



ANNUAL REPORT

Academic Year
2022-23



GO
CURRICULAR
TEAM

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ABOUT THE CO-CURRICULAR TEAM

OUR MISSION

To ensure that all students of SIBM Pune undergo holistic development, Training themselves in multiple roles and facets of Academics and Co-Curriculars seamlessly.

We, The Co-Curricular Team, seek to strike a delicate balance between the intellectual rigor of academic pursuits and the social and creative engagement that co-curricular activities offer, thus ensuring a holistic development of students.

We aspire to attain this by delineating the following set of objectives:

- The Co-Curricular Team is the sole channel for communicating information about upcoming competitions in the Business Schools Arena to the students
- We intend to stimulate corporate engagements by means of sponsorships, inviting industry experts to conduct guest sessions during our events, and introducing a novel event that delves into the management aspect of co-curricular activities
- Our management events provide an opportunity for the students to showcase their business acumen and aptitude
- We organize a series of engaging and entertaining activities for students at periodic intervals throughout the year, aimed at alleviating monotony and fostering an engaging campus atmosphere
- Our events serve to strengthen the bond between seniors and juniors, thereby promoting the adage "Many hands make light work"
- By holding sponsored events and providing the students with more information about the company, we help students connect with the corporate world
- Promote and propagate SIBM Pune's brand name in prestigious business schools and undergraduate institutions nationwide through our flagship event- Transcend
- To promote a culture of harmony among the students through our cultural activities and help them cherish their campus life, creating a campus that has a fantastic balance of fun and rigour for holistic growth.

ABOUT THE CO-CURRICULAR TEAM

ABOUT US



With an unmatched legacy of nearly half a century, the Co-Curricular Team is one of the benchmarked core council teams of SIBM Pune to have served the college since its inception, striving to advance a step further at every venture we undertake.

At heart, we believe in attaining a fine blend of fun and management through our various events and meets. Our goal is to provide the students at SIBM Pune a holistic development by bringing extracurricular and co-curricular experience within the fold. The fabric of MBA is weaved with learning beyond academics providing, which is our KRA.

The team provides a learning curve to its members in time management, multitasking, efficiency, and stakeholder management, all the while providing unique growth opportunities to push individual and team boundaries and reach the maximum potential.

Our flagship event Transcend, the Annual Management and Cultural Fest of SIBM Pune, is ranked among the Top 10 B-School festivals of the country and is one of the most sought-after B-School festivals.

ABOUT THE CO-CURRICULAR TEAM

SIBM PUNE BRAND PROPAGATION

The Co-Curricular team is committed to promoting our college's brand and increasing awareness among potential students and industry leaders. We believe that the strategies outlined below will help us achieve our goal and establish our college as a leading institution in the field of business education.

1. Public Relations : We leveraged the power of social media platforms by creating engaging content on LinkedIn, Facebook and Instagram to promote our college which attracted the undergraduate students who are the prospective students of SIBM Pune. We are associated with some of the famous media platforms such as Big FM, InsideIIM, Collegedunia and Punekar News. We had over 8 lakhs impressions and over 21k profile visits for Transcend 2023.

Last 30 Days ▾

Dec 31 - Jan 29

Impressions

809,628
+538%

Profile Activity ⓘ

21,391

Profile Visits

21,240
+431%

Website Taps

2
-98%

Email Button Taps

1
-50%

Business Address Taps

137
+1,145%

Text Button Taps

11
+266%

ABOUT THE CO-CURRICULAR TEAM

SIBM PUNE BRAND PROPAGATION

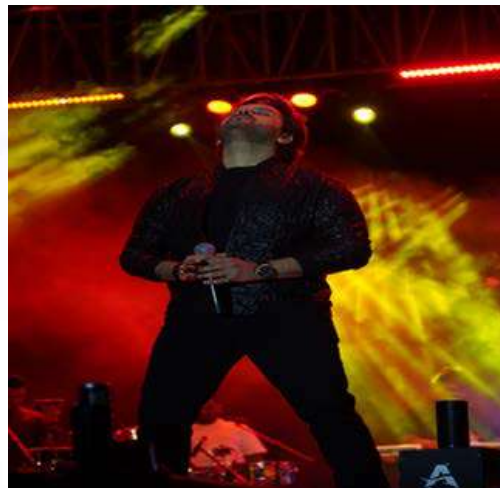
2. **Events** : We organized events such as Transcend and Colosseum which are a great mix of both Management as well Cultural events. We received over 5k+ registrations for Transcend. These events did not only promote our brand but also gave our students an opportunity to network with the students of other top B-schools.



ABOUT THE CO-CURRICULAR TEAM

SIBM PUNE BRAND PROPAGATION

4. **Celebrity Guests** : We hosted 10+ celebrity guests at our campus this year which helped in creating buzz and increasing the visibility of SIBM Pune. The presence of famous personalities also helped in attracting prospective students and helped the college to stand out from the competition.



ABOUT THE CO-CURRICULAR TEAM **VALUE ADDITION**

- Built corporate relations through Transcend and propagated SIBMs Goodwill.
- Increased Inclusivity amongst batches and other colleges through a medium of cultural events.
- Revenue Generation for the college through various co-curricular events during the academic year.
- Propagated the brand SIBM, Pune in undergraduate colleges through Transcend.
- Developed Time Management Skills
- Developed Leadership skills

ABOUT THE CO-CURRICULAR TEAM

THE TEAM

Senior Team	Junior Team	Interim Team
Chaitanaya	Bhavya Nagpal	Chaitanaya
Chirag Bhutoria	Chaitanaya	Chirag Bhutoria
Kartik Bhateja	Chirag Bhutoria	Kartik Bhateja
Samruddhi Khavle	Kartik Bhateja	Rashi Singh
Sarthak Garg	Samruddhi Khavle	Samruddhi Khavle
Shivam Pandita	Sarthak Garg	Shivam Pandita
Shreya Mohammed Shaf	Shivam Pandita	
	Shreya Mohammed Shafi	
	Vipul Garg	



ACADEMIC CALENDAR FOR THE YEAR 2022-23

1. COLOSSEUM 2022 (4TH AUGUST 2022)

Our first legacy event kick-started with Colosseum - Battle of the Batches with a brand new face, where the MBA 1 and MBA 2 fight for the title.



The theme for this year was AZADI ka Amrit Mohatsav. The event witnessed intense competition and a spectrum of talent. With competitions that judged skill set and consistency, the MBA 2 lifted the trophy with pride. The evening witnessed melodies, rhythmic performances and intense yet fun face-offs. The audience was also filled with electrifying energy.

ACADEMIC CALENDAR FOR THE YEAR 2022-23

2. JALSA 1.0 (4TH OCTOBER, 2022)

The Co-Curricular Team of SIBM Pune hosted Jalsa 2022, a grand Garba Night at the Sandipani Ground on the auspicious night of Navami. The event brought together Symbiosis colleges for a night of fun, frenzy and festivities.

The night saw a massive footfall of students decked in ethnic attire, resulting in a visual cornucopia of colours as they tuned their steps to the rhythmic beats of the music. The event was a resounding success and all the attendees left with smiling faces and high spirits.



ACADEMIC CALENDAR FOR THE YEAR 2022-23

3. TRANSCEND 2023 – LAUNCH (16TH NOVEMBER 2022)

Transcend launch is an event which is celebrated every year to mark the beginning of Transcend. The launch event for Transcend 2023, organized by the Co-Curricular Team of SIBM Pune, was a star-studded affair that left the audience mesmerized and in a frenzy.



The event commenced with the unveiling of the date and theme of Transcend 2023 – Realm of Illusions by Dr. V. V. Ravi Kumar, Deputy Director (Academics), SIBM Pune and the Senior Team of the Co-Curricular Team.



ACADEMIC CALENDAR FOR THE YEAR 2022-23 TRANSCEND 2023 – LAUNCH (16TH NOVEMBER 2022)



This was followed by a soulful musical performance by Mr. Ved Prabhu, which had the auditorium crooning along to the tunes that he churned out. After a stand-up comedy stint by Mr. Kapil Agarwal, it was time for the showstopper Mr. Yash Rathi to take the stage. His performance had the audience in splits and gasping for breath as the sound of laughter rang around the auditorium. The launch event saw gleaming faces and excited minds, eagerly awaiting what lies in store for them in Transcend 2023

ACADEMIC CALENDAR FOR THE YEAR 2022-23

TRANSCEND BUZZ EVENTS

4. NEON NIGHT 2022 (14TH DECEMBER 2022)

As the first pre-buzz event for Transcend, the Co-Curricular Team of SIBM Pune organized Neon Night on the Hilltop campus. This event witnessed enthusiastic participation from over 300+ students of the hilltop and hill-base campuses. The event included fun games based on the neon theme followed by a DJ night wherein all the students were grooving to the beats of Bollywood music.



ACADEMIC CALENDAR FOR THE YEAR 2022-23

TRANSCEND BUZZ EVENTS

5. BONFIRE NIGHT 2022 (21ST DECEMBER 2022)

A night for the brightest corners of our memory, a night enveloped with the warmth that emanated through the Amphitheatre - Bonfire Night, a buzz event for Transcend 2023, conducted by the Co-Curricular Team, was a blast and a half for all attendees. From a bevy of mesmerizing musical performances to soul-touching shayari recitations, the night had the audience in a trance. The icing on the cake was a performance by DJ R-TEK, who had the audience dancing amidst the glowing warmth of the bonfire.



ACADEMIC CALENDAR FOR THE YEAR 2022-23

6. TRANSCEND 2023 (16TH – 18TH JANUARY 2023)

Transcend brings together some of the best B-Schools in the nation including IIMs, XLRI, SPJIMR, and others to participate in a series of Management and Cultural events that span over 3 days with prizes worth Rs 10 Lacs. The flagship event Last Man Standing is the most rewarding competition across any Indian B-School with individual prize money of Rs. 1.5 Lacs.

The theme for this year was **Realm of Illusions**.



The poster for Transcend 2023 features a vibrant, abstract background with swirling colors of blue, purple, and green, resembling a nebula or a dreamlike landscape. At the top left is the 'CO CURRICULAR TEAM' logo. In the center, the 'elf' logo is displayed with the tagline 'A brand of passion' and 'PRESENTS'. Below this, the event title 'TRANSCEND | 2023' is prominently shown, followed by the theme 'REALM OF ILLUSIONS'. A QR code is located in the bottom left corner, with the text 'DOWNLOAD & REGISTER ON THE WAU APP FOR FREE ENTRY TO THE ARTIST NIGHTS' underneath it. At the bottom center, the dates 'JANUARY 16 | 17 | 18' are clearly visible. The SIBM PUNE logo is in the top right corner. A small silhouette of a person stands on a horizon line at the bottom center.

ACADEMIC CALENDAR FOR THE YEAR 2022-23

REALM OF ILLUSIONS

In a world chasing predestined milestones, the Co-Curricular Team SIBM Pune took pride and launched the theme – Realm of Illusions ~ Breaking away from the limitations of Reality. An idea that motivates the young minds of the country to think beyond the ordinary, achieve the exceptional, and contribute back to the betterment of the Nation and its people. To present a cosmos of possibilities in the domains of management, technology, business and culture, to help realize a world that previously existed only within the boundaries of our imagination.

The theme embodied the idea of creativity and innovation, thereby we welcoming the Symbians and the B-School masterminds across the country to encounter a true blend of magic, mirage and efficacy through the marvelous events and artist nights lined up just for them. Transcend '23 undoubtedly left its visitors with an ecstatic experience that redefined their perception of reality, shaping their belief in the power of dreams and illusion.

ACADEMIC CALENDAR FOR THE YEAR 2022-23 | TRANSCEND DAY 1 |

16th January, Transcend 2023: Realm of Illusions kick-started with the inauguration ceremony, followed by the comedy segment titled Punchline 3.0 featuring the sensation Nishant Suri.

The Fourth Wall (Theatre Play), Grandeur Spectra (Fashion Show), and management events garnered vast audiences and participation. The cherry on top of the cake was the magical night of music with Javed Ali, one of the best playback singers of Bollywood, whose songs have left us in awe time and again!



ACADEMIC CALENDAR FOR THE YEAR 2022-23 | TRANSCEND DAY 2 |

17th January, a day filled with mind-blowing management competitions and amazing performances from Meraki - Solo Singing, Battle of Chords - Bands, Mr. and Ms. Transcend and so much more. Day 2 was definitely a day filled with power-packed performances by Vivek Singh and DJ Ravator.



ACADEMIC CALENDAR FOR THE YEAR 2022-23 | TRANSCEND DAY 3 |

18th January, the third and final day of Transcend '23 definitely started on a high note with the Grand Finale of "Last Man Standing," the flagship event of Transcend, followed by the comedy segment titled Punchline 3.0. featuring Rahul Dua and "Dance-Ma-Tazz," a group dance event that set the stage on fire.

The Artist Night opened with a sizzling performance by DJ Jammer, followed by the talented Arjun Kanungo and Sabali the band. Transcend 2023 ended with the promise that it will be a fable for many years to come and take transcend to even greater heights.



ACADEMIC CALENDAR FOR THE YEAR 2022-23

TRANSCEND

The three days of Transcend experienced perpetual energy and zest while management events like Mindcraft, Opscon, The Great Bull, Waste To Wise, Chrysalis, Marketshastra and The Company's Act engaged the students to put their best foot forward intellectually. The flagship event Last Man Standing was won by Gaurav Sancheti after making his way through 72 hours of grit and rigor, along with persistence and resistance.



Transcend 2023 at SIBM Pune, welcomed youthful minds to be a part of the extravaganza, stirring their creative geniuses while interacting with the best in the nation, showcasing and honing their acumen all the while.

CELEBRITIES GALORE AT TRANSCEND 2023 **DAY 1 (16TH JANUARY 2023)**

- **Nishant Suri (Stand-up Comic)**
- **DJ Xtacy**
- **Javed Ali**

DAY 2 (17TH JANUARY 2023)

- **Vivek Singh**
- **DJ Ravator**
- **DJ RHT**

DAY 3 (18TH JANUARY 2023)

- **Rahul Dua (Stand-up Comic)**
- **Arjun Kanungo**
- **Sabali, Band**
- **DJ Rhea**
- **DJ Jammer**

SPONSORS TRANSCEND 2023

Sponsors Transcend 2023	
Title Sponsor	Elf
Platinum Sponsor	State Bank of India
Associate Sponsor	Bank of Maharashtra
Off-Campus Partner	Unilife
Technology Partner	Waiu
Co-Sponsor	TVS
Automotive Partner	Citroen
EV Partner	Ather
Brewing	Continental Coffee
Associate Sponsor	Meet 7
Preffered Loan Aid	HDFC Credila
Stay Partner	Tribe Stay
Sparkling Water Partner	Zenzi
Travel Partner	EaseMyTrip
Radio Partner	Big FM
Gifting Partner	Savvy Arts
Grooming Partner	PHY
Stall Partner	Momo bae
Stall Partner	Café Ricoco
Stall Partner	Noodle Plus
Stall Partner	Yolkshire
Stall Partner	Sandwich Jn
Stall Partner	Chaika
Stall Partner	Kreme n Batter
Stall Partner	Potli Biryani

SPONSORS

TRANSCEND 2023

Stall Partner	Guilchip
Stall Partner	Aaoji Khhaoji
Stall Partner	Gobblers
Stall Partner	Just Grill
Stall Partner	Burgertron
Stall Partner	Dumpling Project
Online Media Partner	Campus Times Pune
Snacking Partner	Budhani Bros
Associate Sponsor	Storia
Spotlight Media Partner	Groovenexus
Media Partner	Collegedunia
Aspiration Council Partner	InsidellM.com
Refreshment Partner	Coolberg
Career Counsel Partner	AltUni
Travel Partner	Abhibus
Camera & Printer Partner	Instax
Digital Media Partner	Punekar News
Male Styling Partner	Gatsby
Skincare Partner	Cerigo
Masaledar Snack Partner	Too Yumm!
Crunchies Partner	TBH Crunchies
Board Games Partner	Zenwood Gamess
Co-Sponsor	Playstation
Fashion Partner	Max
Supply Chain Partner	Safe Xpress
Healthy Snack Partner	The Healthy binge
Audio Partner	Landmark
Lighting Partner	Wipro lighting
Beverage Partner	Nestea
Party Partner	Agent Jacks
Snack Partner	UNIBIC
Money Management Partner	Galgal
Beverage Partner	Rio

PARTICIPATION TRANSCEND 2023

Number of participants 5600+

Number of participating colleges 220+

Prizes worth 7 lakhs

IIM Ahmedabad	IIM Bangalore	IIM Calcutta
IIM Lucknow	IIM Kozhikode	IIM Indore
SPJIMR	MDI Gurgaon	IIM Bodh Gaya
Master's Union	XLRI Jamshedp	IIM Rohtak
FMS Delhi	IIFT Delhi	IIM Raipur
MICA	BITSoM	IIM Shillong
NMINS	SCMHRD	IIM Vizag
TAPMI	NITIE	IIM Udaipur
TISS	IMT Ghaziabad	IIM Ranchi
BIMTECH	GIM	IIM Trichy
IMI Delhi	XIMB Bhubanes	IIM Jammu
IRMA	VGSoM	IIM Kashipur

A WORD

FROM THE SENIOR TEAM

We want to take a moment to express our gratitude to 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 contribution and support towards The Co-Curricular Team of SIBM Pune.

Their contribution has made a significant impact on the functioning of the team and helped it achieve greater heights.

We are truly grateful for your generosity and for the time and effort you have put into making our every initiative a success.

Your kindness and guidance have not gone unnoticed, and we are lucky to have mentors like you overseeing us. We hope to continue making our esteemed organisation proud.

Thank You.

