



ANNUAL REPORT 2014-15



CORPORATE INTERFACE TEAM



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1. OVERVIEW

The objective of the Corporate Interface Team (CIT) is and has always been to build, sustain and enhance the institute's relationship with the Indian corporate world and build the brand of SIBM Pune in the industry. CIT in the academic year 2013-2014 strived to enhance the knowledge and learning of the students at SIBM Pune by complementing the conventional teaching methods with adequate industry exposure through guest lectures, symposiums, seminars, etc.

CIT aimed to augment students' understanding of academic concepts by providing them an industry perspective through interactions with industry professionals. Through its series of events in the past academic year, the team provided a practical perspective on various domains of management & business to students and also tried to ensure that students were kept abreast with the latest management trends and changes in the industry. For the second time, a pan India B-School case study competition was conducted by CIT that saw more than 180 teams participate from the top 30 B-schools of the country. The team endeavoured to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.

2. SCHEDULE OF EVENTS HOSTED IN 2014-2015

EVENT	Pre-activity Months	Activity Months
Blueprint 2014-2015	July 2014-Nov 2014	Aug 2014 & Nov 2014
Arcturus 2014	July 2014	Aug 2014
The Senate Challenge 2015	Dec 2014	Jan 2015
The Senate	Dec 2014	Jan 2015

3. LIST OF ORGANIZATIONS HOSTED

Academic year 2014-2015

1. Abbott India Limited
2. Agastya International Foundation
3. Airbus
4. Ashok Leyland
5. Bajaj Auto Finance Ltd.
6. Credit Suisse
7. Cummins Inc.
8. D. E. Shaw India Software Private Limited
9. DMT Consulting (P) Ltd
10. Eaton Corporation
11. Future Group
12. General Motors India Pvt. Ltd.
13. Glenmark Pharmaceuticals Ltd.
14. Godrej Group
15. HDFC Bank
16. IREP Credit Capital
17. iVolunteer
18. John Deere India
19. Karwak Marketing and Consultancy Services
20. KPMG
21. Lakshmi Vilas Bank
22. Mahindra Group
23. Man Capital LLC, UK
24. Metro Services
25. Mondelez International
26. ONGC
27. PepsiCo India
28. Philips Healthcare India
29. Reliance Communication
30. Rolls Royce India
31. Sany Heavy Industries India Pvt. Ltd.
32. Sun Pharmaceutical Industries Ltd
33. Tata Consultancy Services
34. Value Research India
35. Walmart India
36. Xerox India

4. MAIN EVENTS

4.1 Blueprint 2014-15

A Blueprint is the basis of any monument, a plan of action that lays the path to success. The Blueprint serves as a starting point, a significant beginning of a successful journey. The Placement Advisory Team & the Corporate Interface Team, SIBM Pune presented Blueprint 2014. Blueprint 2014 hosted stalwarts from the corporate world and visionaries at SIBM Pune to interact with students, through guest lectures, panel discussions, and share their knowledge and business expertise. The ultimate objective is to establish a platform for students to gain a holistic view of contemporary issues and engaging topic across sectors of the industry.

First Edition

Date: 2nd August 2014

A Panel Discussion on Pharma and Healthcare with the topic of discussion being -

‘Making the world a better place’ - Instilling the belief into the cultural fabric

The panellists included:

Dr.Pramod Solanki– Head, Learning and Organization Development | Sun Pharmaceutical Industries Ltd.

Mr.Srideep Sarkar- Global Lead L&D | Glenmark Pharmaceuticals Ltd.

Mr. Dinesh Mishra– Head, HR | Abbott India Ltd.

The Finance Keynote Address on **The challenges of private equity and capital market fundraising in India** was by **Mr.Nachiket Naik**- Managing Director | IREP Credit Capital



Mr. Nachiket Naik - Managing Director | IREP Credit Capital – Keynote Speaker at Blueprint 2014

Second Edition

Date: 9th August 2014

The Keynote Address was by **Mr. Anil Naik** – Director, Risk Analytics | Credit Suisse

The HR Address was by **Mr. Suresh Sahu** - Executive Senior VP, HR - Head HRBP | Reliance Communication

The Generic HR Panel Discussion was on **Reputation Management – Integrating HR practices to promote employer branding**

- **Ms. Ipsita AKS Ray** – Head, HR - TEG | Tata Consultancy Services
- **Mr. Sumeet Das** - National Head - HR Talent Acquisition | Bajaj Auto Finance Ltd.
- **Mr. Bardan Sharma** - Senior Vice President - HR | HDFC Bank
- **Mr. Sriram S R** - Head - Human Capital | D. E. Shaw India Software Private Limited
- **Ms. Latha Gupta** - Director - Human Resources | Metro Services

The Supply Chain Management Panel Discussion was on - **Winning the localization game- Integrating indigenous suppliers**

- **Mr. Dheeraj Panda** - VP & BU Head | Sany Heavy Industries India Pvt. Ltd.

- **Mr. Manish Rana** - GM - Indirect Purchase | General Motors India Pvt. Ltd.
- **Mr. S. B. Raju** - Head - Supply Chain Shared Service Center | Eaton Corporation
- **Mr. Sojwal Vora** - Global Head of Procurement - Mobile Surgery and Procurement Director | Philips Healthcare India



The Operations panel at Blueprint 2014 discussed 'Supply Chain Management' on the topic - 'Winning the localization game -Integrating indigenous suppliers'



Ms. Ipsita AKS Ray - Head HR – TEG | TCS, Moderator, speaking at the HR Panel Discussion



Mr. Suresh Sahu - Executive Senior VP, HR | Reliance Communication

Third Edition

Date: 22nd November 2014

In the **Third edition** of **BLUEPRINT 2014**, The Corporate Interface Team was proud to host panellists with diverse experiences in various fields of management for this panel discussion:

Ms. Ipsita Ray- Assistant General Manager- Human Resources | Tata Consultancy Services

Mr. Prakash Chellasamy- General Manager, Product Development Division | Ashok Leyland Ltd.

Mr. Jatin Panchal - Associate Vice President, Head, Modern trade | GODREJ Consumer Products Ltd.

The event commenced with an engaging and intellectually stimulating discussion on the topic: **Proactive Reinvention - 'Adopting a holistic approach to be relevant in the minds of the Indian consumers'**. The panel discussed how organisations are realizing the need to take an approach to find an upcoming industry trend that they can effectively tap and then allocate resources to make it their new growth stimulant, before being forced to do so.

The panel discussion was concluded by an intimate and indulging session by Mr. Chellasamy with insights about the various aspects of **'Make in India'** program and its impact on Indian market.



The panel discussion was on Proactive Reinvention - 'Adopting a holistic approach to be relevant in the minds of the Indian consumers'

4.2 Arcturus 2014

The Corporate Interface Team, SIBM Pune organized 'Arcturus 2014' – The Leadership Conclave on 23rd August 2014.

Arcturus, the brightest star of the celestial equator is the eponymous star of one of the nakshatras of the Hindu astrology. The nakshatras are related to the most prominent asterisms in their respective sectors. SIBM Pune successfully got many an Arcturus to campus.

The Leadership Conclave witnessed a series of guest lectures by leaders from various organizations who have made their mark and proved their competency in the global business scenarios. The theme for Arcturus 2014 was **Collaboration vs. Competition: Building Strategic Capabilities for emerging markets.**

The speakers at Arcturus 2014 were:

- **Mr.Rajat Jain – Managing Director | Xerox**
- **Mr.Dhirendra Kumar - Founder & CEO | Value Research India Pvt Ltd.**
- **Dr.Ardhendu Pathak -VP & Head emerging technologies | Airbus.**
- **Mr.Punit Shah - Head – West India | KPMG**
- **Mr. Rajeev Chaba - Operating Partner | Man Capital LLC, UK**
- **Mr. T.N. Gunaseelan – Managing Director | DMT Consulting (P) Ltd.**
- **Mr.Pankaj Kumar Sinha – President of the Board of Directors | PT. DMT Exploration Engineering Consulting Indonesia**

The theme revolved around the way forward in today's competitive environment- one that is volatile, uncertain, complex and ambiguous. Businesses constantly face the dilemma of having to choose between collaboration or competition. With the opening up of Indian markets to foreign players, one can see the coming together of non-traditional partners and their embracing a new way forward towards achieving a common goal. The big question was to evaluate the sustainability of competition against collaboration.

The event had a grand start with the opening address by **Mr.Rajat Jain**- Managing Director, Xerox India Ltd. who shared various experiences from his career and explained how collaboration affects the involved companies. **Mr.Punit Shah**- Head, West India, KPMG gave many examples from the industry and provided valuable insights into the internal collaboration process followed in KPMG. **Mr.Dhirendra Kumar** -Founder and Chief Executive Officer, Value Research India Pvt. Ltd, then guided the students on the concept of managing savings and financial prudence. **Mr. Rajeev Chaba** - Operating Partner, MAN Capital LLC, UK gave wonderful examples of both successful and unsuccessful collaborations in the automobile industry.

The first session post lunch captivated the students as **Dr.Ardhendu Pathak**- VP and Head, Emerging Technologies and Concepts, Airbus shared amazing facts from the aviation industry. The final address at Arcturus 2014 was a collaborated one by **Mr.T.N. Gunaseelan** – Managing Director, DMT

Consulting (P) Ltd. and **Mr.Pankaj Kumar Sinha**- President of the Board of Directors, PT. DMT Exploration Engineering Consulting Indonesia. The power duo explained the challenging journey of DMT from its inception to where it stands today and shared their thoughts on the theme with respect to mining industry.

The event was an enriching learning experience as the guest speakers engaged the students in interactive sessions and gave them food for thought on various aspects. Dr Raman, Director SIBM Pune appreciated the Corporate Interface Team and encouraged the students to maximize their gains from such platforms. The Arcturus 2014 was a grand success, bringing together today's exemplary leaders with the leaders of tomorrow – a true leadership conclave.

The Corporate Interface team, a student run initiative, is the face of SIBM Pune in the corporate world. The fundamental goal of the team is to conceptualize, develop and execute events which supplement the institute's pedagogy. The CIT conducts guest lectures, management symposia and hosts various other platforms to facilitate interactions with leaders from all walks of life thereby helping the students grasp a better understanding of the corporate world.



Mr.Punit Shah - Head, West India | KPMG



Mr. Rajat Jain - MD | Xerox



Dr. Ardhendu Pathak- VP and Head, Emerging Technology & Concepts | Airbus



Mr. T.N. Gunaseelan - Managing Director | DMT Consulting (P) Ltd.



Mr. Rajeev Chaba, Operating Partner | Man Capital LLC, UK

4.3 The Senate Challenge 2015

30th January 2015

The Corporate Interface Team at SIBM Pune in association with **Lakshmi Vilas Bank** organised a national B-school case study competition that saw more than 180 teams participating across the top 30 B-schools in India. Cash prizes worth Rs. 50,000 INR and Rs. 20,000 INR were given to the first and second position winners respectively. The case study competition revolved around creating a feasible strategy for a new entrant into the aviation sector. The details are as follows

- Round 1 - Online Strategy and Branding based quiz
- Round 2 – An 8 slide power point presentation detailing the Go-To-Market strategy for the new entrant into the aviation sector specifically regarding the target segment and sales channels.
- Final Round – Financial feasibility and diversification plan added to the round 2 submissions

The event saw 6 teams battle it out in the National Finals held on 30th January 2015 at SIBM Pune. Teams from IMT Ghaziabad, XIM Bhubhaneshwar, MICA Ahmedabad, SIBM Bangalore and SIBM Pune participated in the on-campus round held at SIBM Pune. The National winners of The Senate Challenge 2015 were from SIBM Bangalore while the runners up were from MICA Ahmedabad.



Team- Symfins (SIBM Bengaluru), National Winners, The Senate Challenge 2015

4.4 The Senate 2015

31st January 2015

The Corporate Interface Team at SIBM Pune in association with the **Lakshmi Vilas Bank** organized **'The Senate 2015'**, their flagship management conclave, at the Symbiosis Knowledge Village, Lavale on **31st January 2015**.

The Senate aims at bringing together thought leaders from the corporate world to engage in panel discussions on various facets of their industries and share their business acumen without students. The audience of The Senate 2015 comprised of around 500 students from various B-Schools across western India.

The Senate 2015 consisted of two panel discussions:

Breaking into the Fortune 50

- Mr. Kishore Jayaraman – President, India and South Asia | Rolls Royce
- Mr. Krish Iyer – President and CEO | Walmart India
- Mr. Devendra Chawla – Group President, Food and FMCG | Future Group
- Dr. Atul Bhatia – Executive Director, Global Chocolate R&D, Emerging Market Platforms | Mondelez International
- Mr. Pankaj Vaish – Independent Board Member | Lakshmi Vilas Bank

CSR: Purpose to Profit

- Mr. Gopinath Sarbada – Group General Manager, Regional Head Mumbai | ONGC
- Mr. Mukul Varshney – Director, Corporate Affairs | John Deere India
- Mr. Jitendra Paturkar – General Manager, Human Resource | Cummins Inc
- Mr. Shalabh Sahai – Co-Founder and Director | iVolunteer
- Mr. K. Thiagarajan – Chief Operating Officer | Agastya International Foundation

The panel on 'Breaking into the Fortune 50 gave students insights about what makes a Fortune 50 company and what all are the qualities that such companies possess. It also discussed what aspects organizations should emulate in order to become a part of this list.

The panel on 'CSR: Purpose to Profit' discussed about how CSR has become an integral part of any corporate organization's functions and also about how only companies which are able to conduct effective and meaningful CSR activities can survive and thrive.

The Corporate Interface Team, in association with Lakshmi Vilas Bank, also organized The Senate Challenge 2015 as a part of The Senate 2015. The Senate Challenge 2015 was a national-level strategy based case study competition that was focused on the aviation sector in India. The competition had participation from over 500 students from the top 30 B-Schools in India. SIBM Bangalore was adjudged the winners in the competition and MICA Ahmedabad finished a close second.

The Senate 2014 was a grand success with involved participation from students as well as corporates.



The Panel on 'Breaking into the Fortune 50' at The Senate 2015



The Panel on 'CSR: Purpose to Profit' at The Senate 2015

5. CAMPUS CONNECT INITIATIVES

5.1 Mahindra War Room 2014

5th August 2015

Launch

The War Room, first commissioned in 2007, is Mahindra's spearhead campaign, rolled out in 17 top Business Schools, to create excitement and transform perceptions. On the basis of the Mahindra Group's "War Room" practice, used as a major tool to engineer the transformation of the Group, a campus version called 'The War Room' was created to position the Mahindra Group, among B-school students, as a global federation of diverse businesses, united by the brand, purpose, values, and culture that Mahindra represents.

While attracting and engaging top notch B-school talent to creatively respond to live and realistic business issues through a fair and rigorous process of evaluation, these problems faced by the top managers of the Mahindra Group, are developed into sector caselets. Students form 4-member teams to solve these challenging caselets and generate realistic solutions in six months of intense planning and execution.



Interactive session by Mr. Prince Augustin—EVP, Human Capital & Leadership Development | Mahindra Group



Dignitaries from the Mahindra Group for the War Room Season 7 launch

CAMPUS FINALS

The campus final was televised by CNBC TV 18. The campus round had 5 teams battling it out for the title of Campus Winners and to enter the next round. Mr. Prince Augustine, EVP Mahindra Group Human Capital & Leadership Development and Mr. Prakash Wakankar, CEO Mahindra Retail were judges for the event. Team 'The Centurions' were declared as the Campus winners.



Campus level finalists team 'The Centurions' won and qualified for the national level

NATIONAL FINALS

This year, SIBM Pune not only went through to the National level rounds but also brought laurels to the SIBM Brand name by winning the National finals.



Team 'The Centurions' from SIBM Pune emerged as the MWR season 7 winner

5.2 Godrej LOUD

18th and 19th July 2014

The Corporate Interface Team at SIBM Pune was proud to host Godrej Industries Limited and Associated Companies for their campus connect initiative – Godrej LOUD (Live Out Ur Dream) on 18th and 19th July 2014.

LOUD is a platform for students to live out their unfulfilled personal dreams. Entry to this contest is by invitation only, to all full-time first year Post Graduate Programme (PGP) students of SIBM, XIMB, MDI, FMS, IIFT, NITIE and IIM L. Godrej gives the winners INR 1.5 lakhs each towards fulfilling their dreams and also, Pre Placement Summer offers into Gurukul, the summer internship program at Godrej.

The event started with an interactive session by Mr. Parmesh Shahani - Head | Godrej India Culture Lab, Mr. Robert Menzies - Head, Strategy and Corporate Planning | Godrej Consumer Products Ltd. and Ms. Vandana Scolt - Deputy General Manager, Communication | Godrej Consumer Products Ltd.

Then, the winners of LOUD's internal competitions including the LOUD Selfie Competition were announced. Plenty of goodie bags and similar merchandise were given away to students during the extremely interactive session.



(From left to right) Mr. Dhruv Talwar (Manager at Godrej Properties Ltd. & SIBM Pune Alumnus), Mr. Abhishek Iyer (National Winner (SIBM Pune) – Godrej LOUD 2013), Mr. Robert Menzies (Head, Strategy and Corporate Planning, Godrej), Mr. Parmesh Shahani (Head, Godrej India Culture Lab) and Ms. Vandana Scolt (Deputy General Manager, Communication -Godrej Consumer Products Ltd.) addressing the first year students at the SIU Auditorium, Lavale



The LOUD Anthem contest: One of the bands performing

5.3 Telenor IFA Challenge

The IFA Challenge 2014 was launched in India in early August to engage with youth and provide them with a platform to innovate and present ideas using internet technology to address a social need. This was also a platform used by Uninor to identify two deserving candidates who could represent India to Telenor Group's Youth Summit - an annual gathering of young people, offering them a chance to explore how digital communications can contribute to social change and create opportunities not just for the few but for the many.

The competition was flagged off at the SIU auditorium and involved a presentation and write-up. Then shortlisted candidates had to then submit a video on the idea. The regional final for the Maharashtra & Goa circle was held in J.W. Marriot, Pune and there were 4 finalists from SIBM, Pune who made the list.

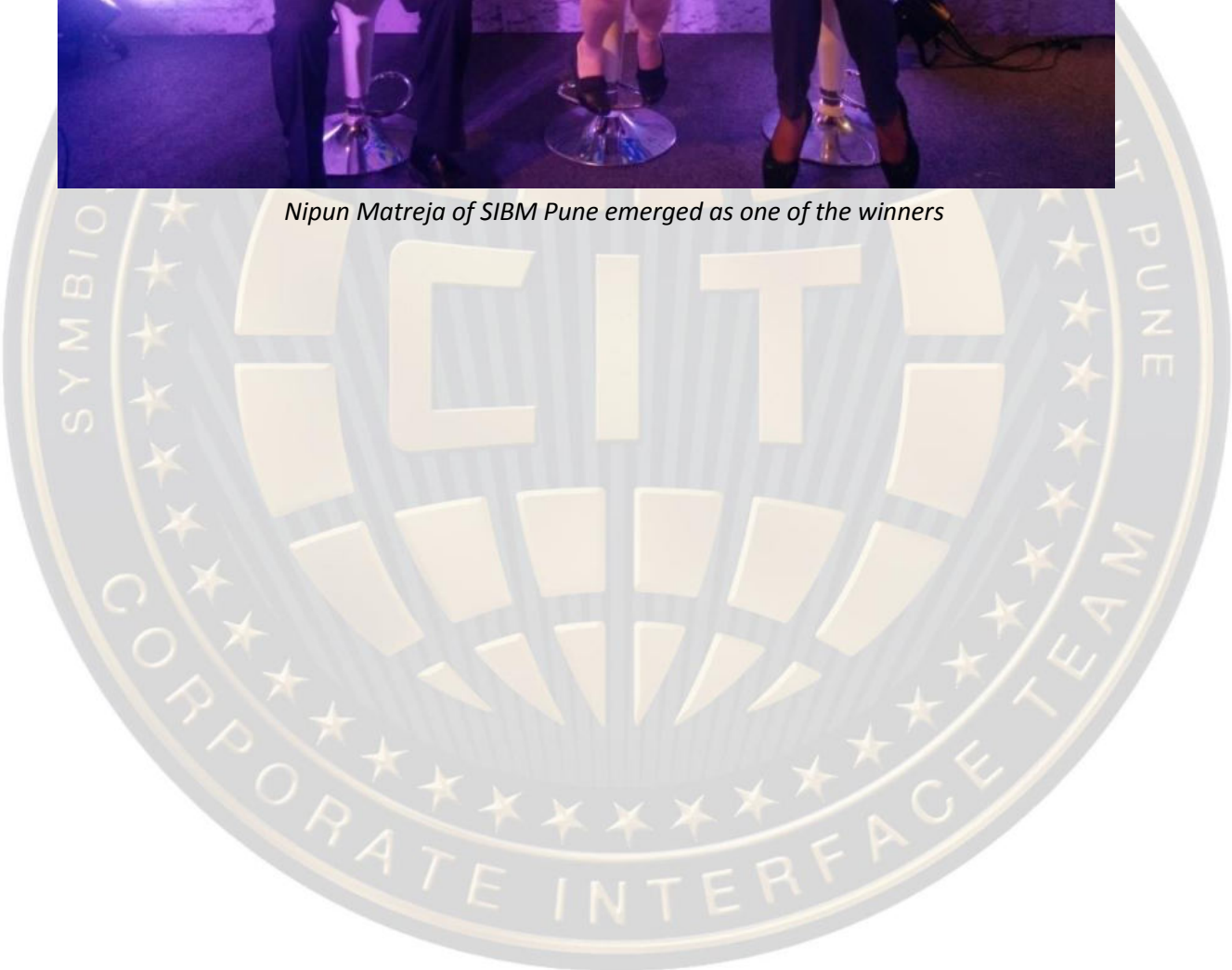
1. Nipun Matreja
2. Mukesh Chowdhury
3. Vinay Bahety
4. Ketaki Navale

Nipun Matreja was adjudged the winner and went on to further win the national finals which was judged by an illustrious panel consisting of Rita Soni, CEO - Nasscom Foundation, Javed Sayed, editor -Delhi, The Economic Times, Sigvald T. Hauge, deputy chief of mission, Norway Embassy, Sigve Brekke, EVP and head of the Telenor Asia and Morten K Sorby, CEO of Uninor.

The top two winners Swati Sachdeva (Battle Out) and Nipun Matreja (Facial Recognition) got an opportunity to represent the country at the Telenor Youth Summit 2014, to be held in Oslo, Norway, in association with the Nobel Peace Center. They also received a cash prize of Rs 1 lakh and Rs 50,000 respectively as a fund to develop their idea further.



Nipun Matreja of SiBM Pune emerged as one of the winners



6. BUILDING THE BRAND SIBM PUNE

The academic year 2014-15 saw the Corporate Interface Team at SIBM Pune strengthen its presence both in the online and offline realm. CIT had taken innovative promotional techniques to promote events across the board last year.

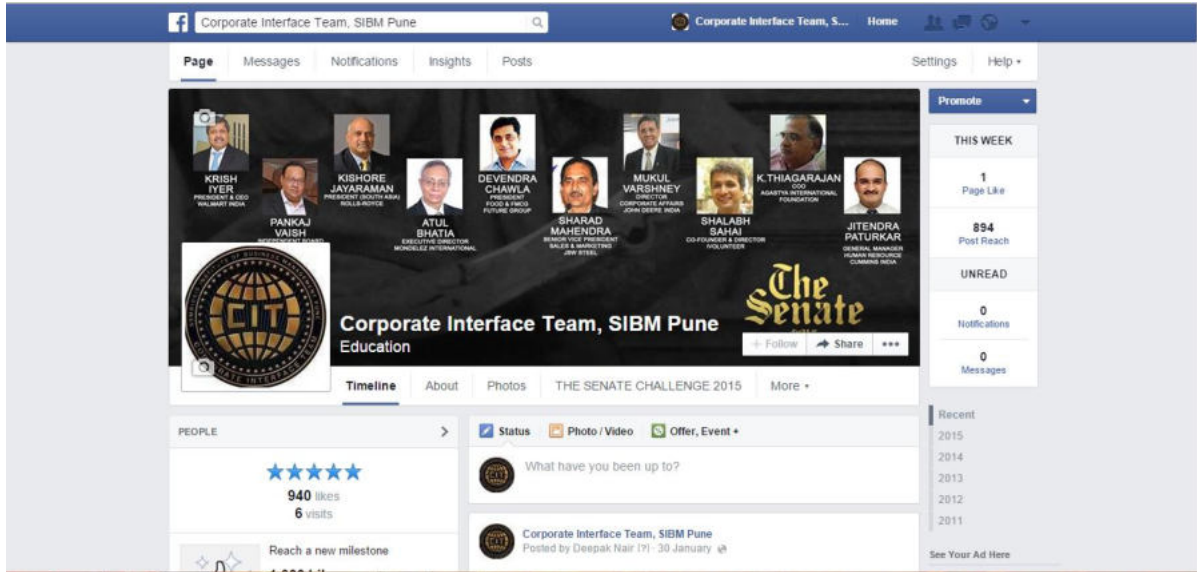
6.1 Offline promotions

The team explored several innovative and creative ways to create promotion messages and spaces in an attempt to create a buzz.

1. Personalized letter Invitations and newspaper inserts for students for Arcturus 2014
2. Coffee cup branding and laundry bag branding for Arcturus 2014
3. Use of tent cards to promote Arcturus 2014 and The Senate 2015 across strategic locations in the campus
4. Outbound promotions in all sister Symbiosis Institutes in Pune to invite registrations for The Senate 2015.
5. Paid advertisements in Economic Times Pune edition for both flagship events Arcturus 2014 and The Senate 2015.
6. Strategic Partnership with Lakshmi Vilas Bank for a long-term association with CIT's flagship events.
7. Lakshmi Vilas Bank sponsored The Senate Challenge 2015 with an amount of 75,000/-, of which Rs. 50,000 for the winner and Rs. 20,000 for the runners up were awarded as cash prizes

6.2 Online promotions

1. The Facebook page of the Corporate Interface Team has seen an exponential organic growth in the last year. (<https://www.facebook.com/CorporateInterfaceTeam>)
2. We have grown organically in terms of likes from 627 in June to the current number of 940 likes
3. A massive 49.92% rise in the number of likes since June
4. Activating the Twitter Handle for @CIT_SIBMPune to sustain a connect with corporate and guests also aiming at generating leads for invites



The Corporate Interface Team Official Facebook page - <https://www.facebook.com/CorporateInterfaceTeam>

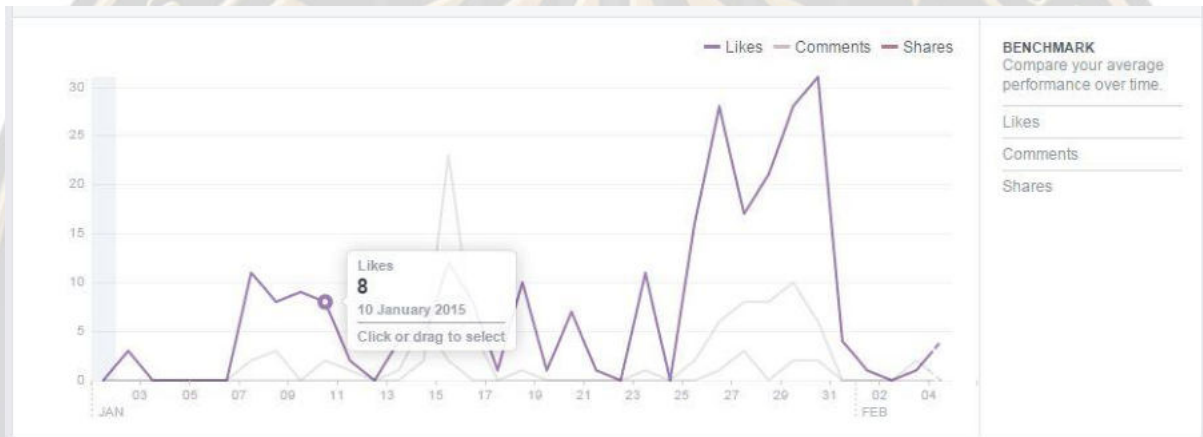


The Official Twitter handle of the Corporate Interface Team - @CIT_SIBMPune

Graph indicating the increase in number of likes:



Graph indicating the increase in the number of people reached:



Guest speaker testimonials on Twitter:

CIT SIBM Pune retweeted



Devendra Chawla @devendrachawla · Jan 31

Good to be there “@ankitanks: What a pleasure it was listening to a panel moderated by @SIBMPune @CIT_SIBMPune ”



CIT SIBM Pune retweeted



Shalabh Sahai @shalabhsahai · Jan 31

Engaging discussion with co-panelists from ONGC, John Deere, Cummins and Agastya International Foundation on the CSR act @SIBM

CIT SIBM Pune retweeted



Parmesh Shahani @pameshs · Jul 20

Thanks @CIT_SIBMPune @SIBMPune for being great hosts for our @GodrejOnCampus LOUD weekend. @VandanaLisa @ojas_kol & all of us will miss you!

CIT SIBM Pune retweeted



Parmesh Shahani @pameshs - Jul 18

The @sibmpune campus is so so so pretty....Walking in the clouds with @GodrejOnCampus



7. CLOSING NOTE

The Corporate Interface Team would like to take this opportunity to thank the Director Dr.Raman ,Dy.Director. Prof.Vinod Shashtri, Anand Singh Sir, all faculty and staff in administration and other functions for the unwavering support that has been extended to us in conducting all the events throughout the year. Lastly, the success of our flagship events Arcturus and The Senate cannot be complete without mentioning our Associates who have worked side by side with the Corporate Interface Team for the days preceding these events.

