

ANNUAL REPORT

2019-20

INFORMATION SYSTEMS & MEDIA RELATIONS TEAM



 SMART

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About iSMaRT

Colloquially known as iSMaRT or the PR Team, the **Information Systems and Media Relations Team** strives to promote the SIBM Pune brand through extensive coverage across online and offline media. Evolved from the erstwhile IT Team, iSMaRT is also responsible for managing the IT infrastructure of the institute, which is vital for knowledge sharing between students, the placement team, faculty and college administration.

Some of the main activities undertaken by us are:

1. Content generation, mainly in the form of articles, posters, videos – meant to be viewed by all stakeholders including students, faculty, alumni, corporates and aspirants.
2. Video Interviews of Corporates coming on Campus for various events.
3. Organizing events focussed on importance of positive Public Relations
4. Managing IT infrastructure
5. Exclusive coverage of all major events of SIBM Pune - guest lectures, leadership talks and other council events.
6. PR and Promotional activities for the institute.

Team

The members of iSMaRT bring in a wide array of skills to the table. Each term, the team is reconstituted after a rigorous selection process.



Senior Team

Aayush Modi (Coordinator)
Akshay Wankhede
Apoorv Vohra
Harshit Chaudhary
Sayali Chandwadkar

Junior Team

Anshula Mohapatra
Hem Shah
Madhusree Prakash
Shashwat Bachchan
Suneet Kandulana
Suzanne Viju Cherian
Tripti Sagar

Interim Team

Anshula Mohapatra
Hem Shah
Manvi Chawla
Shashwat Bachchan
Shruthi Moorthy
Suneet Kandulana
Suzanne Viju Cherian
Tripti Sagar

SIBM Pune's Online Presence

iSMaRT reinforces the SIBM Pune brand by ensuring a robust online presence through its official website and social media handles. The team works round the clock and uses these platforms to announce or share any important updates and happenings related to the institute. Over the years, the team has grown in the digital marketing space and has impressed the netizens with quality content. The team also sends out congratulatory posts acknowledging the achievements of not only the students and faculty members of SIBM Pune, but also of the alumni – fostering a lasting relationship between them and their alma mater.

The social media handles of SIBM Pune that the team manages -



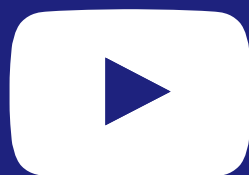
FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE



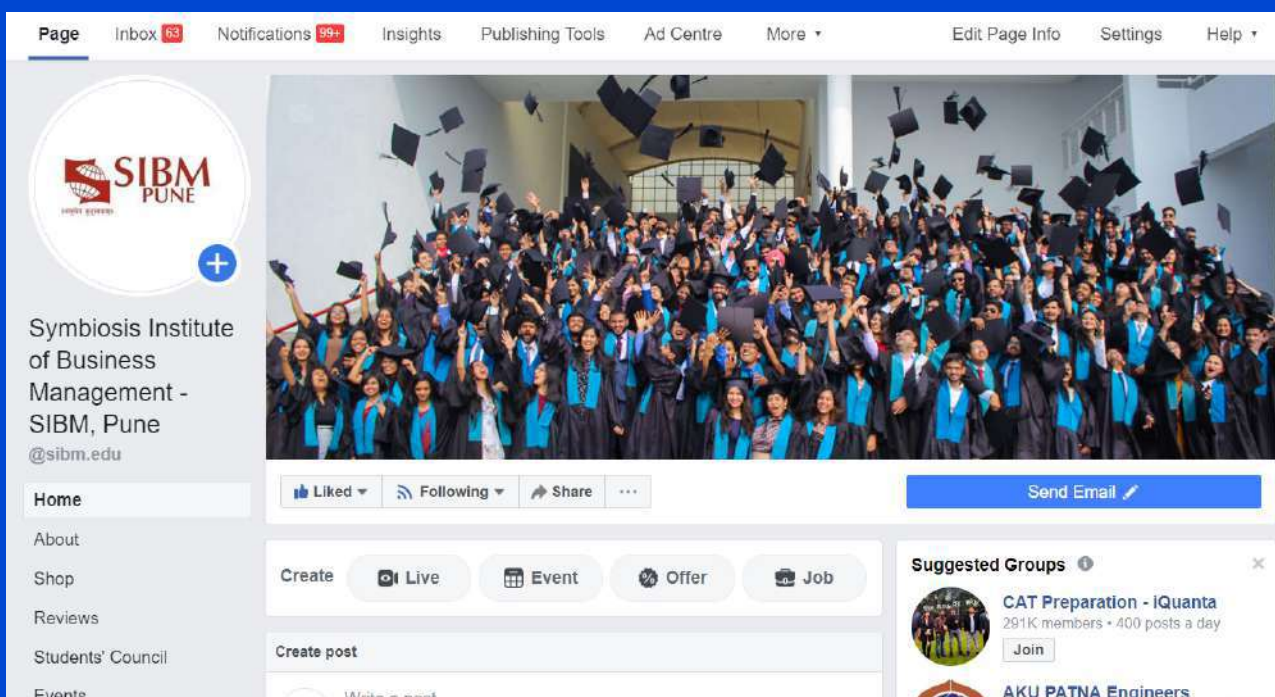
TWITTER

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 **60,437** likes as of March 2020. We plan to continue working on increasing the reach and followers of this page in the next academic year.

7.5 lac+
IMPRESSIONS

69K+
ENGAGEMENT



Twitter

The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of **37,505** followers as on March 2020. 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.



The image shows a screenshot of the SIBM Pune Twitter profile. The profile is verified and has 3,157 tweets. The bio identifies it as the official Twitter handle of Symbiosis Institute of Business Management, Pune, located in Pune, India, with the website sibm.edu and a join date of July 2009. It has 149 accounts it is following and 37.5K followers. The profile picture is a circular logo with the SIBM Pune text. The background image shows the SIBM Pune building with a large canopy. A tweet from March 25 is partially visible at the bottom, mentioning a ranking.

SIBM Pune ✓
3,157 Tweets

SIBM PUNE

SIBM Pune ✓
@SIBMPune

Official Twitter Handle of Symbiosis Institute of Business Management, Pune.

Pune, India sibm.edu Joined July 2009

149 Following 37.5K Followers

Tweets Tweets & replies Media Likes

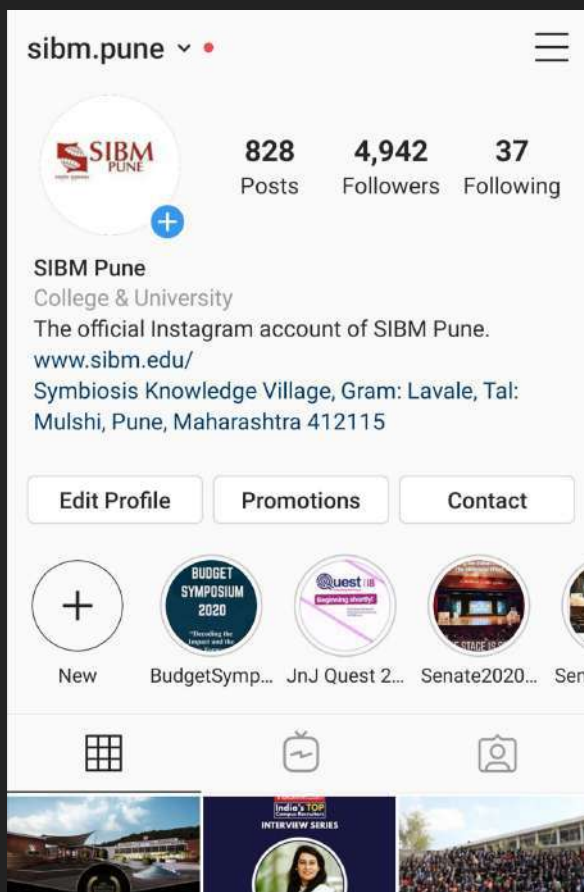
SIBM Pune ✓ @SIBMPune · Mar 25
We are excited to share that SIBM Pune has been ranked as the 6th Most

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 2384 to **4942** (107% increase) followers in March 2020. The team plans to increase the same in the coming year.

iSMaRT Instagram Handle

In the year of 2018, iSMaRT launched its own Instagram handle for the promotion and PR related activities of the team. The handle has 300+ followers. We aim to engage the audience by means of regular post celebrating festivals and creating different campaigns.



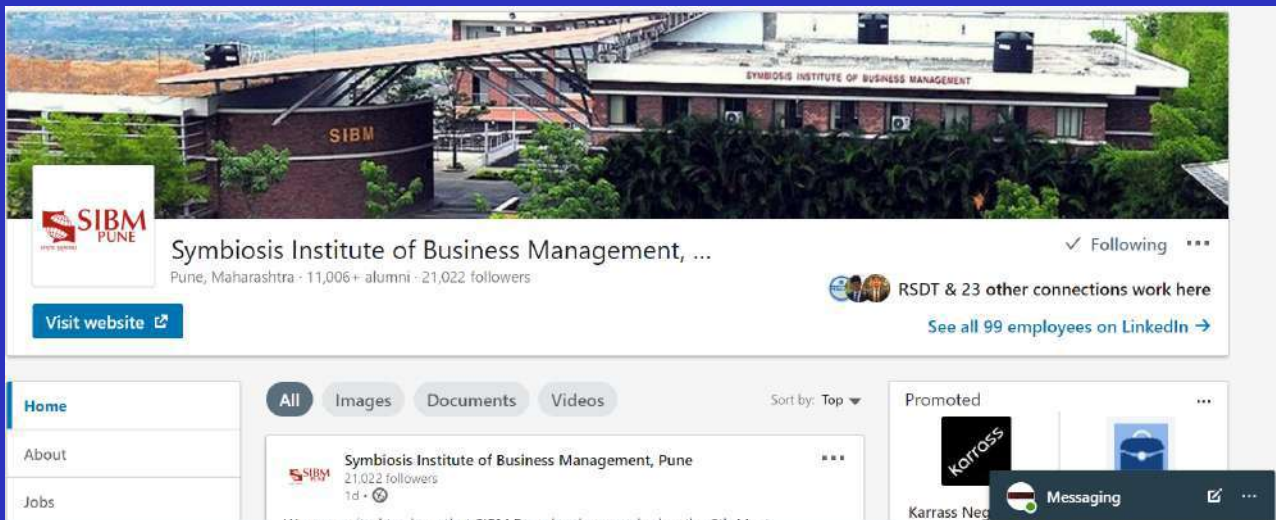
SIBM Instagram Handle



PR Team Instagram Handle

LinkedIn

SIBM Pune's LinkedIn account has **21,022 (32% increase from last year)** followers and has helped connect with **11,000+** 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.



34K+
PROFILE VISITORS

5K+
FOLLOWERS INCREASED

Partnering with Online News Portals & Offline Media

The team believes that it shows greater authenticity when SIBM events are covered by credible news organizations. We have maintained relationships with online news and education portals such as **InsidellM**, **HTCampus**, **YourStory**, etc. The growing relationships with these portals can be seen 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 expand the online presence of the institute and also connect with a 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. The team is also in the process of engaging the print medium for coverage of events and news.

InsidellM.com



htcampus


YOURSTORY

In AY 2019-2020 , the team collaborated with insidellM to collect more than 200 articles written by the first year students as their submissions for ABGLP Woo Me Challenge.

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.

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[LATEST NEWS](#) Dare2Compete has ranked B-Schools on the basis of the students' performance Session by - Ms. Elisha Tanya Pereira, Product & Demand Stra

Today's Featured

Dare2Compete has ranked B-Schools on the basis of the students' performance

MARCH 25, 2020


Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group

MARCH 19, 2020

Workshop on Technical Analysis by Mr. Akshay Chinchalkar, CMT, South Asia Head of Corporations Workflow at Bloomberg LP

MARCH 19, 2020


Session on IMS by Ms. Mukti Garg Kumaran GM - Mahindra Group



Dare2Compete has ranked B-Schools on the basis of the students' performance

AUTHOR: **DR. R RAMAN** - MARCH 25, 2020

★★★★★



Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group

AUTHOR: **DR. R RAMAN** - MARCH 19, 2020

Director's Blog

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[LATEST NEWS](#) tudents' performance Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group

Category Archives: Student Blog



Life at SIBM Pune

After a year of gruelling preparations, cracking the entrance examinations, and another three months of nervous anticipation, every incumbent batch, enters the Hilltop campus at Lavale with a heavy heart...

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Login

[Login](#) [Register](#)

SIBMPune

We are excited to share that SIBM Pune has been ranked as the 6th Most Competitive B-school by Dare2Compete Awards... [https://t.co/PmPtt0LjUo](#)

It is a matter of great delight to share that Zladi, a startup co-founded by our alumnus Mr. Harish Amritkar, has r... [https://t.co/sM481TH9MA](#)

Introducing the D2C Top 10 College

Student Blog

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[LATEST NEWS](#) B-Schools on the basis of the students' performance: Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobil

Category Archives: Alumni Blog



MBA (I & E) students of SIBM Pune at Deshpande Foundation Hubli and Sandbox Hubli

As a part of experiential learning initiative, MBA (Innovation & Entrepreneurship) Students of SIBM Pune visited Deshpande Foundation Hubli and Sandbox Hubli. The purpose of this visit was to understand how...

Login

[Login](#) [Register](#)

SIBMPune

We are excited to share that SIBM Pune has been ranked as the 6th Most Competitive B-school by Dare2Compete Awards... [https://t.co/PmPtt0LjUo](#)

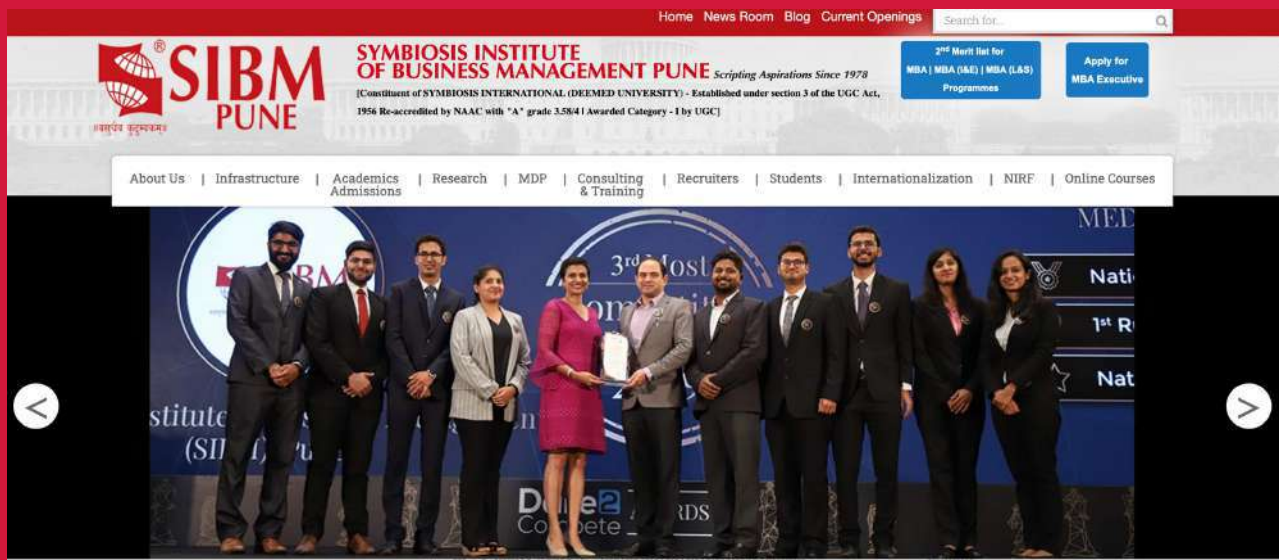
It is a matter of great delight to share that Zladi, a startup co-founded by our alumnus Mr. Harish Amritkar, has r... [https://t.co/sM481TH9MA](#)

Introducing the D2C Top 10 College

Alumni Blog

SIBM Pune Official 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.



Content Creation

For Corporate & Social Awareness

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.

RB Global Challenge video : The team created a short film depicting the importance of RB products in daily lives. The work was well-appreciated by the organization and was shared from their social media handles during the launch of RB Global Challenge 2019.

ABG video : The team released a series of videos as submissions for ABGLP Woo Me Challenge 2019 on behalf of SIBM Pune. In these videos, the creators attempted to convince Aditya Birla Group to come for Campus Selections.

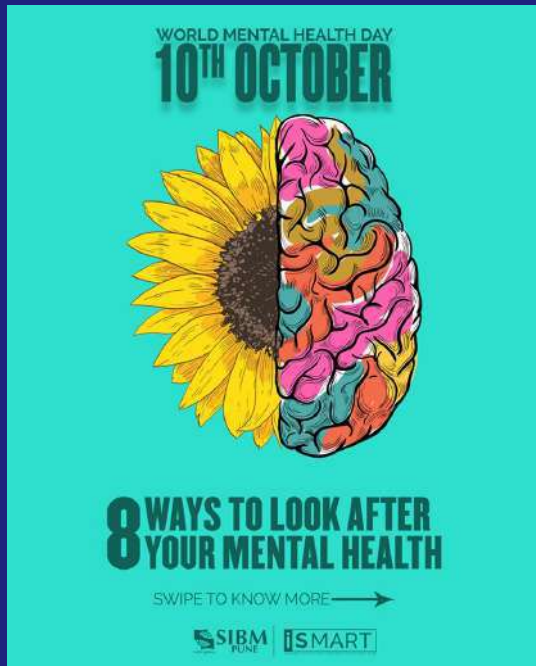
World Mental Health Day Campaign: A carousel was created showing 8 ways to look after mental health. An initiative to spread awareness, the posts on social media received major appreciation.

International Men's Day Campaign : This carousel honoured the male staff and labours who work for SIBM Pune on International Men's Day.

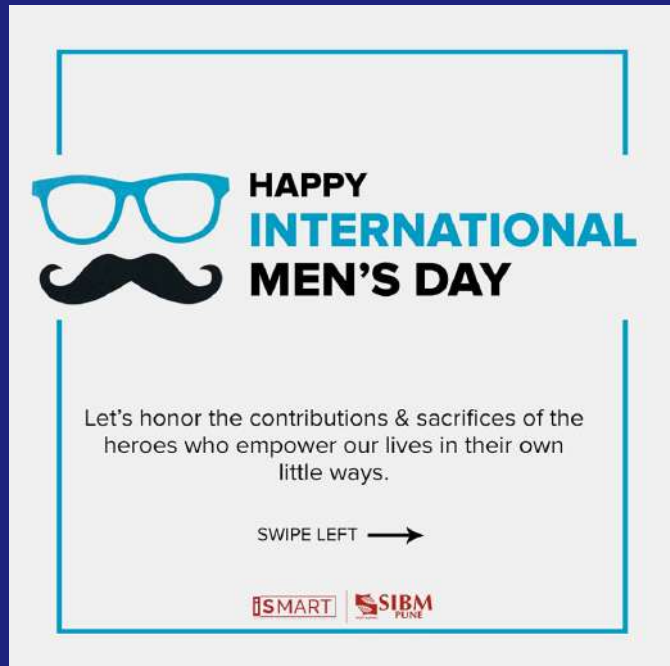
New Year Resolution Campaign: This series captured the priceless resolutions of some of the students during new year through attractive creatives.

Content Creation

For Corporate & Social Awareness



World Mental Health Day



International Men's Day



RB Global Challenge Buzz Video

Event Coverage

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.

Following is a non-exhaustive list of events covered by iSMaRT in AY 2019-2020.

Competition Launch

Johnson & Johnson Quest Season 8

Reliance TUP 5.0

Tangram : The Piramal Challenge

Mahindra Logistics : Logiquest

Pepsico : Dare To Do More

ITC Interrobang Season 9

Bajaj Finserv Atom Season 2

Optum-Stratethon

HUL Lime Season 11

Mahindra War Room Season 12

Nestle 4P

Godrej LOUD

RB Global Challenge

HSBC IB League Challenge

Mega Events

Budget Symposium 2020
Transcend 2020
Senate 2020
Gravitas 2020
Innovation in Healthcare - Roundtable
Eclectica 2019
Legacy 2019
HR Conclave 3.0
Arcturus 2019
Entrepreneuership Summit 2019
Economic Conclave 2019
Rink Football and Box Cricket 2019
Independence Day 2019
Convocation 2019
Transcend Launch

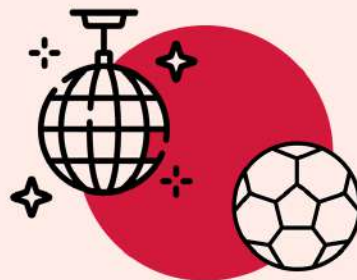


A YEAR IN ISMART

Major Event Coverage

January

Transcend
Gravitas
Senate



February-March

Admissions
SPL

June-July

AlumSpeak
E-Conclave



August-September

E-Summit
Arcturus
Encore

October-November December

HR Conclave
Proelio
Legacy
Perna



Interview of Corporates

The Interview Series featuring Senior Industrialists who come on campus for Leadership Talks and Conclaves is a headliner venture of the PR Team. The guests engage in insightful conversations with the interviewer (one of the team members), which are captured and broadcasted on all platforms accessible to iSMaRT. The interviewees share their knowledge and expertise through these videos and they are documented for everyone to see.

Some of the personalities interviewed in AY 2019-2020 are:

- **Ashwin Sanghi**, Author, Entrepreneur
- **Rajiv Singh**, Head Digital Ad Sales & Monetization, SonyLIV
- **Prodipto Roy**, Founding Director, Crimson Consulting Technologies Pvt. Ltd.
- **Nitish Sharma**, Head of Insights and Research at Sony Pictures Networks India
- **Abhinandan Chatterjee**, Solutions leader , India and APAC - McKinsey Academy - Accelerate
- **Vikas Dimri**, Director, Head - SME, Trade & Working Capital Finance at Deutsche Bank
- **Bijendra Vats**, Director - HR, MSD Pharmaceuticals India Pvt. Ltd.
- **Dhruv Talwar**, General Manager, Godrej Properties Ltd
- **Vamsi Dasetty**, Associate Director - Rewards and HRBP, Ola
- **Rajiv Batra**, CFO, Cummins India Ltd
- **Steven Murray**, Global Head, Recruitment & People Development, Zomato
- **Gurucharan Singh Gandhi**, Head HR, Aditya Birla Fashion and Retail
- **Ranjit Jose**, General Manager & Head of Talent Engagement, DIAGEO India
- **Anand Khot**, HR Leader, IBM India Pvt. Ltd.
- **Sundaram R M**, Senior V.P. and Head - University and Schools Relationship Management & Employer Branding, Yes Bank

PROelio 2019

Battle of Perceptions

The annual flagship event of iSMaRT, presents a unique opportunity to bring out the inner wit of the students and experience the adrenaline rush one faces in a press conference. This year the journey began with a one-of-a-kind treasure hunt, “**Truth About Lies**” where teams participated to unravel the mystery which gripped the hilltop in the month of October. The teams raced against time in search of the truth and were greeted with the launch of the PR Battle. Following the launch, the 3-levelled process commenced with participation from premier B-schools from across the country. Around **170+** teams from reknowned B-schools such as **TISS, SIMSR, IIM Bodhgaya, Welingkar Institute, IIM Nagpur, IIM Raipur, KREA University, IIM Lucknow, IIM Udaipur, NMIMS, TAPMI** and many more, enrolled for the National Level Preliminary Quiz Round held on the 20th of October 2019. 20 teams made it to the Case Study Round. After a series of eliminations the top 6 teams made it to the finale. The process culminated in a day-long event on the 13th November 2019, where the audience was graced with enthusiastic participation and the presence of illustrious corporates from the world of media and communications. **Ms. Palak Malhotra**, Marketing Specialist at Cognizant, **Ms. Richa Bakshi**, Head of Marketing, India at Loylogic and **Ms. Varsha Marathe**, Founder Director of Aspire PR & Strategies Pvt. Ltd adjudged the teams from the premier B-schools across the country. The participants were marked on their wit and quick thinking with incessant questions being fired at them by the enthusiastic panel of pseudo-journalists.

THE TRUTH ABOUT LIES
A TREASURE HUNT

**AAYEGA NA?
DAREGA TO NAHI?**

5 PM, ACAD BLOCK

THE TRUTH ABOUT LIES
A TREASURE HUNT

**TRUTH
DAYS TO GO!**

REGISTRATIONS OPEN!

SMART | SIBM

**REGISTRATION KE LIYE
APNE DOST KE BHAROSE
MAT RAHO
KYA PATA WOH DOST
AAPKE BHAROSE BETHA HO**

NAWAZ BHAI

LAST DAY TO REGISTER

THE TRUTH ABOUT LIES
A TREASURE HUNT

(FUN)ANCIAL ACCOUNTING 101
FOLLOWING THE RULES OF REAL ACCOUNT
DEBIT WHAT COMES IN, CREDIT WHAT GOES OUT

TRIAL BALANCE
IN THE BOOKS OF MBA 1
FOR OCTOBER 2019

DATE	PARTICULARS	DEBIT	CREDIT
14 th OCTOBER '19	Fun	✓	
	Tension		✓
	Intrigue	✓	
	Stress		✓
	Exciting Prizes	✓	
	Sherlock Mode On!	✓	

THE TRUTH ABOUT LIES
A TREASURE HUNT

THE TRUTH ABOUT LIES
A TREASURE HUNT

**DARE TO FIND THE
ULTIMATE TRUTH**

SIBM | SMART

SMART PRESENTS

THE TRUTH ABOUT LIES
A TREASURE HUNT

Partition Of Assets
Complete Agreement Reached
Kashmir Issue Not Discussed

THE TRUTH ABOUT LIES
A TREASURE HUNT

MR. VIKRAM OBEROI
MLA CANDIDATE

CHAMPIONS TEAM
PROPERTY INVESTING
#GUILTYORINNOCENT
SHERLOCKIAN TEASER
ELECTRONIC POLLING SYSTEM

SIBM | SMART PRESENTS

THE TRUTH ABOUT LIES
A TREASURE HUNT

EXCITING PRIZES AWAIT YOU!

WHEN
14th OCT 2019
TIME
5 PM
WHERE
ACAD BLOCK

FOR REGISTRATION
Suzanne: +91-88623 29624 | Madhura: +91-77964 73378



PROELIO 2019

BATTLE OF PERCEPTION




PRESENTS



PROELIO 2019

**CAN YOU STAND
YOUR GROUND IN
THE FACE OF TRIBULATION?**

EXCITING PRIZES AWAIT YOU!
REGISTRATIONS OPEN ON D2C

FOR QUERIES
Suzanne: +91-82103-99650 | Hem: +91-98250-24383



ONLINE QUIZ
OCTOBER 20, 2019

CASE SUBMISSION
OCTOBER 27, 2019

GRAND FINALE
NOVEMBER 13, 2019

SCAN TO REGISTER



ROUND 1

ONLINE QUIZ

30



MINUTES TO GO






INDIA'S BIGGEST PR SHOWDOWN



**OUR PARTNERS
& SPONSORS**

YOUTH MEDIA PARTNER: **youth incorporated**

INTERNSHIP PARTNER: **HELLO INTERN**
THE GLOBAL INTERN EXPERT

GIFTING PARTNER: **The Souled Store**

OFFICIAL OF: **INSTA FOOD** | **MEAT ME HERE!** | **SUBWAY**



Vritaanta

Bimonthly newsletter of SIBM Pune

A quick bi-monthly recap of the ongoings that take place at the picturesque hilltop campus at Lavale. "Vritaanta" which in the Hindi literature translates to a narrative version of the events, provides the students, administration, alumni and corporates with a light read of the plethora of events and accolades that are bestowed on the legacy we know as SIBM Pune. The four-leaved newsletter is available on the official website of SIBM Pune and Issuu – the digital publishing platform to make it available to our readers around the world.

The first edition of Vritaanta was published in August 2019 in online and print media. Subsequent editions were released in October and December 2019.

001 ISSUE
Aug 2019
VRITAANTA
THE NEWSLETTER
ECONOMICS CONCLAVE 2019
Gathering of the best and brightest minds

003 ISSUE
Dec 2019
VRITAANTA
THE NEWSLETTER
HR CONCLAVE 3.0

002 ISSUE
Oct 2019
VRITAANTA
THE NEWSLETTER
ENTREPRENEURSHIP SUMMIT 2019-SYNERGY OF MINDS

HIGHLIGHTS
Industry Stalwarts at SIBM Pune Pg2
Students making their mark in the Biz World Pg3
Summer Internship & Institute achievements Pg4

ILLUSTRIOUS CORPORATES & ACADEMICS ON CAMPUS Pg2
INSTITUTE EVENTS Pg3
SIBM PUNE SHINES Pg4

001

HR Conclave

The HR Conclave 3.0 was hosted at Sofitel, BKC on the 9th November 2019. The Junior and Senior Team of iSMaRT assisted the Executive Council for the impeccable planning and smooth execution of the event. The third edition of HR Conclave hosted by SIBM Pune saw the coming together of eminent personalities with exemplary achievement attached, from the corporate world who engaged in a vibrant discussion on “Embracing Agile HR – Responding to Disruptive Trends”. Associates from our team, worked closely with the Media Team of HRC 3.0 to keep the audience updated from the SIBM Pune Official Social Media pages across platforms. On the day of the event, the Voice of SIBM Pune actively live-streamed the event on all platforms, and captured a plethora of pictures of pivotal keynote addresses by the panellists. The guests were given customized photo frames as a token of gratitude for their indispensable experience.

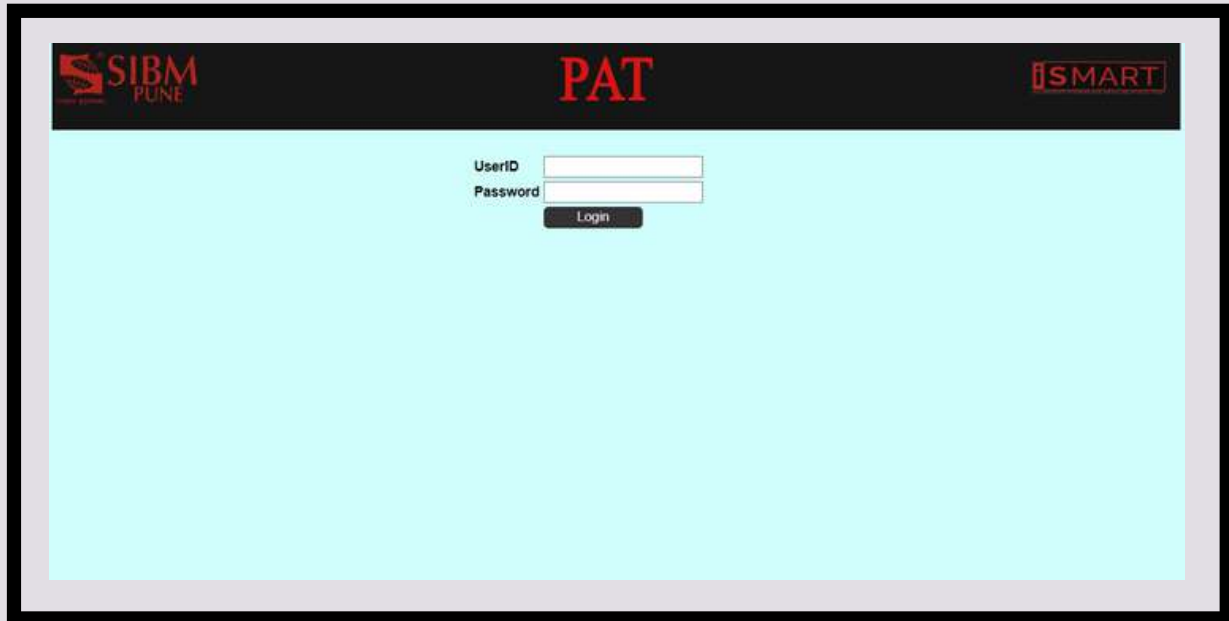


Batch Photoshoot



The annual batch photoshoot of the outgoing batch of MBA grads comes under the purview of iSMaRT. This academic year it was held on the 22nd of January 2020, with every student of the senior batch in full attendance. Invites were sent out well in advance for the Batch of 2020, giving them ample time to prepare the best attire for the fun-filled day. The team clicked memorable moments of the entire Student Council at locations throughout the campus. The agenda consisted of the official administration, faculty and class photographs as well. The PR team went out on a limb to cover the candid shots of the students who were reminiscing at how the two-year journey was just about to end. With over 2000+ pictures clicked on the day of event, the students were provided with a basketful of memories to cherish forever.

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 the 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.

Achievers' Database

SIBM Pune is known for the tenacious and meritorious students who incessantly participate in management competitions and events organized by the corporates, B-schools. They have also been known to excel at extra-curriculars which is supported by the various accolades that is brought home by the students. Each year iSMaRT collects, collates and verifies achievement data of students for that particular academic year. The 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 **90** achiever entries from both the MBA and MBA I&E batches.



Collaborations

Being the PR Team of SIBM Pune, iSMaRT works in tandem with all other councils for the smooth and vast coverage of their events that are held all year round. In the year 2019-20, iSMaRT has taken various initiatives and collaborated with other council teams, to ensure adequate PR and exposure is provided for SIBM Pune. The association begins with the coverage on the day of the event, followed by presenting customized photo frames to the illustrious guests. We aim at providing our students with a window into the corporate world by interviewing the esteemed panelists who take out time from their hectic schedules to enlighten us with their unique perspectives.



Testimonials

“

Testimonials describe what has been,
and is a promise of what is to come

”



"Over the last one year, the work done in improving your social media presence is commendable." - during Godrej LOUD 2019

Vandana Lisa Scolt VP and Head, Godrej Consumer Products Ltd.

"There is tremendous improvement in how the college is showcasing itself in the outside world. As an alumnus, I feel proud to call SIBM Pune my alma mater."

Abhaya Sharma Country Marketing Manager, Davidoff Cigarettes, SK Products



"You guys are too good in Digital Marketing. The level of marketing is brilliant"

Jay Shah Field Marketing Manager, Vertiv

Thank you!



We take this opportunity to thank **Dr. R. Raman**, Director SIBM Pune, **Dr. V.V. Ravi Kumar-Dy.** Director SIBM Pune, **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 throughout the academic year. Through their unending guidance and treasured expertise we were able to accomplish our milestones with ease. 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.