



SiB
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ANNUAL REPORT

For Academic Year 2014-2015



Submitted by
Co Curricular Team
2nd February 2015



Mission

To enhance the brand image of SIBM while maintaining a balance between the academic rigor and co - curricular activities on campus.

Team Composition

Senior Team

1. Gautam Varma (Cooridnator)
2. Achint Tank
3. Imran Ahmed
4. Jharna Gupta
5. Mukul Raizada
6. Tanya Simon
7. Yash Chitale

Junior Team

1. Abhiram Venkitela
2. Divya Singh
3. Kinshuk Wadhwa
4. Sahil Bhavnani
5. Shamindra Shinde
6. Shivam Goel
7. Zarna Thakkar

Interim Team

1. Aashish Khanna
2. Amrit Raj Kapoor
3. Divya Singh
4. Sahil Bhavnani
5. Talkein Shah
6. Yamini Singhal

Objectives

SIBM Pune Brand propagation:

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- SIBM Pune Alumni
- Corporates
- **Medium:** Transcend'15



Value Addition to SIBM Pune students:

- Inculcating sense of responsibility – Independently let them organize various management and cultural events
- Enhance their knowledge, skills and talent
- To develop competitive attitude in students
- To maintain academic progress on the campus
- Revenue generation for the college through co-curricular events

Key Result Areas

B-school and Corporate Competitions

Co-Curricular Team was the single point of contact for disseminating information regarding competitions coming up in the Business Schools Arena to the students.

Media branding of SIBM

- Releases in **Pune Mirror** Campus Diaries Page
- Releases in **City Plus – Jagran** newspaper
- Hoardings at **6 Prime locations in the City**
- Road Show with a **Promotional van** to all major campuses and hangout areas of Pune city
- Promotion by **DJ Clement (International EDM artist)** on his website and Facebook page
- Promotion by **DJ Ajit Pai – Tito's Party Project (Lead EDM artist of Tito's Goa)** on his website and Facebook page

Online Promotions

- Website with sponsors' logo displayed on the new UI
- Facebook Page likes increased from 3800 to 4800
- A Staggering figure of 8000 participating students for Online Rounds



Branding through Sponsorships

Transcend 2015 saw 18 sponsors on board:

M Suresh	Ranka Jewellers	Forbes Marshall
Master Tour Organizers Pvt Ltd.	Sai Service	Kalyani Bharat Forge
TITAN	UBER Cabs	eBay
Little Door	College Nucleus	WTF
Go Crazee	Asian Box	Kiva – Effingut Brewerkz
Book n Go	Toss	Jimmy Hu

Events – Academic Year 2014

Talaash – 9th July, 2014

An evening full of fun provided a platform for junior as well as the senior batch to showcase their talent by participating in teams. Talaash is an intra SIBM cultural event that serves as a precursor to Aarambh '14 and Valhalla '14, XLRI. The event saw various performances in Dance, Music, Drama, Instrumentals and Band Performances. It was mandatory to have a mix of junior and senior students in each team. Talaash is a great way to break the ice between the senior and junior batch and the shortlisted participants perform in Aarambh – Intra Hilltop Cultural Function.

Aarambh – 12th July 2014

The Co-Curricular Team SIBM Pune partnered with various other student teams from sister institutes on the Lavale hilltop campus for Aarambh'14, a platform for students of **SIBM, SIMC, SITM, SSBF** to showcase their talents. Performances from SIBM varied from Group Dance to Singing to Drama and were well appreciated by the crowd.

Colosseum – 8th to 11th August 2014

Colosseum is the event where MBA 1 and MBA 2 students of SIBM Pune compete against each other in a series of cultural events. The aim of the events is to break the ice between the seniors and juniors. With a total budget of close to INR 21,000 events such as Dancing, Singing, Treasure Hunt, Photography, Drama were organized during 4 days of the event. The event definitely bridged the gap between the 2 batches in a fun and vibrant environment.

Inizio – 10th August 2014

An excellent platform for students to let their hair down and enjoy a relaxing night. Inizio 2014 – The official freshers' night of SIBM Pune saw the return of the Boombox, an open confession box. A pageant of Mr & Ms Inizio was also contested and the most popular first years on campus were adjudged winners on the basis of votes and nominations. A DJ night was organized for the sole purpose of easing the tension amongst students and providing a short but sure relief from academic rigor.

Radio Mirchi Freshers – 23rd September 2014

The college witnessed Radio Mirchi Freshers which was a hunt for Mr and Miss Fresher. **Amrit Raj Kapoor** (MBA-1) won the Mr Fresher title and SIMC (MBA-1) won the title of Miss Fresher from college.

Transcend 15' – 22nd to 24th January 2015

Transcend the annual management and cultural fest of SIBM Pune was held from 22nd to 24th January. It is one of the premier B-school Management and Cultural festivals in western and central India.

Transcend'15 was a huge success with the Team raising sponsorship to the tune of Rs 11 Lakh in cash and upto Rs 15 Lakh in full value vouchers and managed to add a lot of new sponsors to our domain. There were 18 sponsors in all who were associated with the festival.

Total prize money of INR 8 Lakh was disbursed in cash. INR 15 Lakh worth of full value coupons were also given away with the cash component.

Transcend'15 saw immense participation in the online preliminary rounds with over 8000 students showing interest in Transcend'15. Top participating institutes were:



FMS Delhi	IMI Delhi
GIM, Goa	JBIMS Mumbai
IIFT Delhi	MDI Gurgaon
IIM Ahmedabad	MICA Ahmedabad
IIM Bangalore	NITIE Mumbai
IIM Calcutta	SIBM Pune
IIM Indore	SIMSREE Mumbai
IIM Kozhikode	SCMHRD Pune
IIM Lucknow	SIMS Pune
IIM Raipur	SIOM Nashik
IIM Ranchi	TAPMI Manipal
IIM Trichy	XIM Bhubaneshwar
IMT Ghaziabad	XLRI Jamshedpur
Great Lakes, Chennai	DoMs IIT Delhi
DoMs IIT Bombay	NMIMS Mumbai

The flagship event Last Man Standing was again a huge success having 600+ participants battling it out for the grand prize of INR 2.25 Lakh.

Pro Nites

With tyres screeching all over the place, SIBM Pune, Hilltop witnessed an amazing stunt show by **Team Stuntech** in alliance with **Team Volkswagen** on **day 1 - 22nd January** evening. The internationally acclaimed EDM (Electronic Dance Music) artist **DJ Clement** had the entire Lavale Campus grooving to his tunes at the end of day 1. **DJ Clement** has also performed at **SUBURN** numerous times.

Day 2 - 23rd, people head banged till it ached on the performance of **The Alternate Rock Band – The Hourglass Inversion**. Their own version of Vande Matram literally took everyone’s breath away. The end of Day 2 couldn’t have been much better with **DJ Stash and DJ Vaggy** making everyone dance on their Bollywood numbers. **DJ Dan** and **DJ Sanket** who accompanied DJ Stash and Vaggy closed the evening for all of us.

Day 3 – 24th January was full of fun and there could be not better ending to Transcend 2015 than this. Once again, **Team Stuntech** in collaboration with **Team Volkswagen** made everyone’s heart skip a beat or two by unveiling their thrilling stunts on SIBM Pune campus. **Kanan Gill**, the famous stand-up comedian and co-founder of Pretentious Movie Reviews - YouTube, was next to the list who witnessed a jam-packed SIU auditorium. Laughter followed by **Ajit Pai** from **Tito’s Party Project, Goa**, got the vibes flowing through everyone when he played his tremendous EDM and Goa trance. **DJ Ajit Pai** has also performed at **SUBURN** numerous times.



Online Branding of SIBM Pune done by various artists

DJ Clement and DJ Ajit Pai promoted Transcend and SIBM Pune on their social media platforms. Below are few screenshots of the same.





DJ AJIT PAI

Yesterday at 2:13pm · 🌐

#PUNE

Tonight, Saturday 24th January 2015.

"TRANSCEND 2015 presents TITO'S PARTY PROJECT with AJIT PAI"

Convocation Ground, SIBM Lavale Campus, Pune.

8pm onwards.... See More



Comment - Share - 15



Timeline Photos 3 of 90

Tag Photo Options Share Send



DJ AJIT PAI

Liked · January 21 · 🌐

#PUNE.

24th Jan 2014.

"TRANSCEND 2015 presents TITO'S PARTY PROJECT with AJIT PAI."... See More

Unlike - Comment - Share

You, Kiran Juneja and 14 others like this.

2 shares



Write a comment...

People You May Know

See All



Lal Mohammad

34 mutual friends

Add Friend



DJ AJIT PAI
Liked · January 21 · 🌐

#PUNE
Saturday 24th January 2015.
"TRANSCEND 2015 presents TITO'S PARTY PROJECT with AJIT PAI"
Convocation Ground, SIBM Pune.
8pm onwards.
My first outstation gig was in 2003 for Symbiosis Pune, feels good to be heading back there. 😊

Like · Comment · Share

👍 764 people like this. Top Comments ▾

🗉 1 share

- Sulaiman Lakhani** as always "KILL IT"
Like · Reply · 🗉 2 · January 22 at 10:26am
- RK Narzary** r
Like · Reply · Yesterday at 6:37pm
- Amal Jo Jo** #brw
Like · Reply · Yesterday at 4:17pm
- Sujit Kumar** The best DJ I have ever met.
Like · Reply · January 22 at 11:25pm
- Alice Tia Lagababy** 😊

Dj Clement
Musician/Band

TOUR DATES 2015

- JAN 22ND - TRANSCEND 2015 - SIBM, PUNE
- JAN 23RD - WEDDING - THE GRAND, DELHI
- JAN 24TH - WEDDING - TAJ MAHAL COLABA (MUMBAI)
- JAN 30TH - LOFT38, BANGALORE
- JAN 31ST - LOFT38, BANGALORE (OPENING SET BEFORE TV NOISE)


SOUNDCLOUD.COM/CLEMENTDSOUZA
TWITTER.COM/DJCLEMENDTSOUZA
MIXCLOUD.COM/CLEMENTDSOUZA/OFFICIAL
INSTAGRAM.COM/...

61,018 likes

Ankit Ahuja, Gautam Varma and 2 others like him.

Dj Clement
Yesterday at 12:16pm · 🌐

The real face behind Dadi in #comedywithkapil #flightcompanion #fulltimepass #ithoosaaaa



Dj Clement
Liked · January 23 · 🌐




@SIBMpune ... Raise those hands high ...

Like · Comment · Share

👍 Ankit Ahuja and 106 others like this.

Write a comment...

People You May Know See All

-  **Vijay Kumar Attakari**
1 mutual friend
[Add Friend](#)
-  **Lal Mohammad**
34 mutual friends
[Add Friend](#)
-  **Seema Kohar**
77 mutual friends
[Add Friend](#)



Dj Clement
Liked · January 23 · 🌐



At Symbiosis International University, Lavale.

Like · Comment · Share

👍 Nikhil Nandgaonkar likes this.

Write a comment...

People You May Know See All

-  **Anupama Sharma**
3 mutual friends
[Add Friend](#)
-  **Nikita Bansal**
73 mutual friends
[Add Friend](#)
-  **Bharanidharan Sekar**
12 mutual friends
[Add Friend](#)



Dj Clement
Liked · January 23 · 🌐

At Symbiosis International University, Lavale.

Like · Comment · Share

👍 Nikhil Nandgaonkar likes this.

Write a comment...

People You May Know See All

- Sushant Jain**
6 mutual friends
[Add Friend](#)
- Anu Rag (Anurag)**
4 mutual friends
[Add Friend](#)
- Rafiq Shaikh**
50 mutual friends
[Add Friend](#)



Dj Clement
Liked · January 22 · 🌐

On my way to .. SIBM Pune Transcend ...this evening it's no standing and only dancing time ..

Like · Comment · Share

👍 Ankit Ahuja and 93 others like this. Top Comments

2 shares

- Ankit Ahuja** *applause* had fun..
Nice gig!
Like · Reply · January 23 at 1:34am
- Burg Choksey** Again u in pune and u don't meet us...😁
Like · Reply · January 22 at 3:41pm
- Jay Naik** U look like The Mask.. haha
Like · Reply · January 22 at 3:19pm

Write a comment...



Pune Mirror also couldn't stop itself from covering a story or two about Transcend'15 and SIBM Pune's students' community.

CELEBRATIONS GALORE

What started off 25 years ago as an enthusiastic event by young innovative minds has transformed into one of the most awaited B-School cultural fests. And Transcend 2015, to be held on the Symbiosis Lavale campus from January 22, is all set to celebrate its Silver Jubilee year. Says Kinshuk Wadhwa, a first year student and an organiser, "We are planning to invite our alumni from the past 25 years. This is also the first time we had pre-buzz events like Bonfire Night and Dj Night." The biggest attraction is of course the hugely popular Last Man Standing, which is a series of events that test the participants' skills and grit. With a prize money of Rs 2.25 lakh for the winner, it's the most coveted competition of the event. Says Imran Ahmed, a second year student who cancelled his Goa trip to attend Transcend, "While the chief guest remains a surprise (they had Alia Bhatt last year), this year's Transcend getting bigger and better."

0

comments

1

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1

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AA

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Transcend: Symbiosis Institute of Business Management (24 years)

History: Transcend, one of the biggest management events in the country is entirely organised and managed by a team of students from SIBM called the Co-curricular Team. The works starts post October after the second semester. Says Anish Bhagwat, an SIBM 2011-12 graduate, and former head of the co-curricular team: "Most of the work is done by the juniors and they are guided by the seniors."

The most popular event of Transcend is Last Man Standing (LMS), a series of task given to contestants over three days. The tasks are rigorous and the contestants are only allowed a few hours of sleep. This event has the biggest prize money in Indian college fests – Rs 2.25 lakh.

The LMS tasks include 'errands' like sending the participants to any part of the city with little or no money with things like toothbrush and soaps to sell, or play the role of a public relations officer of a controversial company and defend their brand before a jury of journalists.

Finally, the top two contestants are grilled in an interview by a faculty member. Says Gautam Verma, second-year SIBM student: "There have been times when students have tried to hack the LMS account to get to the interview questions."

Evolution: The prize money for LMS has gone up from Rs 2 lakh in 2013 to Rs 2.25 lakh this year. Says Anand Singh, the administration faculty of SIBM since 2000, "Every year I've seen Transcend grow in terms of budget, resources, infrastructure, prize money and events." According to him, earlier Transcend had a footfall of 6,000 to 7,000, which after 2012, has grown to more than 10,000. Says Anish Bhagwat a pass out of SIBM batch in 2011-12 and a head of the Co-curricular Team, "We mostly had management events in Transcend. It was only after 2010 that a lot of cultural events were introduced." His was the first batch to introduce a fashion show and a music show titled War of DJs. Another major change in the last three years are the online selection rounds for every competition. Also, a first, this year, have been pre-buzz events like Bonfire Night and DJ Night.

Going strong: Transcend will be held – for the 25th year – at Symbiosis Lavale Campus from January 22-24.





Collaboration with other Student Council Teams

The Co-Curricular Team collaborated with other student council teams during the academic year 2014-2015. They were as follows:

- With **iSMART** for event **The Inquisition** during **Transcend'15**
- With **iSMART** for event **Proelio** during **Transcend'15**
- With **Sports Management Team** during **Colosseum 2014**

Management Day

Management day officially marks the end of the academic year and the passing of the senior batch. It is a formal event in which staff students and alumni are felicitated along with the release of RSDT's Beacon Management Review. The event is organized by the Administration however Co-Curricular Team plays a very important role in handling the logistics and overall execution of the event. The Co-Curricular Team is responsible for conducting and hosting the post-lunch informal session at the auditorium.