



INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

# ANNUAL REPORT

2020-21

PR

BRANDING

SOCIAL MEDIA

EVENTS COVERAGE

CONTENT CREATION

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# About iSMaRT

Acting as “The Voice of SIBM Pune” the Information Systems and Media Relations Team, more commonly known as iSMaRT, facilitates the communication between the Institute and the outside world through social media, print media, and various online and offline events. Evolved from the erstwhile IT Team, iSMaRT has a rich legacy of narrating the story of the Institute and promoting the brand of SIBM Pune.

Some of our main activities are:

- Creating visual and written content in the form of articles, posters and videos which is viewed by the stakeholders including students, alumni, aspirants and corporates
- Organizing events highlighting the importance of media management and public relations
- Exclusive coverage of all major events of the Institute including guest lectures, corporate events and council activities
- PR and Promotional activities for SIBM Pune
- Conducting interviews of corporate guests and alumni for various events
- Managing the Institutes IT Infrastructure

# The Team

Each member of iSMaRT brings a unique set of skills to the table working together to grow, learn and deliver high-quality output. The team is reconstituted at the end of each term after a rigorous selection process.



## Senior Team

Hem Shah (Coordinator)  
Anshula Mohapatra  
Madhusree Prakash  
Suneet Kandulna  
Suzanne Viju Cherian  
Tripti Sagar

## Junior Team

Ananya Kaushik  
Sathvik Anand  
Shraddha Vaghela  
Tanay Shah  
Vanshika Agarwal  
Vignesh Padmanabhan  
Yash Keswani

## Interim Team

Ananya Kaushik  
Jaydeep Tanksale  
Nishant  
Ratan Prasad  
Sathvik Anand  
Vanshika Agarwal  
Vignesh Padmanabhan  
Yash Keswani

# SIBM Pune's Online Presence

The Team bolsters SIBM Pune's online presence pushing out quality content, creating a meaningful impact on all stakeholders. Through the Institute's official website and social media handles, iSMaRT works 24/7 to announce all related updates and happenings of the events related to the Institute. The Team also makes use of the Institutes social media platforms to share coverage of student, faculty and alumni achievements and corporate and college events on and off-campus fostering a lasting relationship with all stakeholders. The past year has seen exponential growth in SIBM Pune's online presence given the global pandemic with most events being conducted online, reinforcing the Institutes thriving student-driven culture.

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



[FACEBOOK](#)



[INSTAGRAM](#)



[LINKEDIN](#)



[YOUTUBE](#)



[TWITTER](#)

Click on the icons to view our pages

# 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 60,389 followers as of May 2021. We plan to continue working on increasing the reach and followers of this page in the next academic year.

**1.9M+**

IMPRESSIONS

**86K+**

ENGAGEMENTS

**70K**

FOLLOWERS

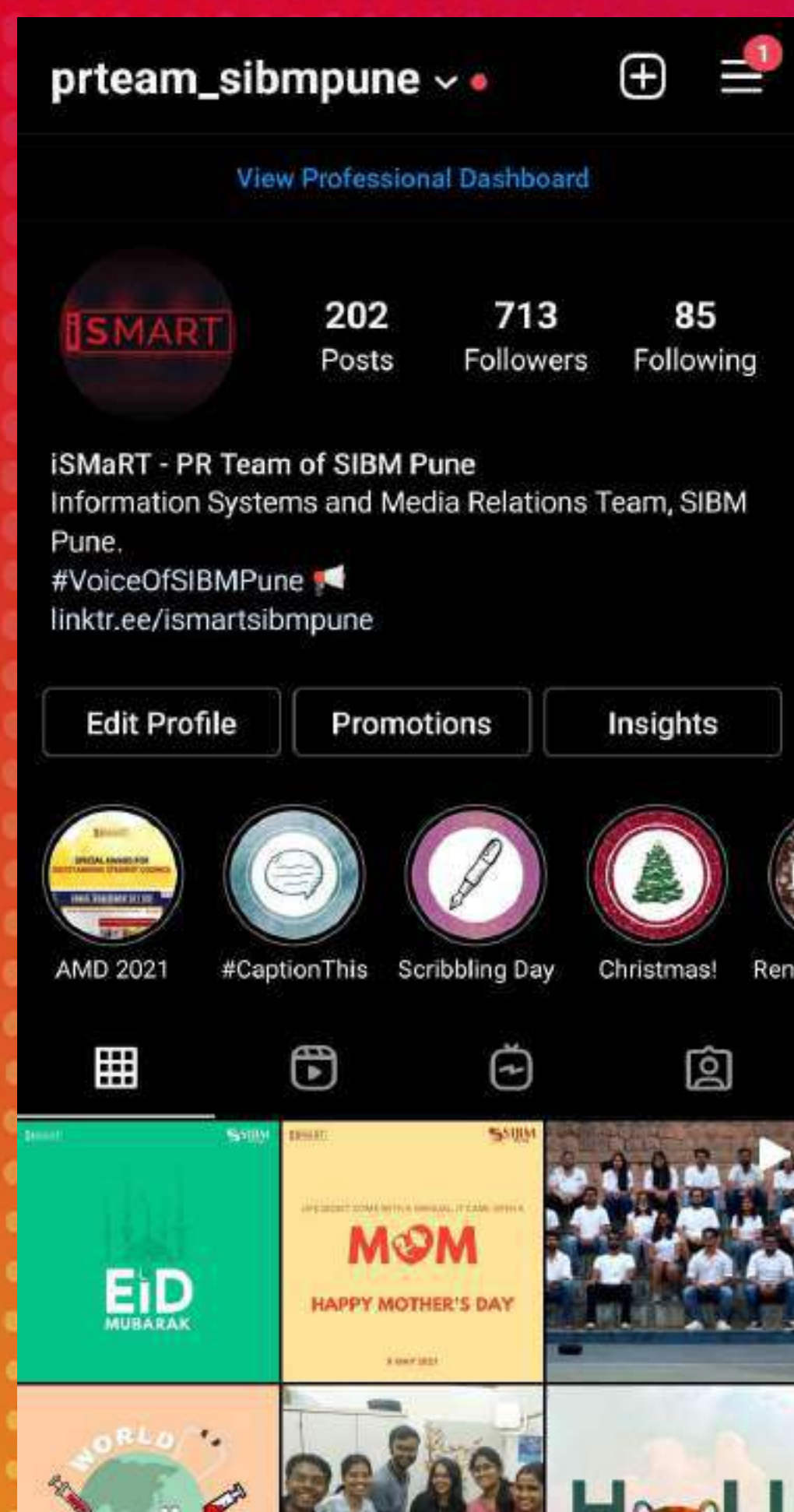
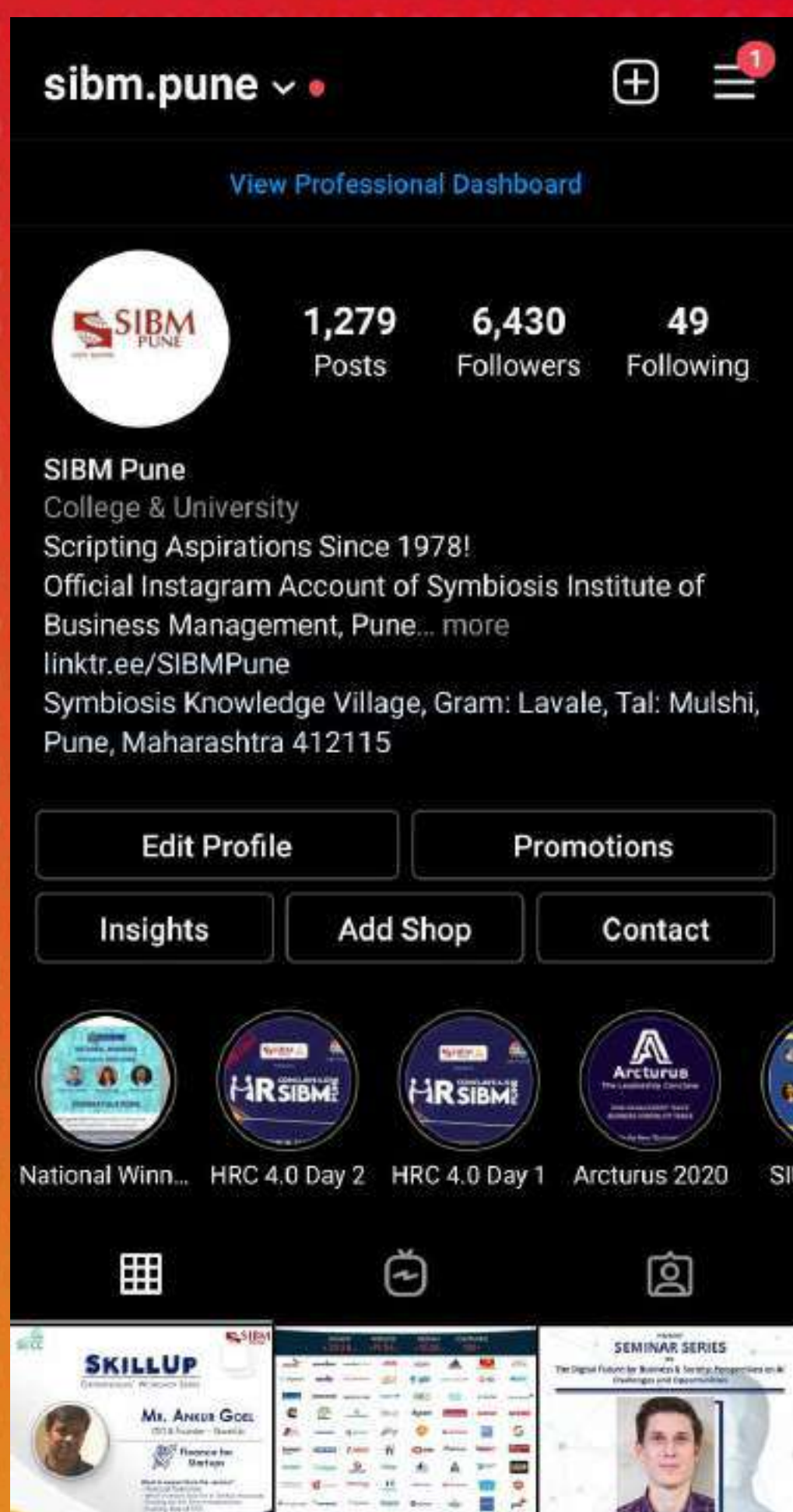




Being the voice of SIBM Pune, iSMaRT handles the official Instagram account of SIBM Pune providing the stakeholders a peek into the rigour at the campus. Throughout the year, prompt event updates, student achievements in corporate competitions, Council and SIG event updates and coverage and many more engagements are posted.

In the past year, we have had a **30%** increase in the number of followers from the last year with a total of **450+** updates posted through the handle and **55000+** engagements driven in terms of likes and comments.

In the year of 2018, iSMaRT launched its own Instagram handle for the promotion and PR related activities. The iSMaRT Instagram page sees engagements by means of creative campaigns, event launch and updates, festivals and other posts. This year, there has been a **91.67%** increase in the number of followers from the last year. The team aims to maintain the level of engagement through the official handle of iSMaRT.





The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of 37.6K followers as of May 2021. 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.

**SIBM Pune** 3,659 Tweets

**SIBM Pune** [@SIBMPune](#)  
Official Twitter Handle of Symbiosis Institute of Business Management, Pune.  
Pune, India [sibm.edu](#) Joined July 2009  
145 Following 37.6K Followers

**SIBM Pune** [@SIBMPune](#) · 6h  
The Social, Entrepreneurship and Consulting Cell, SIBM Pune organized the first session of their Entrepreneurs' Workshop Series SkillUp on the topic "Finance for Startups", delivered by Mr. Ankur Goel, a seasoned startup advisor, mentor and Chartered Accountant.

[@SECC\\_SIBM](#)

**SKILLUP**  
ENTREPRENEURS' WORKSHOP SERIES

**MR. ANKUR GOEL**  
CEO & Founder - SkwerUp  
Finance for Startups



# LinkedIn

SIBM Pune's LinkedIn account has 28,303 (34.64% 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

## 3.4M

IMPRESSIONS

## 90K+

PAGE VISITS

## 28K

FOLLOWERS

**Symbiosis Institute of Business Management, Pune**  
Scripting aspirations since 1978  
Pune, Maharashtra · 13,844+ alumni · 28,343 followers

Saket & 14 other connections work here · 112 employees

Following Visit website More

Home My Employer About Posts Jobs Alumni Videos

All Images Documents Videos Ads Sort by: Top

**Symbiosis Institute of Business Management, Pune**  
28,343 followers

**Symbiosis Institute of Business Management, Pune**  
28,343 followers

**Symbiosis Institute of Business Management, Pune**  
28,343 followers  
1d · Edited

SIBM Pune congratulates the students on the successful completion of the Campus Recruitment Programme 2020. It is a source of great pride that the country's largest organizations have repeatedly placed their unwavering trust in ! ...see more

**CAMPUS RECRUITMENT PROGRAMME 2020**

With immense pride we announce the successful completion of the Campus Recruitment Programme 2020. We express our sincere gratitude to our recruiters and look forward to further reinforcing our association.

HIGHEST	AVERAGE	MEDIAN	COMPANIES
₹30.38 LPA	₹19.56 LPA	₹18.00 LPA	100+

ABInBev accenture accenturestrategy ACG adani adidas ADITYA BIRLA GROUP ALFA ROMEO Apexon apollo Do asianpaints Atul BANK OF AMERICA BIRLA GROUP BSV

# iSMaRT Online

## INITIATIVES

Keeping in mind the changing trends across social media, iSMaRT launched multiple initiatives this year, with the goal of connecting with an increasingly digital and tech-savvy audience comprising of aspirants, students, and corporate. Some of our initiatives are listed below:

### WIKIPEDIA

Wikipedia being one of the first sites during an online search, iSMaRT recognized the huge potential this had and launched the official SIBM Pune Wikipedia page with the idea of enhancing the popularity of the institute while offering a platform to showcase our prestigious institute to a user base of billions.

### Google My Business

SEO plays a big role in getting any institution noticed by students. Keeping this in mind, iSMaRT initiated an SEO campaign with Google My Business for the SIBM website and all related digital media platforms.

### GIPHY | 6.8M VIEWS

With the rising popularity of GIFs and stickers on Social Media and major brands getting into this space, iSMaRT in 2020, took up the initiative of setting up an official SIBM Pune account on GIPHY, an established online database and search engine. Within just a year, the SIBM Pune GIPHY account crossed a monumental milestone of 5 million organic views. The account currently has over 6.8 Million views, with the numbers rising exponentially.

# Partnering with Online and Offline Media

iSMaRT believes that it shows greater authenticity when SIBM events are covered by a credible news organization. We have maintained a healthy relationship with online news and education portals such as InsideIM, HT Campus, Unacademy etc. Our 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 articles help boost SIBM Pune's online presence and connect with our vast audience 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.

**InsideIM.com**



**Ogilvy**

We have also partnered with Ogilvy India in its famous “Where's The DNA” campaign, an initiative that aims to put the spotlight on the rapist and take the shame and blame away from the survivor by changing the entire conversation. “Art For Freedom” a part of the campaign where students had the opportunity to showcase their virtual art with the winners bagging a coveted internship at Ogilvy India.

# SIBM Pune Students' & Alumni Blog

The Information System and Media Relations Team works diligently to update all the stakeholders about the events conducted, accolades received and accomplishments published through the Director's Blog. ISMaRT is responsible for the content generation of the blog and ensuring that the current happenings at SIBM Pune are recorded and published regularly. Director's Blog presents a comprehensive view of the rigour on campus, and competitiveness amongst the students, while appreciating the noteworthy achievements of students all MBA Flagship, MBA I&E and MBA L&S.

The Student's blog is an exclusive space for the students of SIBM Pune to express their experiences, thoughts, opinions and achievements- academic or otherwise. Students' channeling their talent through artwork, photography or poetry are also given a space to channel their creativity through this space.

Alumni Blog of SIBM Pune is a platform for our dear alumni to share their lessons, wisdom and learning with the current students. Through the blog, the alumni fraternity can stay connected to their alma mater while passing on their insights to the future leaders.



**SIBM PUNE** | HOME | ALUMNI BLOG | STUDENT BLOG | ARCHIVES | LOGIN | REGISTER

LATEST NEWS | Placement Advisory Team at SIBM Pune has always set high standards for itself and has been successful in surpassing them time and again!

**Today's Featured**

**Six students from SIBM Pune from the batch of 2019-21 have cleared CFA Level-1**  
 AUTHOR: DR. IRAMAN | APRIL 16, 2021

**Placement Advisory Team at SIBM Pune has always set high standards for itself and has been successful in surpassing them time and again!**  
 AUTHOR: DR. IRAMAN | APRIL 4, 2021

**Schneider Electric Go Green 2021 - Regional Semi-Finalists from SIBM Pune**  
 AUTHOR: DR. IRAMAN | APRIL 1, 2021

**Pitch'21 | Results | MBA(I&E) Students of SIBM Pune**  
 FEBRUARY 26, 2021

**GEPIWAT SIBM PUNE - Admissions 2021**  
 APRIL 15, 2021

## DIRECTOR'S BLOG

**SIBM PUNE** | HOME | ALUMNI BLOG | STUDENT BLOG | ARCHIVES | LOGIN | REGISTER

LATEST NEWS | Placement Advisory Team at SIBM Pune has always set high standards for itself and has been successful in surpassing them time and again!

**Category Archives: Alumni Blog**

**MBA(I & E) students of SIBM Pune at Deshpande Foundation Hubli and Sandbox Hubli**  
 AUTHOR: DR. IRAMAN | OCTOBER 1, 2018

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...

**Share** | [Twitter](#) | [Facebook](#)

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**SIBMPune**

- The Social, Entrepreneurship and Consulting Cell, SIBM Pune organized the first session of their Entrepreneurs' Wor... [https://t.co/GxTM4ewb2](#) | 23 mins ago | 0 Retweet
- SIBM Pune congratulates the students on the successful completion of the Campus Recruitment Programme 2020. We are... [https://t.co/HBnp4pP1S](#) | 1 day ago | 0 Retweet
- SIBM Pune is elated to host Dr. Jak Spencer, Urban Scale Interventions, London, UK, as our next speaker for the AI... [https://t.co/9ePMJ5wWz](#) | 1 day ago | 0 Retweet
- As we mark the end of the holy month

## ALUMNI BLOG

**SIBM PUNE** | HOME | ALUMNI BLOG | STUDENT BLOG | ARCHIVES | LOGIN | REGISTER

LATEST NEWS | Placement Advisory Team at SIBM Pune has always set high standards for itself and has been successful in surpassing them time and again!

**Category Archives: Student Blog**

**Unsaid Goodbyes**  
 AUTHOR: SIBM STUDENT | MARCH 29, 2020

If everything in the world was right, I would have come home from college today. But everything in the world is not right and I have been home for ten days...

**Share** | [Twitter](#) | [Facebook](#)

**Login** | [Login](#) | [Register](#)

**SIBMPune**

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- SIBM Pune congratulates the students on the successful completion of the Campus Recruitment Programme 2020. We are... [https://t.co/HBnp4pP1S](#) | 1 day ago | 0 Retweet
- SIBM Pune is elated to host Dr. Jak Spencer, Urban Scale Interventions, London, UK, as our next speaker for the AI... [https://t.co/9ePMJ5wWz](#) | 1 day ago | 0 Retweet
- As we mark the end of the holy month

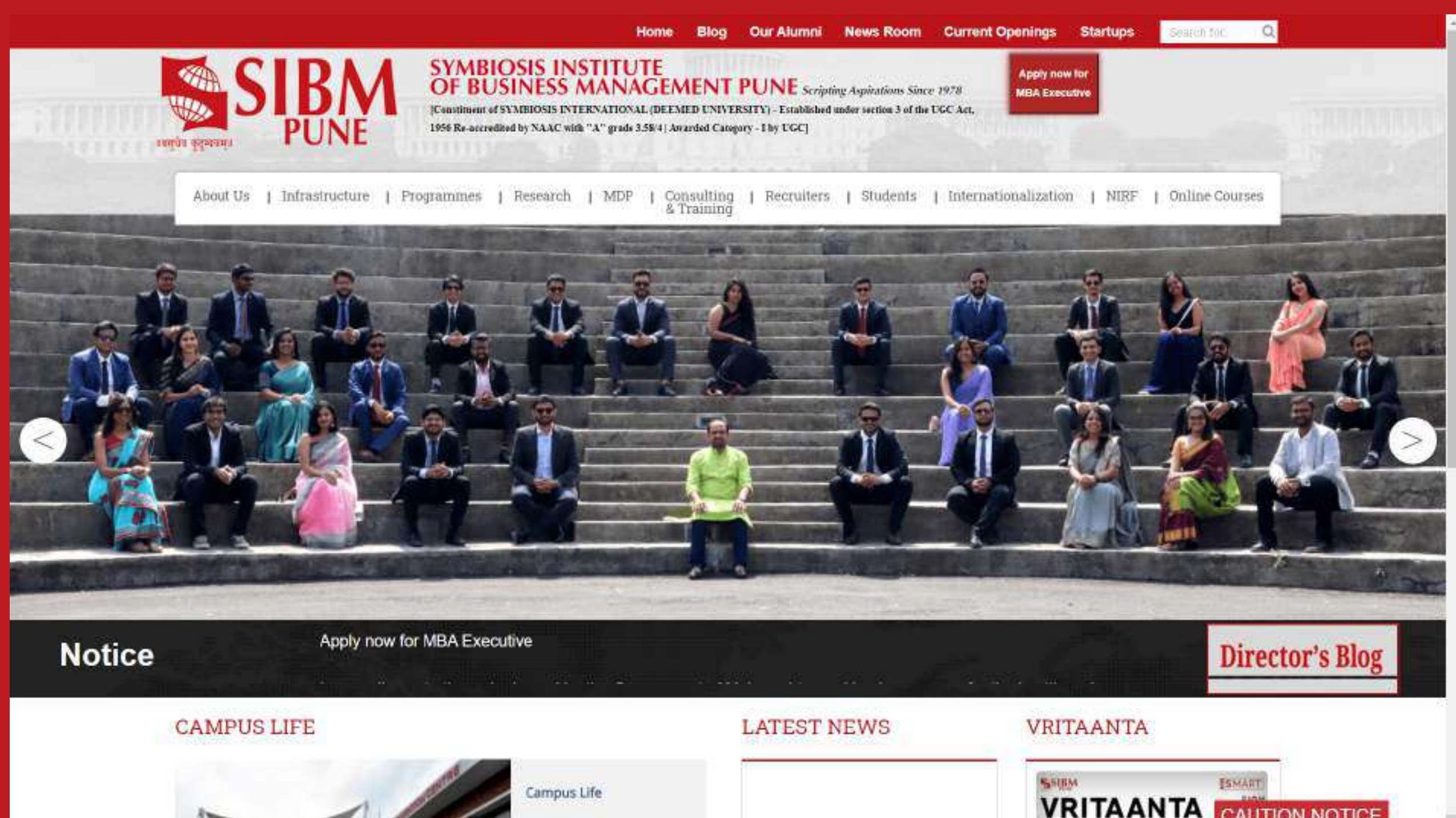
## STUDENTS' BLOG

# SIBM Pune Official Website

The Information System and Media Relations Team works hard to keep all stakeholders informed about the events that are held, the awards that are conferred, and the successes that are reported on the SIBM Pune website. iSMaRT is in charge of creating content for the Director's blog and ensuring that current events at SIBM Pune are recorded and disseminated on a regular basis. The website provides a full perspective of the rigour on campus and student competition, as well as recognising notable achievements by MBA Flagship, MBA I&E, and MBA L&S students.

The Student's blog is an exclusive space for the students of SIBM Pune to express their experiences, thoughts, opinions and achievements- academic or otherwise. Students' channeling their talent through artwork, photography or poetry are also given a space to channel their creativity through this space.

Alumni Blog of SIBM Pune is a platform for our dear alumni to share their lessons, wisdom and learning with the current students. Through the blog, the alumni fraternity can stay connected to their alma mater while passing on their insights to the future leaders.



# Content Creation

For Corporate and Social Awareness

Dubbed the "Most Creative Council of SIBM Pune", one of iSMaRT's core competencies is content creation. From digital creatives, to emotional and professional written content, to photography and videography, iSMaRT is behind a majority of the eye catching posts you see on SIBM Pune's social media handles.

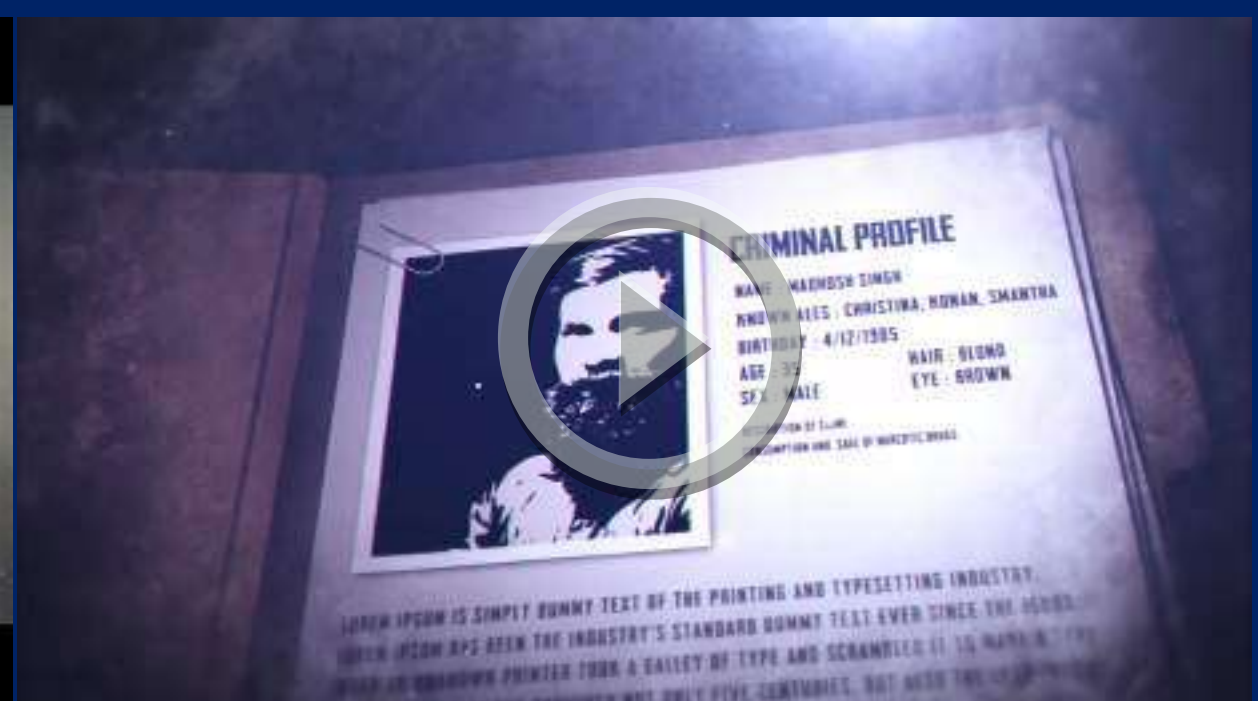
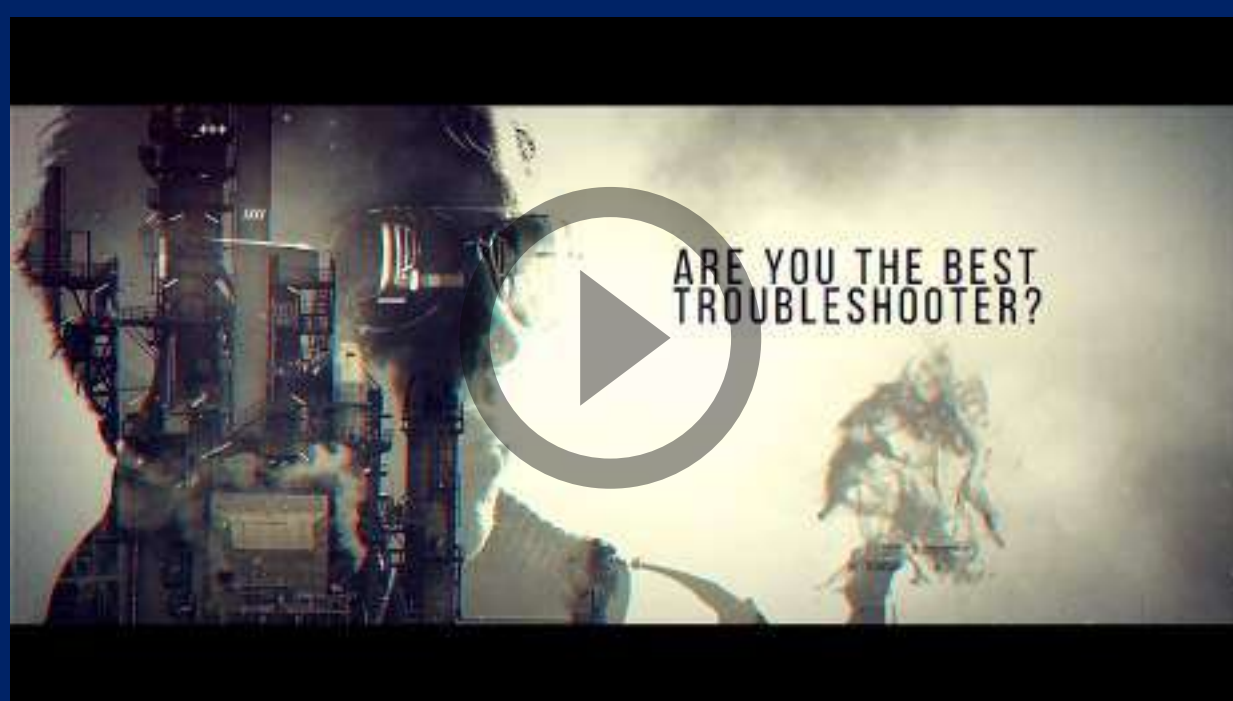
We also execute media campaigns for a variety of events, some of which have been applauded across by academia, alumni, corporates and our students.

**Teachers Day Campaign:** The team created montages with current students and alumni's messages for their beloved mentors. The work was well-appreciated by the organization, leading to several faculty creating social media accounts for the first time to view the messages! A small quiz with childhood images of the faculty was greatly enjoyed by students and academia alike.

**Women's Day Campaign:** Titled "The Sheroes of SIBM Pune", the video highlighted the strength and multiple talents of our female students from the Batch of 2021 and 2022.

**Rendezvous 2020:** With picturesque images of the campus to invite nostalgia among the Batch of 2020, iSMaRT also launched a jukebox campaign, wherein the alumni could post their favourite picture of their friends and memories from SIBM, with a special song dedication. The campaign was an overnight success, with older alumni sending in requests as well.

# Creatives and Cinematography



Click on the thumbnails to watch the videos!



# Event Coverage

One of the PR team's main responsibilities is to provide exclusive coverage of SIBM Pune events that take place both on and off campus, which includes event photography, live tweeting, event reporting, social media postings, and guest interviews. The interviews are archived on the SIBM Pune YouTube channel and serve as a valuable source of information for students, candidates, and knowledge seekers.

Some of the events covered by iSMaRT in AY 2020-2021 are listed below:

## Competitions

Johnson & Johnson Quest Season 9

Reliance TUP 6.0

Asian Paints Canvas

ITC Interrobang Season 10

Bajaj Finserv Atom Season 3

HUL Lime Season 12

Godrej LOUD

RB Global Challenge

## Major Events

AI Seminar Series with Swansea University

Admissions 2020

Budget Symposium 2020

Senate 2020

Catapult - A Leadership Talk Series

Colosseum 2020

Gravitas 2020

Manthan 2020

HR Conclave 4.0

Arcturus 2020

Dwandva 2020

Rendezvous 2020

**SMART**

**MANTHAN**  
A SUPPLY CHAIN AND LOGISTICS PERSPECTIVE

**PANEL DISCUSSION**



**Mr. Aditya Verma**  
Chief Executive Officer,  
DNS Finechem & Laboratories Pvt. Ltd.

**Mr. Banjit Mitra**  
Associate Vice President, Strategic Procurement,  
Hindustan Coca-Cola Beverages Pvt. Ltd.

**Mr. Yogesh Brahmkar**  
Programme Evangelist MBA (I&E)  
Head-Incubation & Entrepreneurship and  
Faculty-Operations  
SIBM Pune

**Mr. Amit Verma**  
Sr. VP, Digital Transformation for Procurement & Supply Chain  
Reliance Industries Limited

**Mr. Pravin Tripathi**  
Group Head - Global Purchase,  
Apollo Tyres

**SIBM PUNE**

**SIBM PUNE**

**rb**

**Global Challenge 2020**



**Mr. Gautam Rishi**  
Marketing Manager-Healthcare OTC  
RB

**Ms. Ankita Chakraborty**  
HR Manager-Talent,  
RB Health South Asia

**Ms. Saranya Mukherjee**  
Lead-Early Career Development, Campus and Employer Branding  
RB

**SMART**

**Quest | 9**  
Disrupting the future



**Ms. Tiny Sengupta**  
Country Director - Vision Care  
Johnson & Johnson

**Mr. Ashok Dubey**  
National Sales Head - Vision Care  
Johnson & Johnson

**Mr. Harshidh Savia**  
Talent Acquisition Specialist  
Johnson & Johnson

**SIBM PUNE**

**SIBM PUNE**

**CONCLAVE 4.0**  
**HR SIBM PUNE**  
PANEL DISCUSSION

**THEME** ▶ RISK, RESILIENCE, REIMAGINATION: TRANSFORMATION IN HUMAN CAPITAL MANAGEMENT



**Mr. Suraj Chettri**  
Head of Human Resources  
Airbus India

**Mr. Krishnakumar CS**  
Sr. Vice President & CHRO  
Essar Power

**Mr. Ranjan Sarkar**  
CHRO  
Exide Industries Limited

**Mr. Santanu Choshal**  
CHRO  
Schaeffler India

**Mr. Puneet Sharma**  
Director, Human Resource, India  
General Mills

**Mr. Sandeep Bhattacharya**  
Head - Corporate Relations  
SIBM Pune

**CNBC TV18**  
CNBCTV18.COM

**Swansea University**  
Prifysgol Abertawe

**SIBM PUNE**

**PEOPLE - CENTRED ARTIFICIAL INTELLIGENCE**  
By  
**DR. JAK SPENCER**  
Urban Scale Interventions, London, UK



**19 MAY 2021** | **06:30 PM IST**  
**01:00 PM GMT**  
**05:00 AM PST**

# REWIND TIME

The typical SIBM Event Calendar

## January

Transcend  
Gravitas  
Consulting Fair  
Senate



## Feb - Mar

Admissions  
Senate  
Batch Photoshoot  
Prerna

## Jun - Jul

AlumSpeak  
E-Conclave



## Aug - Sept

Manthan  
Ascend  
Imperio

## Oct - Dec

Arcturus  
HR Conclave  
PRoelio  
Rendezvous



# PROelio 2020

The Annual Flagship of iSMaRT, provides a unique opportunity to the students of all B-schools in the form of a Nation Case Study Competition to manage a PR crisis first hand and face the scrutiny that comes along with defending clients from the media circus in a live PR simulation.

This year PROelio kicked off with the first ever, invigorating online mystery competition called “Smoke and Mirrors” where students participated individually to unravel the mystery hidden in clues scattered over Social Media. The clues were layered with deceit, treachery and hidden meanings. The launch event concluded with the announcement of PROelio 2020.

Following the launch, the national level case study competition was announced on Dare2Compete inviting participation from students across India. The competition was a three-stage process where the students had to go through the Preliminary Quiz, Case Study Submission and Media Scrutiny as the final stage to emerge as the winners of PROelio 2020. 600+ participants from renowned B-schools like IIM A, XIMB, IIMC, XLRI, NMIMS, IIML, IIFT, IIMK participated in the competition. Shortlisted teams from the preliminary quiz were presented with a Case Study titled- “Internet Of Thefts”, a conflicted story of a company choosing between ethics and public image.

Six teams made it to the National Finale which was nothing short of a rollercoaster ride as the teams had to present their solutions to the case, face the gruelling questions from the journalists and the scrutiny of the judges. The event was judged by the illustrious corporates from the world of media and communications. The panel consisted of Ms. Megha Saxena, Lead-Corporate Communication, Milaap, Mr. Jayant Muraleedharan, product head-Star Sports Select, Star TV Network and Mr. Prabhakaran Balasubramanian, Head (south), Avian WE. The students were judged on their critical thinking skills, their ability to perform under stressful environments and their wit.

# Smoke and Mirrors

THE INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM, SIBM PUNE

PRESENTS

## Smoke and MIRRORS



A THRILLING ADVENTURE FULL OF MYSTERY, ILLUSION AND DECEPTION

NOTHING IS AS IT SEEMS

### Smoke and MIRRORS

FROM MIRROR MIRROR ON THE WALL  
SHOW WHO'S THE ONE BEHIND IT ALL?

### Smoke and MIRRORS

TUESDAY | 17 NOVEMBER | 1900 HRS  
VENUE: @prteam\_sibmpune

WILL YOU BE ABLE TO UNCOVER THE TRUTH ABOUT WHETHER MADHOSH SINGH IS GUILTY OR NOT STAY TUNED TO FIND OUT

### Smoke and MIRRORS

TUESDAY | 17 NOVEMBER | 1900 HRS  
VENUE: @prteam\_sibmpune

MADHOSH SINGH  
THE ACCUSED

A LIAR'S BIGGEST PUNISHMENT IS THAT EVEN HIS TRUTH IS REJECTED

### Smoke and MIRRORS

TUESDAY | 17 NOVEMBER | 1900 HRS  
VENUE: @prteam\_sibmpune

LEAVE NO STONE UNTURNED

# PROELIO 2020

DIG YOUR HEELS IN

MAKE YOUR STAND



LEAVE NO STONE UNTURNED

## PROELIO 2020

DIG YOUR HEELS IN

MAKE YOUR STAND

ORGANISED BY



PROELIO\_2020 - IISMBT - INTERNET\_OF\_THEFTS - FEB-19-2020 - PROELIO\_2020 - IISMBT - INTERNET\_OF\_THEFTS - FEB-19-2020 - PROELIO\_2020 - IISMBT

ASK THE RIGHT QUESTIONS, AND EVEN THE STAUNCHEST LIARS FALTER  
**CALLING ALL JOURNALISTS**

NEWS CUT THROUGH THE NOISE  
THIS IS YOUR BIG FIX FOR THE TRUTH  
VERITAS VINCIIT



LEAVE NO STONE UNTURNED

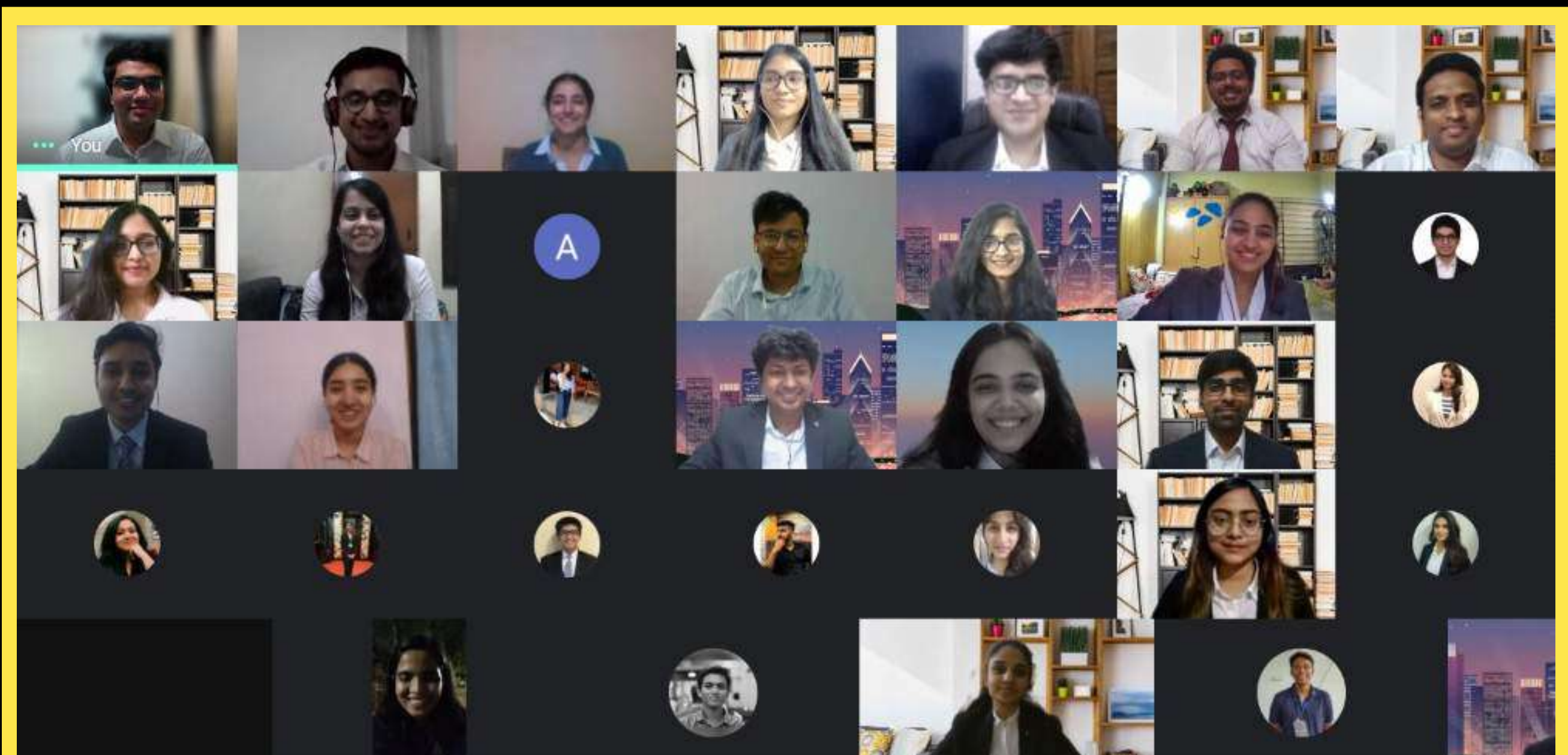
## PROELIO 2020

DIG YOUR HEELS IN

MAKE YOUR STAND



INTERNET\_OF\_THEFTS - FEB-19-2020 - PROELIO\_2020 - IISMBT - INTERNET\_OF\_THEFTS - FEB-19-2020 - PROELIO\_2020 - IISMBT - INTERNET\_OF\_THEFTS - FEB-19-2020 - PROELIO\_2020 - IISMBT



# VRITAANTA

## The Bi-monthly Newsletter of SIBM Pune

"Vritaanta" – The bi-monthly newsletter is an initiative by The Information Systems and Media Relations Team which serves as a digital narrative of the buzzing life of the B-school graduates at the picturesque hilltop campus at Lavale.

Vritaanta offers a quick window to the plethora of corporate & alumni sessions conducted, along with the snippets of various council events happening on campus, laurels & achievements that SIBM Pune students bring to their institute and all notable happenings at the campus.

It will provide our stakeholders i.e the corporates, the Alumnu, the students and the administration, a quick window into the world of the B-school graduates at the legacy that we all know as SIBM Pune.

The 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.



Click on the covers to read the issue

# HR Conclave

HR Conclave is a flagship event organised by SIBM Pune wherein various industry stalwarts come together to provide their insights and expertise, hold panel discussions to raise opinions on the key matters and share their experience through enlightening dialogues, with the students of SIBM Pune. ISMaRT assisted the Executive Council for the impeccable planning and smooth execution of the event.

The 4th edition of HR Conclave was successfully held on the 5th and 6th December, 2020 and was streamed across multiple platforms. The theme of this 2-day event was "The Past, A Disruption And The Future". The iSMaRT team planned the PR of the event diligently after promoting the much awaited event on all social media platforms to update the stakeholders about the event, the speakers, their profiles and their topics of discussion. We worked as the Media Team and coordinated the coverage of the event throughout two days by live-streaming the event on all platforms, capturing valuable moments from keynote addresses as well as from during the discussions and posting live updates on social media platforms.

iSMaRT also makes sure that the guests receive a token of thanks from SIBM Pune for their contribution.

**SIBM PUNE** **CONCLAVE 4.0 PUNE** **5TH - 6TH DEC**

**HR SIBM PUNE**

**THEME ► THE PAST, A DISRUPTION, AND THE FUTURE**

<b>DR. R RAMAN</b> DIRECTOR - SIBM PUNE & DEAN FACULTY OF MANAGEMENT - SIU SIBM PUNE	<b>MR. VIKRAMJEET SINGH</b> PRESIDENT & CHRO RAJAL ALIYAH GENERAL INSURANCE CO. LTD.	<b>MR. KHALID RAZA</b> ASSOCIATE DIRECTOR - TALENT BT	<b>MR. PUNEET SHARMA</b> DIRECTOR - HUMAN RESOURCES - INDIA GENERAL MILLS	<b>MR. SANTANU GHOSHAL</b> VICE PRESIDENT - HR SCHAEFFLER INDIA
<b>MR. RANJAN SARKAR</b> EVP HR, CHRO ENVIRO INDUSTRIES LIMITED	<b>MR. KRISHNA-KUMAR CS</b> SR. VICE PRESIDENT & CHRO EXXAR POWER	<b>MR. SURAJ CHETTRI</b> HEAD OF HUMAN RESOURCES AIRBUS INDIA	<b>MR. SANDEEP BHATTACHARYA</b> HEAD - CORPORATE RELATIONS SIBM PUNE	<b>MS. PRRITI NARAIN</b> MARKET HR LEADER, INDIA CIPRI
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# Achievers' Database

The fastidious and industrious students of SIBM Pune competed and transcended in a massive number of Corporate and B-School management competitions throughout the Academic Year 2020-2021. Additionally, the students thrived in several extra-curricular events and competitions. They showed great tenacity and agility in competing in all events virtually, thereby dismissing all hindrances and physical barriers standing in their way. To ensure that each student's excellence is recorded in SIBM Pune's books, iSMaRT collects, collates and verifies this achievement data for the particular academic year. The data is collected on a periodical basis and is kept updated for use by the administration, other student councils, faculty and the director for multiple uses. An essential benefit of the database is to help determine the multiple award winners declared on the Annual Management Day every year. These awards include Best Student Achiever, Outstanding Sportsman and Sportswoman of the year, etc. The college administration also uses the data to participate in various National B-School Surveys. In the current academic year, we received more than 160 entries from the Achievers from the first-year as well as second-year students in the MBA (Flagship), MBA (Leadership & Strategy) and MBA (Innovation & Entrepreneurship) programs.



# Batch Photoshoot



iSMaRT hosts the Batch Photoshoot for the outgoing Batch every year, providing them with a basketful of memories to cherish forever. This academic year was a challenge with the Institute's shift to online classes and the pandemic keeping most of the Batch at home. However, with the team's indefatigable attitude and diligent planning, we were able to pull off a safe and socially distanced Batch Photoshoot. The Batch Photoshoot encompasses covering the official administration, faculty as well as the class photograph. The Team snapped memorable moments of the Student Council at various picturesque spots across the campus. The PR Team went above and beyond to capture candid pictures of the students who were showcasing their most ecstatic self via the Photoshoot. With over 7,500+ pictures clicked, the students were bestowed with the beautiful memories created over the past two years.



# Collaborations

In the year 2020-21, iSMaRT has ensured that it works in fluidity and collaboration with the other teams in the Students' Council to provide adequate exposure and reach for SIBM Pune and showcase all the initiatives to help the institution flourish, albeit virtually. By providing coverage to each event and activity hosted by the eight other Council Teams and six Special Interest Groups and presenting digital customized photo frames to the illustrious guests this year, we aim to build and harness the budding relations between the Corporates, the Institute and the students. We aspire to reach the zenith of media coverage and public relations through this collaboration and active engagement.



# Thank you!



iSMaRT recognises that it may not operate smoothly without the unswerving cooperation from and active collaboration with its innumerable stakeholders. Thus, we would like to show our gratitude and take this opportunity to thank Dr. R. Raman, Director - SIBM Pune, Dean - Faculty of Management, SIU & Director - Strategy and Development, Symbiosis for his unwavering support in all our activities and for pushing us to perform better than the best. We would also like to thank 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 continuous liaison with the Information Systems and Media Relations Team and for being our tower of strength throughout the academic year. Through their eternal guidance and cherished expertise, we were able to surpass our milestones without any impediments. Finally, we would like to thank the whole student body of SIBM Pune for their heartening support for and active participation in the events conducted by iSMaRT. We express our deepest gratitude to each person who has contributed to iSMaRT's commitment and mission of taking SIBM Pune to further heights.