

# SYMBIOSIS

## ANNUAL

# REPORT

## 2023

## ASPIRANT RELATIONS TEAM

CONTACT US



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/AspirantRelationsTeamSIBMPune



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# INTRODUCTION

The Aspirant Relations Team (ART) acts as the single point of contact between SIBM Pune and its aspirants for the MBA and MBA in Innovation & Entrepreneurship Program. As a team, ART constantly strives for quality engagement with the aspirants and to be a true companion to every aspirant, resolving their queries at every possible step. By working closely with the aspirants, they help in shaping the future of the institution. The team primarily extends its support in the admission process for SIBM Pune. ART also conducts a series of events which includes Advent, Ascend, A Day at SIBM, Coffee with SIBM, On Your Marks, and Battle Z to maintain and strengthen the brand SIBM Pune amongst its prospective aspirants.

# MEET THE TEAM

<b>SENIOR TEAM</b>	<b>JUNIOR TEAM</b>	<b>INTERIM TEAM</b>
<b>Agnip Dasgupta</b>	<b>Durgesh Kumar</b>	<b>Anany Jauhari</b>
<b>Akanksha Toppo</b>	<b>Harshal Mahajan</b>	<b>Monosij Banerjee</b>
<b>Akriti Jain</b>	<b>Karthik Kulkarni</b>	<b>Raghunandan Mer</b>
<b>Ashit Gupta</b>	<b>Moumi Bera</b>	<b>Sarthak Arora</b>
<b>Kingshuk Mallik</b>	<b>Sarthak Arora</b>	<b>Somya Singh</b>
<b>Pragati Adak</b>	<b>Shiksha Maheshwari</b>	<b>Sonali Banik</b>
<b>Rachana Khandelwal</b>	<b>Somya Singh</b>	<b>Soumyajit Roy</b>
<b>Saman Khan</b>	<b>Sonali Banik</b>	<b>Supratik Ghosh</b>
	<b>Soumyajit Roy</b>	

# SOCIAL MEDIA PRESENCE

During the academic year 2022–2023, the Aspirant Relations Team truly excelled in strengthening its social media presence. They implemented a comprehensive social media strategy that resulted in a significant increase in followers and engagement across various social media platforms.

- The Instagram Reach was up by **223.6%** (1,041,588)
- **688** new Instagram followers were gained.
- Facebook Page Reach - 172,796
- YouTube views - 308,004
- New YouTube subscribers - **237**

# ONBOARDING- BATTLE Z

The Aspirant Relations Team conducted the onboarding process for the batch of 2022-24 in an online mode. They maintained an active presence on social media platforms like Facebook and WhatsApp to ensure that students had a way to interact and ask questions. Through these online channels, the team was able to respond to students' queries about the campus life, academic rigour, culture at SIBM Pune and much more. By maintaining an open line of communication with students, the team ensured that everyone felt comfortable and prepared as they embarked on their journey at SIBM Pune.

The Aspirant Relations Team conducted an impressive event- Battle Z, that brought together students from different regions of India to collaborate on a unique project. The idea of Battle Z was to break down barriers, foster open communication, and establish a positive tone in the upcoming batch. The students were separated into groups and they participated in a range of interactive activities to build and release an e-magazine. They had to collaborate and come up with creatives such as teasers, trailers, and captions for social media. Overall, the team's onboarding efforts demonstrated the power of collaboration and highlighted the importance of creating a sense of community among students from diverse backgrounds.

# ADVENT 2022



Advent 2022 was the first event organized by the Aspirant Relations Team after the course commencement for the batch of 2022-24. After a wait of 2 long years, this event was conducted in offline mode. As the students were at the precipice of starting their MBA life at SIBM Pune, ART wanted to give them a throwback to their school life. The theme for Advent 2022 was “Back To School” with a focus on unwind, rewind, and outwind.

There were 3 major competitions-

- Tiffin Hunt- a treasure hunt to showcase their coordination and teamwork skills
- Cheat Me If You Can- a competition filled with fun and nostalgia to showcase the power of synergy, and
- The Ultimate Pen Striking Championship- a knock-out competition to showcase their skills in pen fighting

## WINNERS-

***Tiffin Hunt-*** Team Ace (Utsav Awasthi, Hetvi Purohit, Rishi Madhav, Adhyyan Joshi, Sanket Bhat)

***Cheat Me If You Can-*** Team Mandalorian (Moumi Bera, Subham Chowdhury, Shiksha Maheshwari, Rashi Singh, Pratik Lakhotiya, Anirbanjyoti Kar)

***The Ultimate Pen Striking Championship-*** Irfan Kherani, MBA 1, Operations

# ADVENT 2022



Cheat me if you can



Propel



Tiffin Hunt



UPSC

# ON YOUR MARKS



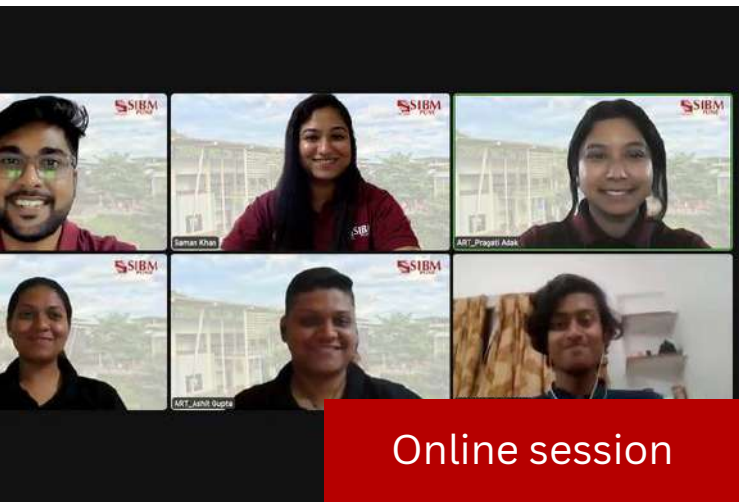
As the notifications of various entrance examinations were being released, the Aspirant Relations Team gave first-hand information regarding the SNAP examination to the aspirant community through online Zoom sessions on the 11th of September, 2022.

This was a **new** addition to our event portfolio that connects with the aspirant from the very beginning of their preparation journey. The session aimed at equipping the aspirants with insights from students who have successfully cleared the exam. The team designed the session to be interactive, allowing participants to ask questions and receive personalized advice.

They covered various topics, including study techniques, time management, and exam-taking strategies. By providing aspirants with valuable information and guidance, the team helped them achieve their goals and succeed in their academic pursuits.

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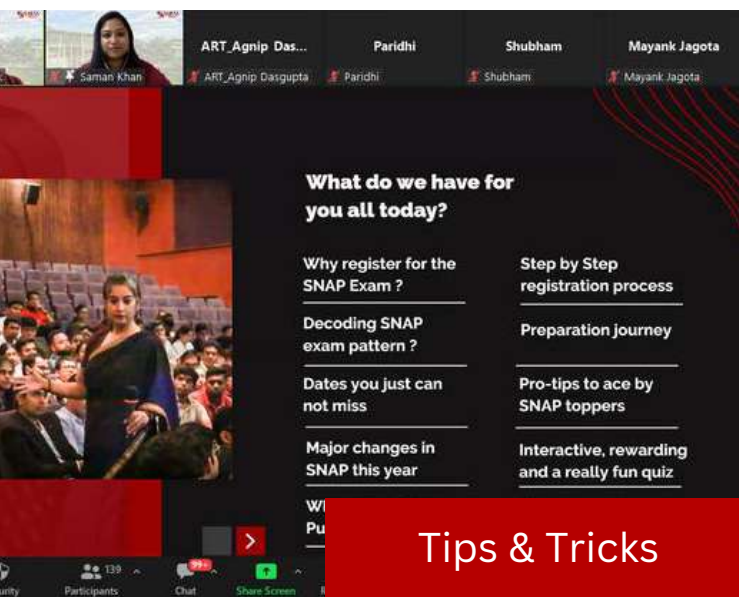
# ON YOUR MARKS



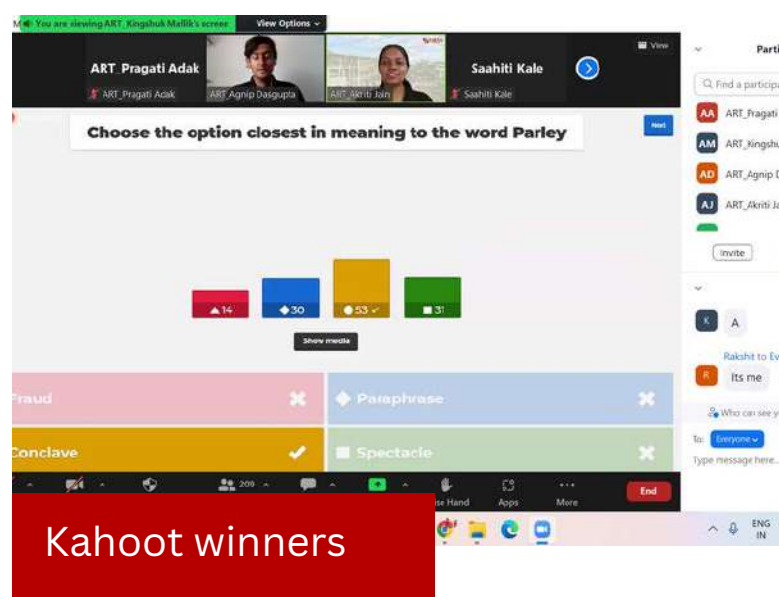
Online session



Kahoot quiz



Tips & Tricks



Kahoot winners



# ASCEND 2022



The Aspirant Relations Team provided an arsenal of tips, tricks and strategies to ace the SNAP examination along with detailed emphases on specific strategies for each section. The team also enlightened aspirants about the importance of MBA and the various specializations offered at SIBM Pune along with providing comprehensive guidance and support to the aspirant community. It was followed by an interactive Q&A session to provide personalized tips to every participant.

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

The event was conducted over two days from the 8th to 9th of October. The platform gave 1,215 aspirants an opportunity to interact with the students of SIBM Pune.

## **Prime Objective:**

The prime objective of the event 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 the team that helped them to attain the top percentile in the SNAP exam.

### **Online Engagement and Promotion:**

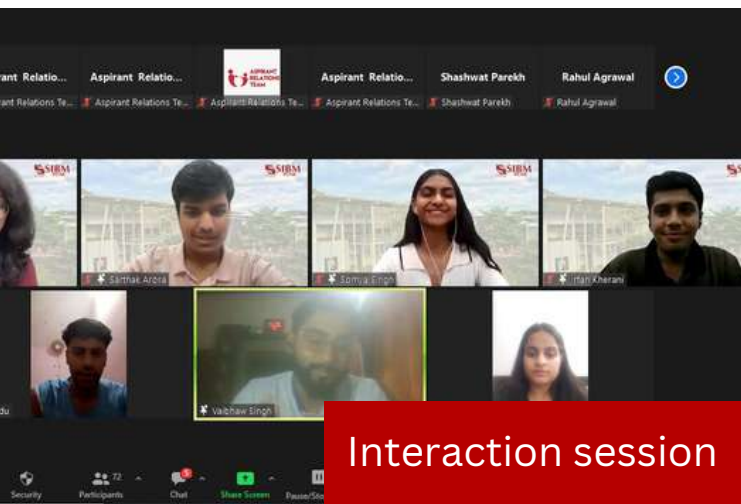
Before Ascend 2022, promotional events were conducted over various social media platforms such as Facebook, YouTube and Instagram with the theme of motion. There were different quiz series conducted on logical reasoning, verbal ability and quantitative aptitude to help aspirants in their preparation journey.

### **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 YouTube sessions to guide them better.

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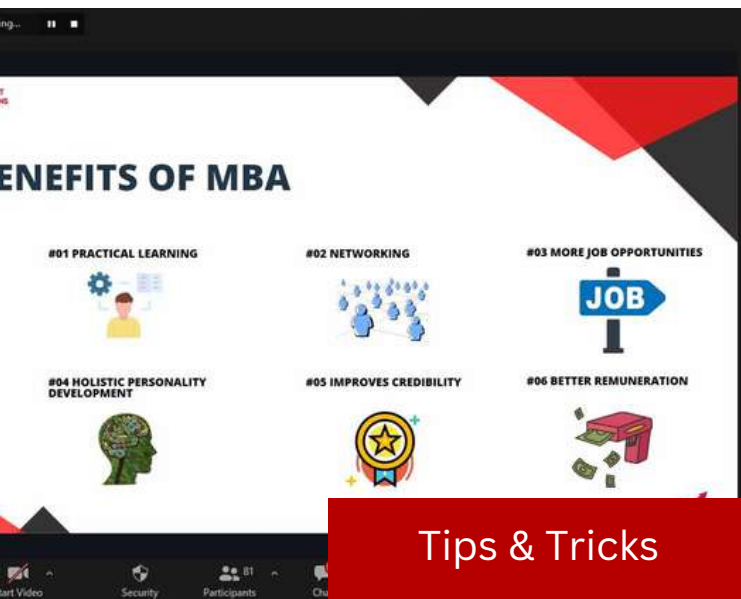
# ASCEND 2022



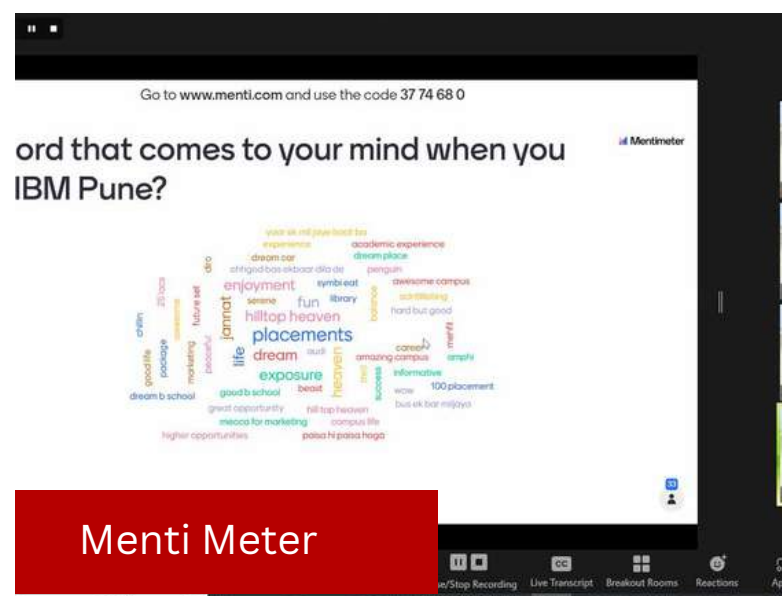
Interaction session



Kahoot quiz



Tips & Tricks



Menti Meter

# ADAS 5.0



The 5th Edition of A Day at SIBM was held on 12th November, 2022. After 2 years of this event being held virtually, this edition was conducted completely offline at our beautiful hilltop campus. Nearly 50 MBA candidates attended the event, which was open to all MBA aspirants in the country.

The purpose of this unique initiative undertaken by the Aspirant Relations Team to help the aspirants experience the day of an MBA student at SIBM Pune. The aspirants had a busy and engaging day, with them being involved in a range of academic and extracurricular activities along with interacting with our esteemed faculty and dynamic students.

D-Day Events:

### **Introduction:**

The day started with the welcome address by Dr. V.V. Ravi Kumar, Deputy Director, SIBM Pune. Sir explained about the opportunities that SIBM provides to its students along with stressing on developing the skills and competencies necessary to succeed in today's globalized business world. He also answered the applicants' questions and clarified their doubts.

### **Case Study Workshop:**

Following the welcome address, a Case Study workshop was held by Dr. Deepika Pandita, Deputy Head of Corporate Relations, SIBM Pune. Ma'am began by discussing how case studies are addressed and different ways to present solutions. All the aspirants were given a case to work on and under ma'am's guidance, the aspirant came up with interesting solutions.

### **Case Competition Session:**

Case competitions are an integral part of the B-school life. A panel discussion on acing case competitions was organized for the aspirants. On the panel we had students from the first and second years, namely, Ashit Gupta, MBA 2-Marketing, Varsha Priyadarshini, MBA 2-Marketing, Shantanu Sachdeva, MBA 1-Marketing and Isha Chauhan, MBA 1-Marketing. They shared their experiences and insights which we believe will help the aspirants tremendously.

### **SNAP Topper's Session:**

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

### **Ice-Breaking Session:**

The most important aspect of the B-school experience is networking. To make the aspirants accustomed to each other, an ice breaking session was organized where the students were divided into groups of 10 and they had to make a product related to a given topic.

Dr. V.V. Ravi Kumar, Deputy Director, SIBM Pune judged this event and selected a winning team.

### **Campus Tour:**

The day ended with a tour of our beautiful campus. The aspirants were guided by A.R.T. members and they were told about the world class infrastructure and the different amenities that are available on campus.

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# ADAS 5.0



Guest Lecture



Case Comp. Strategy



AD - Wars



Campus Tour

# COFFEE WITH SIBM



Coffee with SIBM is the flagship event conducted by the Aspirant Relations Team that aims at reaching out to aspirants all over the country to guide them in their last week of preparation for the SNAP test and the GE-PI-WAT process. This year marked the 17th Edition of Coffee with SIBM conducted in hybrid mode after 2 long years of the event being online. The Aspirant Relations Team went to 4 cities namely Mumbai, Delhi, Noida and Pune on the 3rd and 4th of December, 2022. To reach out to the other parts of the country, the event was held online as well on 7th December, 2022.

A lot of interactive sessions were conducted for the aspirants where they could clear their doubts about SNAP, MBA and SIBM Pune. Coffee with SIBM acts as a motivating and informative session conducted about a week before the SNAP examination by the toppers of the previous batch to help them choose the right B-school and work hard towards achieving their goals.

## **OBJECTIVES:**

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

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

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
- D-Day strategies
- Do's and Don'ts
- GE-PI-WAT strategies

### **Online Engagement:**

The Aspirant Relations Team has built a network of aspirants who are connected with us

through Instagram, Facebook, and YouTube. We engage with the aspirants actively through these platforms and conduct several sub-events such as:

- LRDI Layered Cake
- Vocab Vaffles
- Quant Qrepes

### **Offline and Online Sessions:**

Coffee with SIBM, Edition 17 was conducted in four cities and was attended by 200+ aspirants. Offline sessions were conducted by the Aspirant Relations Team where queries related to SIBM Pune and SNAP examination were resolved. These sessions also 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.

The hosts for Pune and Mumbai were:

1. Durgesh Kumar
2. Harshal Mahajan
3. Karthik Kulkarni
4. Moumi Bera
5. Sonali Banik

The hosts for Delhi and Noida were:

1. Sarthak Arora
2. Shiksha Maheshwari
3. Somya Singh
4. Soumyajit Roy



The online session of Coffee with SIBM, Edition 17 conducted by the Aspirant Relations Team gave an opportunity to aspirants all over the country to interact and get their queries cleared. Some last minute tips and D-day strategies were also shared with them. Through our online version of Coffee with SIBM, we reached 1000+ aspirants from different backgrounds all over the country.

### **Digital Presence:**

Trailer, teaser, 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 the four cities as well as online to ensure the prompt replies to all their queries.

### **DIGITAL REACH**

#### **Instagram**

The Instagram stories feature was used to keep the aspirants updated of new posts and updates. 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 and our reach increased to 6000+ accounts.

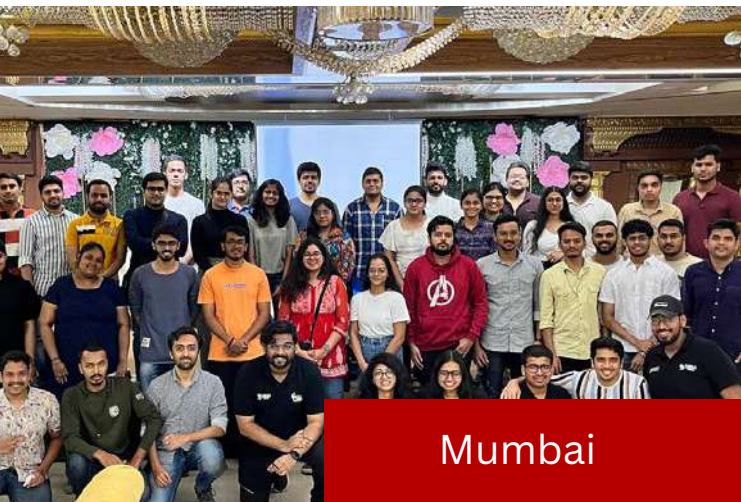
#### **Telegram**

We took a more targeted approach this time to increase our digital media reach and eventual turnout. We used telegram as a channel to reach out to SNAP aspirants preparing for SIBM Pune. We are connected to 1100+ aspirants on our telegram group dedicated for Coffee with SIBM.

#### **Videos**

We launched various teaser videos and promotional videos for Coffee With SIBM, Edition 17. 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 as well.

# COFFEE WITH SIBM



# COFFEE WITH SIBM 2.0

Continuing with the second version of our flagship event Coffee with SIBM, we conducted Coffee with SIBM 2.0 is an initiative that helps aspirants ace the other half of the battle, i.e., the GEPIWAT process. This event was conducted online exclusively for SIBM Pune call getters. We witnessed a footfall of 600+ eager aspirants with the zeal and enthusiasm to crack the GEPIWAT process.

The event took place over a span of 2 days on the Zoom platform and was hosted by:

1. Agnip Dasgupta
2. Akanksha Achint Toppo
3. Akriti Jain
4. Kingshuk Mallik

## Objectives:

1. Tips to ace the GEPIWAT process and convert your dream call from SIBM Pune
  2. Roles offered to students at SIBM Pune
  3. Opportunities and accomplishments of SIBM Pune students in various corporate competitions
  4. Knowing the brand SIBM Pune
  5. The unique student-driven culture
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# ADMISSIONS 2023



The Admissions 2023 process of SIBM Pune was successfully conducted by the Aspirant Relations Team under the guidance of the Director of SIBM Pune, Dr. R. Raman. The institute is also known for its innovative and seamless admission process. The admissions process is fair and transparent, providing equal opportunities for all the candidates involved and is designed to assess their overall personality.

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., 27th January 2023 to 31st January 2023 and 3rd February 2023 to 7th February 2023.

We are with the aspirants in every step of their journey and thus, to guide them through the last lap, we released a video series called "Journey to Admissions". This is done prior to the admissions process 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 (MBA):**

The group exercise examines one's ability to come to a consensus about a given topic.

This year, candidates were given a problem, 6 solutions and 3 filters. The aim was to select the most viable solution that will pass through all the three filters.

The candidates had to select three solutions first that will pass through the first filter, then come down to two solutions passing through the second filter and then choose the final solution that will pass through the last filter.

The candidates were asked to justify their choices and come to a consensus as a group.

#### **Group Exercise (MBA-Innovation and Entrepreneurship):**

The candidates were given a goal along with 2 solutions to reach the goal and negative and positive implications of each solution. The aim is to choose the best solution weighing in the negative and positive implications of each.

The candidates were asked to justify their choices and come to a consensus as a group.

### **2. Individual Assessment:**

#### **a) Written Ability Test**

The Written Ability Test evaluates the candidate's creativity, imagination, and clarity.

This year, students had to write an essay on a given topic seeking inspiration from personal experiences and creative visualization but they could not use the "forbidden word" in their essays.

## **b) Personal Interview**

The personal interview aims to assess the candidate's suitability for the institute by evaluating their skills, experience, and personality. The candidate, on the other hand, tries to present themselves in the best possible light and demonstrate why they are a good fit. The interview panels consisted of SIBM Pune's esteemed faculty as well as external panelists who are stalwarts at leading companies.

## **Gamified Assessments:**

This year, SIBM Pune became one of the first B-schools in the country to incorporate gamified assessments in the admissions process in the year 2023. It tested the candidates' multitasking abilities, risk-taking propensity, and their ability to recognize emotions. Gamified Assessments have several benefits over traditional methods, including increased engagement and motivation, improved retention of information, and more accurate measurement of student understanding.

Insights gathered through the reports generated from the assessments were added to the candidates' profiles and helped the panelists in understanding them better. The reports have been collated by a panel who are experts in psychometric benchmarking, content reliability, and cognitive analysis. Thus, the reports are an accurate measure of a student's skill and knowledge along with assessing their soft skills, such as collaboration, problem-solving, and critical thinking abilities. The panelists were amazed by this holistic approach to reviewing a student's candidature.

## **Shortlisting of the Aspirants:**

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

This year, more than 5,500 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.

### **GE-PI-WAT 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: 27th, 28th, 29th, 30th, 31st January, 2023, 3rd, 4th, 5th, 6th, and 7th February 2023.

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 27 to 31 and from 03 to 07 (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 6th February, and had been allotted the 6th position in the 4th group, had the following GE-PI-WAT ID number: R06XG0406

Similarly, a student who had applied for the I&E MBA course, and had booked the morning slot on 6th February, and had been allotted the 5th position in the 4th group, had the following GE-PI-WAT ID number: I06XG0405

### **Arrangements for Specially-Abled Candidates:**

Every year, a variety of Diversity & Inclusion initiatives are put into place, all while firmly sticking to the university ideal of "Vasudhaiva Kutumbakam." The Aspirant Relations Team of SIBM Pune ensures that each and every candidate experiences the same joy and excitement of receiving a call letter. Differently abled candidates can hear the voice-recorded call letters by scanning a QR code as well as a constant support was provided to all candidates through the dedicated helpline. 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 2023 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.

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