



SIBM
PUNE



**ASPIRANT
RELATIONS
TEAM**

ASPIRANT RELATIONS TEAM ANNUAL REPORT

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The Aspirant Relations Team or fondly known as ART acts as the interface between the current students of SIBM Pune and the aspirants of the upcoming batch. ART is responsible for conducting the Admission process at SIBM Pune. ART is responsible for the aspirant connect, right from when the notification for the SNAP entrance exam is released till a candidate joins SIBM Pune and even beyond that. ART provides a platform for all the aspiring students to connect with SIBM Pune, know its culture and provides necessary support whenever required. Through numerous engaging activities, namely Advent, Ascend, A Day at SIBM, Coffee with SIBM and the Admissions Process, the Aspirant Relations Team helps in enhancing the brand image of the institute.

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Senior Team	Junior Team	Interim Team
Jaykumar Purohit	Agnip Dasgupta	Agnip Dasgupta
Pathit Desai	Akanksha Toppo	Akanksha Toppo
Ruchi Khant	Akriti Jain	Ashit Gupta
Sarath Chandra Prakash A	Ashit Gupta	Debaswini Dey
Shreya Gupta	Kingsuk Mallik	Kshitiz Agarwal
Simran Shah	Pragati Adak	Pragati Adak
Vaibhav Chandel	Rachana Khandelwal	Rachana Khandelwal
Vishakha Vaidywan	Saman Khan	Saman Khan

During the academic year 2021 – 2022, the Aspirant Relations Team made some remarkable achievements with a sound presence on social media.

- The Facebook Page of the Aspirant Relations Team crossed 12.6k new likes which is a YoY increment of record 561.7%
- The Instagram Page crossed 2500 followers
- The Facebook Page saw a reach of 601.2K accounts which is a YoY increment of 5.6%.

SIBM Pune's Aspirant Relations Team completed the second round of online onboarding for the incoming class of 2023 students. The OnBoard SIBM Pune 2021-23 Facebook page and the OnBoarding WhatsApp group functioned as an interactive venue for members of the Aspirant Relations Team to connect with and answer questions from the incoming cohort. This is the second round of engagement after having already interacted with and answered the questions of the shortlisted candidates. Apart from the standard questions about navigating two years at a B-School, daily life as a SIBM Pune student, and favourite sites on campus, the Aspirant Relations Team kept the students involved with numerous engagement activities ranging from batch introductions to the Battle of Cities.

The Aspirant Relations Team hosts a special event called the City Meets every year to break the ice and interact with the new batch. ART had to pivot and adjust to the shifting environment this year, as it did last year, due to the epidemic. One such initiative was the Battle of Cities. The candidates were separated into groups and participated in a range of interactive activities. Finally, in the build up to the release of an e magazine, they had to collaborate and come up with creatives such as teasers, trailers, and captions for social media.

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Advent 2021 was the first event organized by the Aspirant Relations Team for the batch of 2021-23, after the commencement of their course. It was entirely conducted over the online medium through various events. The theme for Advent '21 was “The World of Cartoon Network- Keep the child within you alive”. There were three broad events around this theme, namely “Network Nostalgia” (a video/audio competition where participants had to submit their childhood family memories with cartoon network in their chosen format), “Johnny Bro-vo” (a creative competition where participants had to use their creativity to add PNGs of Johnny Bravo to pictures depicting their MBA experience) and “Toon Teams” (a creative competition where participants had to choose a set of toons to solve a real-life problem and submit a PPT for the same). Along with these we had multiple online engagement events held on our social media pages for a week. The winners and runners-up of the main events were awarded cash prizes and the winners of the online engagement events were provided Amazon vouchers. The competition had an overwhelming response from the entire batch with 80 students making more than 100 submissions and each online engagement event having 150+ responses. The purpose of this event was to provide MBA 1 with one final opportunity to break the ice, have fun and interact with their fellow batchmates so that they can form lasting bonds. Over all social media channels, the event saw a remarkable response from the entire batch recording a footfall above 350.

Network Nostalgia:

1. Winner – Lovish Kumar, MBA 1, Marketing
2. Runner-up – Sahil Gill, MBA 1, Innovation and Entrepreneurship

Johnny Bro-vo:

1. Winner – Bhavini Priyamvada, MBA 1, Marketing
2. Runner-up – Pranal Kulkarni, MBA 1, Marketing

Toon Teams:

1. Winner – Aryan Chakraborty, MBA 1, Marketing
2. Runner-up – Duke Pande, MBA 1, Human Resources

Online contests:

1. Looney Tunes –

- a. Anupam Tripathi
- b. Jahnabi Hazarika
- c. Rishabh Modi

2. Scooby dooby guess who –

- a. Devashish Sharma
- b. Saishri Sathish

3. Top performers –

- a. Roshan Kumar
 - b. Shreyanshi Aggarwal
-

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Ascend is an event by the Aspirant Relations Team, SIBM Pune. The primary goal of the initiative is to reach out to MBA aspirants from different cities all across the country through their coaching centers. During this event, the students of SIBM Pune engage with aspirants on important topics like:

- 1) Why MBA?
- 2) What are the different MBA specializations?
 - a. MBA flagship courses
 - b. MBA Innovation and Entrepreneurship
- 3) How did we go about our preparation?
- 4) What was the timewise strategy?
- 5) Pro-tips to the aspirants
- 6) Strategy to attempt the different sections, namely Verbal, Quants and LRDI
- 7) Details of the SNAP examination
- 8) Strategies specific to the SNAP examination
- 9) Our Personal Journeys

The event was conducted online across different platforms and saw an enthusiastic response from 15 coaching centers across 20 cities looking forward to learning as much as they can.

The event was conducted over three days from 3rd to 5th September. The platform gave 1100 students an opportunity to interact with the students.

Prime Objective:

The prime object of the initiative was to give the aspirants an exposure to the preparation journeys of the current SIBM students. The students not only shared their overall strategies but also deep dived into sectional strategies and hygiene habits. The event provided the aspirants, an idea of what it takes to achieve the B-school of their dreams and what awaits them, as they enter one of the most desirable B-schools in the country

The objectives of Ascend were as follows:

- Provide first-hand information regarding the SNAP exam.
- Resolve queries of aspirants through this critical period of preparation
- Guide aspirants about various strategies to tackle SNAP and other MBA entrance exams
- Shedding light on Opportunities in store for the students as they enter coveted B-schools
- A briefing on various specializations offered in SIBM Pune (MBA Flagship and MBA I&E)
- A short quiz on Quant, DILR and Verbal according to the SNAP pattern.
- Personal experience and hygiene habits followed by our team that helped us to attain the top percentile in the SNAP exam.

Online Engagement and Promotion:

Before Ascend 2021, promotional events were conducted over various social media platforms such as Facebook, YouTube and Instagram with the theme of motion. There were different series conducted on logical reasoning, verbal ability and quantitative aptitude to help aspirants in their preparation journey. The series were:

a) Verbal Vault:

A set of verbal ability questions based on past exams were posted periodically and aspirants were encouraged to keep solving them. There were tips provided to the aspirants to help them take the lead in their preparation journey.

b) Logic Launch:

This series was aimed to help students overcome their fear of the logical reasoning section. Questions of logical reasoning based on past paper were posted periodically to motivate the aspirants. Special tips were also provided to aspirants to help them ace the logical reasoning section.

c) Kinetic Quants:

This was a series of questions on quantitative aptitude sections of past papers. The aspirants also received tips on how to bring out their best in this section.

d) Ace the Race:

Ace the Race was a video series where questions from all the three sections, namely quantitative aptitude, verbal ability and logic launch were solved by the current students of SIBM Pune.

Online Connect:

The aspirant relations team was actively present on different social media platforms such as Facebook and Instagram to address the queries of the aspirants. The team also reached out to various aspirants through live sessions conducted on YouTube.



ASCEND

DAY 1



FARIDABAD | DELHI

Divide time among serious judiciously

Bank on your strengths first

Speed with accuracy - more often path to success



Rotate strategies till you find one that fits

Read everyday

Decompress at times

Track your progress

Hard work beats talent when talent doesn't work hard

Set realistic targets and follow through

Materialize Motivation

Spend sufficient time analysing mocks



$\log \tan 1^\circ + \log \tan 2^\circ + \log \tan 3^\circ + \dots + \log \tan 89^\circ$

43

Kho!

18 answers

1

2

1/2

SIBM Pune



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The fourth edition of 'A Day at SIBM' was held on October 29, 2021. Due to the continuing pandemic's restrictions on travel and physical gatherings, the event was held online. Nearly 40 MBA candidates attended the event, which was open to all MBA aspirants in the country. The purpose of the event was to provide students a firsthand experience of a real B-school. Throughout the occasion, candidates chatted with the visitors and kids, answering all of their questions.

D-Day events:

Introduction:

The event was kicked off by Prof. Madhura Bedarkar, Deputy director SIBM Pune. Ma'am spoke about the numerous characteristics of SIBM Pune and how it differs from other colleges. She also discussed the numerous strategies used by SIBM Pune to give an enriching experience for students even when they were learning online. She also answered the applicants' questions and clarified their doubts.

Art of Storytelling

Following the opening session, a session with Mr. Sandeep Bhattacharya was held, as guest sessions are a significant part of MBA life. He took a workshop on the art of storytelling for the aspirants and highlighted the importance of proper storytelling for an MBA graduate. The candidates appreciated his innovative approach to teaching the concepts.

Campus 360

Post this, there was an interactive round for the Aspirants to give them a sneak peak of the hilltop heaven. Campus 360 showcased a 360-degree view of the SIBM Pune Lavale campus post which the students had to answer fun yet tricky questions about the campus on a Kahoot quiz.

Case-Study (The Brief case)

Following this, a Case Study Competition was held. Dr. Deepika Pandita facilitated this discussion. Ma'am began by discussing how case studies are addressed and different ways to present solutions. All of the candidates were given a case to work on beforehand. All of the candidates who had registered received a case. They were expected to send their solutions based on the situation.

We got a lot of positive feedback. They were supposed to solve the problem and send it to the Aspirant Relations Team for evaluation. The top three were chosen based on the evaluation and were given cash awards and certificates. Three honorable mentions were also chosen from among the others.

Snap toppers session:

A panel of six students was formed, with individuals from various backgrounds being picked. All of the panelists talked about their SNAP strategy and how they prepared for the programme. The panelists also covered SNAP preparation dos and don'ts. Following that, the floor was opened for a Q&A session, during which applicants could ask the panelists any questions they had.

Winners

The Brief Case:

1st AVS Nikita

2nd Shubhayan Chakrabarti

3rd Jason Rodrigues

Special mentions:

Nanda Kishore D

Shaik Al Aftab Mohammad

Abhi Shah

Campus 360 Kahoot Quiz:

Milind Dalal

NANDA KISHORE D

Mahita Pande

Shubhayan Chakrabarti

Sakshi Chauhan



× Workshop on
“The Art of Storytelling”
by Prof. Sandeep
Bhattacharya



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Coffee with SIBM is a unique initiative by the Aspirant Relations Team of SIBM Pune that aims at reaching out to aspirants all over the country to guide them in their last week of preparation for the SNAP examination. Aspirants from all over India prepare for the MBA entrance examinations with a lot of fervor and zeal, and the same is resonated by SIBM Pune and A.R.T. through this effort to conduct interactive seminars and interactions. This initiative is carried out in two phases – first, the online phase, where the aspirants are kept engaged through various online activities daily and their queries relating to MBA, SNAP, and SIBM Pune are duly answered; second, engaging seminars and interactions are held across the country for around 2 hours. This year marked the 16th edition of Coffee with SIBM, the first one being in 2006. During the initial phase, we reach out to the aspirants through social media to give important information like quizzes and tips relating to SNAP, clear their doubts regarding registrations and other queries, and make the road to SIBM seem clearer. Coffee with SIBM sessions provide a platform to the aspirants to interact with the current students of SIBM Pune through candid sessions, understand life at SIBM Pune, and get guidance and last-minute suggestions on how to ace the SNAP test. It acts as a motivating and informative session conducted about a week before the SNAP test by the toppers of the previous batch to help them choose the right B-school and work hard towards achieving their goals.

OBJECTIVES OF COFFEE WITH SIBM

The primary objective of Coffee with SIBM is to act as the first point of contact between the aspirants and the institute and make them familiar with SIBM Pune. Additionally, this initiative also aims at achieving the following:

- 1) Provide aspirants a platform to interact with other aspirants, and create a learning environment for them.
- 2) Increase the clarity of students about MBA and enable them to understand the objectives of pursuing the same.
- 3) Assist the students in their SNAP preparation through daily quizzes, study materials, and Q&A sessions with the current students and the batch toppers.
- 4) Clear any doubts regarding MBA, SNAP, and SIBM Pune.
- 5) Provide GE-PI-WAT preparatory materials for acing the next stage of admission into one of the premier B-schools of the country.

This year Edition 16 of Coffee with SIBM was conducted in the online mode where the Aspirant Relations Team reached out to aspirants from all over the country who interacted with the team with much enthusiasm and curiosity. Students were provided guidance on last mile preparation strategies, a comprehensive compendium to enhance their preparation, and continuous support to resolve their SNAP related queries.

ONLINE ENGAGEMENT

The Aspirant Relations Team, SIBM Pune has built a network of aspirants who are connected with us through Instagram, Facebook, LinkedIn and YouTube. We engage with the aspirants actively through these platforms and conduct several sub-events.

Sub-event 1

- ❖ Ø Logical Latte
- ❖ Ø Maths Mocha
- ❖ Ø Vocaff
- ❖ Ø Experiential Espresso Reels
- ❖ Ø Coffee Mockiato Reels
- ❖ Ø D-Day Gameplan
- ❖ Ø Cup of Excellence

Sub-event 2 – Facebook and YouTube Live Sessions

Live sessions were conducted by the Aspirant Relations Team on Facebook and YouTube. A YouTube live session was conducted with the popular MBA preparation platform Learn4Exam on 8th December, followed by a live Facebook event on 9th December, where queries related to SIBM Pune and SNAP exam were resolved.

The live sessions conducted by the Aspirant Relations Team provided the aspirants all over the country a chance to interact with us and ask any doubts they have regarding SNAP and the journey to SIBM. It gives a chance to students living in cities where Coffee with SIBM is not conducted to interact with us and get their queries answered.

The following members of the Aspirant Relations Team were part of the panel:

1. Agnip Dasgupta
2. Akanksha Achint Toppo
3. Akriti Jain
4. Ashit Gupta
5. Pragati Adak
6. Kingshuk Mallik
7. Rachana Khandelwal
8. Saman Khan

Digital Presence

Google Ad-words were made available in different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube. Pages for specific events were created and promoted in the targeted regions. Event posters and videos were promoted to get maximum possible attention and traction among the aspirants. The Facebook page dedicated to the event helped in connecting with the aspirants and they could get all details about the event from this page.

This year WhatsApp groups were also created for all the seven clusters to ensure the prompt replies to all their queries.

DIGITAL REACH

Instagram

All the Facebook posts were simultaneously shared on Instagram as well. The Instagram stories feature was also used to keep the aspirants updated of new posts. Questions were posted on the Instagram stories every day and aspirants interacted with the posts in great numbers. This year we crossed 2500 followers on Instagram.

Telegram

We took a more targeted approach this time to increase our digital media reach and eventual turnout. For the first time ever, we used telegram as a channel to reach out to SNAP aspirants preparing for SIBM Pune.

Videos

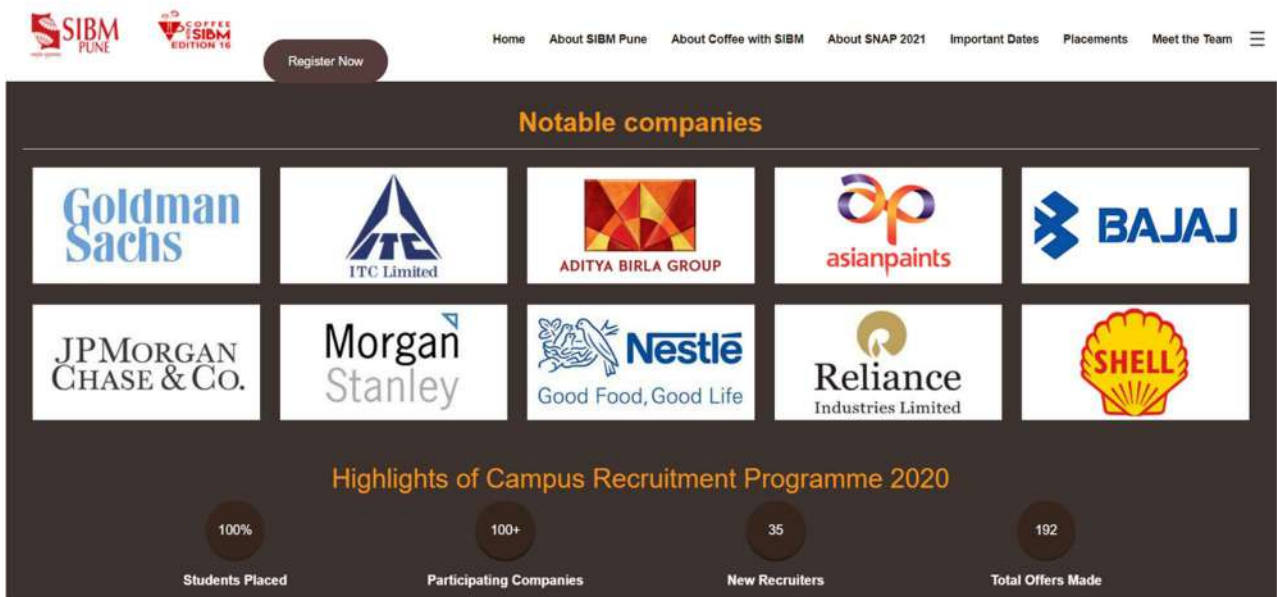
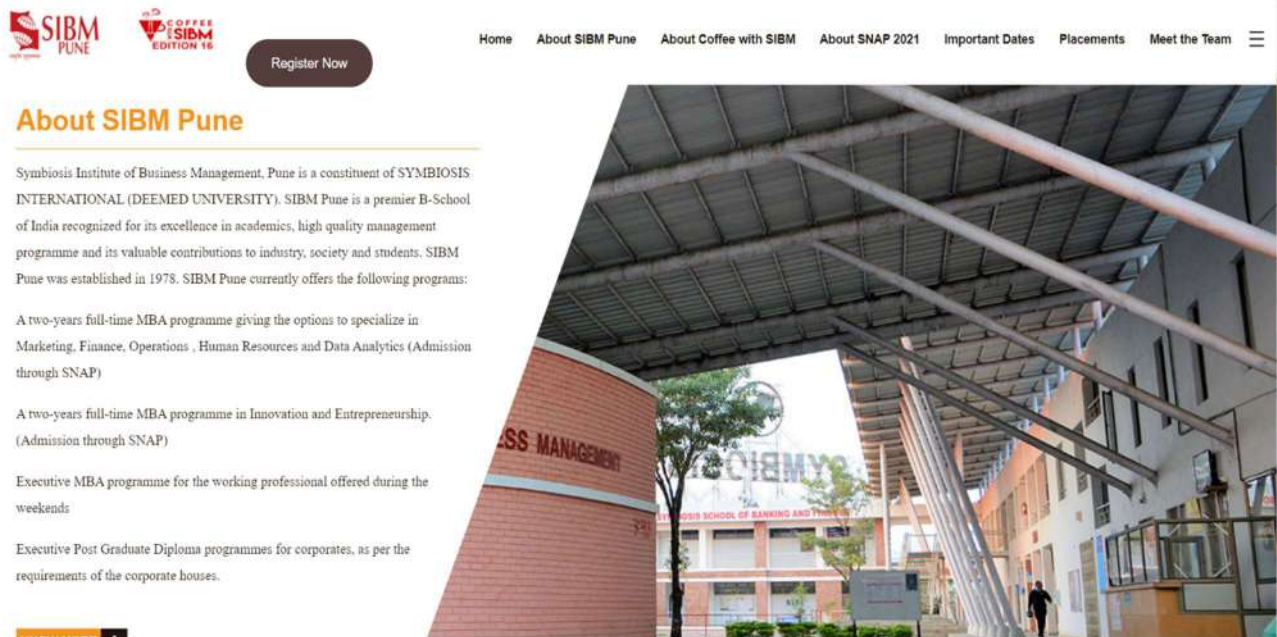
We launched various teaser videos and promotional videos for Coffee With SIBM 2021. Since videos are a lot more engaging on social media, these videos helped in attracting the aspirants towards the event. They were posted on our Facebook, Instagram and YouTube pages. The teaser video for CWS 2021, crossed 1.2 lakh views on YouTube.

Website

Coffee with SIBM 2021 website was revamped and launched on an independent public forum and hosted on SIBM Servers. All the google ad-words were directed to this website. It hosts all the information related to SIBM Pune and Coffee with SIBM 2021.

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

Few snapshots from the website are given below:



The Website contained various sections such as:

1. Home
2. About SIBM Pune
3. About Coffee With SIBM
4. About SNAP 2021
5. Important dates

6. Placements

7. CWS 2020

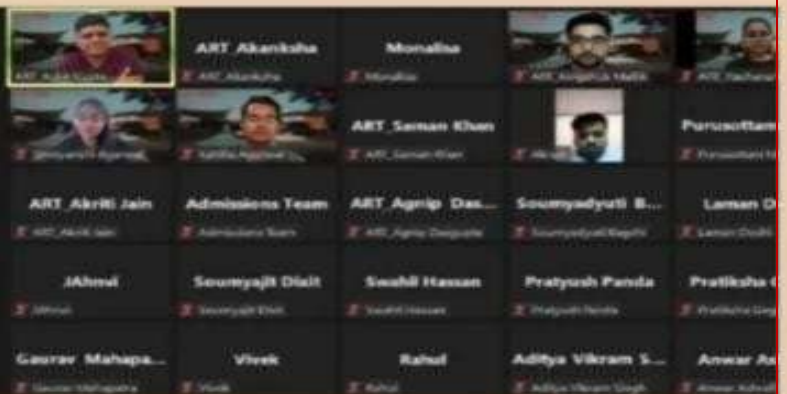
8. Notable Companies

9. Highlights of Campus Recruitment Programme 2020

10. Meet the team



COFFEE WITH SIBM EDITION 16



Eastern Espresso



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This year the Aspirant Relations Team took it a notch higher to connect with the Aspirants and conducted a second volume of the flagship event Coffee With SIBM. For this event we conducted a session specially for those students who had received a GE-Pi-WAT-call from SIBM Pune. The attendees of coffee with SIBM 2.0 got the opportunity to interact with the students of SIBM Pune and got first hand information about the college, the roles offered and many more things. The aspirants got some last minute tips to ace the GE-PI-WAT process and had the opportunity to get all their queries resolved by the students of SIBM Pune.

The event was conducted across two days with two sessions everyday to ensure maximum reach to the shortlisted students. We saw a footfall of 479 eager aspirants who not only enjoyed the session but were also glad to take home some key pointers for their preparation and resolutions for all their queries.

The Admissions 2022 process of SIBM Pune was successfully conducted by the Aspirant Relations Team under the guidance of the Director of SIBM Pune, Dr. R. Raman. This year, for the first time, AI-based insights were used in the admissions process at SIBM Pune to understand the candidates better. The admissions process was conducted in an online mode. Continuing its legacy of being the best admission process amongst all the B-schools in the country, a fair and transparent process was conducted, providing equal opportunities for all the candidates involved. The process was conducted for the two programmes offered at SIBM Pune i.e. MBA Flagship and MBA in Innovation and Entrepreneurship.

The entire process spanned over a period of 10 days and two windows, i.e., 16th -20th February 2021 and 23rd - 27th February 2021. In addition, prior to the admission process, a video series called "Journey to Admissions" was released to ensure that the aspirants get an idea of the previous year's GE-PI-WAT process, what to expect and how to prepare for their own process, some information about life at SIBM Pune and what an interviewer expects from the candidate. This helped the candidates devise the best strategy to ace the GE-PI-WAT process.

Note - Admissions under the IS (International Students) category is held separately, and does not come under the purview of the Aspirant Relations Team.

The GE-PI-WAT process for MBA Flagship consisted of the following stages:

1. Group Assessment

Group Exercise – Discussion based on the combination of one industry and two tools out of all the given options to solve a prevalent problem. Candidates had to justify why their chosen industry and two corresponding tools were the most effective solution to the given problem. The candidates were asked to present a final conclusion of Problem-Industry-Tools to the panelists.

2. Individual Assessment

- a) Written Ability Test – Elaborating on how the chosen combination of 3 words out of a 3*3 matrix can solve some real-world issue/s.
- b) Personal Interview

The GE-PI-WAT process for MBA Innovation and Entrepreneurship consisted of the following stages:

1. Group Assessment

Group Exercise – Based on the given business problem with one input and one output, candidates were required to find two more suitable inputs to arrive at the given output. While concluding the discussion, group had to present the final solution to the panelists.

2. Individual Assessment

- a) Written Ability Test – Elaborating on how the chosen combination of 3 words out of a 3*3 matrix can solve some real world issue/s.

b) Personal Interview

In addition to the above processes, this year, SIBM Pune included a Behavioural Analytics Video Assessment while filling the SNAP C form. Candidates were required to appear for a video assessment, and the AI-based insights drawn from the video analysis were added to the students' profiles. This helped panelists to understand the candidates better. However, it was not included in the evaluation process and only served as additional information to the panelists.

Shortlisting of the Aspirants

Aspirants were shortlisted for the GE-PI-WAT process on the basis of their SNAP scores.

This year, more than 4,500 candidates were shortlisted for the GE-PI-WAT process across both courses.

Information outflow

Shortlisted candidates were informed about the declaration of results via email.

All the candidates had to log in 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 and uploading the documents containing all the necessary details.

GEPIWAT Slots

The shortlisted candidates had the option to choose from the following dates to appear for their GE-PI-WAT process in online mode on Zoom Platform: 16th, 17th, 18th, 19th, 20th, 21st, 23rd, 24th, 25th, 26th, and 27th February 2022.

There were two slots for the GE-PI-WAT process on these dates – one slot in the morning and the other in the afternoon.

- Morning Slot timings: 07:30 AM to 12:30 PM
- Afternoon Slot timings: 12:30 PM to 05:30 PM

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

- First letter - R (for Regular MBA course) & I (for I&E MBA course)
- Second and third letter – Range from 16 to 20 and from 23 to 27 (to indicate the date of the 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 indicating group, and the other two letters ranged from 01 to 08 (01 for 1st group, 02 for the second group, and so on)
- Eighth and ninth letter - Range from 01 to 08 (indicating position in the group)

Thus, a student who had applied for the regular MBA course, and had booked the morning slot on 16th February, and had been allotted the 6th position in the 4th group, had the following GE-PI-WAT ID number: R16XG0406

Similarly, a student who had applied for the I&E MBA course, and had booked the morning slot on 16th February, and had been allotted the 5th position in the 4th group, had the following GE-PI-WAT ID number: I16XG0405

Arrangements for Specially-Abled Candidates

Firmly adhering to our university's value of "Vasudhaiva Kutumbakam", a host of Diversity & Inclusion measures were being implemented throughout the admissions 2022 process. The thrill of receiving a call letter to attend the admission process of SIBM Pune was shared by all candidates alike, as the differently-abled candidates got to hear the voice-recorded call letters by scanning a QR code. The Aspirant Relations Team provided constant support through the dedicated helpline for differently-abled candidates. All introductory and onboarding videos were translated into Indian Sign Language by an ISL interpreter to help aspirants with hearing disabilities. Closed captions were displayed on the screen to further aid understanding of the videos and any instructions that the admissions team provided during the admissions process. All students of SIBM Pune who volunteered for the admission process were sensitized towards the special needs of differently-abled candidates while being empathetic and respectful towards them. Instruction videos (ISL interpreted) explaining how to handle the online platform were also made available to all aspirants before the admission process started.

Buddy Program

The Buddy Program 2022 commenced after the release of the list of shortlisted candidates for the GE-PI-WAT process. The primary purpose of the Buddy Program is to provide the requisite support to the shortlisted candidates in their preparation journey to SIBM Pune. The entire batch of first year students, including MBA Flagship and MBA Innovation and Entrepreneurship, had volunteered for the Buddy Program. All the shortlisted candidates were assigned a buddy, who served as the single point of contact to help them clear their doubts and queries regarding the admission process, previous year experiences, expectations, and preparation methods. Each buddy was assigned around 10 to 15 candidates to whom they communicated using their college email ids, with their respective ART SPOC being kept in the loop regarding all communications. Buddies also sent timely mails and reminders of process deadlines to the shortlisted candidates, along with Sizzlers and Silhouettes, which contained the campus experience of the SIBM Pune students and had information about all the student-driven councils and SIGs. Moreover, a brief of renowned corporate competitions in which students excelled last year was also given in these series to guide the aspirants.