



## ANNUAL REPORT 2014-15

*The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM) Pune, the 35-year old flagship institute of Symbiosis International University. The team functions under three wings - Social, Entrepreneurship and Consultancy. It aims at fostering entrepreneurship, carrying out projects for the betterment of society and providing consultancy services for startup ventures which create a social impact and are commercially viable.*

## **EVENT 1:**

### **ENTREPRENEURSHIP SUMMIT 2014**

A wise man once said – “Twenty years from now, you will be more disappointed by the things that you didn’t do than by the ones you did. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.”

There is a certain term which fits in perfectly to describe people who do this - Entrepreneurs.

The Social, Entrepreneurship and Consulting Cell of Symbiosis Institute of Business Management, Pune hosts a one-of-a-kind event – Entrepreneurship Summit which is intended to provide a 360-degree perspective and a holistic platform for encouraging the entrepreneurship acumen of MBA students. The two-year young event has hosted numerous distinguished personalities from the field of entrepreneurship along with various events and competitions focused on the different facets of entrepreneurship. The event has seen participation from students of premier business schools across the country and budding entrepreneurs in and around Mumbai and Pune.

### **Pride & Passion**

The Entrepreneurship Summit 2014 commenced with ‘**Pride & Passion – The Summit Launch**’, an interactive session with established entrepreneurs which gave students the opportunity to learn from their insights and obtain valuable guidance from their experience.

The speakers take the students through their entrepreneurial journeys, the challenges that they faced and the drive to succeed that allowed them to overcome these challenges. The speakers also focused on the changing perceptions and emerging trends and challenges in the current global scenario. The talks provide deep and valuable insight to the budding entrepreneurs and have led to inspired, motivated and well-thought out questions during the interactive sessions which are indicative of the effectiveness of these talks towards encouraging the latent entrepreneurial thinking of the students.

The guests for the day were **Mr. Ashwini Malhotra** (Managing Director, Weikfield Foods Pvt. Ltd.), **Mr. Mahesh Murthy** (Founder, Pinstorm and Co-founder, Seedfund), **Mr. Jinesh Shah** (Founding Partner, Omnivore Partners), **Mr. Pradeep Gidwani** (Coach and Founder, The Pint Room) and **Mr. Rohit Gupta** (Founder & CEO, Rolocule Games).

The series of guest lectures were started off by Mr. Ashwini Malhotra who shared with the audience the entrepreneurial journey of his father, Mr. S. P. Malhotra, the Founder Chairman, Weikfield Group of Companies. The next speaker for the day was Mr. Mahesh Murthy, who had the audience listening with rapt attention as he spoke about his entrepreneurial journey. This was followed by Mr. Jinesh Shah, who focussed on the struggles and challenges he had to overcome along his career as an entrepreneur. The speaker who followed was Mr. Pradeep Gidwani, who is an alumnus of SIBM Pune - batch of 1986. Mr. Gidwani is a serial entrepreneur and shared his vast experience of 26 years in the beverages industry with the audience. The last speaker for the day was Mr. Rohit Gupta, who spoke about the challenges he faced while setting out on his entrepreneurial journey.



## SymbiHaat

Symbi Haat is a carnival where students of SIBM - Pune set up their enterprises under the categories of food, games or merchandise for 3 days. It was conceptualized in order to give the students a chance to experience the thrill of running their own business for a short period of time. This year, SymbiHaat was extended to other colleges of SIU, atop Lavale hill. They are invited to apply for stalls by sending in their business plans which are then shortlisted based on the creativity and feasibility of the idea. The stalls are then auctioned to the shortlisted teams. Some of the famous attractions this year included a photo booth with colourful props, a party games setup, a competitive sports setup, a cookie and chocolate kiosk, etc. Food stalls did roaring business all day long with Chaat, Dosas, Burgers, Sandwiches, Kebabs, Biryanis, Momos, Parathas, Chocolate Paan and Chinese leaving the customers spoilt for choice.

In addition to Sybi Haat, 'HaatNites' were also planned for the three days in association with the Co-Curricular Council. HaatNites was aimed at increasing the footfall at Sybi Haat after peak hours by attracting crowds for the DJ-night on the 14<sup>th</sup> as well the open-mic nights on 15<sup>th</sup> and 16<sup>th</sup> of August.

Not only did these nights see a great crowd turnout as students from various SIU colleges turned up to enjoy the music and ambience, HaatNites also helped to significantly boost sales at Sybi Haat during those hours where footfall would have been otherwise low.



## **Chat With Entrepreneur**

Chat With Entrepreneur is an event which allows the students to learn from the insightful journeys of established entrepreneurs and other masters of the field. Through this event we provide an opportunity to the students of premier institutes and budding entrepreneurs of Mumbai and Pune to engage in detailed conversations with the speakers so as to gain in-depth knowledge from their experiences and life struggle in the quest of living their dreams. This year saw a panel discussion which was moderated by Mr. Vishwas Mahajan. Mr. Vishwas Mahajan, an alumnus of SIBM Pune (1982-84), is the Founding Director at LifeLineSystech, a software company. He is also serving as the President and Lead Volunteer of The Indus Entrepreneurs (TiE), Pune which is the world's largest Non-Profit Network of Entrepreneurs. He is also an

Advisor at ARTITUDE. The panel members included Mr. Maneesh Bhandari(Entrepreneur-turned-angel investor), Shachin Bharadwaj(Founder and CEO, TastyKhana,), Suketu Talekar(Managing Director, Doolally)and Sagar Apte(Founder, CarlQ). The panel talked about their entrepreneurial stories, their motivations, the challenges they faced and generally motivated the audience. A thought-provoking session, it made for great learning on the various obstacles faced in start-ups across domains as varied as food and beverages to automobiles.



### Pitch your ideas

Pitch Your Idea was held wherein an opportunity was given to budding entrepreneurs to pitch their business ideas to the above panel. Participants were evaluated ahead of the talks based on a one-page executive summary of their business idea and selected participants were given the opportunity to pitch their idea to the esteemed panel and receive feedback.



## Entrepreneur of the Year

With the vision to foster innovative thinking and to overcome the challenges in transforming it into a business plan, SECC initiated a business plan competition – “Entrepreneur Of the Year” across all the business schools of India. The competition tested the decision-making, street-smartness and risk-taking capabilities among other entrepreneurial traits of the participants. It was one of the main attractions of the Entrepreneurship Summit 2014.

The first round, which involved a case analysis, saw more than 200 entries from top B-Schools across the length and breadth of the country. The final Campus round had 13 participants shortlisted from the initial round. Subsequent rounds saw further eliminations with participants from IIM Raipur, S.P. Jain, SIBM Pune, NMIMS and SIIB Pune, among others, presenting their ideas and solutions before a panel of esteemed judges. The judges of the competition, which included Mr. Dylan Lobo, Senior Operations Manager at [www.talentanywhere.com](http://www.talentanywhere.com), Mr. Ravi Ranjan, Country Manager and Membership and Operations Manager, Cross Border Angels, and Ms. Vaishali Apte from United Vision Academy Pvt. Ltd., were impressed by the range of ideas presented before them. The winner of the coveted Entrepreneur of the Year title was Ankit Kawad from SIBM Pune, while Banpreet Singh Sodhi, from SIMSREE, Mumbai stood second.



## Jugaad- The FundRaiser

This Independence Day saw the launch of Jugaad-The FundRaiser as a part of Entrepreneurship Summit 2014. The event provided the participants a chance to showcase their selling skills and do their bit towards society. SECC- Social, Entrepreneurship & Consulting Cell of SIBM Pune sourced goods produced by local artisans and craftsmen, to be given to the students, who set off into the city to sell them at inflated prices, the proceeds from which were donated to various NGOs in and around the city.

An initial campus round was held wherein each of the participating teams of two members were asked to make a sales pitch centred on random articles to a judging panel. The selected teams were each accompanied by an SECC volunteer to finally perform in the city for a day. The event witnessed a tremendous response from the participants as well as the public and succeeded in fostering a spirit of entrepreneurship and a sense of responsibility in the students, both of which are also the prime tenets of the SECC.



## **EVENT 2:**

### **THE SOCIOPRENEUR DIARIES**

Social Entrepreneurs recognize social problems and provide solutions by employing entrepreneurial principles, processes and operations. Their journeys are exciting in the challenges they face and invigorating in the impact they make. The Sociopreneur Diaries is a series of talks where accomplished personalities in the area of Social Entrepreneurship will address management students, sharing their enriching experiences and the change they have brought about.

For the first chapter of The Sociopreneur Diaries'14, SECC was honored to host Mr. P.R. Ganapathy, Chief Operating Officer, Villgro. Villgro inspires, mentors, funds, and incubates innovation-based social enterprises. P.R. Ganapathy motivated and inspired the students to take up social causes and forge business plans and enterprises that contribute to the same. The students got an opportunity to share their experiences in the field of social entrepreneurship and their questions on the same were answered by Mr. Ganapathy. It was a true learning experience for the next generation management students who wish to create a positive impact on the society.





### **Enactus Guest lecture**

SECC hosts Ms. Gauri Kamat, Enactus India, to hold a session for the students. Enactus India works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing their skills to become socially responsible business leaders. The Enactus program provides its participants with global exposure and an opportunity for the real-world application of the theories learned over the course of an MBA degree. Ms. Kamat had a highly interactive session which left the students of SIBM highly motivated and inspired to be a part of the Enactus program.

### **EVENT 3:**

### **PUNEVOLUTION**

PunEvolution is a new initiative, taken up by SECC, which focuses on consultation and collaboration in order to arrive at business solutions. A Spanish industrial company, Lemoncoop, which is developing new businesses inside the healthcare industry, is designing an affordable retinograph, so that people in rural areas of Spain can have access to it without having to move to the city. To develop this retinograph and inspired by India's Frugal and Jugaad Innovation, on 16th Oct, 2014, at SIBM Pune, innovation students from SIBM Pune and Mondragon University, Spain, worked together to frugally approach the challenge in four hours, creating synergies and ties. The participants came up with various solutions which will go back to Spain to be worked on.





## **EVENT 4:**

### **WINTER INTERNSHIP**

SECC was responsible for helping students of MBA-I, Innovation and Intrapreneurship, get placed in various NGOs for a 15-day long winter internship from 27th October, 2014 to 10th November, 2014. The winter internship was introduced for them with an idea that as students of innovation, they should be exposed to real life problems in the country that the NGOs are trying to solve and should be able to provide innovative solutions to the processes of the NGOs so that they can work better. SECC successfully placed the students in their chosen domains and city preferences. To motivate the students and create exposure for the work they were doing, SECC launched the #MyWinterInternship contest on Facebook where the students were supposed to post a photo status portraying how they were creating a social impact during the internship with the #MyWinterInternship and #SECC hashtags to win attractive prizes.

## **EVENT 5:**



### **THE SOCIOPRENEUR DIARIES 2**

The Second Edition of the Sociopreneur Diaries was organized on 27<sup>th</sup> November. The guest for the day was Mr. Vishal Dharmadhikari. Founder & CEO, India Cyber Connect. Mr. Dharmadhikari talked about his entrepreneurship journey and his startup experience in India and Israel. He also talked about the expansion and diversification of cyber security and

cyber networks as an extension of the current applications of the same. Mr. Dharmadhikari provide several suggestions and ideas towards the implementation of the above as social entrepreneurship ideas for the country.



## EVENT 6:

### PRERNA 4.0

The 4<sup>th</sup> edition of SIBM's flagship Social event Prerna saw children of the housekeeping staff of SIU campus coming to the SIBM campus. Soft and life skills classes were organized for the children on a weekly basis. A core team was responsible for designing the curriculum and organizing the classes of the children in conjunction with the council members. Mentors were selected from the batch and the entire MBA 1<sup>st</sup> year batch interacted with the children. It was a beautiful scenario where both the students and the children had considerable learning from each other. Five sessions have been held till now. The last session was prominent as it saw Mr. Pradeep Lokhande from Rural Relations interacting with the children. A session with Teach For India was also held where Mr. Mahesh from the famed institution inspired the students of SIBM Pune to take up the noble cause of children education in India and work towards a better future for India.



## **EVENT 7:**

### **Umang**

This Christmas season, SECC planned a visit to Sparsh Balgram, a shelter and rehabilitation centre for HIV/AIDS infected children. There were seventeen children, ranging from 6 - 20 years old, at Sparsh Balgram and we received a wish list from the kids as to what they would want for Christmas. The amount for the gifts was then crowd sourced from the students of MBA 1 and MBA 2. There were generous donations from both the batches. A group of 10 students was selected from the batch to visit Sparsh Balgram along with council members. The visit was successful and the children were delighted to see their gifts. The student contingent spent the entire day with the kids of the centre. They left the campus late in the evening with a smile on their faces and a smile on the faces of the children of the centre



## **EVENT 8:**

### **The Sociopreneur Diaries 3**

The 3<sup>rd</sup> edition of the Sociopreneur diaries was organized on 1<sup>st</sup> February 2015. It saw prominent rural marketer Mr. Pradeep Lokhande take to stage for an intimate session with the students of MBA I and MBA II. Mr Lokhande talked at lengths with the students and inspired them to work for Rural Indian and the Rural customer with a wider perspective and a better understanding of his needs. He drew parallels between the rural and urban customer and talked about the promotional channels that inspire and motivate the citizens of Indian villages. Students were inspired to look beyond their classroom learning and apply their knowledge on the ground. The students were highly inspired and motivated by the talk.

The second part of the event saw member of Teach For India take to stage and conduct a special workshop to guide students to take up the cause of India's education. They talked at lengths about their fellowship program and internship and encouraged students to work with the great institution for a good cause

