



# Vritantā

November 2016  
Volume 3 issue 2

Memoirs of SIBM Pune



**OF THE STUDENTS  
FOR THE STUDENTS , BY THE STUDENTS**

**WELCOMING  
OUR NEW DEPUTY DIRECTOR**



**DR. V.V. RAVI KUMAR**



## From the Coordinator's Desk..

It gives me immense pleasure to present this issue of ~~Vritanta~~—Memoirs of SIBM.

This issue will be revolving around one of the factors that differentiates us from others—

The student-driven system which is facilitated by the nine student councils.

These councils work hard in full tandem and dedication and thus is a big part of the well-oiled machinery that is SIBM Pune. Apart from the councils, this issue will also throw light on some of the important events that have taken place in the last semester like Arcturus, Encore West and of course the Convocation 2016 where we got to interact and honour our esteemed senior batch for one last time before they immersed themselves into their corporate lives.

SIBM students are known for giving their best and emerging as winners. Keep reading to find out firsthand as to what pushes them across the victory line and the stories that form the basis of their achievements.

We also had the opportunity of learning and interacting with some brilliant professors from overseas who have shared, apart from their subject knowledge, their experiences in their home country—something which cannot be gleaned from any Wikipedia article or an encyclopaedia.

It is a matter of immense pride to state the successful completion of summer internship recruitment programme 2016. The junior batch has successfully raised the bar further up and ensured that SIBM Pune's flag continues to soar high. It was also a reflection of the institute's exemplary standards that 56 companies chose to recruit from the talent pool at the institute in the first three days of the placement process, thus continuing with the superlative performance of the previous years.

Apart from the education and placement activities, SIBM pays equal importance to the personal and mental growth of its students. The Moral Rearmament Programme is designed with keeping these particular factors in mind. The students spent three days at the MRA campus, Asia Plateau in Panchgani amidst the quiet and away from the busy schedule of the campus and understood the value and importance of spending time oneself.

It is indeed an active, interesting life here at the hilltop, and no amount of pages in ~~Vritanta~~ would be sufficient enough to encapsulate all. Thus, I take this opportunity once again to thank all the contributors, participants and achievers for sharing their stories and helping us to compile this edition.

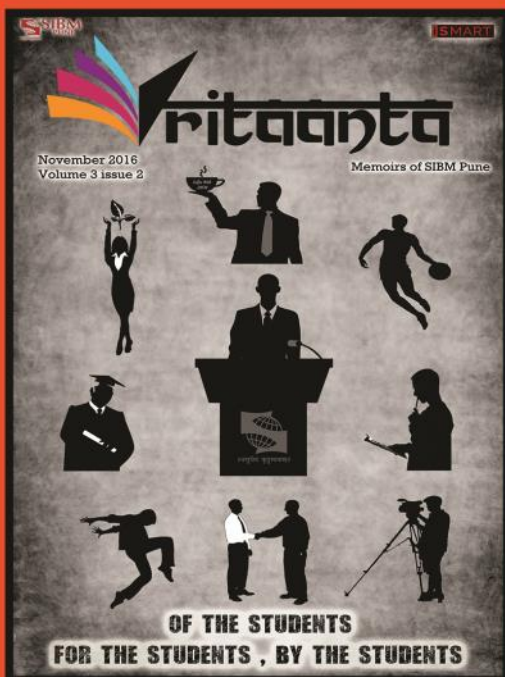
**Temsumongba Samuel Pongen**

**Coordinator, Information Systems and Media Relations Team (iSMaRT), SIBM Pune**

This issue focuses on the fact which makes SIBM Pune stand out from the crowd—the student-driven culture. The nine student councils work together like well-oiled machinery along with the institute administration for the smooth running of all student activities.



The Achievers' Diaries talks about the culture of participation in various competitions and winning at the national stage like ITC Interrobang, Mahindra War Room, Future Group's Ground Zero etc. SIBM Pune students talk about the factors that helped them ace the competition and the learnings they carried back home..



SIBM Pune believes in global exposure in order to widen the horizons of its students. Therefore, we were honoured to host Professor Chih Peng Chu, Dean, International Affairs and Professor, Department of Business Administration at the National Dong Hwa University.

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#Focus #Corporate #Alumni  
#Achiever

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## Achievers' Diaries

The students of SIBM Pune do not restrict themselves to just classroom studies and bookish knowledge. Rather, they look forward to apply the facts in real life and prove their mettle on a bigger, national stage. Read on to know what makes the achievers tick!

### ITC Interrobang

"Interrobang?!" is ITC's campus engagement initiative which lets students from top Indian B-Schools engage with the company through a unique and interactive learning experience



The Interrobang Case Challenge provides students the platform to plan and conceptualise different and innovative solutions to real life problems face by top ITC management. Following students from SIBM Pune have emerged as the Runners up in the Interrobang Case Challenge: **Ishani Desai, Kitty Basumatary, Navdeep Tuli and Rimsha Latif.**

### Mahindra War Room

Mahindra War Room is a competition organised by the Mahindra Group for engaging top notch B-School talent to work on live business cases. The 2016 edition of War Room presented four interesting cases and three teams were selected to represent SIBM Pune of which Team Chaar Hoshiyaar Jitenge War—**Divya Bhardwaj, Gagan Nagpal, Nitin Nandan and Prateek Gupta** was selected to represent SIBM Pune at the final round of Mahindra War Room 2016.



### Deloitte Maverick "Be the One" Challenge

'Be The One' is a platform to unearth stories of commitment from students – Commitment to excel, to go beyond limits, to make a real difference and to inspire. It's a platform to recognize the heroes behind stories and inspire others.

**Akriti Agrawal**, MBA | Marketing was selected to represent her story of "Zarurat" on behalf of SIBM Pune at the regional round of Deloitte Campus Maverick "Be the

One" Challenge. She emerged as the winner of the Deloitte Maverick Season V East Zone "Be the One" Challenge.

### Godrej LOUD

Godrej LOUD is a platform where passionate individuals are given an opportunity to express and fulfill their dreams.



For Godrej LOUD – 'Live Out Ur Dream' 2016, 15 finalists were shortlisted through a rigorous process from more than 2500 entries. Of the 15 finalists, three (**Sourav Dutta**, **Snehil Nigam** and **Utkarsh Chheda**) were from SIBM, Pune. **Sourav Dutta** and **Snehil Nigam** are among the seven winners of Godrej Loud 2016 from SIBM, Pune.

### Ground Zero by Future Group

Ground Zero by Future Group is a competition open to select B-Schools in India. The challenge is to innovate and create something disruptive and transform the landscape of consumption and demand. Ground Zero gives the opportunity to create disruptive innovation. Future Group is capitalizing on Ground Zero as a platform to urge this generation of "thinkers" to come forward and show what the future of retail will look like.

**Team Stark Zero** comprising of members **Kitty Basumatary**, **Mohammed Kagdi**, **Navdeep Tuli**, **Surbhi Prasad** and **Swar Agrawal** emerged as the winners



of Ground Zero- Future Group.

### Rising Star Challenge by Tommy Hilfiger

The India Retail Forum (IRF) is the signature event of the retail sector in India, ever since its inception in 2003. The competition invites students from the best B-Schools from India where leading retail business heads experience the energy of these young thinkers as they bring in fresh perspectives and potentially reinvent traditional thought.

SIBM Pune students **Aparajita Mridha**, **Garima Midya**



and **Divya Bharadwaj** emerged as the first runners up in the national round of the India Retail Forum (IRF) 2016 'Rising Star Challenge' by Tommy Hilfiger

### Novartis Bio camp 2016

BioCamp is open to post-graduate students and young researchers in natural sciences, medicine, biotechnology, bioinformatics, pharmacy, business administration or law interested in pursuing a career in the pharmaceutical or biotechnology industry.



At Biocamp2016 held in Basel, Switzerland, 60 participants (from leading universities across the globe) span-

ning across 17 countries were competing to win. **Mamta Bhatia** from the batch of 2015-2017 of SIBM Pune emerged as the global individual winner of Novartis BioCamp 2016.

### Tata Steel-a-thon 2016

Steel-a-thon' an initiative by Tata Steel is a Case Study competition that aims to connect with the young minds of select B-Schools and provide them with an opportunity to work on real-time challenges faced in the work environment.



SIBM Pune campus round of Steel-a-thon was conducted at the SIU Convention Centre. The event was opened by alumnus batch 2013-15 **Mr. Anuj Datta** Manager-HRM, Projects – Kalinganagar at Tata Steel. The judges for the event were senior leaders from Tata Steel **Mr. Srivatsan C**, Regional Manager – Tata Steel, Sri Lanka & CEO – Lanka Special Steels Ltd and **Mr. Parvatheesam Kanchinadham** Company Secretary and Compliance Officer at Tata Steel. Four teams were shortlisted from SIBM Pune and they presented their solutions to the judges.

The winner of the campus round of Steel-a-thon were **Akshay Jadeja, Manavi Mehendiratta, Nivedita Kotaru** and **Priyank Parashar**. They will be representing SIBM Pune at Steel-a-thon 2016.

The Runner-up team for the campus round of Steel-a-thon were **Divya Bhardwaj, Garima Midya, Pratik Gupta** and **Ravi Viswanath**.

### Volvo Eicher Campus Connect

The team from VE Commercial Vehicles Limited consisting of **Mr. Satyanaryana GVV**, GM, Human Re-

sources—Corporate Sales and Marketing and **Mr. Vikas Uchil**, GM, After Sales, visited SIBM Pune campus for the event VECV Campus Connect.

A quiz was conducted among the first year and second year students, with several challenging questions from the Automobile industry in which **Shreyas Srivastava** (MBA-I), **Avikal Gupta** (MBA-II) and **Rituraj Gautam** (MBA-II) emerged as winners.

Next event was the case study competition in which **Aditya Ram** (MBA-II) and **Rohan Jambhekar** (MBA-II) emerged as winners while **Soumik Nath** (MBA-II) and **Sooraj K.R.** (MBA –II) took the first runners-up position.

### The Economic Times Young Leaders

The Economic Times Young Leaders B-School Edition is a platform for recognizing and rewarding India's most promising final year management students.

The programme administers a combination of assessment tools, online as well as on-ground, and culminates in face-to-face interviews with leaders from the corporate world. The first phase was an online personality test, followed by an aptitude test, a functional test which had a live case study and the final round was the



CEO Round. **Reema Ghosh** and **Tanuj Sharma** from SIBM Pune emerged as the winners of The Economic Times Young Leaders (ETYL) B-School Edition 2016.



## The Intern Diaries

*Rounak Jain, MBA-II Marketing, tells us about his internship experiences at Genpact. He won the title of 'Best Intern' for his exemplary performance in his summer stint.*

After having secured a place with **Genpact** for my summer internship and receiving my project details, I was a little skeptical about the work that I would be doing in a B2B organization with regards to content marketing. With this slight hesitation, I joined Genpact in April 2015. The first week was our induction where 74 interns from various B-Schools across the country were present. The people were extremely welcoming and helpful. During the induction we interacted with the top management across verticals, who told us about their journey in the organization which altered my point of view of content marketing in a B2B organization, especially Genpact and made me realize how important it was to the business.

My project was to analyze the existing content and the engagement & viewership for the same. After which, I had to come up with recommendations for new content, better or retire few of the existing ones. I went a step further extending my project by defining metrics for gauging engagement & viewership and came up with a plan to improve it.

The project assigned to me was of high priority as it needed to be implemented in the course of my internship; hence I had a peer review every week. The next 8

weeks I analyzed over 1500 content pieces, used various analytical tools and brainstormed with the CMO and VP at the end of every week to draw insights and recommend a course of action, which were implemented immediately by the team I was working with.

On seeing my work, how I held my thoughts while brainstorming with top management, recommendations, rapport with the peers and the fact that I had gone beyond the scope of my project, I was among the 7 out of the 74 nominated for the 'Best Intern Award'. After a round of interview with a panel which consisted of Vice President (HR), Project Head and the Campus team, I was awarded as the 'Best Intern' along with two more interns. There was a great feeling of pride and accomplishment, as my hard work was recognized.

The internship was my first corporate experience and it was indeed an enriching one with immense amount of learning.

All in all the experience did generate immense impact on each intern, making us ready for our corporate journey.

# GENPACT

INTELLIGENT ENTERPRISES POWERED BY PROCESS





## Preface to Tara Dutt's *Guide to Looking Busy*



An article by our very own alumnus **Ms. Priya Krishna**, Director, Mot Juste Communication Services in which she talks about corporate life in a humorous and engaging tone.

**F**or almost four years, I've been employed at DMT as the category head for fragrances. It's a prestigious organisation, and I've moved rapidly up the ladder to my current position just two rungs below the MD herself; the ultimate validation of the advice I am sharing with you here.

Because for four years, I haven't done a single damn thing other than work on this

It's not like my colleagues are blind; I'm just that skilled at appearing to do my job impeccably. I've picked very, very good juniors with just one criterion – that they enjoy being given a free rein.

Was I always like this? Oh, no. At my previous job, with Yuatza Motors, I worked myself to a nervous collapse. I found myself weeping so much that I was eventually admitted to a hospital to counter dehydration. I wasn't happy with the work at Yuatza, but honestly that's no excuse – I'm not happy at DMT, either.

I just don't like working, honestly. A universal complaint, I know.

In my misspent youth, I thought the secret to success was hard work. At DMT, I realised it's much more – and much

less – than that.

No one believes me when I say that it is this simple. From my colleagues to my closest friends, everyone insists that I climbed the ladder on skill and efficiency; not on brilliant presentation of mediocre work. Which goes to show how little the work you do really matters.

Without further ado, allow me to present – my story.

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*Never give anyone your full attention – you're far too busy for such petty matters.*

If there's one thing in the world Tara Dutt was good at, it was looking busy.

She had been employed at that most prestigious of organisations, DMT, for some two years now. She was still not sure what she was being paid a 7 figure salary to do. Nor, even, was she entirely certain who she reported to.

"Hello?" she barked into a landline. "Yes, yes, give me SKUs as per the MSK in NAME so that we can increase EAT."

"No!" she assured an email out loud – one that she had, apparently, just received. "The mix has come from America – just adapt to local conditions."

"What?" she demanded of an innocent passerby who had hovered near her desk a moment too long. "Can't you see I'm busy?"

The passerby scurried away, humbled.



Tara smiled grimly. She successfully scared away at least one person every day... something she was modestly proud of. She turned back to her laptop screen, industriously tapping away at the keys. *This won't work for everyone. Develop your acting. Grow a thick skin—*

"Er... Tara?"

"Yes!" she said, flipping to her email. As always, her inbox was clean. "How can I help you... Mathangi?"

The girl blushed happily. She had joined the firm barely three months previously, with no prior work experience, and had been delighted to find in Tara a mentor figure. The phone at her desk was always busy – Tara was a busy woman, after all – but Mathangi was privileged that her boss still occasionally allowed her five continuous minutes to discuss work and her personal and professional development.

Though she never applied them anymore, Tara knew plenty of tips and ways by which you could improve your efficiency; could work harder; could be more productive. It felt good to share her extensive, if academic, knowledge.

"What are you busy with?" she asked, a smile in her voice.

Mathangi's responding smile lit up her face, and really, Tara was touched by the extent to which Mathangi trusted her. Someday, the girl would find out that Tara's extension had never worked, that she wasn't really in meetings 18

hours a day, and that she could probably add a lot more value to DMT if she wanted. But this was not that day.

"Oh, just going home," Mathangi said brightly. "My brother's here – he's going to be in town for a few days – and he has an interview here tomorrow! Isn't that incredible?"

"An interview where?" Tara asked, absentmindedly re-checking her mail.

"Oh, you work so hard! Sorry, I don't want to disturb you. I'll see you—"

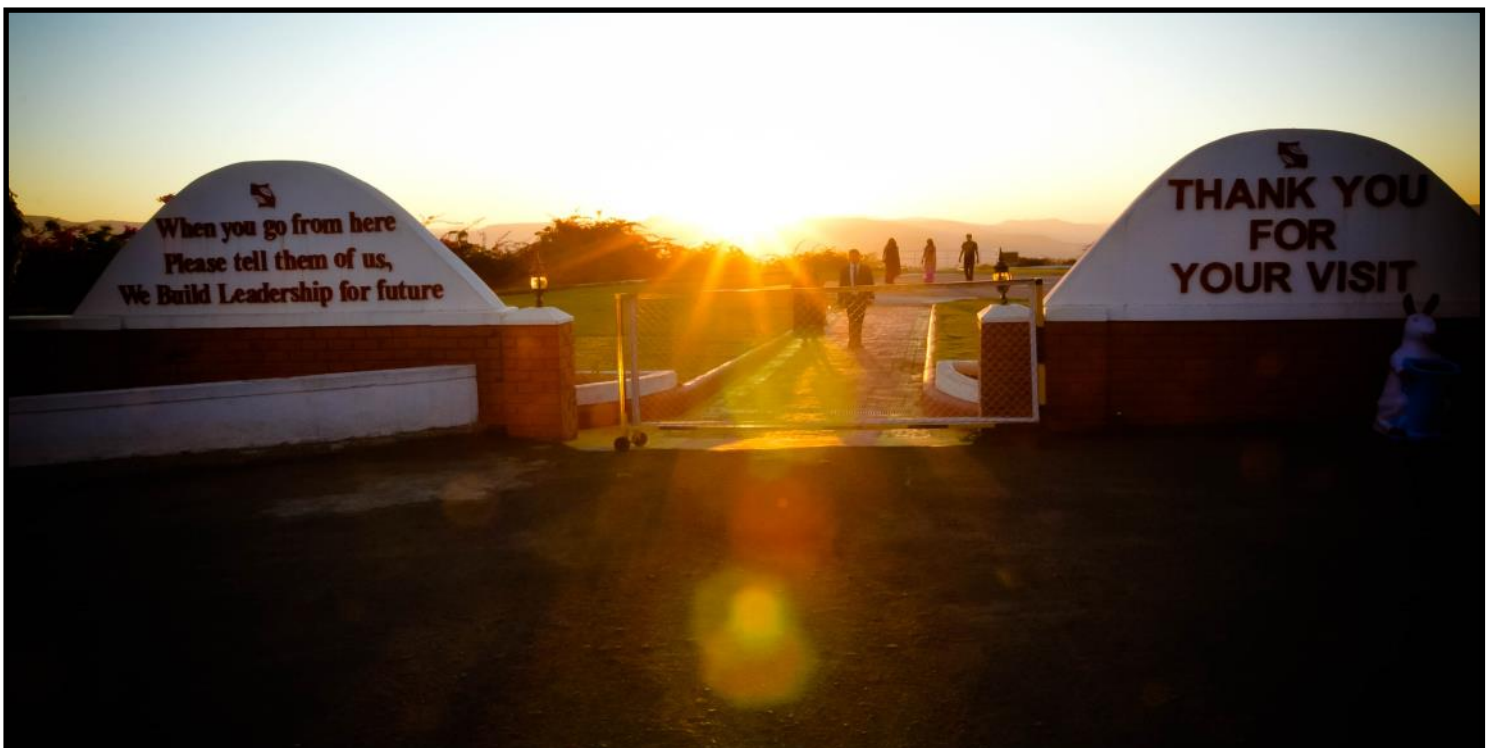
"No no, tell me," Tara said, visibly tearing herself away from the laptop. "Where is he...?"

"Here! He's interviewing here. HR told me. I was so upset that he didn't tell me himself, but..." She shrugged and smiled. "You should come home and meet him! You're my first ever mentor. Oh do come no, it'll be awesome."

"Sure, sure, sure," Tara said, smiling. She had seen pictures of Mathangi's elder brother on Facebook. It would be no hardship to meet him. "So what position is he interviewing for?"

"Category head," said Mathangi blithely, skipping away with an airy "Bye!" thrown over the shoulder.

Tara sat at her desk, frozen. *She was category head.*





## Arcturus - The Leadership Conclave

*Interacting with those for whom riding these changing times are a matter of schedule would definitely help the students understand the business dynamics better. Corporate Interface Team, SIBM Pune, came up with a way to accomplish the same.*



The first panel had the topic “Leading in the times of change”. The panelists were **Mr. Kunal Pande**, Partner, KPMG; **Mr. Vidur Rattan**, CEO, Rest of Maharashtra and Goa, Bharti Airtel; **Mr. Guruprasad Iyer**, Associate Director, Crisil Risk and Infrastructure and **Mr. Shantanu Bhamare**, Director, Communications & Media Solutions, HP Enterprises. The moderator for the panel discussion was **Mr. Prodipto Roy**, CEO, Crimson Consulting.

Mr. Pande agreed with the other panelists that times are indeed changing—things are happening way faster now. But that does not mean there would not be any leaders—on the contrary, such times invite people to take up the mantle of leadership. Mr. Iyer, in response to the question as to what special thing a leader has, stated that though leaders tend to have some inborn qualities of intelligence and extraversion, one cannot be a leader unless he has the

drive to move forward.

The second panel’s topic was “Business Disruption” and the panelists were **Mr. Rakesh Kaul**, Partner, PWC; **Ms. Smita Nair Jain**, COO, Barclays; **Mr. Chetan Gangoli**, AVP and Marketing Head, Idea and **Mr. Yogesh Mariwalla**, CEO, Index Advisory. The moderator of the second panel was **Mr. Prodipto Roy**.

Mr. Roy began by stating that disruption as a word tends to give off a negative vibe. Ms. Jain stated that innovation and disruption are actually two different things—all disruptors are innovators but there are many innovations that have bypassed the route of disruption.

Arcturus 2016 ended on a high note with a vote of thanks by the Director, SIBM Pune and the audience carried out with themselves the knowledge and experiences as shared on the dais.



## Encore West 2016

*It is always a good, nostalgic feeling to reunite with your batchmates after graduation. The Alumni Team, SIBM Pune, ensures that every such meet is memorable for the attendees for times to come*



**S**IBM Pune considers its alumni as ambassadors of its high ideals. A strong relationship is sought to be established with alumni to create a vibrant network which aids in institution building. In order to facilitate this, Encore is an event organized by SIBM Pune to engage with its alumni. It combines the formal setting of an alumni meet with the informal environment of a batch reunion to forge strong bonds. Unlike reunions and alumni events, it involves attendees from every batch of SIBM Pune leading to an enthralling experience.

Encore West 2016 was organized at the JW Marriott Sahar, Mumbai on 24<sup>th</sup> September 2016 and was attended by alumni from various batches spanning from 1980 to 2016. JW Marriott resides in the heart of the city and the event was graced by the Director of SIBM Pune- Dr. R Raman and Deputy Director- Dr. Vinod

Shastri. Several games and engagement strategies were arranged by the Alumni Team to make the event a memorable one. The event started with the Encore West promotional video, the teaser to the main event which was launched on social media. This was followed by the factual video for the alumni, demonstrating the activities that happen in SIBM today. The event also marked the first anniversary of the SIBM Alumni Portal which has 2616 alumni currently registered.





## Of the Students, By the Students, For the Students

*The student-driven culture forms the heart of SIBM Pune. Be it admissions, public relations, guest lectures, placements, co-curricular activities, entrepreneurship sessions, alumni meets or sports—the student councils ensure that they keep the SIBM's pride flying high.*



*Executive Council 2015-16*

It is well past the college hours, but there is a buzz of activity in the academic blog at SIBM, Pune. Students can be seen putting up banners, some of them busy on their laptops working out logistics and others huddled in a group, brainstorming. There are no teachers to be seen around, but students are working together with

great coordination and harmony. And no, this isn't some college assignment, but ongoing preparations for some upcoming major event. At SIBM Pune, we follow a student driven culture where every bit of ideation, planning and implementation is carried out by the student body.

Here, students are encouraged by the management to undertake all the responsibilities of college related activities. Be it something as rigorous as the placement process or as exciting as hosting the annual co curricular events, the students cover each bit of the tasks, helping them hone their managerial skills. SIBM Pune, over the years, has developed a unique structure of the Student

Council which consists of nine committees headed by the Student President, who serves as bridge between the students and the college management.

As we take a sneak peek into the day to day activities of each council, we realize how interlinked they are and how they work closely with diligence for the hurdle free functioning of the college activities. At one hand where the Aspirant Relations Team works for the smooth transition of aspirants into students whereas on the other hand the Placement Advisory Team ensures that each student gets opportunity to work at a reputed organization. From an aspirant, as the student joins college, the Research and Scholastic Development team ensures that the he or she is exposed to all the academic resources available, whereas the Co Curricular Team doesn't let the student miss out on all the college fun. The Sports Management Team encourages good health and sportsmanship whereas the Social Entrepreneurship Consulting Cell fans the entrepreneurial spark of the students. The Corporate Interface team ensures that illustrious leaders from the industry

come often to enlighten the students and the Alumni Team maintains relations with the students even as he/she has left the Institute. And to cover, record and present all these activities, the Information Systems and Media Relations Team act as the voice of SIBM.

Walking shoulder to shoulder, with the unwavering support of the Director and the management, the students work relentlessly to make their Institute proud. Our cover this edition, leads you to the stories of the formation, working and memories of the teams forming the Student Council.

### Placement Advisory Team

The Placement Advisory is a dedicated team which works with the motive of providing ample opportunities to the students to get recruited to the best companies of the country.



*Photograph of the winning team of the Talent Round, Induction Programme 2016, clicked by Sneha Surti, MBA-I, Human Resources*



Alumni Team AKA 'The A-Team'

## Who are we?

The Alumni Team has always had a vision to nurture a community where each and every member feels connected with the alma mater and with each and every member of the SIBM family. We, as a team, aim to bring together SIBM as a family - Vasudhaiva Kutumbakam.



Alumni Team

## What do we do?

- 1) **15 Year Reunion:** This year we welcomed back the class of 2001 to Campus.
- 2) **Encore:** Encore event that takes place twice a year and at locations such as Mumbai (Encore West), New Delhi (Encore North) and Bengaluru (Encore South).
- 3) **Rendezvous:** Rendezvous is the celebration of the convocation of the graduating batch. In association with iSmart, The Alumni Team handed over photographs of each Alumnus in photo-frames and other mementos.
- 4) **AlumSpeak:** AlumSpeak is a new initiative by the Alumni Team which attempts to connect the Alumni to the students on a micro-level. It is a voluntary exercise and any alumni can volunteer to take a guest lecture, share knowledge of current industry happenings and even informal student interactions.
- 5) **Legacy:** Legacy is a panel discussion between Students which is followed by a keynote speech and a panel

discussion amongst eminent Alumni in their respective sectors propounding knowledge on the given topic.

7) **Alumni Team Publications:** The Alumni Team annually produces 3 Publications namely: Achiever's Club, Jab We Met and the Yearbook for the Graduating Class.

8) **Alumni SPL:** The Alumni Team, in association with SMT, organize an Alumni SPL (Symbiosis Premier League) that involves a Twenty20 Cricket match between teams consisting of Alumni Members which is played under Lights at the picturesque Lavale grounds.

## What drives us?

This gives us the huge responsibility and opportunity for us to invite Alumni in key positions in the industry to college so that the students will benefit from their first-hand experience and learning.

## Our significant achievements:

In the past 1 year, the idea of the SIBM Alumni Portal germinated and has found connect amongst Alumni across years. The Portal is an avenue for the Alumni to get a feel of the activities happening at college and share job postings for other Alumni. We will strive to increase this percentage in the coming months.



Aspirant Relations Team

### Who are we?

Beginning from the resolution of doubts and queries of aspirants and teaching them tricks of the trade, especially SNAP, to organising admissions and ice breaking programs once they arrive at the campus, ART assists in every phase of an aspirant's journey, finally culminating into becoming a student of one of India's most prestigious B-schools.



### Flagship Events

The first event that ART conducts is **AdVent**, an intra-college competition held among the students of SIBM Pune which gives them an opportunity to create a print advertisement and/or video advertisement presenting SIBM Pune to the nation at large. The winning print and video advertisement are published and showcased nationally on various social media platforms.

**iAspire** - A national level business centric competition. It is an online competition wherein B-school aspirants work under the guidance of "mentors", who are MBA students from SIBM Pune in an interactive format. It provides a unique opportunity for them to experience a simulated B-school environment, where they get to work on a series of

management related tasks and a case study challenge.

**Coffee with SIBM** is the flagship event of ART. It is an endeavor to reach out to MBA aspirants and help them crack SNAP. It is a series of nationwide interactive seminars. This event provides the aspirants a platform for getting all their queries answered and gaining valuable information from students who underwent the same procedure the previous year and made it to SIBM Pune. The objective is to assist the aspirants for their SNAP preparation by providing mock papers, GK, GD/PI tips and other helpful preparatory material.

Organizing the **Admissions Process** of SIBM Pune is the primary responsibility of the Aspirant Relations Team. The team, along with the director, administrative staff, faculty and students ensures that the admissions process for the full time MBA program is carried out successfully and satisfactorily. The process is designed, planned and executed every year by ART.

**Buddy program, Onboard SIBM Pune** and City meets are some other initiatives targeted to help the aspirants and make their transition to becoming students at SIBM Pune smooth.

From taking on the humongous task of admissions to conducting their events, the team handles everything gracefully, completely justifying that they are, in fact, living the ART life...



## Co-Curricular Team AKA Co-C!

### Who are we?

We as a team strive to bring in a blend of fun and management ethos in the form of events and meets. Our objective is to assist students to achieve holistic growth and we endeavor to add more value to a student's life by giving them an opportunity to express themselves.



Our most important tradition is to make each of our events grander in its own right, year after year, and event after event. The reputation of the Co-Curricular team being a fun place to be in is only superseded by the sheer hard work we put in through teamwork, diligence and determination. Behind every successful event is an exhausted albeit proud team that has achieved every honour till date by making sure that no stone is ever left unturned.

### Flagship Event:

Our flagship event, **TRANSCEND**, is one of the most respected and sought after B-school festivals in the country. The fest not only gives a good break from the rigorous academic schedule but also acts as a platform where people can showcase their creativity, talent and wit in the challenging and engaging events. A plethora of events make sure that there is something for everyone. During

the 3-day jubilation, we also host celebrities who make the whole atmosphere more lively and energetic with their presence and performances. With amazingly huge prizes to be won, Transcend remains quite popular among the student fraternity and attracts the best intellect and talent. It has students coming together to concoct a heady blend of the most innovative games, case study competitions and the hottest cultural events in this part of the country.

Transcend's 26<sup>th</sup> year saw 8000 participants, 3502 teams from 349 colleges from all across India and a footfall of over 10,000. It was in its own right a huge event but the thirst to make it larger than ever still persists. Transcend is a memorable experience for every student of SIBM Pune. The atmosphere around the beautiful Lavale campus transforms to that of excitement and exuberance. It instills a sense of belonging amongst SIBM students with a sense of competition and fun in those from other institutes.

### What drives us?

Our aim is to challenge you to your limits and create a demanding environment in which you as a participant or organizer can exercise and satiate your creative and competitive urges to the maximum.

That is why we do not just indulge in rhetoric but back ourselves by inimitable actions!





Corporate Interface Team AKA CIT

### Who are we?

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 team has always tried to build, sustain and enhance this institute's relationship with the corporate world and build on the brand 'SIBM Pune' in the industry.'



CIT aims to augment students' understanding of academic concepts by providing them an industry perspective through interactions with industry professionals. Through a series of events the team held in the past academic year, it looked to provide a practical perspective on various domains of management & business to the students and simultaneously attempted to ensure that students were kept abreast with the latest management trends and changes in the industry.

### Flagship Events

**The Senate** is the flagship management conclave of SIBM Pune wherein we host various thought leaders and pioneers from the industry. It is generally a two day event with panel discussions or keynote speakers on current trending topics followed by Q&A sessions with the students.

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 event sees participation of 400+ students from various B Schools across India, as well as the Alumni of the institute.

### What drives us?

CIT has always 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 aims to augment students' understanding of academic concepts by providing them an insight into business and commerce through interactions with industry professionals. The team endeavored to connect with top executives across industries and foster strong relations with leading corporate houses.

### Achievements and memories

The grand success of Arcturus'16 which involved participation from students as well as corporates gave a sense of achievement to all the members. Arcturus was also featured in ET reaching out to a huge number of people in Pune.

CIT was also appreciated for the social media engagement done for LOUD by the Godrej LOUD team and were given the "Talent Town" and the "Twitter Maestro" awards during promotions.

## Information Systems and Media Relations Team AKA The Voice of SIBM Pune

### Who are we?

The Information Systems and Media Relations Team, or iSMaRT as we are popularly called, serves as the connection with the outside world and SIBM Pune, by handling all official social media handles such as Facebook, Twitter, LinkedIn, Student Blog, etc. Conducting interviews of all the esteemed alumni and corporate guests that visit campus, creating original and novel content for several stakeholders and undertaking PR and promotional activities to brand the other council teams are certain integral functions that iSMaRT performs, which in turn aid in branding the institute. Organising events and workshops to signify the mounting importance of PR and media management and managing the IT infrastructure for SIRP, CRP processes and the Infodrome are other crucial functions that the team performs.



### Flagship Events

#### PRoelio

PRoelio is a competition that focuses on Public Relations in today's world and how it, being an extension of marketing, is garnering greater importance by the day. Being a national level B-School competition based on creative themes, PRoelio enables the students to have a tryst with

the media-facing role of PR & showcase their media savvy in an exciting simulated press conference by showing speedy thinking and shrewd rationale in a crunch situation.

#### Vritaanta

The college magazine Vritaanta is published by iSMaRT, with the aim of making it a platform to connect those who are, were, and will be a part of the Symbiosis family. The magazine is divided into certain sections, giving a comprehensive outlook of the various aspects of student life at the institute like events and competitions, along with noteworthy achievements of the students and alumni.

#### ONLINE Presence

It is under iSMaRT's purview that integration of social media handles like Facebook, Twitter, LinkedIn etc. and multiple digital news channel outlets like CareerAnna, HTCampus, insideIIM.com, etc lies. Constantly updated articles help in providing real information about campus activity in place of the many unauthorised sources on the internet.

#### What drives us ?

The inspiration to work for the institute, to perform trying and at times, taxing duties, stem from the drive to learn, grow and imbibe skills. Managing numerous facets of media, IT and PR simultaneously provide us with immense learning and groom us for handling a testing corporate life tomorrow.



## Research and Scholastic Development Team

### Who are we?

We are primarily concerned with identifying, conceptualizing and executing live corporate projects and research projects that have the potential to contribute to the ever changing landscape of businesses and are the centre for building thought leadership at SIBM Pune.



### Flagship Events:

**Beacon Sector Report:** The 'Beacon Sector Report' is a review of FMCG, FMCD, Automobile, Telecom, IT, and various other sectors to prepare students for their summer internship interviews.

**SEED:** SEED (Summer Internship Recruitment Program Effectiveness and Efficiency Development Program) is a mock GDPI exercise on the lines of the actual SIRP process.

**Beacon Summers:** Beacon Summers is a compilation of summer internship experiences of all the MBA-II students. Seniors shared their internship experience and learning.

**Beacon Management Review:** Beacon Management Review (BMR) is an attempt to showcase SIBM's students' acumen in understanding the business environment and their interest in research.

**Research Competition:** It is a new initiative taken up by RSDT which aims at showcasing some of the best re-

search talent from the top Business Schools of India.

**Inheritance:** SIBM Pune has won accolades in various B-school and Corporate Competitions. To ensure that the upcoming batches have the right guidance to follow the path of their winning seniors, RSDT has come up with 'Inheritance', wherein winning presentations from various competitions will be collated and posted on a single portal developed by the Information Systems and Media Relations Team of SIBM Pune.

**Budget Screening:** It involves organising a live streaming and analysis of the budget when it is delivered.

**Economic Conclave:** It is a panel discussion of the brightest minds from various fields for an intellectual exchange of opinions. This year's discussion was based on the theme "India: Truly a Shining Beacon?"

**Live Projects:** Continuing the legacy of bringing in greater number of live projects each year, RSDT got projects from both well established companies and start-ups to give hands on experience to the students such as Cleartrip, Lupin Ltd, FastaCash, OMYGO etc offered live project opportunities to the students.

### What drives us?

Our motivation stems from the need to create opportunities for students & faculty to apply their knowledge through industry projects, research initiatives and to promote an environment for management consulting.





## Social, Entrepreneurship and Consulting Cell

### What defines us ?

The main aim of the SECC is to instil a sense of social responsibility in the minds of the students to help them contribute their part to society and assist budding entrepreneurs through student consulting, thereby providing exposure to the students on various industries and verticals.



### Entrepreneurship Arm

**Entrepreneurship Summit 2016:** Distinguished Guests such as **Mr. Rahul Navrekar**, CEO of Indian Roots, **Mr. Harshad Lahoti**, Co-founder of Ah! Ventures and **Mr. Ashwin Sanghi**, the Author of Krishna Key & Chanakya Chant were part of E-Summit 2016. 'Aarush' the 24-hour Start-up Challenge, 'Symbihaat'- Symbi's own flea market, where students could be part of the various food and non-food stalls, 'Q-riosity' an open business quiz conducted by Quod the Quizzing club of SIBM Pune and 'Chai with Entrepreneur' were the events that attracted the attention of the students.

### Social Arm

**Winter Is Coming:** SECC did one small initiative on 13th November, 2016 by distributing blankets to the people in need on the streets of Pune to help them endure the winter.

**Prerna:** Launched in 2011, SECC through 'Prerna' aims at giving vocational training to those who come from less privileged background but have a desire to learn. The housekeeping staff of SIU, Lavale hill top campus were taught basic conversational English, personal hygiene, etiquettes and various Governmental schemes targeted for them.

**Umang:** As a part of Umang, we celebrated Christmas with our friends at Navkshitij, a home for mentally challenged located at Marunji, Pune. .

### Consulting Arm

**Consulting Fair 1.0:** The Consulting Wing of SECC, SIBM Pune in association with RSDT, SIBM Pune and TIE Pune organized first of its kind Consulting Fair in Pune. Startups from Pune & Mumbai came to SIBM Pune campus to identify the brightest minds of the country to work on their consulting assignments for a span of 4-5 weeks remotely from hostel.

### Achievements:

SECC received a letter of thanks from The **President, Republic of India** for our initiative ASHADEEP which was aimed at providing lighting to rural environment using non-conventional energy sources.

SECC successfully placed students of MBA I, I&E in the domains and cities of their choice for their Winter Internship at various NGOs across India.



Sports Management Team AKA SMT – Sports is our Middle Name

#### Who are we?

The Sports Management Team is the student body responsible and accountable for all sporting activities conducted on campus throughout the year. We believe in the objective of inculcating team spirit, bringing out leadership potential and encouraging students to participate in sports in order to harness a healthy mind in a healthy body.



#### Flagship events

The Sports Management Team at SIBM organizes two major events, **GRAVITAS** which is an annual Inter B school sports festival and **SIBM Pune Premier League (SPL)**, the annual cricket extravaganza.

Gravitas is a 3 day event in which students from other colleges like NMIMS, JBIMS, NITIE, SCMHRD etc. participate in huge numbers.

SPL is conducted in February which is one of the most awaited events of the college. It is a cricket tournament based on the lines of the Indian Premier League, arguably the most successful cricket league in the world. The tournament comprises of eight teams vying for the top honours, in the form of a glittering trophy and a handsome cash price.

Other events conducted by the team are Dwandva (MBA I vs MBA II), Box Cricket and Rink Football.

#### What drives us?

“Management is just a Game, Sports means Business”

The rising potential of sports as a management domain is something the team wants to tap into and give the students a chance to develop an all-round personality that encompasses mental as well as physical capabilities.

#### Achievements and Memories

##### Gravitas 16

SIBM Pune ended up winning the overall champion's trophy for the event also made it an occasion to remember and savour for the home team. We enjoyed considerable success throughout the event with its participants being the eventual winners in table-tennis (both men and women), badminton (both men and women), squash (both men and women) and chess.

##### Valhalla 16

A 37-member contingent of SIBM Pune was at XLRI Jamshedpur that participated in football, badminton, basketball, throwball, table tennis, pool and carrom. SIBM Pune brought back laurels from XLRI Valhalla 2016. We finished as runners-up in football, men's table-tennis and women's badminton. This one-week long campaign was not just about playing and winning—it was more about learning and cherishing memories.



## Addressing Diversity

*With acceptance comes progress. And acceptance will come only with appropriate knowledge and exposure. With "Inclusivity in Diversity" becoming the new by-word in the corporate world, the Information Systems and Media Relations Team, SIBM Pune organized a seminar to address the same.*



LGBT diversity inclusion has become an important topic in recent years as it is becoming an asset for building corporate image and generating positive PR. SIBM Pune as an institute has always taken many positive strides in addressing key issues of diversity and enhancing learning. On 24th September 2016, SIBM Pune hosted a LGBT Sensitisation workshop titled 'Breaking the Glass Closet' conducted by MINGLE.



MINGLE is an Indian think-tank and advocacy group consisting of academicians, students and professionals from fields as diverse as the Arts and Sciences, Journalism, Law, Medicine, Management and Engineering. Its vision is a truly liberal and

pluralistic India where all citizens enjoy their fundamental right to lead a secure and dignified life irrespective of their sexual orientation and gender identity.

The event commenced with a felicitation ceremony, followed by an interactive lecture. The speaker for the workshop was **Mr. Udayan Dhar** Diversity and Inclusion manager at Godrej Industries and Chief Diversity Consultant at MINGLE. The workshop highlighted the business impact of LGBT-supportive policies and how building an inclusive workplace can benefit the organization and more importantly touched points on what it means for an individual to be sensitized.

Students from SIBM Pune truly appreciated the workshop. Sampada Joshi from MBA I Marketing stated, "I believe it's immensely important to instill the importance of diversity and equality. As these qualities are becoming of prime importance even in the corporate world, it will definitely be useful to address this with future MBA batches as well."



## From Foreign Shores...

*SIBM Pune was extremely delighted and honoured to welcome Professor Chih Peng Chu from Taiwan.*



**P**rof. Chih Peng Chu who is Dean, International Affairs and Professor in the Department of Business Administration at National Dong Hwa University, Taiwan taught a full course at SIBM, Pune.

Prof. Chih-Peng Chu is a Ph.D. in Engineering-Economic Systems and Operation Research from Stanford University, Stanford. After completing his Ph.D, he has been teaching at Business Administration Department and Department of Economics at National Dong Hwa University. He is a tenured professor at the University and has also been nominated as distinguished professor and awarded merit award in teaching several times.

Professor Chu was also Chair of Department of Business Administration and Graduate Institute of Logistics Management, and the Chief Executive Officer of Executive MBA program of Faculty of Management. He was also

the Director of Eastern Research Center for Industry development. Prof. Chu was the Executive Secretary of Incubation Center and the Director from 2004 to 2005. Professor Chu has been awarded university-level Best Advisor Award time and again, and he has delivered lectures at B schools & Universities in China, Indonesia and Vietnam.

In addition to publishing more than fifty academic journals, Professor Chu has often executed and assisted in many specialized subjects from the Government, including being Consultant of the Government and Adviser of Institute for Information Industry.





# CRM to Social CRM

A discussion on the changes and innovation in customer relationship management by **Dr. Mallika Srivastava**, Assistant Professor, SIBM Pune.



**S**ocial networking has given rise to what we can call a “social consumer”, who now has the opportunity to share reviews and opinions about virtually every kind of product and service. Now, companies are dependent on growing social web, where customer experiences and opinions are shared on a massive scale, and corporate reputations can be ruined almost, instantaneously. In addition to their traditional CRM strategies, processes, and technologies, companies must rethink their product, channel, and customer strategies in order to build an entirely new relationship with their customers through greater transparency.

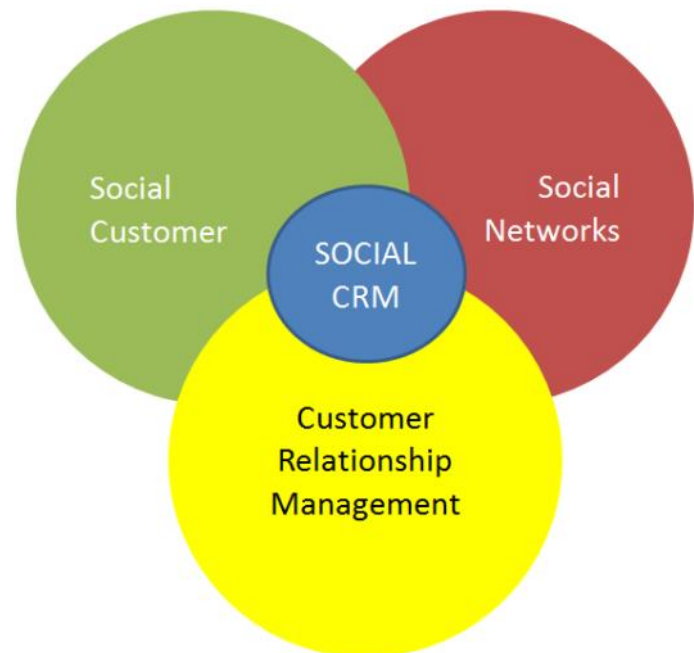
This effort will require a major shift in the corporate mind-set toward collaboration and transparency. This shift in the mindset of corporate developed a novel concept of “Social CRM” that unites social media technology with customer relationship management.

### What is Social CRM?

There is now broad recognition on how people communicate with each other and with their favourite brands. Communication is more immediate, public, and distributed. As companies focus on improving and man-

aging the social customer experience, they need to incorporate their customers’ social interactions with their CRM strategies and processes. Thus, navigating this new world requires a new way of approaching customer relationship management, commonly called social CRM. The overall objective of social CRM is to get closer to the customers and provide a better social customer experience.

The key to a successful social CRM effort lies in extending traditional CRM strategies and processes to a company’s



entire extended social network. All the processes associated with social CRM, either to actively generate customer involvement in some way, or to react to it, should either boost the top line, protect the bottom line, or both.



**Key technological trends are driving evolution of CRM into next generation Social CRM systems:**

#### Cloud Computing/SaaS CRM

Social Media channels (like Twitter and Facebook) generate tremendous volume of user generated content created by millions of users. It is not possible for CRM system to import/ store the data "locally". SaaS Model makes it possible to store information in the "cloud" (shared space) and access it from (Social) CRM application "on-demand". Social Media space is changing and evolving rapidly. Very difficult, if not impossible, for any CRM vendor to incorporate all new channels and feeds "locally" for every installation of CRM system.

#### Service Oriented Architecture (SOA)



Service Oriented Architecture and Cloud Computing not only make it easy to integrate applications, but also facilitate "plug and play" modules and add-ons that can dramatically reduce time and cost involved in extending functionality of the application. SOA design is of great help in Social CRM as new social media tools and functionality can be added without expensive customization or upgrades as was the case in traditional CRM systems.

#### Real Time "In Process" Analytics

Predictive analytics has made it possible not only to analyze past-customer behaviour, but predict future behav-

our too based on statistical models. Predictive analytics logic/ modules can be "embedded" in Social CRM work flows to analyze and predict customer behavioral from "real-time" social network data feed and take corrective action by triggering appropriate work-flows based on pre-defined business rules.

#### Smart Phones and Tablet PCs

Mobile phones have evolved from "simple" telephones to mobile multi-media communication hub connected to the Internet via "always on" wireless broadband connection. It is estimated that currently more than 650 million people worldwide, or 13.4% of mobile subscribers use the Web via a mobile device at least once a month. This number is all set to skyrocket as inexpensive smart phones continue to flood the market. Similarly, Tablet PCs, given their large hi-resolution screen with multi-touch input, accelerometer sensor for UI, touch-sensitive controls and high speed internet access via 3G/4G or Wifi/WiMax have the potential to change the way we use social media tools and take social networking to a whole new level.

#### Enterprise application and data mashups

In any large or medium enterprise, we have a diverse range of applications such as "on premise" CRM or SaaS CRM, BPM, MDM, ERP, etc. to name just a few. Adding social networks to enterprise application landscape increases complexity of integrating and managing all the applications exponentially not only because of amount of data generated by users on social networks but also the need to monitor and respond in "real time". In a Social CRM system for example, Enterprise Application and Data Mashups can be used to combine data/ functionality from multiple applications such as CRM, MDM, ERP, etc. and new services can be created "on-the-fly" or specific workflows can be triggered based on pre-defined business rules in a user friendly way.

With Social CRM, the communication has become more interactive and also the frequency of reaching out to the customers has increased drastically. Used in an effective manner Social CRM can help build better customer relationship and increase customer loyalty.



# Surgical, Purgical and Mergical Strikes on the Indian Budget

*An excerpt from the blog of Professor Manasi Phadke, Visiting Faculty, SIBM Pune*



**S**urgical strike has become the absolutely new buzzword in town. Newshour has declared 8 weeks of Surgical Strike analysis and apparently been calling up Pakistani politicians furiously to book their dates for the period. PR team of the UPA scion's Kisan Yatra is said to have collapsed amidst mingled tears of joy and relief. The Kisans though, are on the run.

B-Schools, tired with meaningless terms such as "leveraging marketing strengths to enhance ground zero" are simply overwhelmed by the discovery of such a powerful new word. Bewildered students are now being asked to "leverage marketing Strike potential to enhance ground zero". Financial Management Journals, which hitherto described "Strike Price" as the price at which a security can be purchased due to an option, now also include the definition of the "Surgical Strike Price".

Amidst such corporate celebrations, however, the FM has been sulking. Had he known the term before, he could have leveraged it to enhance ground zero, err, to highlight main points of the fiscal policy. How? Well, getting the GST passed was no less than a surgical strike, was it? To trump the Opposition in LS elections so as to get the

majority in the Lower House, and then to diplomatically isolate them by highlighting their attempts to stall the Bill, was just the start. Take the case of removing the Plan – Non Plan design of the Budget. For the first time, the Budget will be presented, way before its usual February date, without the usual priorities as suggested by a Five Year Plan. The Budget accounts will only be classified into the Revenue and the Capital Accounts, with zero mention of the legendary Plan and Non-Plan Expenditure classification. To remove the influence of the Five Year Plan from the Budget as well as do away with a separate Railway Budget has been no mean feat; a "purgical" strike, anyone?

Hmmm. And that masterstroke of creating the Monetary Policy Committee (MPC), while at the same time allowing the Governor the autonomy of a casting vote. He had simply changed the dynamics of the game; now there would also be growth combatants together with inflation warriors within the RBI.

Of course, the decision of the MPC, in its very first policy review, to slash rates has not gone down well with all economists. Dr. Rajan, the erstwhile Governor shuddered delicately in Chicago, when quizzed about his reaction to the rate cut. "It's more of a "splurgical" strike," he said. "A classic case of too many cooks spoiling the Booth."



For the complete article, scan the QR code or visit [manasiecon.wordpress.com](http://manasiecon.wordpress.com)

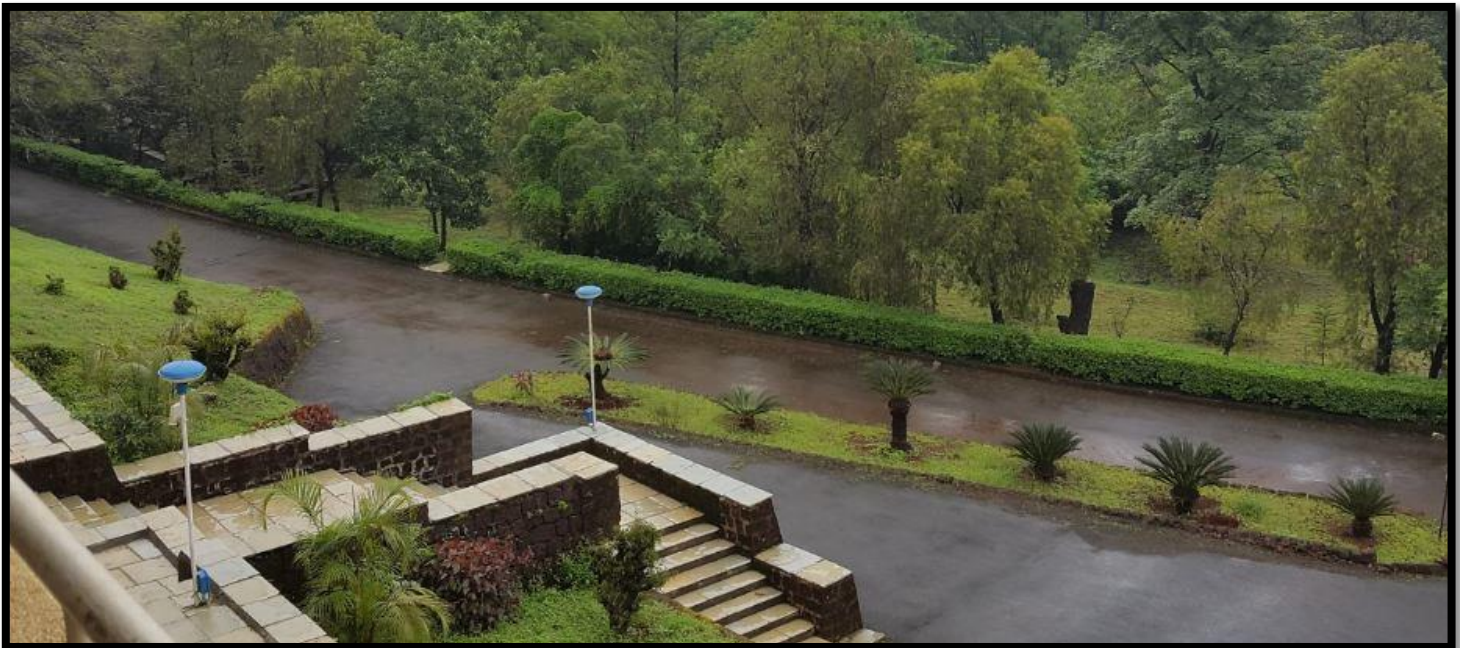


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## Moral Rejuvenation

An article on the Moral Rearmament Programme by **Antony Abraham**, MBA-1 Marketing



**T**he days spent for MRA programme remains as the best refreshment programme and something that gave insight to our life. When the time was spent more close with nature, meditation, silence and spiritual realization, more peace and relaxation of mind was attained. The journey started with a mind of confused state and ended up with a heart filled with happiness and peace.

It took half of the day to reach the heaven hidden up the hills – Panchgani, which is about 110km away from Pune. The delays that happened due to several reasons caused the late check in and the travelling was a tiring part. However, the lovely, calm and cool atmosphere of Panchgani boosted all of us and got refreshed from all diffi-

culties. All the students were divided into different groups or families. The programme started with self-evaluation by drawing a river of life. Once the session was over, it gave me an opportunity to think all the way back from where I came through or passed by which made me realize about where the river should end up and what I should be looking for, in life. I thought about the past days, people that have gone through my life and many incidents that

happened in my life which moulded me to a better human being. Then this life river was discussed among the family groups. This fair introduction was able to bring a bond among the members of each family group. The best part is that, each family will be in charge of taking the responsibility of serving the food and cleaning the used plates after every meal. This created a thick bond among the members and eliminated the shyness of doing any kind of activities.

The next day started with a nature walk, where a few hours in the early morning were spending with nature in silence where the chirping of birds and the sound of wind was prominent. Cold and mist filled environment itself makes one's mind calm and relaxed. Peace of mind was discovered from the nature around us and understood how important silence is. The values like trust, appreciation, caring and dedication were procured. Life is too short to make disputes and conflicts among people. So, do not dwell in the past, do not dream of the future, concentrate the mind on the present moment. In the remaining family meets as all the members became closer, it was able to open up the mind more. Many were able to shed or burst the stress and hard times of life and build up a refreshed mind.

Every day evening there was a 15 minutes of silence session and that makes us feel rejuvenated, where a spiritual realization happens which makes us to be a more good or better human.

There were many other activities which included, evening trekking to a nearby hill- Sydney point, games like volleyball, football, table tennis etc. These activities again renovated the minds and kept the minds young and active. The lovely atmosphere, healthy food and the fun times were the flavour enhancer to the whole programme. There was a session which showed the relevance of appraisal or appreciation, as everyone started to give only positive thoughts about each other which gave positive energy to the whole floor. A strong, positive self-image is the best possible preparation for success. The last day ended with a bang! The soothing music, visual treat of dances and lot other activities made the heart and mind filled with happiness. I believe that I can take the positive thoughts that I learned from the days of MRA forward in my life and keep the life simpler and better. The takeaways from all the session were so valuable and enriching the beauty of life.



Photograph by Yogesh Lakhiwal, MBA1 Human Resources



## Two sides of the CSR debacle

*An article on Corporate Social Responsibility in various organizations by Rimsha Latif, MBA-II, Human Resources*

What is CSR? Under the Companies Act, 2013, any company having a net worth of rupees 500 crore or more or a turnover of rupees 1,000 crore or more or a net profit of rupees 5 crore or more has to spend at least 2% of last 3 years average net profits on CSR activities. In other words, CSR refers to organizational practices which help in uplifting weaker sections of the society and bringing about an overall development in the environment the organization persists in. There are two schools of thought, if you wish to be engaged in a philanthropic endeavor, is an intervention from the government really called for? Alternatively, an organization is highly dependent on the environment and society, shouldn't government



step in so that the organization engages in monitoring the 'giving-it-back' bit?

How does CSR benefit a company, you may ask? We are very well aware that ITC Classmate donates Re.1 to support children's education. These companies engage in these benevolent CSR initiatives, but one does scratch his head to think, if these were honestly philanthropic endeavors, do you really need to publicize these good-deeds?

How does CSR benefit a company, you may ask? We are very well aware that ITC Classmate donates Re.1 to support children's education. These companies engage in these benevolent CSR initiatives, but one does scratch his head to think, if these were honestly philanthropic endeavors, do you really need to publicize these good-deeds?

All this CSR helps in prospective customers getting swayed by emotions and buying products from these

companies, which lead to a jump in your revenues. You attract new customers because you engage in great initiatives through CSR, your profits increase multifold because customers want to help you with your initiatives but you still put in 2% of your profits! Talk all this really makes one believe that CSR is merely a commercial liability wherein shareholder's money gets channelized to abide by the law of the land.

Mahindra & Mahindra topped the list, followed by Tata Power. Mahindra & Mahindra channeled a whopping Rs 83.24 crore towards CSR whereas Tata Power contributed Rs 18.2 crore. These companies definitely do see CSR as more than just a commercial liability in a country, where amongst the top 100 companies surveyed, only 18% met the mandatory 2% spending norm! They're engaging in CSR not because the Companies Act 2013 says so; it's what their value systems stand for.

To conclude, it is evident that some organisations do CSR because it's a commercial liability and some do it because they see it as an economic endeavor. Either way, CSR helps companies win new customers thereby reducing business risk, retain employees as well as customers, build a positive brand image and reduce costs.



# CONVOCATION 2016



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