



ANNUAL REPORT 2021-22

INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM



INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

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About iSMaRT

The Information Systems and Media Relations Team (iSMaRT) is the official PR Team of SIBM Pune and acts as the “Voice of SIBM Pune”. The team acts as a point of communication between the Institute and the outside world, including various key stakeholders like the Corporates, Alumni, Aspirants, and other Institutions. Leveraging different channels like Social Media, Print media, and a multitude of offline and online events, iSMaRT takes pride in being the Custodian of Brand SIBM Pune and lucidly narrates the rich legacy and multitude of achievements of our prestigious Institution.

Some of the key activities undertaken by iSMaRT are:

1. Creating visual and written content in the forms of posters, videos, and articles, which become part of the official online and offline communication channels of SIBM Pune whose audience includes various stakeholders including Students, Faculty & Staff, Alumni, Corporates, and Aspirants.
2. Managing SIBM Pune’s presence on Social Media and other digital channels.
3. Organizing events highlighting the importance of Media Management and Public Relations.
4. Exclusive coverage of all major offline and online events of the institute, including Corporate Events, Cultural and Management Festivals, Conclaves, and events organised by the Student Councils and Special Interest Groups.
5. Recording, showcasing and amplifying the various achievements of students in Corporate and B-school competitions.
6. Undertaking Brand Building and Promotional activities for SIBM Pune.
7. Instituting and ensuring branding guidelines for all internal and external stakeholders.
8. Conducting interviews of corporate guests and alumni for various events.

The Team

iSMaRT is a blend of unique and diverse skill sets that work in tandem to create synergies. Every term is an opportunity to reconfigure through a rigorous selection process and create a team that has an unwavering commitment to delivering high-quality output.

SENIOR TEAM

Ananya Kaushik
Sathvik Anand
Shraddha Vaghela
Tanay Shah
Vanshika Agarwal
Vignesh Padmanabhan (Co-ordinator)
Yash Keswani

JUNIOR TEAM

Avantika Bhandari
Dimple Baheti
Himanshu Grover
Indu Priya Pilli
Mainak Mondal
Prashanth VV
Sharvari Patil

INTERIM TEAM

Avantika Bhandari
Dimple Baheti
Himanshu Grover
Mainak Mondal
Meenakshi Jaikumar
Mohika Dhawan
Prashanth VV
Sharvari Patil



AWARDED THE OUTSTANDING STUDENT COUNCIL AT ANNUAL MANAGEMENT DAY 2022

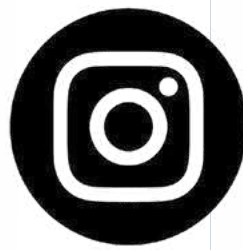
SIBM Pune's Online Presence

iSMaRT is responsible for handling the online presence of SIBM Pune including its official Social Media channels which are imperative in managing the public relations for the institute. The team bolsters this presence by creating and sharing quality content that creates a meaningful impact. By working closely with SIBM Pune's administration, Students' Council, Special Interest Groups and other key stakeholders, iSMaRT ensures that the content receives the desired exposure and engagement. The team also undertakes coverage and works 24x7 to share updates on the students', faculties' and alumni achievements, and various corporate and cultural events on and off-campus, fostering a lasting relationship with all stakeholders. The past year has witnessed ground-breaking engagements on our social media handles which we leveraged to portray and further foster Institute's thriving student-driven culture.

THE DIFFERENT SOCIAL MEDIA HANDLES MANAGED BY THE TEAM ARE:



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE



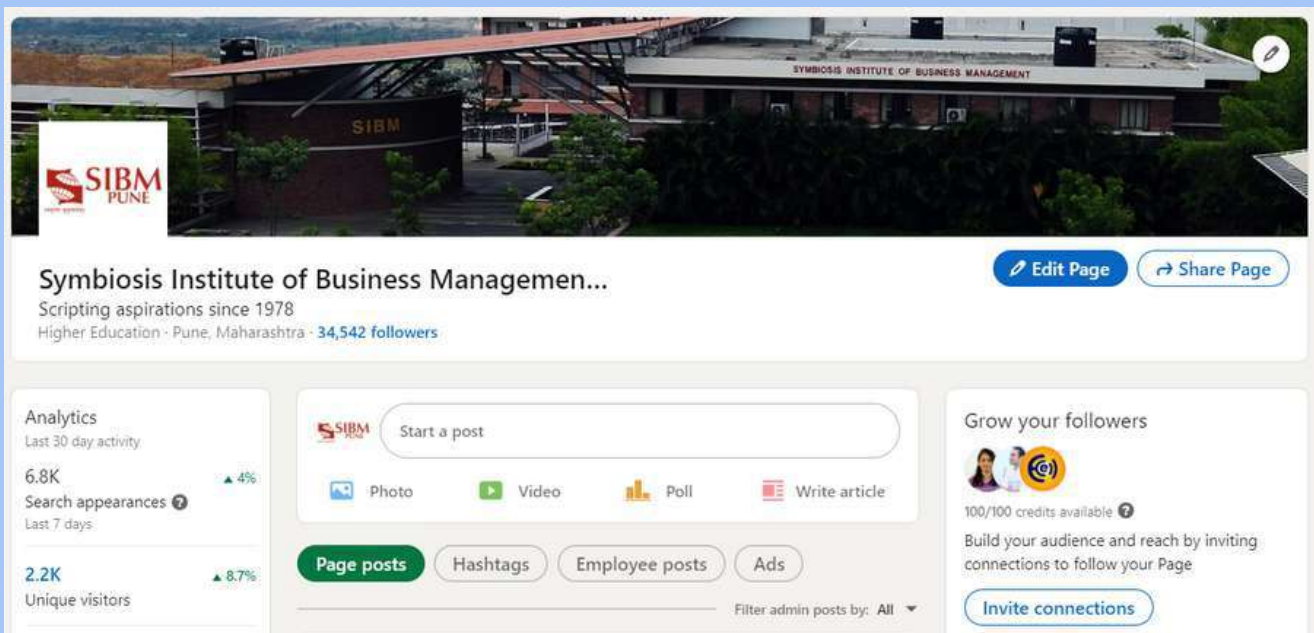
TWITTER

Click on the icons to view our pages

LinkedIn



SIBM Pune's LinkedIn account is its primary social media channel and has **34,538 followers**, marking an **increase of 22%** from the previous year. The team regularly shares achievements and updates on the platform. This has helped us bolster our connection with corporates, alumni, students, aspirants and other key stakeholders, who actively share and engage with the content on the page.



3.4M+

IMPRESSIONS

98K+

PAGE VISITS

34K+

FOLLOWERS

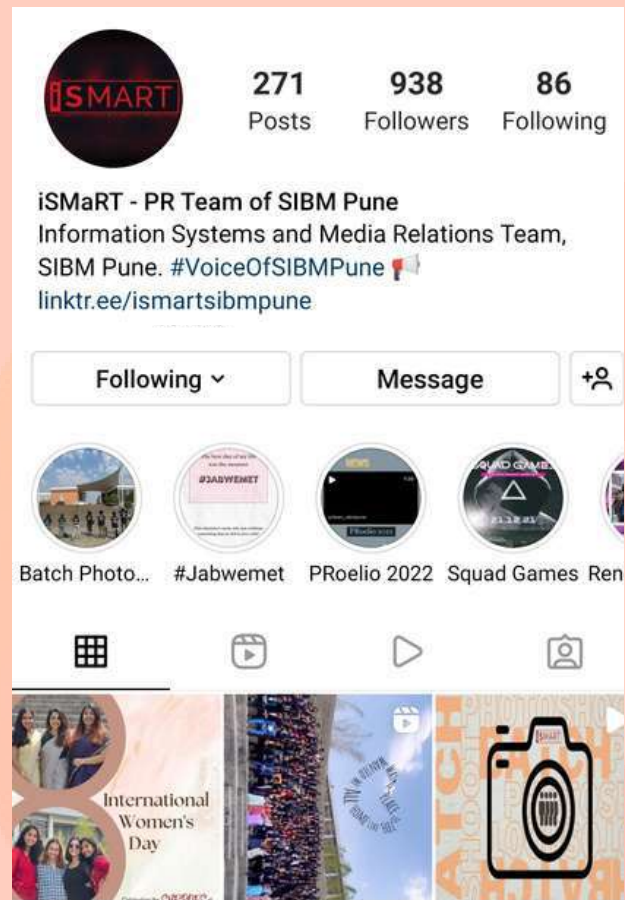
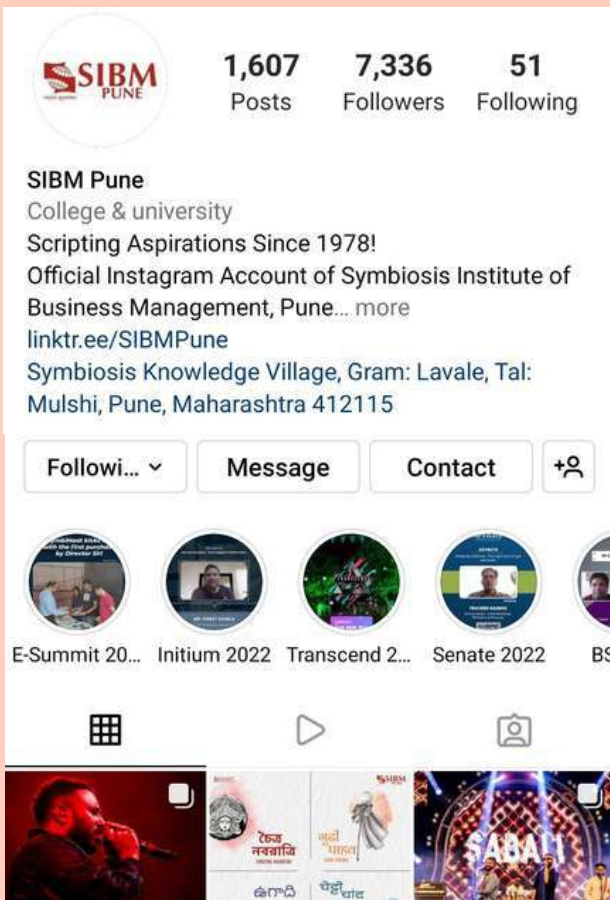


Instagram



The Instagram account of SIBM Pune provides its stakeholders with a peek into the rigour at the campus. iSMaRT leverages various forms of publishing formats on the platform to share prompt event updates, student achievements, and events undertaken by the student bodies. The past year saw a **14% increase** in the number of followers with a total of **550+** updates posted through the handle and a momentous **60,000+** engagements driven in terms of likes, comments, saves and shares.

Since 2018, iSMaRT has been managing its own Instagram handle which promotes the flagship events, initiatives and campaigns of the council and further bolsters the PR activities of the Institute. The team regularly updates creative campaigns, event updates, festivals and posts giving a sneak peek into the working of the council. The past year saw a **32% increase** in the number of followers. The team aims to scale up the level of engagement through this channel by leveraging inventive campaigns and formats.



Click on the images to see the pages

Facebook



The official Facebook page of SIBM Pune was launched in the academic year 2014-15 and since then iSMaRT has ensured that all event updates and activities are promptly updated on the handle. The team, on behalf of the Institute, answers queries of different stakeholders, shared through messages on the platform. The page currently has **59,428 followers** and impressions of more than **1.9M**. We plan to further leverage the various tools on the platform to scale up the reach and engagement on the page.

The screenshot shows a Facebook post from SIBM Pune. The post is a yellow banner for a commemorative event. On the left, there is a logo for Symbiosis Golden Jubilee with the text 'Celebrating 50 Years of Excellence'. The main text reads: 'Commemoration Ceremony of Symbiosis Golden Jubilee and Inauguration of Symbiosis Aarogya Dham'. Below this, it says 'Sunday, 6 March, 2022 | Venue: SIU Campus, Lavale'. On the right, there is a portrait of Shri. Narendra Modi. Below the portrait, it says 'Chief Guest SHRI. NARENDRA MODI Hon'ble Prime Minister'. Underneath, it lists 'August Presence' with three names: 'Shri. Ajit Pawar Hon'ble Dy. Chief Minister', 'Shri. Bhagat Singh Kechuri', and 'Shri. Subhash Desai Hon'ble Minister for Industries'. Below the banner, the SIBM Pune profile picture and name are visible, along with the text 'Symbiosis Institute of Business Management - SIBM, Pune' and '@sibm.edu - 4.6 (118 reviews) - University'. There is a blue 'Send Email' button. At the bottom, there are navigation tabs for 'Home', 'About', 'Reviews', 'Students' Council', and 'More', along with interaction buttons for 'Liked', 'Message', and search.

1.9M+

IMPRESSIONS

59K+

FOLLOWERS

Twitter



The official Twitter handle was started in 2009 and is now a verified account. The handle now has **37.5K followers** including many key Corporates and Alumni. Through live coverage and prompt updates of both online and offline events, iSMaRT ensures huge engagement on this platform.

SIBM Pune ✓
4,053 Tweets

SIBM PUNE

Follow

SIBM Pune ✓
@SIBMPune

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

📍 Pune, India 🌐 sibm.edu 📅 Joined July 2009

146 Following 37.5K Followers

Tweets Tweets & replies Media Likes

📌 Pinned Tweet

SIBM Pune ✓ @SIBMPune · 16 Nov 2021

With immense pleasure, we invite you to be a part of the Campus Recruitment Programme for the batch of 2020-22 which comprises MBA Flagship and MBA Leadership & Strategy programmes. For any placement related details, kindly fill the form below.

forms.gle/AG8qd8isRFp6xV... ✓

iSMaRT's Online Initiatives

Keeping in mind that the stakeholders of SIBM Pune value a robust online presence, iSMaRT undertakes initiatives to strengthen the online connect with its increasingly digital and tech-savvy audience. Some of these initiatives include:

Achievers' Database

The talented and industrious students of SIBM Pune competed and transcended in numerous Corporate, B-school and Independently-organized Management challenges and competitions. They are also known for excelling at extracurriculars which is supported by the various accolades that are brought home by the students. Each year iSMaRT collects, collates and verifies the 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. This year we received more than **130+ Achievers** entries from both the MBA, MBA (I&E) and MBA (L&S) batches. 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, outstanding student etc. The data is also used by the administration to participate in various National B-School Surveys.

STUDENTS

STUDENT'S ACHIEVEMENTS

Achievements 2021-23 | Achievements 2020-22 | Achievements 2019-21 | Achievements 2018-20 | Achievements 2017-19

Achievements 2016-18

Marketing | Human Resources | Finance | Operations | I&E

Sl.No	Host Institute/ Company	Event	Description	Participants	Position Secured
1	Pidilite Industries Ltd.	Bond with Pidilite	Case Study	Akriti Jain Supratim Chatterjee Utkarsh Singh	Campus Finalist
2	Pidilite Industries Ltd.	Bond with Pidilite	Case Study	Pooja Agrawal Henish Maheta	National Semifinalists

[Click on the image to see the page](#)

iSMaRT's Online Initiatives

WIKIPEDIA

Considering how Wikipedia turns up as amongst the top websites upon a simple online search, iSMaRT launched the official SIBM Pune Wikipedia page to enhance the popularity of the institute while offering an umbrella platform that helps its user base of billions take a cursory glance at the history and achievements of the institution.

GIPHY

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 19.5M views, with the numbers rising exponentially.

19.6M
GIF VIEWS



Partnering with Online and Offline Media

The team believes that it is a reflection of authenticity when SIBM events are covered by credible news organizations. We have long maintained relationships with online news and education portals such as InsidellM, YourStory, Dare2Compete, etc. The increasing number of articles, press releases and creatives carried by such platforms are an indication of the growth and strength of these relationships. When such content is specially featured it helps expand the reach of the institute and connect with a huge audience base in India and abroad. A simple online search for SIBM Pune would lead one to many related articles which add immense value to the brand image of the Institute as they 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.

Following are some platforms that SIBM Pune has been featured on:



SIBM Pune's Blog Posts

SIBM Pune Director's Blog

iSMaRT strives to capture and showcase to the many stakeholders the events conducted and accolades received by way of the Director's blog. The blog gives a bird's eye view of the happenings on the campus and distils within itself the stories of academic rigor, of competitiveness amongst students and of success.



The screenshot displays the SIBM Pune website's blog section. At the top, there is a navigation bar with links for 'About Author', 'Privacy', and 'Contact', along with social media icons for Twitter, Facebook, Google+, and YouTube. The main header features the SIBM Pune logo and a navigation menu with 'HOME', 'ALUMNI BLOG', 'STUDENT BLOG', 'ARCHIVES', 'LOGIN', and 'REGISTER'. Below the header, there is a 'LATEST NEWS' section with a list of recent posts:

- Management Conclave 2022 organized by the Corporate Interface Team, SIBM Pune
- Mark-O-Summit organized by Mark-O-Polo – The Marketing Special Interest Group, SIBM Pune
- Initium 2022 – Flagship Data Analytics Conclave of SIBM Pune
- D2C Top 10 B-School Champions 2022 from SIBM Pune

The 'Today's Featured' section highlights a post titled 'Senate – Management Conclave 2022 organized by the Corporate Interface Team, SIBM Pune' by Dr. R. Ramani, dated March 28, 2022. The featured article includes a panel of speakers and a description: 'SIBM Pune successfully concluded Senate 2022 – Flagship Management Conclave on the theme – Total Leadership: The Journey from Good to...'. Other featured posts include 'Mark-O-Summit organized by Mark-O-Polo – The Marketing Special Interest Group, SIBM Pune' and 'Initium 2022 – Flagship Data Analytics Conclave of SIBM Pune'.

DIRECTOR'S BLOG

SIBM Pune's Blog Posts

Other avenues that the team has leveraged in the past include the Student Blog and the Alumni Blog of SIBM Pune. Both these platforms are a means of letting the outside world get a note of the culture that blossoms in SIBM Pune and how it tassels out in the form of the achievements of our Alumni.

The screenshot shows the SIBM Pune website's Alumni Blog section. The header includes navigation links for 'About Author', 'Privacy', and 'Contact', along with social media icons and a search icon. The main navigation bar highlights 'ALUMNI BLOG' and includes links for 'HOME', 'STUDENT BLOG', 'ARCHIVES', 'LOGIN', and 'REGISTER'. The page features a 'LATEST NEWS' section with two items: 'Management Conclave 2022 organized by the Corporate Interface Team, SIBM Pune' and 'Mark-O-Summit organized by Mark-O-Polo'. The 'Category Archives: Alumni Blog' section displays a featured article titled 'MBA (I & E) students of SIBM Pune at Deshpande Foundation Hubli and Sandbox Hubli' by Dr. R. Raman, dated October 1, 2018. The article text states: 'As a part of experiential learning initiative, MBA (Innovation & Entrepreneurship) Students of SIBM Pune visited Deshpande Foundation'. A sidebar on the right contains a 'Login' section with 'Login' and 'Register' buttons, and a 'SIBMPune' section with a tweet and a user profile for Dr. Vidya Yeravdekar.

ALUMNI BLOG

The screenshot shows the SIBM Pune website's Student Blog section. The header and navigation bar are identical to the Alumni Blog page, but the 'STUDENT BLOG' link is highlighted. The 'LATEST NEWS' section is the same. The 'Category Archives: Student Blog' section displays a featured article titled 'Unsaid Goodbyes' by 'SIBM STUDENT', dated March 29, 2020. The article text reads: '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...'. The sidebar on the right is also identical to the Alumni Blog page.

STUDENTS BLOG

SIBM Pune's Official Website

Working closely with the IT department, one of iSMaRT's responsibilities is to update the SIBM Pune website. Sections such as Achiever's Database, Vritaanta - The Newsletter, Director's Blog, 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 or aspirants through Notices or Event notifications.

Home | Blog | Our Alumni | News Room | Current Openings | Startups | Search for:

SIBM PUNE SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT PUNE *Scripting Aspirations Since 1978*
(Constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY) - Established under section 3 of the UGC Act, 1956 Re-accredited by NAAC with "A" grade 3.88-4 (Awarded Category - 1 by UGC)

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SIUx Online Certification Programmes

CAMPUS LIFE

Campus Life
Academics

LATEST NEWS

Senate - Management Conclave 2022 organized by the Corporate Interface Team, SIBM Pune

Mark-O-Summit organized by Mark-O-Polo - The Marketing Special Interest Group, SIBM Pune

VRITAANTA

VRITAANTA THE NEWSLETTER
CATERING WOMEN LEADERSHIP
The Lucha of Broken Glass Challenge

NAVKRITI

[Click on the image to view the website](#)

Content Creation

For Social Awareness and Engagement

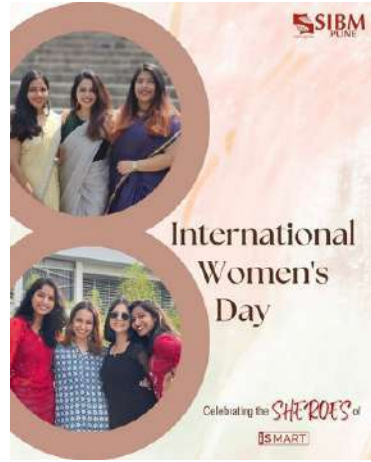
As the voice of SIBM Pune, iSMaRT engages with the various stakeholders by means of creating and curating content. The team's eclectic mix of talents puts its best foot forward in creating content that ranges from having emotional undertones to having professional business communication. The social media platforms become a conduit of our messaging as we are the minds behind the majority of the posts whether they are videos, digital creatives, photographs and more.

We also execute campaigns that have received praise from academia, alumni, corporates and our students.

Here is a non-exhaustive list of the campaigns, click on the title to view highlights.

- [**Hilltop Homecoming**](#) - To translate the joy of re-returning to the campus post the third wave of COVID, a campaign was organised that urged the students to share images and write-ups focusing on on-campus life. It provided the shutterbugs and wordsmiths of the batch a wonderful platform to showcase their creativity.
- [**Friendship Day**](#) - The B-school journey brings with it the opportunity to network and create friends and stories with them. This campaign served as a medium for the students to celebrate their cherished friendships.
- [**Mental Health Day**](#) - Through this campaign we shared a story that despite its ubiquity is pushed under the rug. It aimed at initiating a conversation about the importance of seeking help and taking care of ourselves.
- [**Valentine's week**](#) - A valentine's week campaign to celebrate something that we instantly fell in love with and has made our journey at SIBM's beautiful campus. This campaign received instant responses from people as they shared their photos alongside the things, people or places that they had caught a liking for on their social media.
- [**Teachers' Day**](#) - We turned the tables and asked our teachers questions about their best memories related to SIBM Pune, their favourite books, movies and more. This led to a very heart-warming exchange and helped the students understand and appreciate our teachers even more.
- [**New Year's Resolutions**](#) - By interacting with the many stakeholders of our institution we distilled conversations about the future with them into new year's resolutions.

[Click on the titles to see the campaigns](#)



CREATIVES & CINEMATOGRAPHY



Click on the images to view the creatives

Event Coverage

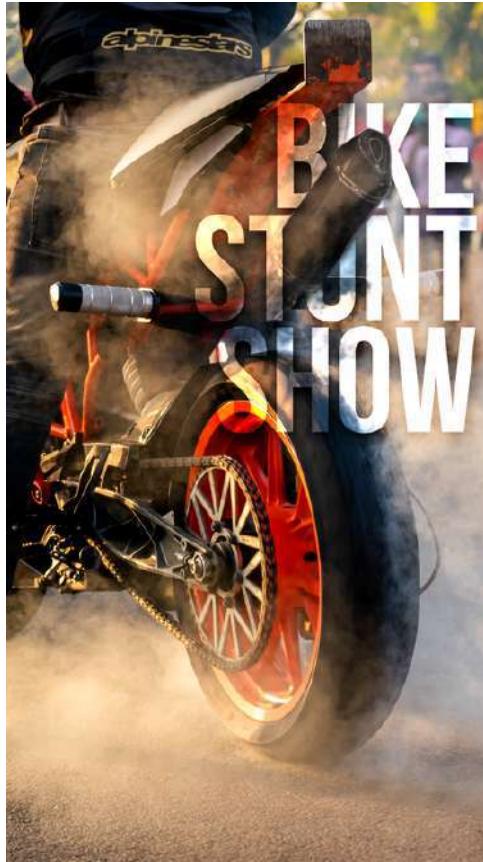
One of the key responsibilities of iSMaRT is event coverage. The landscape of SIBM Pune is bustling with activities both online and offline and iSMaRT ensures that these activities reach their desired audiences by helping in creating pre-event buzz, doing live engagement, and giving customized photo frames to the distinguished guests during the course of the event and publishing certain post-event content.

A non-exhaustive list of the events covered by iSMaRT in AY 2021-2022 includes:

Competitions



Offline Events



Offline Events



Online Events

INITIUM
DATA ANALYTICS CONCLAVE

PANEL DISCUSSION
Agile and Composed Data and Analytics - Evolving the Analytics Capabilities of Organizations

MR. AMRIT MOORA
Vice President, Analytics & Reporting
Ather Energy

MR. PRASHANT MOHAYA
Senior Technical Consultant
Tata Motors

MR. PAUL MATHEW
Dr. Associate
InclusivMind Labs & Tech Hub

MR. VIRAJ HEERJE
Sales Director
Godrej Properties Limited

BUDGET SYMPOSIUM
A Booster to Equitable Growth

KEYNOTE SPEECH by

MR. SUBASH CHANDRA GARG
Economy, Finance and Fiscal Policy Strategist,
Former Secretary, Department of Economic
Affairs, Ministry of Finance

MODERATED by

MS. RITIKA JHANJI JAGTIANI
TV Presenter & Award Winning Emcee

Senate
Management Conclave 2022

KEYNOTE
Shaping Instincts : The right sum of gut and data

Mr. Praveen Gandhi
Group Head - Total Rewards,
HR Policy & Process
RPG Group

MANTHAN 2021
CONSULTING & TECHNOLOGY CONCLAVE

7-8 AUG

THEME
The Imminent Smart Future: A Discourse Around
the Current and Future Digital Transformation

marico **SIBM PUNE**

Harsh Realities: The making of Marico

FIRESIDE CHAT 2022

MR. HARSH MARIWALA
Founder and Chairman
Marico

PROF. SANDEEP BHATTACHARYA
Head of Corporate Relations
SIBM Pune

DEAKIN UNIVERSITY **SYMBIOSIS INTERNATIONAL (DEEMED) UNIVERSITY**

Virtual Panel Discussion #BreakTheBias

Women and Sustainability
Business in the New Normal

Tuesday 8th March, 12:30 pm

PANEL MEMBERS

Meenal Mohadikar
President, Ami Udyogini and Vice President
Maharashtra Economic Development Council

Anna Roy
Senior Advisor
NITI Ayog

Trish Hyde
Co-founder and CEO
The Plastics Circle

Click on the images to see the posts

A Year In iSMaRT

A look at the typical SIBM Pune Event Calendar

JAN



Gravitas
SAMVAAD
PRoelio

FEB-MARCH

Prerna
Budget Symposium
Senate



Batch Photoshoot
E-Summit

Rewind
Transcend
SPL



Annual Management Day
Scribbling Day

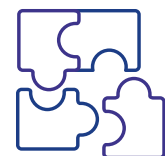
JUN-JUL



Manthan
Imperio
Catapult
Alum Speak
Chai With Entrepreneur

AUG- SEPT

Colosseum
AI Seminar Series
Genesis
Samavesh



OCT- DEC



Rendezvous
Arcturus
Illumo

INDIA'S BIGGEST PR CASE COMPETITION

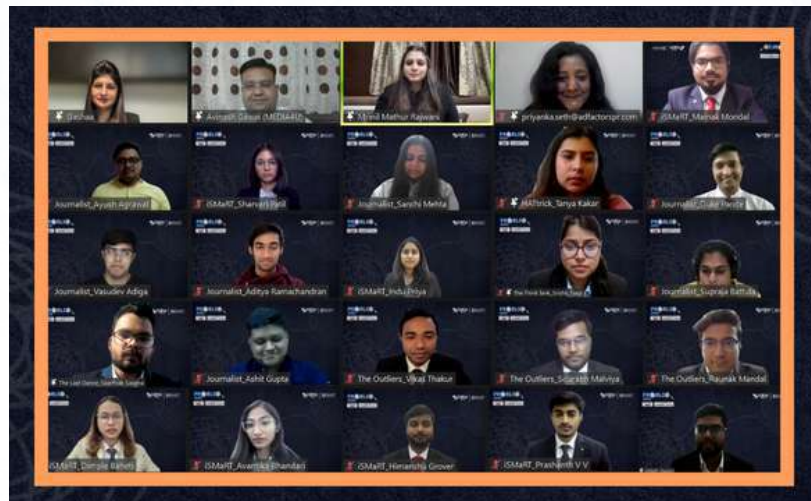
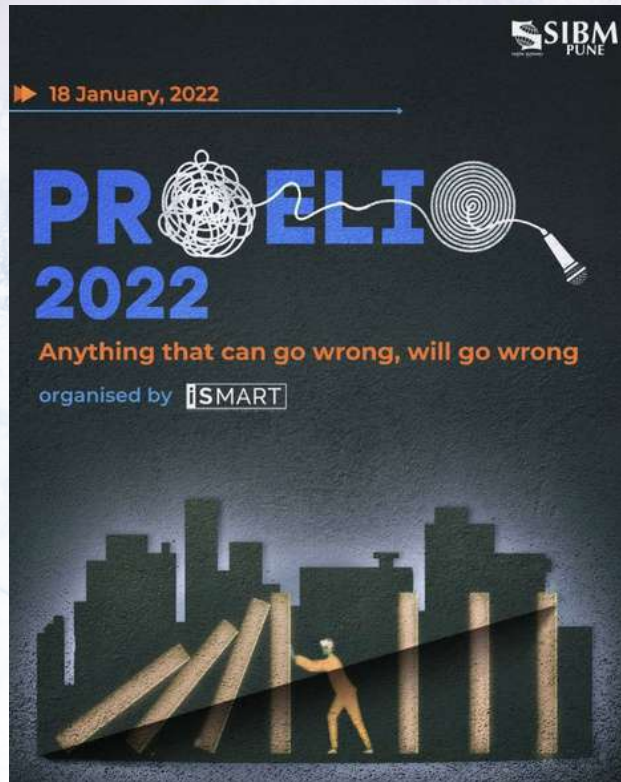
The annual flagship event of iSMaRT, presents a unique opportunity to bring out the inner wit of the students and experience the adrenaline rush one faces in a press conference. PROelio, which is the flagship event of iSMaRT, is a Public Relations based Case Study competition, where participants are given a chance to showcase their inventiveness, problem-solving and presentation skills in the event of a PR crisis.

The 3-levelled process commenced with participation from premier B-schools from across the country. Around 180+ teams from renowned B-schools such as IIM Ahmedabad, IIM Bangalore, SPJIMR, IIM Indore, IIM Shillong, JBIMS Mumbai, IIM Ranchi, SCMHRD, IIM Lucknow, IIM Udaipur, NMIMS, TAPMI, Great Lakes and many more, enrolled for the National Level Preliminary Quiz Round held on the 5th of January 2022. 53 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 an online format event on the 23rd of January 2022, where the audience was graced with enthusiastic participation and the presence of illustrious corporates from the world of media and communications. Ms. Priyanka Seth, Group Head, Frontier Technology- Adfactors PR, Ms. Gasha Aeri, head of Corporate Communications and PR at HT Media Group, Mr. Avinash Gawai, Founder of MEDIA4U, National Vice Chairman by Public Relations Council of India-YCC and Ms. Mrinil Mathur Rajwani, Founder and Editor at Social Ketchup and the Managing Partner at Social Samosa Network 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. Team The Last Dance from SIBM Pune were crowned with the title of National Winners with Team Aces from IIM Shillong as the National Runners-up winning prizes worth Rs. 35000. The event was honoured to have established sponsors on board - PM School, MyCaptain as our Official Associate Partners, and Youth Incorporated as our Youth Media Partner.



[Click on the image to watch the video](#)

PROelio 2022



Click on the images to see the posts

WINNERS AND RUNNERS UP



TESTIMONIALS



Ms. Gasha Aeri
Head, PR and Corporate
Communications
HT Media Group



It's very promising to see the clarity of thoughts, bold ideas and rock solid conceptualisation that the new generation of PR professionals that I met at PROelio bring along. With this young brigade all set to venture into mainstream, future of PR sure hold many exciting surprises for us all.



PROelio is an amazing and a really challenging National Platform for young PR managers in making. ISMaRT takes great efforts to conduct PROelio as a productive and prestigious National Contest. As a Jury panel member, it was an enriching experience and a wonderful opportunity to interact with such talented students, who were representing Premier B-schools of our country.



MR. AVINASH GAWAI
Founder, Media4U
National Vice Chairman,
Public Relations Council of India YCC

PROELIO LAUNCH EVENT

In the month of December which marked the return to offline MBA, iSmart organised a launch event for PROelio 2022. Titled "Squad Games", this one-of-a-kind event was adopted from the very popular Korean series 'Squid Game' where participants had to finish a series of games under a time constraint. The marathon of games saw students from across different hilltop campuses experience an energetic evening that promised to stay etched as amongst the most eventful of days at the beautiful campus. Amidst the pleasant chaos of the immense participation, it was evident that the spark for offline events had been lit and we are proud to have been amongst those who kindled that fire.

The evening crescendoed into the launch of the much-awaited teaser of PROelio 2022 amidst a large gathering.



Click on the images to see the posts



001

[Click on the cover to read the issue](#)

The whirlwind of opportunities has enriched the experiences of stakeholders and in an attempt to encapsulate Life at SIBM Pune, we bring to you, 'Vritaanta - The Newsletter'. "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. It has been shared with the illustrious alumni and corporates who graced our campus for various events and guest lectures. Each of the issues depicted the major events that took place in our college with a dedicated page to the accolades brought home by our students in the SIBM Pune Hall of Fame section. The achievements by our faculty and the institute as a whole have been an integral feature of all editions of the newsletter.



[Click on the image to watch the video](#)

Batch Photoshoot



iSMaRT organises the Batch Photoshoot for the outgoing batch every year. The Batch of 2022 had a roller coaster of a journey with a majority of their MBA life spent online but the opportune moment of the Batch Photoshoot saw almost everyone finally meet their batchmates. With diligent planning and perseverance, the team pulled off the Batch Photoshoot.

The event also encompasses the official administration and the faculty. The day also captures the cohesiveness of the Student Councils and Special Interest Groups as team pictures are taken on various picturesque spots of the campus.

With a treasure chest of over 3000+ photos, iSMaRT captured the effervescence of the students into pixels that will be a constant source of nostalgia and hope for them.



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 2020-21, 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 panellists who take out time from their hectic schedules to enlighten us with their unique perspectives.



Collaborations



[Click on the thumbnail to watch the video](#)

The Illumo Series, is a video interview series of one on one interactions with our esteemed Alumni. This is a collaboration of the Alumni Team, Research & Scholastic Development Team, and Information Systems & Media Relations Team.



Rendezvous 2021 - the degree distribution ceremony at SIBM Pune saw the Alumni Team and iSMaRT collaborate.

Testimonials



iSMaRT has always helped RSMT in all our endeavours, the team is always ready to help us out with our event coverages! The best part about the team is their ever accepting nature to help others :)



SMT and iSMaRT have collaborated extensively across a multitude of events this past. Their efficient coverage of our events led to greater reach across the student and alumni body of SIBM Pune and we are confident that our bond will get stronger in the coming academic year.



We had great relations with iSMaRT during the tenure. The team was always energetic and co-operative. We love their quick responses and stunning snaps during our events, especially during Marketshastra. Hope to create greater experiences and events together in the year ahead.



We've had a very healthy and friendly relationship with iSMaRT, they have been very co-operative and swift throughout this year. Their team is organized, efficient and has great attention to detail. We look forward to an even better year ahead and to further deepen our ties with iSMaRT.



Ms. Maitreye Shivakumar
Theatre Specialist
Neev Academy
Batch of 2006

I had the privilege of interacting with iSMaRT during our batch's 15th year reunion celebration held recently. The team was extremely warm and cordial and were keen to interact and capture the event through their unique lens - both candid and otherwise. They also, very sweetly, made a print out of one of our moments at the end of the day and gave it us as a souvenir. The thoughtful gesture is something we all spoke about and cherished long after the event! Thank you iSMaRT for all that you do! Keep up the great work!

Closing Note



We take this opportunity to thank Dr. R. Raman – Director, SIBM Pune, Dr. Madhura Bedarkar - Dy. Director, SIBM Pune, Dr. V V Ravi Kumar - Dy. Director, SIBM Pune and 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 while setting new benchmarks.

We would also like to thank the entire student body of SIBM Pune for their overwhelming support 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 of driving passion in the direction of sustenance of the brand SIBM Pune.

Thank You