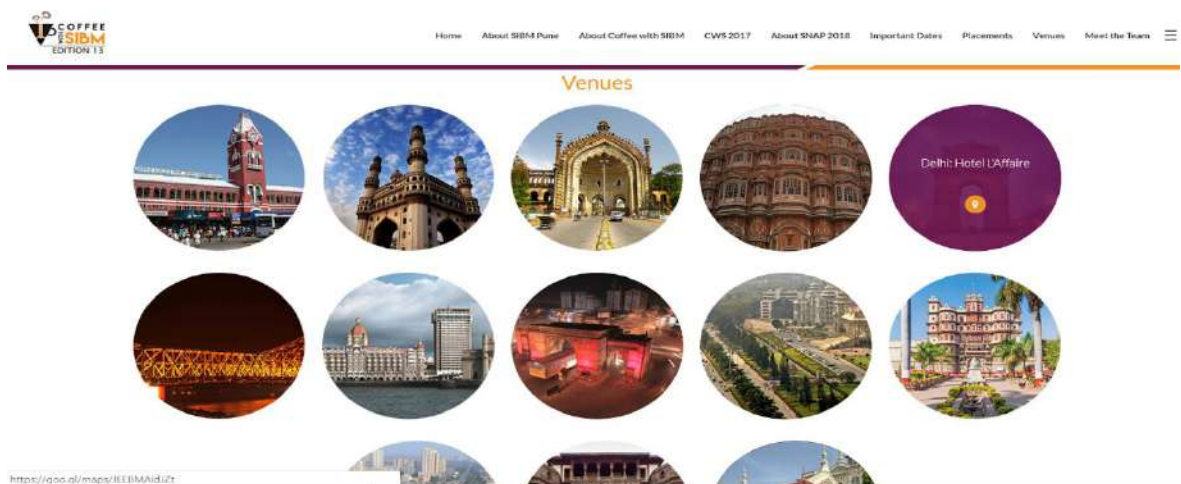
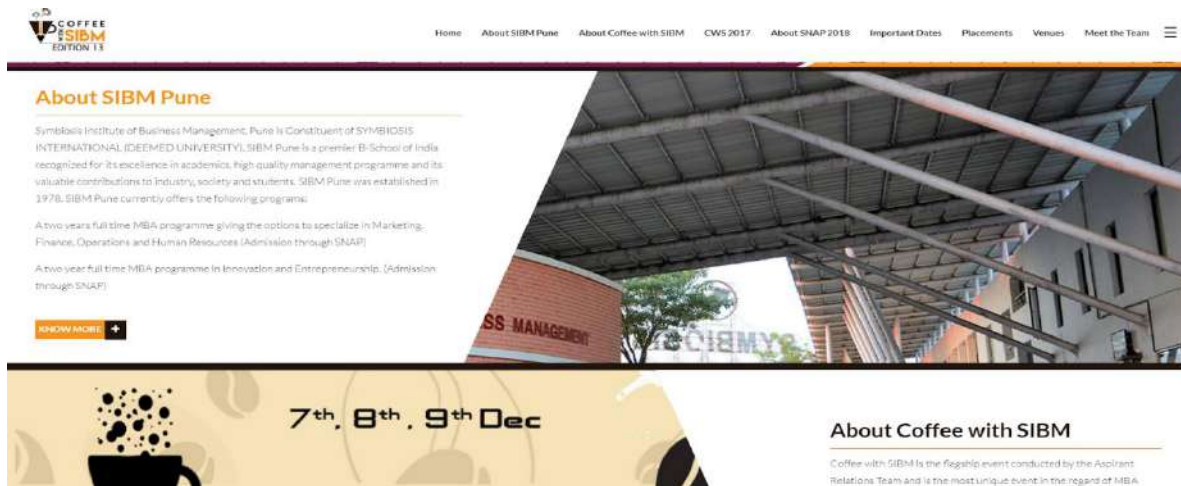
## Website

Coffee With SIBM website was revamped and launched on an independent public forum and hosted on SIBM Servers.

Link : <http://sibmpune.edu.in/cws>







The Website contained various sections such as :

1. About CWS
2. CWS 2017
3. SNAP 2018
4. Placements
5. Important Dates
6. Venues

A few photographs from the venues:



## **ADMISSIONS 2019**

The admissions process at SIBM Pune is undertaken by the Aspirant Relations Team under the guidance of Director Sir, Dr. R. Raman. For the Admissions process 2019, SIBM Pune decided to go online. The initiative ensured a smoother, transparent and eco-friendly process. Due to digitization, all the stakeholders involved in the process curbed the usage of paper, along with ensuring a fair process for every candidate involved. The process included printing of over 50000 pages till last year, which was not required this year onwards since the score entry for each process was done online. The admissions process was conducted for 8 days, during 7th -10th February 2019 and 14th – 17th February 2019. As the aspirants geared up for admissions, a video series “Journey to Admissions” ensured that aspirants get to know more about life at SIBM and its student driven culture.

### **SEAT DISTRIBUTION FOR MBA PROGRAMME**

<b>Total Number of Students Category</b>	<b>Seats(Percentage)</b>	<b>Number of Seats Seats(Number)</b>
<b>Open</b>	74.5%	135
<b>SC</b>	15%	27
<b>ST</b>	7.5%	13
<b>DA(Differently Abled)</b>	3%	5
<b>Total</b>	<b>100%</b>	<b>180</b>

The GE-PI-WAT Process addressed the requirements for selecting candidates under the categories mentioned above in the table. The admissions under the IS (International Students) category are held separately and do not come under the purview of the Aspirant Relations Team.

### **GE-PI-WAT PROCESS :**

1. Group Assessment
  - a. Group Exercise : Activity Based
  - b. Group Exercise : Case Based
2. Individual Assessment
  - a. Written Ability Test based on an abstract video shown
  - b. Ethical Dilemma
  - c. Personal Interview

This year, the GE-PI-WAT process was uniform across both MBA regular and MBA I&E program.

### **Aspirants Shortlisting:**

- Aspirants were shortlisted for the GE-PI-WAT process on the basis of their SNAP score
- This year, more than 3500 candidates were shortlisted for the GE-PI-WAT process.

### **Information outflow:**

- Shortlisted candidates were informed about the declaration of results via email.
- All the candidates had to login to the SIBM Pune website, and had the option to choose their interview date and time based on their preference, after filling up the SNAP – Common form, containing all the necessary details regarding the aspirants.

### **GE-PI-WAT Slotting for MBA regular:**

- The shortlisted candidates had the option to choose from the following dates to appear for their GE-PI-WAT process at SIBM Pune campus in Lavale:
  - 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup> February 2019
- There were two slots for the GE-PI-WAT process on these dates – one slot in the morning, and one in the afternoon.
- Morning Slot timings: 0800 to 1300 hours
- Afternoon Slot timings: 1230 hours to 1830 hours

### **The students were allotted a GE-PI-WAT ID number in the following format:**

- First letter: R (for Regular MBA course)
- Second and Third letters: Range from 06 to 17 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letter: The fifth letter used was G, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letter: Range from 01 to 15 (indicating position in the group)

Thus, a student who has applied for the regular MBA course, and has booked the morning slot on 10th February, and has been allotted the 6th position in the 4th group, will have the following GE-PI-WAT ID number: R10XG0406

### **GE-PI-WAT Shortlisting for MBA Innovation & Entrepreneurship:**

- The shortlisted candidates had the option to choose from the following dates to appear for their GE-PI-WAT process at SIBM Pune campus in Lavale:
  - 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup> February 2019
- There were two slots for the GE-PI-WAT process on these dates – one slot in the morning, and one in the afternoon.
- Morning Slot timings: 0800 to 1300 hours
- Afternoon Slot timings: 1230 hours to 1830 hours

### **The students were allotted a GE-PI-WAT ID number in the following format:**

- First letter: I (for IE MBA course)
- Second and Third letters: Range from 06 to 17 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letter: The fifth letter used was G, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letter: Range from 01 to 15 (indicating position in the group)

Thus, a student who has applied for the **IE MBA** course, and has booked the **morning slot on 14<sup>th</sup> February**, and has been allotted the **5<sup>th</sup> position** in the **4<sup>th</sup> group**, will have the following GE-PI-WAT ID number: I14XG0405

### **Arrangements for Specially Abled Candidates:**

Since the process went online this year, the Aspirant Relations Team at SIBM Pune ensured that the needs of the specially abled candidates are met for each of the process they undergo. Separate devices were arranged for candidates with visual impairment so as to help them with reading/audio visual content, and special provisions were undertaken for students with learning disability facilitating the case based GE process for them. Over and above this, it was ensured that the students have an ART SPOC assigned to them, in case of any exigent requirements.

### **Buddy Program:**

Buddy Program provides a platform to the prospective SIBM Pune students to clear any queries that they may have regarding the admissions process. The team assigns a student from SIBM Pune to each shortlisted candidate, who then acts as a single point of contact for all issues.

Each shortlisted candidate was assigned a Buddy, a first year student from SIBM Pune. The Buddy acted as a Single Point of Contact for the shortlisted candidates. The main intention of the Buddy Program was to clarify all doubts in the minds of aspirants and clear their apprehensions before the GEPI Process. Buddies sent timely mails and reminders on process deadlines to the shortlisted candidates. They also facilitated faster communication between the shortlisted candidates and the Aspirant Relations Team.

This year, a total of 180 students from MBA I volunteered for the Buddy Program. All shortlisted candidates were assigned a Buddy. Each Buddy was assigned 10-15 shortlisted candidates. Buddies used their college mail ids to communicate and interact with the allotted candidates.

Some photographs from the Admissions 2019 process :



