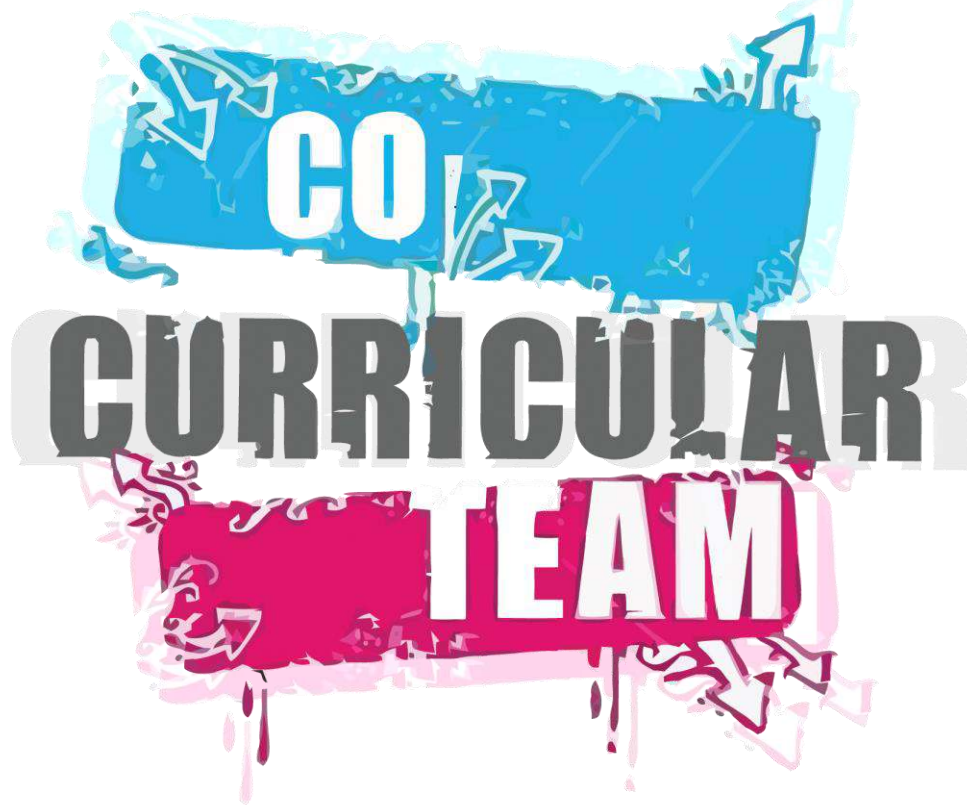


# Annual Report

Academic Year 2018-2019

Co-Curricular Team



॥वसुधैव कुटुम्बकम्॥

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## ABOUT CO-CURRICULAR TEAM

### 1. MISSION

To enhance the brand image of SIBM - Pune while maintaining a balance between the academic rigor and co - curricular activities on campus.

### 2. ABOUT THE TEAM

Being one of the parent teams to serve the college since its inception, the Co-Curricular Team is amongst the benchmarked council teams of SIBM Pune. We as a team strive to bring in a blend of fun and management ethos in the form of events and meets.

Our objective is to assist students to achieve holistic growth and we endeavour to add more value to a student's life and give them an opportunity to express themselves. The Team believes in celebrating every occasion.

Our flagship event, TRANSCEND, is one of the most respected and sought-after B- school festivals in the country. It has students coming together to concoct a heady cocktail of the most innovative games, case study competitions and the hottest cultural events in this part of the country.

Our aim is to challenge you to your limits and create a demanding environment in which you as a participant or organizer can exercise and indulge in your creative and competitive urges to the maximum. That is why we do not just indulge in rhetoric but back ourselves by inimitable actions, WE DO!

### 3. SIBMPUNE-BRAND PROPAGATION

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend 2019

### 4. VALUE ADDITION TO SIBM PUNE STUDENTS

1. Inculcate a sense of responsibility
2. Independently let them organize various management and cultural events
3. Enhance their knowledge, skills and talent
4. Develop competitive attitude in students
5. Maintain academic progress on the campus
6. Revenue generation for the college through co-curricular events

## 5. THE TEAM

SENIOR TEAM	JUNIOR TEAM	INTERIM TEAM
1. Aayush Gandhi	1. Aditi Garsa	1. Aditi Garsa
2. Alay Thakkar	2. Alokik Kumar	2. Ameya Prabhudesai
3. Anuj Agarwal	3. Ameya Prabhudesai	3. Gopal Shah
4. Ayshu Varsha	4. Amneet Kaur	4. Jairaj Dashani
5. Divya Rathi	5. Gopal Shah	5. Neel Chokshi
6. Jayshree Jain	6. Krutarth Amin	6. Revanth Thangella
7. Madhur Mehta	7. Neel Chokshi	7. Rigzin Deldan
8. Rohan Talari	8. Rigzin Deldan	8. Soumya Jauhari

# CURRICULAR



## ACADEMIC CALENDER FOR THE YEAR 2018-19

### 6. B-SCHOOL AND CORPORATE COMPETITIONS

Co-Curricular Team was the single point of contact for disseminating information regarding competitions coming up in the Business Schools Arena to the students.

#### 1. AARAMBH (21<sup>st</sup> July 2018)

Aarambh is an annual intra-SIU cultural event that sees participation of almost 200 students across various colleges under SIU. This year, nine institutes came together to be a part of the mega event.

The theme for the event was 'We are the misfits'. All the teams presented their own interpretations of the theme. SIBM's performance portrayed how the LGBT community felt like misfits because of lack of acceptance by society, we still have long way to go in order to achieve equality.

The performance was a very effective amalgamation of music, dance and drama and left the audience spellbound with an extremely critical issue to ponder upon. SIBM received immense appreciation in the form of loud cheer and applause.

#### 2. COLOSSEUM 2018 (15<sup>th</sup> -16<sup>th</sup> JULY 2018)

Continuing with the tradition, the 2018 edition of inter-batch event Colosseum was more intense than ever. The theme Mafia Wars rallied MBA 1 and MBA 2 to fight for supremacy. The event, spread over two days, started on 15th July and witnessed a plethora of energetic audience who experienced indelible moments during the continuance.

The event hosted a series of competitions in the two days that saw a huge engagement from both the MBA batches. The Pre-event "The Kingpin Strategy" - a case study competition garnered a lot of participation.

Day 1 of Colosseum held competitions like "Third Degree" - Management Quiz and "The Ad-lib Trail" - Extempore and gave an opportunity to budding professionals to bring their skills to the fore. Day 2 hosted Cultural competitions like - "Bella Mafia" - Dance, "Grand Audio Theft" - Music and "Mugshot"- Fashion Show. The cultural event amassed enthusiastic participation from students.

The venue was jam-packed with attendees, who savoured every moment and had a memorable evening. Colosseum 2018 ended on a successful note with MBA 1 claiming the coveted trophy.



### 3. GARBA NIGHT 2018 (11<sup>th</sup> October, 2018)

As an auspicious beginning to the festival of Navratri, The Co-Curricular Team of SIBM Pune collaborated with the Co-Curricular Teams of other SIU sister institutes at the Lavale Hilltop Campus to organise 'Garba Night' on October 11<sup>th</sup>. The event that was organised within the campus premises began at 8 pm and witnessed enthusiastic participation from over 400 students from the various institutes.



#### 4. TRANSCEND 2019 – LAUNCH (21st NOVEMBER 2018)

Transcend launch is an event which is celebrated every year to mark the beginning of Transcend. The purpose of the event is to announce the theme as well as the dates for Transcend and to create awareness about what's in store for the Symbiosis family.

This year the theme for Transcend 2019 was Circle of Inferno. Hence, to resonate with the theme, the Co-Curricular team had on boarded the Kanan Brothers from Goa for a Fire Show. Kanan Brothers are a famous name in the industry after their success with India's Got Talent. It was an hour-long spectacle with people from the Symbiosis family being thoroughly entertained.



#### 5. TRANSCEND BUZZ EVENTS

##### 1. BONFIRE NIGHT 2018 (18<sup>th</sup> December 2018)

Bonfire Night 2018, the first buzz event of Transcend 2019 was organized on 18<sup>th</sup> December 2018 at the Amphitheatre, SIBM Pune. The event saw participation of over 300 students across colleges on the hill-top and hill-base campuses. There was an open mic and karaoke that witnessed enthusiastic participation from all the students present. The Best Performer of the Night award was also given out to the best open mic performer. The event concluded with all the students grooving to the beats of Punjabi music.

## 2. NEON NIGHT 2018 (14<sup>th</sup> JANUARY 2019)

The second buzz event of Transcend was the Neon Night which was the first of its kind party on the Hilltop. The event was preceded by Britannia activation program where team Transcend and team Britannia put up an interactive show with the audiences in the form of a Hog-a-thon.

## 3. SUPREE VAN SHOW (17<sup>th</sup> – 19<sup>th</sup> JANUARY, 2019)

Team Transcend organized a road show a few days prior to the annual fest, Transcend to advertise the event at various colleges and malls of Pune city.



## 6. TRANSCEND 2019 (18<sup>th</sup> - 20<sup>th</sup> JANUARY 2019)

With a legacy of over 29 years, Transcend is one of the most sought after B-school events across the country. It witnesses a footfall of over 12,000 people and zealous participation in the various management and cultural competitions organised across three days



The theme for this year was Circle of Inferno, symbolizing the glory of passion to explore infinite possibilities and succeed through excruciating flare and fiery of blaze.

Transcend 2019 associated with business stalwarts such as SBI, Britannia, Tetley, HPCL, Monster Energy, Audi, Grafio, Paytm, Kelzai and Raymond.

Transcend was inaugurated with the presence of this year's chief guest – Mr. Cyrus Broacha, a TV anchor, theater personality, comedian, political satirist, columnist, podcaster, author and also the host of CNN's – "The week that wasn't". This was followed by



a riotous stand-up act by SIBM’s proud alumnus – Mr. Vikram Sathaye, host of the hit Youtube show “What the duck”. The evening saw several cultural competitions unwind in the SIU Auditorium and on the main stage like Acoustica & the Battle of Bands.



Day 2 witnessed Swing in Sync- dance competitions, Rampage - the ramp walk contest and concluded with **Sunburn campus** and **DJ Shaan** playing at the EDM night.

The final day brought in an exodus of student to the concert of **DIVINE(Gully Gang)** who beguiled the audience with a captivating performance and

made the crowd dance endlessly to his beats. The War of the DJs also happened on this day.

The three days of Transcend experienced perpetual energy and zest while management events like Marketshastra, For the Greater Greed, cHRysalis, Opstrat, Barter Master, Let’s Talk Business and CEO Challenge engaged the students to put their best foot forward intellectually. The flagship event Last Man Standing was won by Prashant Garg from TISS Mumbai after making his way through 72 hours of strenuous and mentally excruciating tasks.



With Transcend 2019, SIBM Pune welcomed young minds to be a part of the extravaganza, stirring their creative geniuses while interacting with the bests in the country, showcasing their acumen and honing it all the same.

The event has made a painstaking effort to build a heritage that boasts of providing a platform for young talent to exhibit their aptitude and be appropriately recognized and lauded for it. Transcend is the perfect blend of working to one’s optimum competencies while having a pleasantly memorable time with umpteen elements of fun and frolic.



CELEBRITIES GALORE AT TRANSCEND 2019 Day 1 (18th January 2018)

Day 1(18<sup>th</sup> January)

- Cyrus Broacha, Standup Comedian
- Vikram Sathaye, Standup Comedian
- Alchemy, Indie-Rock Band

Day 2(19<sup>th</sup> January)

- Amit Ranjan, Supermodel
- Priyanka Karunakaran, Lakme Model
- DJ Shaan & SUNBURN Campus

Day 3(20<sup>th</sup> January)

- Sabali, The Band
- DIVINE(Gully Gang)

**TRANSCEND | 2019**  
**CIRCLE OF INFERNO**  
 18|19|20 JANUARY

**DAY 1**  
 18TH JAN  
**VIKRAM SATHAYE**  
 OF "WHAT THE DUCK" FAME  
**CYRUS BROACHA**  
 HOST OF CNN'S "THE WEEK THAT WASN'T"

**FREE ENTRY**

**DAY 2**  
 19TH JAN  
**sunburn campus**  
**DJ SHAAN**  
 9PM ONWARDS

**DAY 3**  
 20TH JAN  
**DIVINE**  
 (GULLY GANG)  
 9PM ONWARDS  
 OPENING ACT BY **SABALI**

**VENUE:**  
 SIBM PUNE  
 SIU, LAVALE

BUSES FOR COMMUTE FROM SB ROAD TO SIBM PUNE WILL BE AVAILABLE ON 19TH & 20TH  
 TIMINGS: 6PM & 7PM

9820777956  
 9925661385

SPONSORSHIP FOR TRANSCEND 2019

<b>SPONSOR LIST 2019</b>	
<i>Title Sponsor</i>	<i>SBI Yono</i>
<i>Luxury Travel Partner</i>	<i>Audi</i>
<i>Online Payment Partner</i>	<i>Paytm</i>
<i>Hydration Partner</i>	<i>Kelzai</i>
<i>Food Partner</i>	<i>Britannia</i>
<i>Beverage Partner</i>	<i>Tetley</i>
<i>Energy Drink Partner</i>	<i>Monster</i>
<i>LPG Partner</i>	<i>HPCL</i>
<i>Jewellery Partner</i>	<i>KAOPH</i>
<i>Mall Partner</i>	<i>Westend Mall</i>
<i>Advertising Partner</i>	<i>Orca Studios</i>
<i>Hospitality Partner</i>	<i>Teera Farms</i>
<i>Snacks Partner</i>	<i>Budhani Bros</i>
<i>Restaurant Partner</i>	<i>Teddy Boy</i>
<i>Music Partner</i>	<i>Furtados</i>
<i>Youth Partner</i>	<i>Grapevine</i>
<i>Career Development Partner</i>	<i>Harvard Business Ascend</i>
<i>Grooming Partner</i>	<i>Javed Habib</i>
<i>Co-working Space Partner</i>	<i>Grafio</i>
<i>Case study competition Partner</i>	<i>DiggMeUp</i>

TRANSCEND 2019 PARTICIPATION

Number of Participation – 5300

Number of Teams - 2640

Number of Participating college – 70+

**Major Participating Colleges**

<i>IIM Ahmedabad</i>	<i>IIM Calcutta</i>
<i>IIM Bangalore</i>	<i>IIM Lucknow</i>
<i>FMS, Delhi</i>	<i>IIM Ranchi</i>
<i>IIM Kozhikode</i>	<i>Jamnalal Bajaj Institute of Management Studies, Mumbai</i>
<i>MDI Gurgaon</i>	<i>Welingkar College, Mumbai</i>
<i>IIFT Delhi &amp; Kolkata</i>	<i>NITIE Mumbai</i>
<i>Tata Institute of Social Sciences, Mumbai</i>	<i>SCMHRD</i>
<i>SJMSOM, IIT Mumbai</i>	<i>TAPMI</i>
<i>ISB Hyderabad</i>	<i>IMI Delhi</i>
<i>Goa Institute of Management</i>	<i>FORE School of Management</i>
<i>IRMA</i>	<i>IIM Indore</i>
<i>MICA, Ahemdabad</i>	<i>NMIMS Mumbai</i>
<i>Xavier's Institute Bhubaneshwar</i>	<i>S. P. Jain Institute of Management and Research</i>

## 7. BRANDING OF TRANSCEND 2019

The screenshot shows a Facebook post from the page 'SIBM Pune Transcend'. The post features a video thumbnail with the word 'TRANSCEND' overlaid. The post text reads: 'His vibe was unmatched, his music was a cut above the rest. Here's Divine(Gully Gang) once again to refresh your Transcend 2019 memories. credits : Mewan MyLz'. The post has 32,675 people reached and 527 engagements. The right sidebar shows team members: Krutarth Amin, Madhur Mehta, and Divya Rathi. Pages liked by this page include Campus Princess and Titan.

*The Transcend headliner video on Facebook reached out to over 32,000 people.*

The screenshot shows another Facebook post from the page 'SIBM Pune Transcend'. The post features a video thumbnail with the word 'SUNBURN' overlaid. The post text reads: 'SUNBURN in Campus with DJ SHAAN - A night of unparalleled energy and zeal. #Transcend2019 #CircleOfInferno #SUNBURNONCAMPUS #DJSHAAN Credits - Mewan MyLz'. The post has 15,186 people reached and 286 engagements. The right sidebar shows team members: Krutarth Amin, Madhur Mehta, and Divya Rathi. Pages liked by this page include Campus Princess, Titan, and eBay India.

*The Transcend EDM Night video on Facebook reached out to over 15,000 people.*

**SIBM PUNE** **yoNo SBI** **TRANSCEND | 2019** **CO CURRICULAR TEAM**  
**CIRCLE OF INFERNO**

**PRESENTS**

<b>FOOD PARTNER</b> <b>BRITANNIA</b>	<b>LUXURY TRAVEL PARTNER</b> <b>Audi</b>	<b>ONLINE GAMING PARTNER</b> <b>POKER STELLAR</b>	<b>ONLINE PAYMENT PARTNER</b> <b>paytm</b>	<b>LPG PARTNER</b> <b>HP</b>	<b>BEVERAGE PARTNER</b> <b>Tetley Green tea</b>
<b>SNACKS PARTNER</b> <b>BUDHANI BROS</b>	<b>CO-WORKING SPACE PARTNER</b> <b>Graftia</b>	<b>ENERGY DRINK PARTNER</b> <b>MONSTER</b>	<b>MARKETSHAstra PARTNER</b> <b>diggMEup</b>	<b>HYDRATION PARTNER</b> <b>KELZAI</b>	<b>WAFER PARTNER</b> <b>BALAJI WAFERS</b>
<b>HOSPITALITY PARTNER</b> <b>teerā</b>	<b>DELICACY PARTNER</b> <b>THE BREAD HOUSE</b>	<b>ADVERTISING PARTNER</b> <b>RCA Studio</b>	<b>MALL PARTNER</b> <b>WESTEND</b>	<b>GAMING PARTNER</b> <b>BOARDS</b>	<b>CHRYSALIS EVENT PARTNER</b> <b>BOARD</b>
<b>ARTIST PARTNER</b> <b>CREATIVE KENYA</b>	<b>OPSTRAT TITLE PARTNER</b> <b>KnoWerX</b>	<b>HAIR STYLING PARTNER</b> <b>ROYAL HAIR</b>	<b>GOOD TIMES PARTNER</b> <b>TEDDY BOY</b>	<b>YOUTH PARTNER</b> <b>GRAPEVINE</b>	<b>MUSIC PARTNER</b> <b>FURTADOS</b>
<b>GROOMING PARTNER</b> <b>H</b>	<b>JEWELLERY PARTNER</b> <b>KAZAPH</b>	<b>FTGG PARTNER</b> <b>CLYFAR TECH</b>	<b>CAREER DEVELOPMENT PARTNER</b> <b>The Money Roller</b>	<b>CHRYsalis EVENT PARTNER</b> <b>ascend</b>	<b>MARKETSHAstra ASSOCIATE PARTNERS</b> <b>SREERAM CONSTRUCTION</b>

**Transcend 2019 Sponsors**

**SIBM PUNE** **CO CURRICULAR TEAM**

**yono SBI** **TRANSCEND | 2019** **TRANSCEND**

**PRESENTS** **CIRCLE OF INFERNO**

**CYRUS BROACHA**  
HOST OF CNN'S  
"THE WEEK THAT WASN'T"

**DIVINE**  
GULLY GANG

**VIKRAM SATHAYE**  
OF "WHAT THE DUCK" FAME

**sunburn campus** **DJ SHAAN**

**ALCHEMY**  
THE BAND

DAY 1 18TH JAN	DAY 2 19TH JAN	DAY 3 20TH JAN
CYRUS BROACH 2PM	DJ SHAAN 9PM ONWARDS	DIVINE 9PM ONWARDS
VIKRAM SATHAYE 3PM		
ALCHEMY 9PM		

Transcend 2019 Official Line-up Banner

*THANK YOU*