

7.2.1_SIBM Pune_BestPractice1_2015-16

Index

| Sr N | Name of the Events |
|------|--|
| 1 | Best Practice1- Student-Driven Institute |



Title: Student-Driven Institute

Objective: Learning by doing. SIBM Pune has always believed that students learn more by doing and practicing the principles of management in real life. The objective of allowing students to govern and monitor some crucial activities and are encouraged to participate in the decision-making process that shapes their future as well as that of the institute.

Context: The student councils participate in activities related to Academics, Professional development, Society, Sports, and Culture through a strongly knit body of nine councils.

Practice: Nine students councils namely Alumni Team, Aspirants Relations Team, Corporate Interface Team, Co-curricular Team, Placement Advisory Team, Research, and Scholastic Development Team, Social, Entrepreneurship and Consulting Cell, Sports Management Team, Information Systems & Media Relations Team, are responsible and accountable for all activities conducted on campus throughout the year. The teams consist of students from the first and second year led by coordinators. These coordinators, along with the President of the Students' Council, form an executive body to oversee all activities.

The teams work in the interest of SIBM Pune, the student community, industry and alumni in keeping the vision of the institute and striving towards excellence. The executive council has been provided the independence to plan and set goals for their respective teams, and to efficiently use budgeted resources to accomplish them. The Director and Faculty Chairperson offer their guidance and support.

Evidence: Student's Council report for each year is made available on the SIBM-Pune website as well as documented in for audit as appropriate and necessary. **Problems Encountered and Resources required**

Students who are council members find it difficult to attend classes and submit assignments. These students are given exemptions on case to case basis.





Alumni Team

Annual Report

Submitted by:
Sasna Grace Varughese,
Coordinator
Alumni Team

2015-16



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TEAM COMPOSITION AND EVENT CALENDAR

The Senior Alumni team for the year consisted of the following members:

- Sasna Grace Varughese (Coordinator)
- Anupreet Kaur Pabla
- Arya Bhasin

| Event Name | Pre-Activity Dates | Event Date |
|--|---------------------------|---------------------------------|
| Database Updation Drive | June 2015 | |
| Silver Jubilee Reunion – Batch of 1990 | June 2015 – July 2015 | 3 – 4 th July 2015 |
| Interaction with Mr. Neeraj Ghaywan - Director of Masaan | July 2015 | 3 rd August 2015 |
| Olympus - Bangalore Chapter | July 2015 – Aug 2015 | 8 th August 2015 |
| 15 year Reunion – Batch of 2000 | July 2015 – Aug 2015 | 22 nd August 2015 |
| Olympus - Delhi Chapter | Aug 2015 – Sept 2015 | 26 th September 2015 |
| Encore North | Aug 2015 – Sept 2015 | 26 th September 2015 |
| Silver Jubilee Reunion – MPM Batch of 1990 | Sept 2015 – Oct 2015 | 3 rd October 2015 |
| Olympus - Mumbai Chapter | Nov 2015 | 28 th November 2015 |
| Rendezvous - Class of 2015 | Nov 2015 – Dec 2015 | 13 th December 2015 |
| Olympus - Pune Chapter | Dec 2015 – Jan 2016 | 16 th January 2016 |
| Photo-shoot – Batch of 2016 | Jan 2016 | 20 th January 2016 |
| Encore South | Jan 2016 – Feb 2016 | 20 th February 2016 |
| AlumSpeak Initiative | Feb 2016 | 27 th February 2016 |
| Yearbook 2016 | Jan 2016 – Mar 2016 | 12 th March 2016 |
| Scribbling Day | Mar 2016 | 14 th March 2016 |
| Achievers' Club & Olympus Publications | Dec 2016 – Mar 2016 | 14 th March 2016 |



- Mahip Singh Baid
- Vibhor Jain
- Talkien Shah

2014-15 was an eventful year for the Alumni Team. Many new initiatives were undertaken and most of these bore good results. Special efforts were taken to improve Alumni engagement at meets, increase personal connect with the Alumni and improve the quality of information on the Database.



Mentioned below are the activities carried out by the Alumni Team in the Year 2014-15.

DESCRIPTION OF NEW EVENTS

OLYMPUS

Olympus is a platform designed to bring together **industry leaders** from diverse backgrounds to discuss **contemporary business issues** in a **boardroom setting**. The motive is to facilitate **knowledge creation** by **documenting and publishing** the discussion in the **form of a book** so as to share the knowledge and expertise of our eminent alumni beyond the SIBM Pune family.

Objectives:

- Creating new touch points with our eminent Alumni
- Discussing contemporary business issues that can help students and SIBM Pune Alumni
- Creating a knowledge bank by documenting and publishing the discussion

The Event:

- Multiple Cities – Bengaluru, Delhi, Mumbai and Pune
- Panel Discussion
- Live streaming of discussion for SIBM Pune Alumnus and students
- Video documentation of the discussion
- Publication – Publishing a book containing views of panelists and panel discussion details

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. This initiative will be taken throughout the year and any alumnus who wishes to take a session for the students can inform us by mailing us on the Alumni Portal, e-mailing us or calling us. The initiative has been started on 27th February and has seen great enthusiasm by the alumnus who lauded the team for starting an initiative like AlumSpeak. There are many AlumSpeak guest lectures scheduled from July 2016 onward.

Objectives:

- Creating a connect between the students and the Alumni
- Involving the Alumni in creating a new generation of Business Leaders and Managers
- Involving with the Alumni on a micro-academic level

The first AlumSpeak:

Mr. Rahul Pimpale, batch of 2003 and Senior Manager - Credit Risk at Volkswagen Finance graced the students of the Finance batch of SIBM Pune with the first guest lecture of the Alumni Team's new initiative - AlumSpeak. His lecture was on the topic - Credit Risk Management: A Practical Approach. Mr. Pimpale kept the students rivetted in the hour and half lecture which added a lot of value and complemented the student's syllabus. The students got insights and framework of how credit risk is managed in the industry.



ACTIVITIES IN 2015-16

DATABASE UPDATION DRIVE

A huge amount of importance this year was given to updating the database with latest Alumni details.. The team has managed to compile data this year from wider platforms. Registration records of most of the older batches were obtained from the record room and names of all the Alumni for these batches were thus obtained. Using these names on social media and through contacting known members from the batch, we tried to obtain their contact details. The team updated 4909 existing records through various modes of verification including:

- Calls
- Emails
- LinkedIn
- Google

Starting with the list of the graduation batch collected during the Yearbook, lists of students were also taken from the administrative staff which they used during calling to include new Alumni. Dedicated calling for updation of batch of 1991 and 2000 was also carried out and SPOCs from these batches were noted.

Alumni team was able to increase the percentage of verified records by 16.1%.

SILVER JUBILEE REUNION: BATCH OF 1990

There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered - Nelson Mandela

In the silver jubilee celebrations, the batch that graduated 25 years prior to the current year are invited for a special reunion called the 'Silver Jubilee Reunion'. This is a major platform where alumni share their experiences and connect with the current batches. In the current year, Batch of 1989 completed their 25 years since graduation from SIBM Pune.

The silver jubilee meet for the batch of 1990 was organized for 3rd and 4th July, 2015. The highlight of the evening was the close-knit dinner arranged with Col. George Judah, the man who knew each one of them and their mischiefs better than their parents did. Col. Judah, Director of SIBM Pune at the time, was a strict disciplinarian having come from the defence background. And while many of you would wonder how strict the course would have been, you must meet the notorious likes of Mr. Pradhan and Mr. Bhatnagar, who made it impossible for the man to forget them. And yet, each one of them was now doing something they loved, keeping true to the words of Col. Judah. That's how day one ended, with memories being refreshed with every passing second. Day 2 started on a serene rainy morning, through the city, towards the hills, straight to the top. It was time to witness the beauty as the rest of us get to see it. It was time to talk to the excited first-years. The Alumni Team accompanied the batch of 1990 from S B Road to the Lavale campus at SIBM Pune. Back in the auditorium, the batch of 2017 sat wondering how the things would proceed, what would the session be like with a group of 50-year olds, how formal is it supposed to be, and what more to expect. That is when the batch of 1990 entered, and what followed made every single member of the audience gape in awe. A very energetic alumnus, climbed up the stairs instead of sitting in the front row with everyone else, and from the back climbed onto one of the seats between two students. The session began with a welcome address by the coordinator of the Alumni Team, Sasna Grace Varughese, followed by a formal address by the Director, Dr. R Raman, welcoming the alumni to feel at home and extending a very warm welcome. This was followed by a very enthusiastic interaction with the present batch of SIBM Pune.

Key Takeaways from the Reunion

- This reunion helped us connect with industry stalwarts at Eaton, Citibank, First Energy and the like.
- It helped us connect to 2 couples who agreed to be featured in our next edition of Jab We Met.
- We got contacts to connect to the MPM batch and expand our existing database.
- Mr. Vikram Pradhan and Mr. Mahesh Rohra agreed to help co-ordinate a meet in Dubai.
- Professional learning from a 25 year old batch.
- This reunion helped us connect to a lot of alumni abroad.

The Alumni who attended the meet were felicitated with SIBM Pune customized merchandise.





INTERACTION WITH MR. NEERAJ GHAYWAN - DIRECTOR OF MASAAN

On August 3rd, 2015 the Masaan crew visited the campus to celebrate the success of the movie at the Cannes Film Festival. The movie is written and directed by an alumnus from the batch of 2006, Mr. Neeraj Ghaywan. The campus saw some of the most promising personalities of the dazzling industry of India – Bollywood! Mr. Neeraj Ghaywan, Ms. Richa Chadha, Mr. Vicky Kaushal and the crew of Masaan movie.

Our esteemed alumnus Mr. Neeraj Ghaywan, is a critically acclaimed director and has recently won laurels for his new film which include two nominations in the **Cannes Film Festival** and two awards: **Avenir Prize** and the **FIPRESCI Prize** for his film **Masaan**. He has also been awarded in the **Sundance Festival** for his screenplay **Fly Away Solo**.

The event started with the introduction of the guests, followed by the director's welcome address and felicitation. Mr. Neeraj Ghaywan interacted with the current batch and shared his journey from management to movies. The batch was also thrilled to interact with Ms. Richa Chadha and Mr. Vicky Kaushal who also shared their experiences. The event ended with a special lunch for the crew.





OLYMPUS BANGALORE



Topic for discussion – ***Strategic Co -opetition: Advantages and Challenges in a networked economy***

Panelists – Mr Jagdish Kini: Partner, Enterprise 5C

- Mr. V. Nagaraj: Senior VP & Chief People Officer, Arvind Brands
- Mr. Harish Vasudhevan: Director Global Marketing, IBM
- Mr. Vikram Limsay: CEO & Principal Consultant, Helicon Consulting
- Mr. Anupam Kumar: Director - ITTE, Ericsson

The highlight of Olympus Bengaluru was the healthy, engaging discussion that the panelists brought to table. The event was watched live at the Pune campus and the questions kept flowing in from the students in the audience. It was a well-received engaging session.

15 YEAR REUNION: BATCH OF 2000

The 15 year reunion was held this year for the batch of 2000. The event was held on 22nd August 2015, on our campus. The event started in the morning with the batch meeting at the SB Road campus of Symbiosis. The batch relived some nostalgia filled moments at their old campus as they were given a tour of the old campus. The alumni then arrived at the lavale campus where they marveled at the beautiful campus. Unfortunately there couldn't be any batch interaction with the alumni. This however did not dampen their spirits and they were given a virtual tour of the campus through videos that were especially created by us. All the alumni shared their memories of SIBM Pune and their industry experience for the last 15 years. We followed this by some games which kept them entertained. This was followed by high tea for our guests. A full campus tour was also given to them. The Alumni received bouquets and merchandise from the Alumni Team as well. Some of the guest who arrived on campus were:

- John Varghese – General Manager, IBM
- Bikas Khanal – Head Corporate Credit, Kumari Bank Ltd.
- Shubham Sooden – Deputy GM, Idea Cellular
- Sneha Kumar – Senior AVP, Distribution, UTI AMC Ltd.
- Leena Kulkarni – Promoter, Advaita Handicrafts
- Vikas Dimri – VP-Unsecured Lending, Deutsche Bank AG
- Jignesh Karia – CEO, BRK Infra and Constructions Pvt. Ltd.
- Chandraprakash Padiyar – Portfolio Manager, Alchemy Capital management Pvt Ltd.
- Amar Pawar – MD, Toyota Lakozy
- Sameer Joshi – GM Marketing, Godrej & Boyce
- Nachiket Joshi – Head of India Operations, The Tech Vision Group □ Ashwini Badwar – AVP ICICI Prudential Life Insurance Co. Ltd.



ENCORE NORTH

Encore North 2015, arrived back in Delhi on **September 26th, 2015** after a gap of a year. Encore is an event organised by SIBM Pune for its alumni . It combines the formal setting of an alumni meet with the informal environment of a batch reunion. Unlike reunions and alumni events, it involves attendees from every batch of SIBM Pune leading to an experience that cannot be achieved in any other format. It enhances the connection the alumni have with their alma mater whilst ensuring that the alumni have an entertaining evening and accumulate many new memories.

It was the awaited event, the gathering of all the batches, the coming together of the two worlds – family and friends. Shangri-La's Eros Hotel residing in the heart of the city, was the venue for the event this year. Exquisite and full of grandeur, with all preparations in place, we were ready to welcome our alumni after a long year. The registration began with our recent pass out from the batch of 2015 and from there on, it was a non-stop process.

The event started with the Encore North 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. It took the alumni on a walk through the new campus (for the batches before 2008), the infrastructure, the student council, the competitions won and everything that would make our alumni be proud of their institute.

The crowd was then welcomed by the coordinator of the Alumni Team and addressed by the Director. The batches were excited to see each other. The unique attribute of Encore is that all the batches are invited together. This gives the batches the opportunity to interact, network and relive the memories with their own batch mates.

Our keynote speaker was **Mr. Pradeep Gidwani from the batch of 1986**. Mr. Gidwani, known as the serial entrepreneur with 7 start ups graced the occasion with not just his presence but also his kind words and the lessons from his experience.

The launch of the Alumni Portal was done in the presence of all our alumni from the North. The students introduced the Alumni Portal with utmost passion and it was appreciated by the Alumni. With the release of the portal the evening finally broke into the social mingling session, where all the alumni met each other and enjoyed the rest of the evening discussing things as diverse as old memories and world economy.

The team was extremely thrilled at the response and the success of the event when the hard work was praised by the guests and the alumni left the venue with a smile on their faces.



SILVER JUBILEE REUNION: BATCH OF 1990 (MPM)

Every year the Alumni team invites the batch passed out 25 years ago and celebrates the silver jubilee of graduating from SIBM Pune. This reunion is a major platform where alumni share their experiences and connect with the current batches. The 'Silver Jubilee Reunion' this year saw the MPM batch of 1990 visit the Lavale campus and spend the weekend with their Alma Mater.

The reunion spanned the first weekend of October 2015 (3rd & 4th October). 15 enthusiastic members of the batch turned up for the weekend. Mr. Suresh Warriar and Mr. Satish Urganlawar played an important role in getting the Alumni to campus and making the reunion possible. The event commenced at the SIU auditorium where the alumni had a chance to interact with the current batch of the MBA Program. There were talks given by Mr. Bobby Kuriakose, and Mr. Suresh Warriar who shared their valuable experience in corporate and personal life, with the students. This session was followed by some curious students asking questions to the experienced alumni and gaining insights from their wisdom. The Alumni liked the interaction, because it gave them an opportunity to speak to the students and reminisce about their student life and their

Some of the illustrious Alumni of the batch who attended the meet were:

- K Amarsinghi, Khaitan and Corporation
- Atul Chugh, Rolls Royce
- Satish Urganlawar, IMR Global
- Bobby Kuriakose, Forbes Marshall
- Anand Desai, KPMG

What was different about the Silver Jubilee Meet of the MPM Batch of 1990?

This was one of the first batches who had the chance to stay on the Lavale campus and re-live the old memories in a new way. The batch enjoyed an evening of togetherness with fun and dinner off the campus. This was followed by the night stay at the guest house Vashishta, and breakfast with the Alumni Team. Another highlight of the reunion was that the batch celebrated the meet with a visit to the University as well as the S B Road campus where they had the opportunity to meet their beloved Professor George Judah, who was Director of SIBM Pune while they were graduating.

The Alumni who attended the meet were felicitated with SIBM Pune customized merchandise.



The students enjoyed it since it gave them a free forum for open discussions and

reflections with Alumni who had done well in the corporate world. Such an open platform to interact with corporate was a first for many of the students at SIBM Pune.

OLYMPUS-DELHI

The second chapter held at Delhi on 26th September, 2015 saw the discussion on an HR topic. The event started in the evening with the introduction of the panelists at The Oberoi, New Delhi. The guests were felicitated by Dr. R. Raman. The discussion was telecast live online for everyone to view.

Topic for discussion – ***Ringing out the bell curve and creating a culture of positive feedback***

Panelists – Mr. Nishchae Suri: Head, People & Change, Partner – management consulting, KPMG

- Mr. Amit Mathur: GM-Business Head, Samsung Electronics

The highlight of Delhi Olympus was the topic, which is the driving factor for all discussions in companies today. The panel gave deep insights from all perspectives and discussed at length the possible alternatives for performance management. The students yearning for deep insights in the topic were left with a clearer picture of what to expect in the coming time.



OLYMPUS MUMBAI

The third chapter held at Mumbai on 28th November, 2015 saw the discussion on a Finance topic. The event started in the evening with the introduction of the panelists in ITC Maratha, Mumbai. The guests were felicitated by Mr. Sandeep Bhattacharya. The discussion was telecast live online for everyone to view.

The topic for the discussion was ***Entropy of the E-Commerce Model - Is A Financial Meltdown Imminent***. The event went on for around 2 hours where the alumni had a healthy discussion and shared their respective view points on the topic and brought together their decades of experience on a single platform about the latest in the field of management adding new flavors to the discussion. The panelists were delighted to have an opportunity to interact and discover new views from each other. The entire episode was streamed online and the students and other alumni were able to participate by sending in questions through various social media. The discussion was followed by a short round of questions & answers from the batch. This was followed by high tea for our guests and some light interaction with the Alumni team members.

The Panelists for the event were:

- **Mr. Kashinath Katakdhond - Vice President - Business Development, National Stock Exchange of India Ltd.**
- **Mr. Ravindra Sinha - Director, ThinkLead Technology Consulting Pvt. Ltd.**
- **Mr. Nachiket Naik - Managing Director at IREP Credit Capital**
- **Mr. Rahul Bedmutha - Founder, KNR Enterprises (Moderator)**



RENDEZVOUS WITH THE BATCH OF 2015

On the 13th day of December, 2015, SIU had organised the convocation day for the class of 2015. The Director and the Alumni Team of SIBM Pune decided to make it special for the graduating class. Paper scroll certificates were given to students from the class of 2015 by the Director. Wooden scrolls were given to council members by the director for their valuable contribution to their respective councils. All of these moments were captured and we instantly printed and framed to be given to the students so that it remains as a fond memory with them.

This was the first time such an event was organised. The Alumni Team plans to continue this for all the batches to come. A few glimpses of the event can be seen below:



PHOTO -SHOOT FOR THE BATCH OF 2016

The graduating batch of 2016 was invited for an informal photoshoot. The photos clicked during the event will be used for the Yearbook (an annual publication of the Alumni Team). Pictures were clicked according to the different specializations, council teams (I Tenure, J Tenure and S Tenure), special interest groups (SIGs) and also entire batch pictures were taken. Pictures of the administrative staff and the faculty were also clicked. This event is a favorite among the students of the graduating batch.

Glimpses of the event:



OLYMPUS = PUNE



th

The fourth and final chapter held at Pune on 16 January, 2015 saw the discussion on a Marketing topic. The event started in the afternoon after lunch with the introduction of the panelists in the Director's Conference Room at SIBM Pune. The guests were felicitated by Ms. Sasna Grace Varughese. The discussion was telecast live online for everyone to view.

The topic for the discussion was ***The Changing Face of Marketing: Is The New Era Marked By The Collapse of Brand Loyalty?*** The event went on for around 1.5 hours where the alumni had a

healthy discussion and shared their respective view points on the topic and brought together their decades of experience on a single platform about the latest in the field of management adding new flavors to the discussion. The panelists were delighted to have an opportunity to interact and discover new views from each other. The entire episode was streamed online and the students and other alumni were able to participate by sending in questions through various social media. The discussion was followed by a short round of questions & answers from the batch. This was followed by high tea for our guests and some light interaction with the Alumni team members.

The Panelists for the event were:

Mr. Sanjay Deshpande: Senior Vice President - Strategic and Operational Marketing, Business Development and Key Account Management, Fresenius Kabi

Ms. Sonali Brahma: Independent Consultant in Brand Strategy and Creative for startups, national and multinational brands

□ **Mr. Bipin Deshpande:** Proprietor and Principal Consultant, FeetOnStreet.com

□ **Mr. Atul Trivedi (Moderator):** General Manager & Business Head-Pune Commercial, IFFCO Tokio General Insurance Company

ENCORE SOUTH



□

□

After a gap of 2 years, the much awaited Encore South 2016- Bengaluru Meet was held on the 20th February 2016 at the ITC Windsor- one of the rare colonial gems of Bengaluru.

The preparations for this meet started 2 months prior to the event and promotions were done through 2 rounds of calling, 2 rounds of email and Use of social media including Facebook, LinkedIn and the SIBM Pune Alumni portal.

After months of planning and hard work, the day finally arrived with the meet starting early in the evening with a welcome address given by the Alumni Team, Mr. Vinod Shastri- the Deputy Director of SIBM Pune, and a special video message by Dr. Raman, Director of SIBM Pune which was followed by a promotional video. One of the key aspects of the evening was a session taken by the team about the Official Alumni Portal launched that was well received and appreciated by our alumni. As a surprise planned for the guests, the Alumni Team had a quiz planned for the alumni about their alma mater and the city that they belong to (Bengaluru). The quiz helped



breaking the ice with our alumni bubbling with excitement to shout out answers and with prizes and goodies. With this the evening finally broke into a social mingling session, where all the alumni interacted with each other and relived their old memories while building newer bonds. The event saw a participation of 47 alumni from batches ranging from 1981 to 2015. The enthusiasm shown by the batches have encouraged to team to only go grander in the next Encore.

UTILISING SOCIAL MEDIA AND THE ALUMNI PORTAL

The Alumni Team connects with SIBM Pune's alumni through different platforms such as LinkedIn, Facebook and Twitter. This initiative has been hugely successful with 3800+ likes on

Alumni Team also made sure that all the platforms are intern-linked and linked with the Official Alumni Portal as well, example, the sign up button for Alumni portal on Facebook page. We were also able to achieve 100% responsive rate of 5 minutes on Facebook



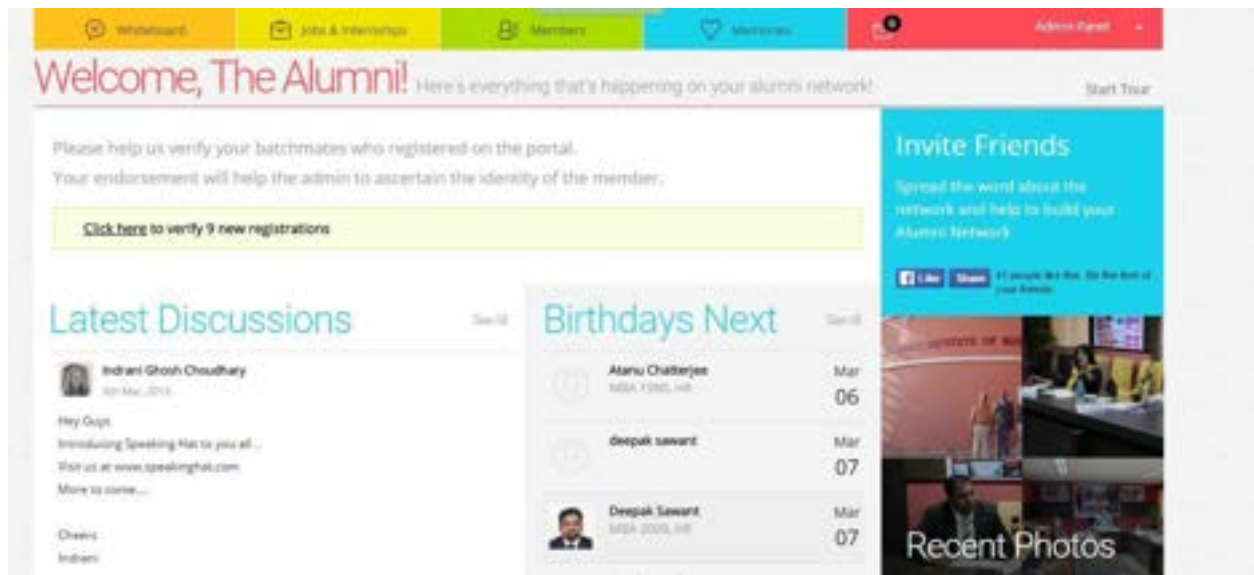
The Alumni Team also launched the Alumni Portal amidst great fan-fare on 26th September, 2015. The vendor chosen to implement the Alumni Portal was Vaave Networks. After months of preparing and designing the portal, the end result of it was a dynamic Alumni Portal which was a complete overhaul from the old portal. The domain name for the new portal though remained the same: <http://alumni.sibm.edu>.

Facebook and 3000+ connections on LinkedIn respectively. It helps us stay in touch with them in innovative ways and make sure they're updated about happening in their alma mater, their

batch-mates and events. This year we hope to locate and add many more of our existing alumni to form a more wholesome network.

With the coming of the Portal a lot of things will predictably get easier to do. It will become a one stop database updating tool. The Alumni can themselves edit their data if it changes. Moreover it has become easier to invite Alumni to events with the RSVP feature in the **Events** section. This has been successfully used both for **Rendezvous 2015** and **Encore South**. The features of the portal are:

- Events Page - Updates about alumni meets
- Gallery and Memories to share pictures and videos
- Jobs and Internships
- Newsroom
- Whiteboard – Post to the Alumni / Batch



PUBLICATIONS AND YEARBOOK 2016

OLYMPUS PUBLICATION

Olympus is a platform designed to bring together industry leaders from diverse backgrounds to discuss contemporary business issues in a boardroom setting. Olympus was initiated in this academic year and we have successfully completed four chapters, namely Bengaluru, Delhi, Mumbai and Pune.

The Olympus publication is an initiative by our team to facilitate knowledge creation by documenting and publishing the discussion in the form of a book so as to share the knowledge and expertise of our eminent alumni beyond the SIBM Pune family. This book is due to be launched on the Management Day, i.e. 12th of March, 2016.

ACHIEVERS CLUB

It's an initiative taken by the Alumni Team to connect better with our Alumni and to spread a positive word about their achievements by penning down all their accomplishments and stories in books that can be read across the nation. The Volume IV of 'Achiever's Club' which is due to be published and will be launched this year on the Management Day, i.e. 12th of March, 2016.

Achiever's Club is in its fourth year of successful release and with its 4th edition we aim to cover the gems of SIBM Pune who are today adept in their fields. A dedicated team of volunteers was formed for this which was selected after rigorous interviewing. Three Project Managers were selected from second year to head the team of first years. The team was mainly divided into the following categories:

1. Interviewing Team
2. Writing Team
3. Editing Team
4. Creative Team

SIBM Pune is now 38 years old with over 6000 alumni spread across India and abroad. Some are seasoned achievers and stalwarts in their own right, while some are young and upcoming achievers. Achievers' Club Volume IV is a tribute to their stories and achievement.

YEARBOOK 2016

The yearbook is an initiative by the Alumni Team to record the memories of the graduating batch. As the name suggests, it is a book, which has the most important details about each student including their likes and dislikes. It serves not only as a trip down memory lane for our prospective alumni but also as a way for recruiters to judge the character of the students. The data collection and planning is done over a month with the help of student volunteers selected from amongst the junior batch with another 2 weeks for finalizing the layout and printing. It is made annually for the batch passing out that year.



We the Senior Alumni Team, would like to thank the Director and SIBM Pune, for their continued support and encouragement. We hope that the Alumni Team in future would continue in their endeavor to nurture an alumni community where each and



every member feels connected with the alma mater and with each member of the SIBM family.

The **A**spirant **R**elations **T**eam

Academic year 2015-16

Introduction

The Aspirant Relations Team (ART) is the team in-charge of the Admission Process at SIBM Pune and also acts as an interface between SIBM Pune aspirants and the current students. In addition to this, it also deals with enhancing the brand image of SIBM Pune through a series of activities such as Advent, iAspire, Coffee with SIBM and OnBoard SIBM Pune.

This document gives a detailed report of all the activities that were carried out under the purview of the Aspirant Relations Team in the year 2015-2016.

| Senior Team | Interim Team | Junior Team |
|-------------------------|--------------------------|---------------------------|
| March 2015 – March 2016 | July 2015 – October 2015 | October 2015 – March 2016 |
| Upasana Rakshit | Nandini Ramasubramaniam | Trupti Wanare |
| Jinny Lee Pereira | Vibhuti Happa | Jenny Tigga |
| Shreya Sen | Preeti Chowdhary | Sahil Chatta |
| Parantap Parikh | Shekhar Prasad | Akshayrajsinhji Jadeja |
| Akshay Julka | Sarat M Anand | Shekhar Prasad |
| Paras Rishi | Rohan Jambhekar | Sarat M Anand |
| | | Rohan Jambhekar |

Events

The events that were conducted by the Aspirant Relations Team during Academic year 2014 2015 are as follows:

- Advent 2015
- iAspire 2015
- Coffee With SIBM 2015
- Admissions 2016
- OnBoard SIBM Pune 2016-18

Apart from these events, the following initiatives were also undertaken by ART:

- Official E-Brochure of SIBM Pune
- Blogging Competition: SIBM Pune Experience
- Vlogging Competition: Advent

- CWS Twitter Contest 2015
- SIBM Pune Mock SNAP online exam
- Instagram profile for SIBM Pune
- Buddy Program 2016
- Sizzlers & Silhouettes 2016
- Campus Tours during Admissions Process □ City Meets 2016

Detailed Review Advent 2015

“Advent 2015” was a Vlogging & Blogging competition organized by the Aspirant Relations Team for the students of MBA First Year. The students were supposed to make a 2 minute video on the theme- *Life at SIBM Pune*. Also they were supposed to write a blog post, to be featured on the institute’s official blog, about their experiences at SIBM Pune.

Objective:

The objective of the event was to make students work in teams and showcase the brand of SIBM Pune on the official blog. This event not only promotes team work but also helps in creating a bond among the batch mates.

Winners:

Vlogging Competition-

- 1) Mohammed kagdi, MBA I, Marketing

3) Sparsh Bhagat, MBA I, Marketing

Blogging Competition- 1) Jeffy

Joji, MBA I, Marketing

2) Harshad Sapre, MBA I, Finance

3) Samuel Pongen, MBA I, HR

4) Divya Bharadwaj, MBA I, Marketing

5) Sahil Chatta, MBA I, Marketing



iAspire 2015

“iAspire” is a national level business centric competition initiated by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune. It is an online competition wherein B-school aspirants collaborate with MBA students from SIBM Pune in an interactive format. It provides a unique opportunity for the aspirants to experience a simulated B-school environment, where they get to work on a management related case study challenge. The students also receive one on one mentoring and guidance to resolve all their doubts related to pursuing a career in business management. Additionally, the mentors themselves benefit by gaining experience on how to lead a team.



Objectives of the Event

- To simulate a B-School environment through quizzes, industry analysis and case study challenge and provide MBA Aspirants from across the nation with a glimpse of the Bschool life.
- To provide MBA Aspirants with a common platform to interact and be mentored by SIBM Pune students to clear all their doubts.
- To provide students of SIBM Pune an opportunity to participate in a national level event and learn how to lead and mentor a team

| Component | Date |
|--|---|
| Promotional Activities | 21 st July 2015 |
| BizQuotient - Business awareness quiz | 1 st – 9 th August 2015 |
| Online aptitude test (for short listing) | 14 th – 16 th August 2015 |
| Case study competition | 20 th August 2015 |
| One on one mentoring | 22 nd August 2015 |

Participation

| Component | Applicants |
|--|------------|
| BizQuotient - Business awareness quiz | NA |
| Online aptitude test (for short listing) | 1027 |
| Case study competition | 150 |
| One on one mentoring | 50 |

The participation is on an individual basis and not in teams. The final team appearing for the main event consisted of 1 mentor from SIBM along with 3 shortlisted aspirants. iAspire is modelled as a dual competition wherein the mentors and aspirants simultaneously compete with their own peers.

The Build Up

revamp and re-launch of the iAspire Facebook Page on 21st July 2015. Questions, quotes and facts were posted daily on the Facebook page to generate a buzz for the event and engage future aspirants.



On 27th July 2015, the updated iAspire website went live and included links to the **SIBM Blog**, so that aspirants who visited the site for registrations were able to read the blogs about Life @ SIBM.



A promotional video with the theme “**Taking the Leap**” was also uploaded on both the Facebook page and the website. The content of the video focussed on how hard work and determination will help students make the leap towards success and the platform for taking that leap is iAspire.

Anna, MBA Universe and PagalGuy were carried out. Manual promotions and registrations for iAspire in the coaching centres and colleges in Pune and Mumbai were conducted. Posters and Director's letter were sent to various coaching centres and colleges in cities across the country including Delhi, Chandigarh, Chennai, Hyderabad, Bangalore, and Kolkata.

BizQuotient

From 1st to 9th August 2015, a **ten daylong online business quiz** was conducted on the iAspire Facebook page. Under "BizQuotient", three questions were posted on the Facebook page each day. The type of questions included logos, brands, puzzles and general knowledge. This year, the questions posted each day revolved around a theme such as Media, Sports, and Economics etc.

| | |
|--|--|
| <p>BIZQUOTIENT</p> <p>AUTHORS AND BOOKS</p> <p>DAY 8 Q2</p>  <p>CONNECT THE PICTURES AND NAME THE WRITER.</p> <p>SBM iAspire Aspirant Relations Team</p> | <p>BIZQUOTIENT</p> <p>AUTHORS AND BOOKS</p> <p>DAY 8 Q1</p>  <p>CONNECT THE PICTURES AND NAME THE PERSON WHO CREATED THEM.</p> <p>SBM iAspire Aspirant Relations Team</p> |
| <p>BIZQUOTIENT</p> <p>FAMOUS ADVERTISEMENTS</p> <p>DAY 7 Q2</p> <p> MEN FROM RURAL INDIA MOVE TO CITIES TO SUPPORT THEIR FAMILIES. A COMPANY (UK BASED) LAUNCHED A PROGRAMME TO TEACH THEIR WIVES SELF DEFENSE TECHNIQUES USING AN UMBRELLA. THE UMBRELLAS CONTAIN PICTURES DEPICTING BASIC FIGHTING TECHNIQUES USING AN UMBRELLA. WHAT WAS THE NAME OF THE COMPANY? </p> <p>SBM iAspire Aspirant Relations Team</p> | <p>BIZQUOTIENT</p> <p>FAMOUS ADVERTISEMENTS</p> <p>DAY 7 Q1</p>  <p>NAME THE COMPANY THAT PUBLISHED THESE POSTERS TO PROMOTE SAVING THE ENVIRONMENT.</p> <p>SBM iAspire Aspirant Relations Team</p> |

entries were chosen and they were automatically eligible for the final event. Winners of BizQuotient also received SIBM merchandize.

Registration for Preliminary Round

Registrations for the preliminary round of iAspire opened on the 1st of August on the iAspire website and closed on the 15th of August. Manual registrations of aspiring candidates from undergraduate colleges, coaching centres were also done during the offline promotion activities conducted in Mumbai and Pune.

Once a candidate was registered, he or she was be greeted by a welcome mail along with their username and password details for logging on to iAspire portal.

Preliminary Aptitude Test

For the other aspirants registered, a **preliminary online aptitude test** consisting of quantitative aptitude, verbal ability, logical reasoning and general knowledge questions will be conducted between 14th and 16th August 2015. The level of difficulty was moderate to high and the aspirants were expected to be well prepared and appear for it as an MBA entrance exam. The scoring system was as follows:

- Correct answer +3 marks
- Wrong answer 0 marks
- No negative marking

selected to move to the next phase of iAspire i.e. main event. The selection of the candidates was subject to verification of the fact that they weren't a part of any other MBA college. After the successful validation of their identity each aspirant was sent an email apprising them of their selection in the main event. They were asked to fill a Google form in order to confirm their participation for the next round, post which a mail was sent with instructions and details of the events to follow.

A total of **150 aspirants**, 130 by the aptitude test and the 20 wild card entries from BizQuotient were selected to participate in the main event.

Orientation Session for Mentors

50 groups were formed consisting of 1 mentor from MBA-1 and 3 aspirants. The mentors were briefed on the code of conduct and the protocol to be followed during the event. Special instructions were given to the mentors regarding non-disclosure of sensitive information related to SIBM Pune and they were asked to refrain from sharing their personal email/phone numbers.

Final Event

On the 20th August 2015 students who successfully made it to the second round of iAspire were assigned a mentor and were provided with a **case study** which they had to solve. Aspirants will then be asked to try and solve the case study on their own in between 20th and 21st August 2015.

All participants also received the following information to help them make decisions regarding their future career paths:

- Why MBA, Specialization features, Job roles post an MBA
- Preparatory kit and qualities expected from a MBA aspirant
- Economic and Financial Glossary
- Sector Analysis 2015
- Business Awareness Compendium

two days **mentors interacted and worked with the aspirants**. Mentors provided guidance on corrections and clarifications to be made to refine and finalise the case study solutions. Aspirants also used this occasion to resolve all their doubts related to pursuing a career in business management. The final submission of solutions was on 23rd August 2015. Interactions between participants and mentors were conducted over via email and chat forums such as the module on the iAspire website that has already been developed by SIBM Pune. The emails and chat transcripts were used to review the information exchanged between the mentor and aspirant.

On the basis of **cumulative performance in the quizzes, the case study report and the quality and content of interactions** between the mentee and mentor, 9 mentee winners and 3 mentor winners were chosen as winners. The results for both mentor and mentee were evaluated and declared in September. Emails were sent to inform the winners and consequently the prizes, certificates and merchandise was dispatched to the participants.

Marketing Avenues

The modes of marketing that were used to promote iAspire are:

Offline Promotions

- The team split up and physically disseminated information to Aspirants in coaching classes and colleges in Pune and Mumbai and got them to register for iAspire.
- Director's Letter and Introductory Posters were dispatched to 500 colleges and institutes all over India.



Facebook

- Pre event publicity events such as “BizQuotient – Daily quizzes were conducted where winners were given merchandise.
- Trivia and quotes to be added to the Facebook page on a daily basis
- Facebook Advertising- Page Boost and Post Boost through Audience Targeting
- Promotion of iAspire on various Facebook Groups and Pages like MBA, MBA Network, Career Launcher, etc.

Online MBA Forums- Pagalguy, MBAUniverse

- The iAspire 2015 Event, poster and video was updates on the newsfeed of the different websites.
- Active engagement by putting up relevant practice questions on forums was done to promote the event.

- iAspire 2015 link and relevant posts were put up on individual forums of corporate,

colleges, coaching institutes.



Coffee with SIBM 2015

About the event

Coffee with SIBM is an informal and interactive initiative by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune that aims at reaching out to the aspirants preparing for SNAP exam every year.

The aspirants can reach out during the initial phase through social media to gain important information in the form of tips, questions and quizzes. During the same time period the aspirant can get their queries and doubts cleared regarding registrations or form filling as well as gain insights about SIBM Pune.

simultaneously across more than a dozen cities of the country in two phases, wherein the aspirants get an opportunity to interact with the current students of SIBM, Pune as well as gain insights about life after MBA in the industry through one of its Alumni.

Objectives of Coffee with SIBM

The primary objective of Coffee with SIBM is to act as the first window of interaction between the aspirants and SIBM, Pune and thus acquaint them with SIBM, Pune. In addition, Coffee With SIBM also seeks to

- Enhance their clarity about MBA and help them understand its objectives and outcomes.
- Aid the students in their preparation for SNAP through mock tests, study material through offline as well as cloud based database.
- Provide them a platform to interact with other aspirants in order to create a learning experience for them.

Coffee with SIBM '15

Owing to the immense support and participation by aspirants through years, Coffee with SIBM has been extremely successful with increasing number of participation every year. Last year, CWS was attended by over 6,000 aspirants across 24 venues in 22 cities.

This year marked the completion of 10 years of Coffee With SIBM and the objective remained the same - to reach out to more and more aspirants.

CWS was held in the following cities in two phases.

| Phase 1 | | | | |
|--------------------------------|--------|--------|---------|------------|
| 5th December | Bhopal | Jaipur | Kochi | Thane |
| 6th December | Indore | Noida | Chennai | Churchgate |

| Phase 2 | | | | |
|---------------------------------|-----------|-----------|------------|---------|
| 12th December | Hyderabad | Vadodara | Chandigarh | Andheri |
| 13th December | Bangalore | Ahmedabad | Delhi | Pune |
| | | Kolkata | | |

Online engagement

Coffee With SIBM, through its online presence on Facebook and Twitter helped the aspirants prepare better through regular updates pertaining to important topics in GK, Verbal, Quant and Reasoning. The aspirants were also able to check the level of their preparations through four sectional and two full-length mock tests conducted online.

| Test Structure | Dates |
|----------------|-----------------------------|
| | Nov' 4, Nov'6, Nov'8 |
| | Nov' 11, Nov'13, Nov'15 |
| | Nov' 18, Nov'20, Nov'22 |
| | Nov' 25, Nov'27, Nov'29 |
| | December 7th - December 10 |
| | December 14th - December 17 |

Coffee With SIBM also featured a Twitter hashtag contest wherein the aspirants got the opportunity to become city ambassadors of SIBM Pune.

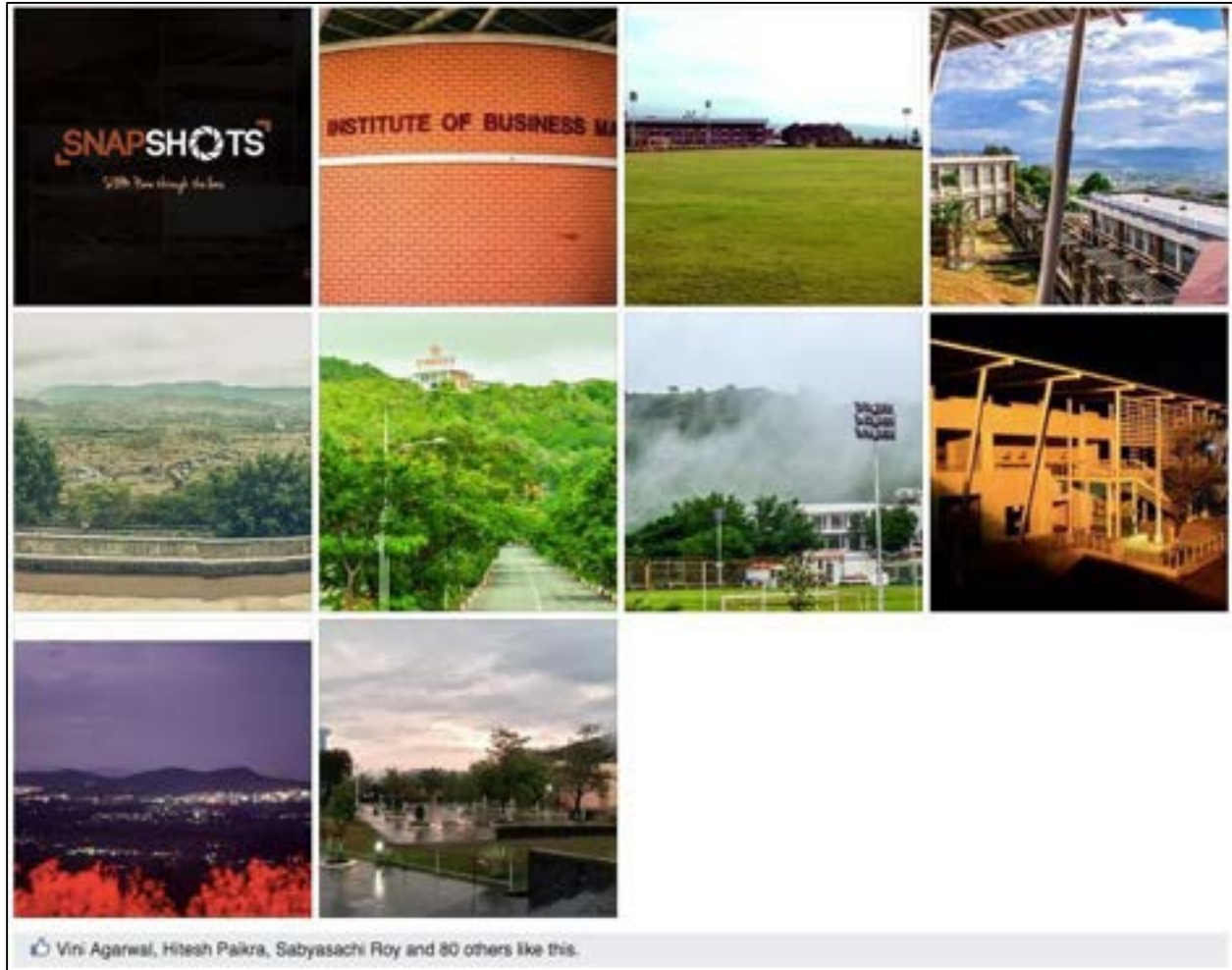
Facebook

of 8 weeks. Various promotional activities were organized on the page which created the required buzz among the candidates.



Snapshots

which showed our campus and the scenic beauty around it.



Twitter

Twitter was one of the most successful platforms during Coffee with SIBM. The number of followers increased to over 1,500 and #CoffeeWithSIBM trended nationally on twitter.



Coffee With SIBM 2015



Coffee With SIBM also saw support and appreciation pouring in from renowned academicians and teachers.



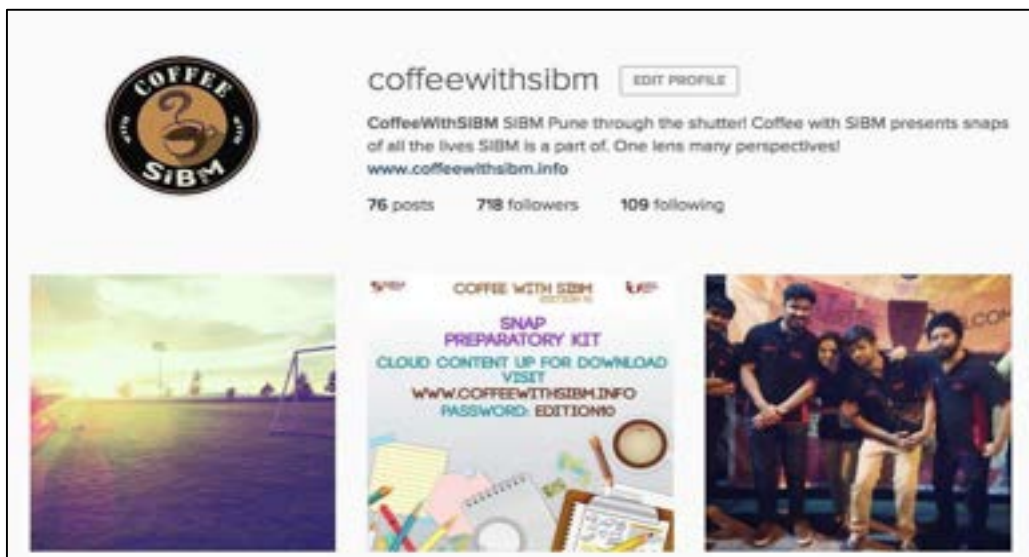
Twitter Quiz Contest

throughout India.



Instagram

A new profile was made in the year 2015. All the posts were also shared on the profile.



Website

www.coffeewithsibm.info

The website displayed all the events which were organized, their timings and the venue, if applicable.

provided access to the kit. The kit content included mock papers, Current affair articles, SNAP stories, previous year SNAP papers and more.



A screenshot of the website

Blog

Experts from the field wrote informative blogs on the SIBM Pune blog portal to help candidates crack the exam and the GEPIWAT portal. The blog also features achievements from different Alumni of SIBM Pune.

How to prepare for General Knowledge Section for SNAP 2015?

| Ravi Handa , Alumnus of IIT Kharagpur, Founder of HandaKaFunda.com

General Knowledge is an important section in SNAP and in plenty of other exams as well. I have often seen a lot of students struggle with this part not because they are not good at it but simply because they do not put in enough effort towards preparing for the General Knowledge section. If you look at it purely from a return on time invested perspective, probably no other section works better. Within few minutes in the exam, you can do reasonably well in the GK section and it can propel your score to a whole different level. This is exceedingly true in an exam like SNAP where the marks associated with a question in the General Knowledge section is often as high as a question in the Quantitative Aptitude section. I have an online course for the...

[Read More](#)

Handa Ka Funda

Proud moment for SIBM Pune
| Dr R Raman Director – SIBM, Pune and & Dean – Faculty of Management – SIU

Ms. Priya Nair, an SIBM Pune alumna of the batch of 1994 featured in Business Today's list of the 25 most powerful women business leaders in the country.

Ms. Priya Nair – Executive Director of the Home Care Division of Hindustan Unilever

Priya Nair, who is the Executive Director of the Home Care Division of Hindustan Unilever India figured in a list which included leaders like Nita Ambani and Arundhati Bhattacharya. Also our alumnus, Mr Sumit Joshi, Batch of 1998, will be moving as Global Vice President-Marketing Excellence, Philips Lighting.



Mr Sumit Joshi – Moving soon as Global Vice President-Marketing Excellence, Philips Lighting.

Mr Sumit Joshi will lead Marketing Operations globally for the \$9 Bill...

An in-house blog about Priya Nair, batch of 1995

Web Forum Publications

A myriad number of forums had written articles on the event and how it helpful it has been. The forums include

- Career360.com
- Insideiim.com
- Htcampus.com
- Careeranna.com
- Linkfried.co
- Edukistan.com



CAREERS 360
The Education Hub


Read Explore Plan Connect Resources

All Content ▾ Type your search string

SIBM Pune conducts interactive session for SNAP aspirants - Coffee with SIBM

By: Urvashi Dalal Updated On: 27 Nov 2015 05:36 PM IST

GH 0 Tweet Follow



CAREER ANNA Home Articles ▾ For

COFFEE WITH SIBM 2015

BY : CAREER ANNA NOVEMBER 26, 2015 0 COMMENTS IN : LIFE AT B SCHOOL

0

Coffee With SIBM 2015 is an informal and interactive initiative by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune that aims at reaching out to the aspirants preparing for SNAP exam every year.



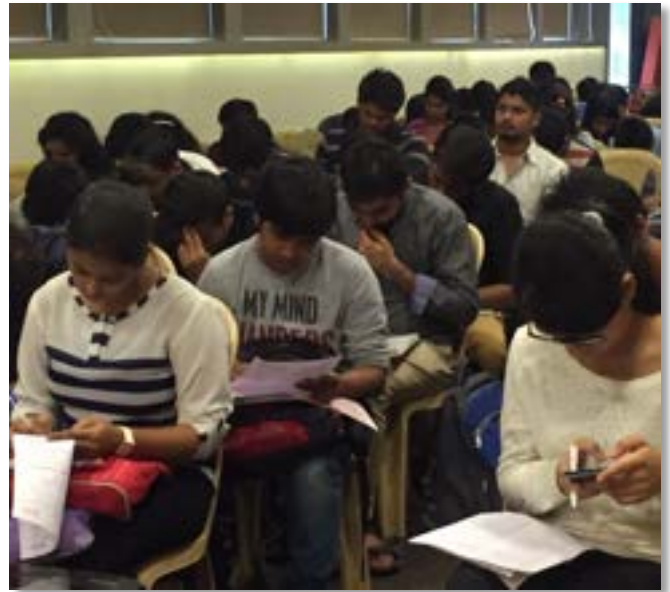
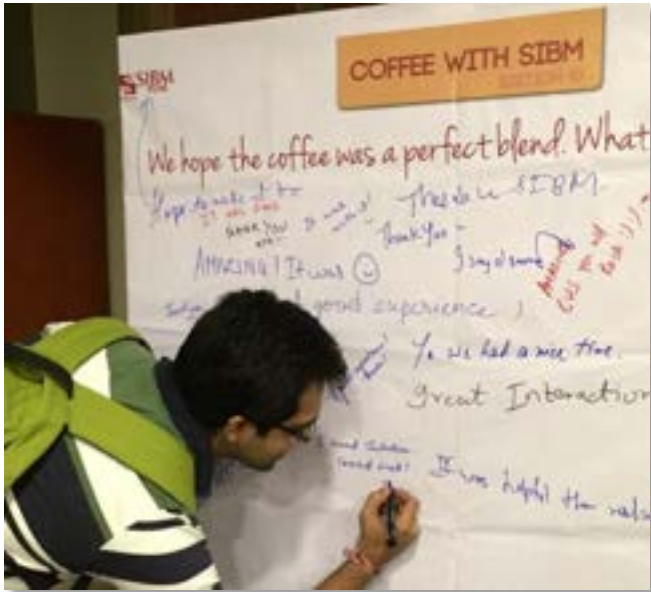
The screenshot shows a webpage from htcampus.com. At the top, there are several banners: one for htcampus.com with a graduation cap icon, one for MBA 2014 with text about placement records and CAT/XAT scores, and one for eMpi 21 Years in with text about school scores and future plans. Below the banners is a navigation menu with categories: Home, MBA, Engineering, Hospitality, Animation, Fashion & Design, Discussions, and Resou. The main content area shows a breadcrumb trail: Home > Articles & News > Coffee with SIBM, Pune 2015. The article title is 'Coffee with SIBM, Pune 2015' and it was updated by HTCampus Expert on 27 Nov. 2015. There are three social media share buttons: Facebook, Twitter, and a generic share button. Below the share buttons, there are tags: SIBM Counselling, PR, MBA, SNAP, and students. On the right side of the tags, there are icons for views (68) and comments (0). The main text of the article begins with 'Symbiosis Institute of Business Management, Pune going to organise 'Coffee With SIBM''.

Social Branding

with the picture, name and the roles played by the member written on them.



Coffee With SIBM in pictures



Admissions 2016-2018

Overview

The GE-PI-WAT Process is the second phase of the Admission Process to Symbiosis Institute of Business Management (SIBM) Pune. The first phase is the SNAP Test which was conducted on 20th December 2015. SNAP Test is a common entrance test for short-listing candidates for the GE-PI-WAT Processes of all institutes under the Symbiosis International University.

At SIBM Pune,

For MBA-Regular the following activities were chosen for evaluation for evaluation:

1. Group Assessment

- Boardroom Discussion

2. Individual Assessment

- Written Ability Test (WAT)
- Video Interpretation Test

- Personal Interview

For MBA-Innovation & Entrepreneurship we chose the following activities for evaluation:

1. Group Assessment

- Business Model Canvas (Discussion and Completion)

2. Individual Assessment

- Written Ability Test (WAT)
- Personal Interview

Aspirant Shortlisting:

- The aspirants were shortlisted for the GE-PI-WAT process on the basis of their SNAP score.
- This year, more than 2700 aspirants were shortlisted for the GE-PI-WAT process.

Information Outflow:

- The shortlisted candidates were informed via email and SMS that they have been shortlisted.
- Once shortlisted, the candidates had to log in to the SIBM Pune website, where they chose their interview date and time.

GE-PI-WAT Slotting for MBA-Regular:

- The shortlisted candidates will be called to campus on the following dates:
 - 5th, 6th, 7th, 12th, 13th, 14th of February 2016
- There will be two slots of the GE-PI-WAT process on these dates – one slot in the morning and one in the afternoon.
- Morning slot timings: **0730 hours to 1315 hours.**
- Afternoon slot timings: **1200 hours to 1745 hours.**

- Based on the number of students (**1507students**) and the number of process slots (**6days**)

X 2 slots per day = 12 slots), the number of students to be accommodated per slot are ○
 $1507/12 = 126$ **students per slot**

- These students will be divided into 14 groups of 9 students each.
- Based on this, the students will be allotted a GE-PI-WAT ID number which will be in the following format:
 - First letter: R (for Regular MBA course)
 - Second and Third letters: Range from 05 to 14 (to indicate the date of process)
 - Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
 - Fifth letter: Range from A to N (A for 1st group, for second group, and so on)
 - Sixth and seventh letter: Range from 01 to 09 (indicating position in the group)
- Thus, a student who has applied for the **regular MBA** course, and has booked the **morning slot** on **8th February**, and has been allotted the **6th position** in the **4th group**, will have the following GE-PI-WAT ID number: ○ GE-PI-WAT ID number: **R08XD06**

GE-PI-WAT Slotting for MBA-Innovation & Entrepreneurship

- The shortlisted candidates will be called to campus on the following dates:
 - **4th, 5th, 6th, 7th, 11th, 12th, 13th, 14th of February 2016**
- There will be two slots of the PI process on these dates – one slot in the morning and one in the afternoon.
- Morning slot timings: **0730 hours to 1245 hours.**
- Afternoon slot timings: **1200 hours to 1715 hours.**
- Based on the number of students (around **1250students**) and the number of process slots (**6days X 2 slots per day = 12 slots**), the number of students to be accommodated per slot are ○ $1000/12 = 83$ **students per slot**
- These students will be divided into 9 groups of 9 students each. □ Based on this, the students will be allotted a PI ID number

Distribution of seats for the MBA program:

| Total number of students | | Number of seats |
|--------------------------|--------------------|-----------------|
| CATEGORY | SEATS (Percentage) | SEATS (Number) |
| OPEN | 74.5% | 135 |
| SC | 15% | 27 |
| ST | 7.5% | 13 |
| DA (Differently Abled) | 3% | 5 |
| Total | 100% | 180 |

The GEPI Process addressed the requirements for selecting candidates under the categories mentioned above in the table. The admissions under the IS (International Students) category are held separately and do not come under the purview of the Aspirant Relations Team.

Buddy Program

Buddy Program provides a platform to the prospective SIBM Pune students to clear any queries that they may have regarding the admissions process. The team assigns a student from SIBM Pune to each shortlisted candidate, who then acts as a single point of contact for all issues.

Each shortlisted candidate was assigned a Buddy as soon as they were shortlisted. A Buddy is a student in the current first year. The Buddy acted as a Single Point of Contact with the shortlisted candidates. The main intention of the Buddy Program was to clarify all doubts in the minds of aspirants and clear their apprehensions before the GEPI Process. Buddies kept sending timely mails and reminders on process deadlines to the short listed candidates. They also facilitated faster communication between the shortlisted candidates and the Aspirant Relations Team.

This year, a total of 180 students from MBA I volunteered for the Buddy Program. All shortlisted candidates were assigned a Buddy. Each Buddy was assigned 5 - 15 shortlisted candidates.

shortlisted candidates. The e-mail ids were created in a standardized format so that it was easier for the Aspirant Relations Team to monitor the activity. Buddies were advised not to change the default password that was allotted.

OnBoard SIBM

Onboard program on Facebook is an informal platform designed for the students who made it to SIBM Pune through SNAP and GE-PI-WAT process. This is the second stage of interaction, initiated, once the final merit list has been declared. The online forum is used to facilitate easier transition to the new students and to provide them information regarding life at SIBM Pune through various interactive activities.

Link: <https://www.facebook.com/groups/553560448160285/>

Group Name: OnBoard SIBM Pune 2016-18

Several competitions were hosted on the Facebook group so as to increase the interactions between the incoming batch. Certificates were given to the winners when they joined college.

OnBoard SIBM - City Meets

The Aspirant Relation Team meets the prospective junior batch at various cities before the juniors actually join college and help in their smooth transition by providing information about life @SIBM Pune and other essential things.





CORPORATE INTERFACE TEAM



**ANNUAL REPORT
2015-16**

- 1. Overview**
- 2. Schedule of the events hosted in 2015-16**
- 3. Listed of Organizations Hosted**
 - 3.1. Academic Year 2015-16**
- 4. Main Events**
 - 4.1. Blueprint 2015-16**
 - 4.2. Imperio 2015-16**
 - 4.2.1. Imperio 1.0**
 - 4.2.2. Imperio 2.0**
 - 4.2.3. Imperio 3.0**
 - 4.3. Arcturus 2015**
 - 4.4. The RiteBite Business Challenge : Arcturus 2015**
 - 4.5. The Senate 2016**
- 5. Campus Connect Initiatives**
 - 5.1. Mahindra War Room 2015**
 - 5.1.1. Launch**
 - 5.1.2. Campus Finals**
 - 5.2. Godrej Loud**
- 6. Building The Brand SIBM Pune**
 - 6.1. Offline Promotions**

6.2. Online Promotions

7. Feedback
8. Closing Note

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 Indian corporate world and build on the brand 'SIBM Pune' in the industry. CIT, in the academic year 2015-2016, has 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.

Schedule of the Events for 2015-16

CIT aims 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. The team endeavored to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.

| EVENTS | DATE |
|---------------------------|-----------------|
| Godrej Loud Campus Launch | 17th July, 2015 |

| | |
|--------------------------|---------------------|
| Mahindra War Room Launch | 15th July, 2015 |
| Imperio 2015 1.0 | 31st July, 2015 |
| Blueprint 2015 | 9th August, 2015 |
| Arcturus | 23rd August, 2015 |
| Imperio 2015 2.0 | 10th December, 2015 |
| The Senate 2016 | 17th January, 2016 |
| Imperio 2016 3.0 | 20th January, 2016 |

ORGANIZATIONS

| | |
|------------------------------|-------------------------------|
| Naturell India | Cleartrip.com |
| IBM Global Business Services | Freecharge.in |
| JSW Steel Limited | Lenskart.com |
| JLL India | Harley Davidson Motor Company |
| MSCI | EMC Corporation |

| | |
|----------------------|----------------------------|
| Buoyanci | Cummins India |
| Nasscom | JSW |
| Reliance Jio Infocom | Hindustan Unilever Limited |
| ThysennKrupp | Mapro Foods |
| Tech Mahindra | John Deere India |

Main Events

Blueprint 2015-16

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 2015. Blueprint 2015 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.

Date: 9th August, 2015

Blueprint 2015 at SIBM Pune was graced with the presence of

Mr. Amit Taneja - Director | Cleartrip.com

Mr. Kunal Shah – Founder & CEO | Freecharge.in

Both the speakers talked to the MBA batch of 2015-17 about how the retail business today stands disrupted by the emerging concept of a 'Digital Customer', one who demands multiple points of interaction, ranging from physical stores to various Digital Media.

While Mr. Taneja explained how E-commerce has redefined the conventional retail-business model and Retail Analytics, Mobile POS, Digital Signage, Applications for Clientele and Virtual Shopping are the new buzzwords in this new-age retail space, Mr. Shah shared his personal experiences to urge the students to ride the wave of fast changing business ecosystem and apply their ideas in the real world instead of investing in bookish knowledge alone.

However, both agreed that there still remains ample ambiguity on issues relating to taxation, warranty and distribution when it comes to the retail sector. The idea that the Retail Business in India is on the cusp of transformation, was eloquently driven home by both the eminent personalities.

Main Events

Blueprint 2015-16



Mr. Kunal Shah, Founder & CEO | Freecharge.in,
interacting with the students



Mr. Amit Taneja, Director | Cleartrip.com, signing
off after addressing the students



Mr. Amit Taneja, Director | Cleartrip.com,
addressing the students



Q & A session at Blueprint 2015

Main Events

Blueprint 2015-16



Main Events

Imperio 2015-16

Imperio 2015 – a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. Imperio aims to lessen the divide between theory and practice, to understand the success stories of thought leaders, their principles and rationales in order to gain a deeper understanding of contemporary businessrelated issues through practical experiences.

Imperio 1.0

Date: 31st July, 2015

Guest Lecture by

Mayank Batheja - Associate Vice President | Lenskart.com

Vijay Thomas - Customer Experience Manager | Harley Davidson Motor Company

As the name suggests, this event was about how each of our guests have created an empire of success, ambition and passion for themselves.

Mr. Batheja shared with the students of both MBA first and second year his Lenskart journey, right from its inception to the name and respect it has garnered today. He spoke about his learning and difficulties experienced in his attempt to conceptualize an idea to reality, inspiring the students to take their step towards the realization of their dream.

Mr. Thomas, an alumnus of SIBM Pune, shared stories of his MBA days and how he merged his passion and profession to pursue what he actually dreamt off. From narrating stories of his bike rides to the real journey of life, he gave students food for thought.

Main Events

Imperio 2015-16

Imperio 2015 – a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. Imperio aims to lessen the divide between theory and practice, to understand the success stories of thought leaders, their principles and rationales in order to gain a deeper understanding of contemporary businessrelated issues through practical experiences.

Imperio 2.0

Date

10th December, 2015

Guest Lecture by

Mr. Debashis Patnaik - Senior Director & Head of Human Resources, India Centre of Excellence| EMC Corporation

Imperio 2.0 was graced by the presence of Mr. Debashis Patnaik, Senior Director & Head of Human Resources, India Centre of Excellence, EMC Corporation.

Mr. Patnaik delivered an enlightening session on Globalization & Leadership. He also spoke about how HR is extremely important in everyday affairs of management alongwith throwing light on the merger his organization was getting into. It was a very practical experience sharing session with a lot of global perspective in all the things he talked about.

He was accompanied by Mr. Preetham Perumallapalli (Director-HR, EMC) and our 2013 alumnus, Mr. Piccolo Rimsu (Senior Human Resources Generalist, EMC).

Main Events

Imperio 2015-16

Imperio 2015 – a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. Imperio aims to lessen the divide between theory and practice, to understand the success stories of thought leaders, their principles and rationales in order to gain a deeper understanding of contemporary businessrelated issues through practical experiences.

Imperio 3.0

Date

20th January, 2016

Guest Lecture by

Mr Rajiv Batra - CFO| Cummins India

Imperio 3.0 hosted Mr Rajiv Batra, CFO | Cummins India who shared his perspective of the falling GDP across the world and specifically countries like France, China and USA. He shared his experience of the turbulent market and how organizations these days should focus towards building a sustainable environment for their firms as well as the business ecosystem as a whole.

Main Events

Imperio 2015-16



Mr. Debashis Patnaik, Senior Director (HR) | EMC giving away merchandise to the students

Mr. Debashis Patnaik, Senior Director (HR) | EMC addressing the students



Mr. Rajiv Batra, CFO | Cummins addressing the students

Main Events

Imperio 2015-16



Arcturus 2015

The Corporate Interface Team, SIBM Pune organized 'Arcturus 2015' – The Leadership Conclave on 23rd August 2015.

Main Events

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 2015 was Business Transformation: The Way Forward. The speakers at Arcturus 2015 were:

✍ **Mr. Prashant Jain – Head, Corporate Strategy & Development | JSW**

✍ **Mr. Madhurjya Banerjee–Senior Global Brand Manager | Lifebuoy, HUL**

✍ **Mr. Mayur Vora - Managing Director | Mapro Foods**

✍ **Mr. Ranjan Srivastav - Vice President - HR India Operations | John Deere India**

✍ **Mr. Vijay Uttarwar - Chief Executive Officer | Naturell India**

✍ **Mr. Srinivas Kulkarni – Distinguished Engineer | IBM Global Business Services**

The event was conducted on two formats. Mr. Prashant Jain and Mr. Madhurjya Banerjee were standalone speakers, who discussed at lengths, their journey as business leaders and what their respective roles and companies are aimed at.

Main Events

Arcturus 2015

The theme for Panel discussion was Business Transformation: The Way Forward which revolved around the rapid and continuous change in the way business is done as power moves from the companies to the consumers. Organizations in almost all industries have come to face steep performance challenges. To remain at the forefront, businesses need to be creative in developing and executing their competitive strategies and thus will depend on the ability to generate new demand and create new markets. The leaders discussed of what suits their businesses and the current business scenario which is either creating a niche in an established market or creating a new market in itself – both ways in which an organization can move forward.

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 2015 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.

The RiteBite Business Challenge : Arcturus 2015

Date: 23rd August, 2015

Main Events

The Corporate Interface Team at SIBM Pune in association with Naturell India Pvt Ltd organised an SIBM Pune based case study competition that saw more than 50 teams participating to provide the solution to a live business problem faced by Naturell India to win cash prize and present their solution to Mr. Vijay Uttarwar - Chief Executive Officer | Naturell India and other dignitaries present on campus for Arcturus 2015.

The details are as follows:

Round 1

Answer question about the Branding, Costing and Go-to-Market Strategy for the newly launched Naturell RiteBite Max Protein Snack. Solutions to be reviewed by SIBM Pune Faculty, in context with the expected ideas by the Naturell India Team.

Round 2

Shortlisted teams to present their solution to executives from Naturell India on 23rd August 2015, post the panel discussion of Arcturus 2015.

The event saw 3 teams battle it out to win the final round, with the team Bite Me, consisting of Yamini Singhal, Abhimanyu Pande and Sidhant Agarwal from MBA II winning the competition.

Main Events

Arcturus 2015

Mr. Vijay Uttarwar, CEO, Naturell India Pvt. Ltd awarding Team Bite Me, winners of the RItE Bite Business Challenge



Mr. Madhurjya Banerjee, Senior Global Brand Manager Lifebuoy, HUL signing off after addressing the students

Mr. Mayur Vora, MD, Mapro Foods Pvt. Ltd. giving insights to the students



Mr. Prashant Jain, Head Corporate Strategy & Development, JSW, performing the opening ceremony



Corporate Interface Team (2015-2016) with the Associates

Ms. Manisha Singh, Co-ordinator, Corporate Interface Team SIBM Pune felicitating Mr. Srinivas Kulkarni, Distinguished Engineer, IBM



Inquizitive winners being awarded by Ms. Manisha Singh, Co-ordinator, Corporate Interface Team SIBM Pune

Main Events

Arcturus 2015

Main Events

Arcturus 2015



Main Events

Corporate Interface Team, SIBM Pune
 Published by Deepak Nair (1) · August 18, 2015 · 48

#ARCTURUS 2015 brings to you an opportunity to showcase your business acumen.
 The RiteBite Business Challenge is here and live.
[http://www.docdroid.net/.../arcturus-2015-ritebite-business-c.....](http://www.docdroid.net/.../arcturus-2015-ritebite-business-c...) See More



Corporate Interface Team, SIBM Pune
 Published by Rounak Jain (1) · August 18, 2015 · 48

Here is your last chance to win an exciting prize SIBM Pune. Be the first to answer!
 #Arcturus2015

QUESTION 2:
 INITIALLY, THIS COMPANY WAS FOUNDED AS A FAMILY BUSINESS AND FOLLOWED A 'ME TOO' STRATEGY. HOWEVER, IN 1990, THIS COMPANY REVOLUTIONIZED THE EUROPEAN MARKET IN ITS BUSINESS BY TAKING A NEW CUSTOMER SEGMENT TO THE SKY. THE COMPANY WENT ON TO REPORT A RECORD-BREAKING PROFIT OF 29% IN ITS NEXT YEAR OF OPERATIONS. NAME THIS COMPANY.

202 people reached Boost Post

Corporate Interface Team, SIBM Pune with Swati Agrawal and 3 others
 Published by Deepak Nair (1) · August 22, 2015 · 48

Here are the finalists for the #Arcturus2015 RiteBite Business Challenge
 Congratulations to all the finalists!

ARCTURUS
 THE LEADERSHIP CHALLENGE

RITEBITE BUSINESS CHALLENGE
 FINALISTS

- NUMERO UNO**
 (SIBM PUNE, PUNE & SURAT)
- SYMBOYS**
 (SIBM PUNE, PUNE & SURAT)
- BITE ME**
 (SIBM PUNE, PUNE & SURAT)

CRT PARTNER:

1,056 people reached Boost Post

Like Comment Share

You: Aman Agashe, Sparsh Bhargava and 3 others

Main Events

Arcturus 2015

The Senate 2016

The Corporate Interface Team at SIBM Pune conducted "The Senate 2016" in January 2016. The Senate 2016, which is the flagship management conclave of SIBM Pune wherein we host various thought leaders and pioneers from the industry, was held on January 17th 2016, Sunday, at the Symbiosis Knowledge Village, Lavale. It was a one day event with panel discussions on two 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 audience of The Senate 2016 comprised of around 200 students from various BSchools across western India.

The Senate 2016 consisted of two Panel Discussions:

India's Global Footprint: Steps to New Market Realities

✍ Mr. Satish Nadigar - Managing Director & CEO | John Deere India Private Limited

✍ Dr. Vinod Nowal - Deputy Managing Director | JSW Steel Limited

✍ Mr. Subhranshu Pani - Managing Director | Infrastructure Services JLL India

✍ Mr. Chandru Badrinarayan - Executive Director & Head of Client Coverage, South Asia | MSCI

✍ Mr. Jitendra Paturkar - General Manager, Human Resources | Cummins Inc

The Connected Reality: Sizing up the Business Opportunity

✍ Mr. Manjunatha Hebbar - Founder, Chief Executive | Buoyanci & Council Member |

NASSCOM

✍ Mr. Umesh Durve - CEO | Reliance Jio Infocomm

Main Events

✍ **Mr. Mukul Khare - Associate Vice President | ThyssenKrupp**

✍ **Mr. Prodipto Roy - Founding Director | Crimson Consulting & Technologies Pvt. Ltd.**

✍ **Mr. Raju Wadalkar - CTO | Tech Mahindra**

Main Events



The Senate 2016

The panel on **'India's Global Footprint: Steps to New Market Realities'** gave insights on how India and the Indian and multinational corporate have taken a number of initiatives in recent years to intensify relations and cooperation efforts with the rest of the world. India's relationship with the Rest of the World has come a long way over the past several years. By capitalizing on the growing momentum and budding progress between them, these countries are building a strong, sustainable partnership and ushering in a new, unprecedented era of cooperation, growth and development.

The panel on **'The Connected Reality: Sizing up the Business Opportunity'** discussed how the Internet of Things means more than simply having devices and machines connected and talking to each other. It potentially represents a profound shift affecting the way businesses and society operate with significant developments in communications, energy and transportation providing major impetus. The introduction of IoT is going to make the environment disruptive and firms that wish to explore these blue ocean opportunities will need to come up with smart strategies to overcome these hurdles

The Senate 2016 was a grand success with involved participation from students as well as corporates.



SIBM_{PUNE}



The Senate 2016

PANEL DISCUSSIONS
THE CONNECTED REALITY
 SIZING UP THE BUSINESS OPPORTUNITY
INDIA'S GLOBAL FOOTPRINT
 STEPS TO NEW MARKET REALITIES
17.01.2016
SIU AUDITORIUM

The Senate 2016
 Embark. Endure. Emerge

Statistics:
 10 attended, 37 went, 180 invited
 2.3K reached, 96 viewed, 50 engaged

Corporate Interface Team, SIBM Pune
 Published by Vidushi Kajaria (P) · December 28, 2015 ·

The winner for today's Inquisitive is
Mudit Jain
 Congratulations!
 #TheSenate2016

UNSCRAMBLE

Right Answer: ACTUATORS
 Meaning: An actuator is a mechanical device for providing or controlling a motion or action. It takes energy, usually, transmitted by electrical current, air, liquid, and converts them into some kind of motion.
Today's Winner: MUDIT JAIN

Corporate Interface Team, SIBM Pune
 Published by Vidushi Kajaria (P) · December 28, 2015 ·

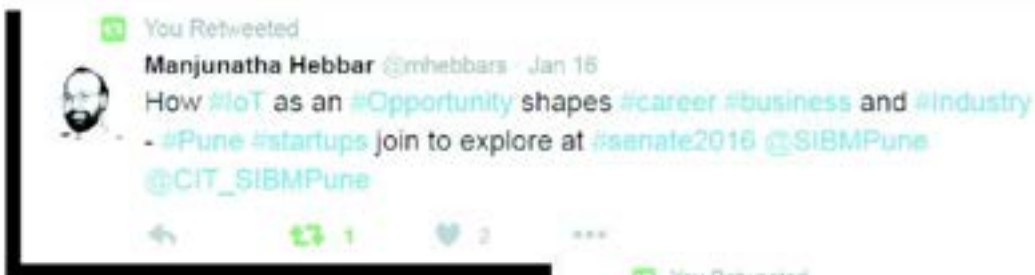
The Internet of Things (IoT) may mean more than simply having devices and machines connected and talking to each other. It potentially represents a profound shift affecting the way businesses and society operate. Significant developments in communications, energy and transportation are poised to turn industrial-era institutions upside down. For the first time in history, economic life in society is going to be completely transparent. The playing field is going to be leveled. ... See More

The Connected Reality
 Sizing up the business opportunity

700 people reached



The Senate 2016



Main Events

The Senate 2016



The Economic Times Advertisement



Corporate Interface Team (Senior & Junior Team)

Main Events

The Senate 2016



Panel Members of India's Global Footprint, preparing for their discussion



Dr. Vinod Nowal, Deputy Managing Director | JSW, addressing the students



Mr. Umesh Durve, CEO | Reliance Jio Inforcomm, sharing his thoughts on The Connected Reality



Mr. Manjunatha Hebbar, Founder, Chief Executive | Buoyanci sharing his thoughts on The Connected Reality



Main Events

The Senate 2016



Mr. Raju Wadalkar, CTO | Tech Mahindra sharing his thoughts



Mr. Satish Nadiger, Managing Director & CEO | John Deere performing the opening festivities



Mr. Prodipto Roy, Founding Director | Crimson Consulting discussing IoT with Mr. Sandeep Bhattacharya



Mr. Chandru Badrinarayan - Executive Director & Head of Client Coverage, South Asia | MSCI, addressing the students

Campus Connect Initiatives



Mahindra War Room 2015

Launch

Date: 15th July 2015

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.

Campus Final

Campus Connect Initiatives

Date: 7th October, 2015

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 Connect Initiatives



Mahindra War Room 2015

Campus Connect Initiatives



Mr. Prakash Wakankar, CEO | Mahindra Retail Pvt. Ltd.
addressing the students



Dr. R. Raman, Director | SIBM Pune, a part of the panel judging
the campus round, questioning the finalists



Campus Winners

Campus Connect Initiatives



Godrej Loud

Date: 17th July, 2015

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 17th July.

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. Henry Jenkins – World Renowned Academician and Author and Mr. Sunil Kataria – Head, India & SAARC |Godrej Consumer Products Ltd.

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

Campus Connect Initiatives



Godrej Loud



Campus Connect Initiatives



You Retweeted



Sunita Devrani @SunitaDevrani · 18 Jul 2015

@parmeshs @SIBMPune #GodrejLOUD Great Campus, super energy, we look forward to your dreams



Offline Promotions

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

1. Flash mob conducted during Godrej Loud 2015.
2. A promotional video which saw active engagement from the students end.
3. Distribution of personalized bookmarks during Arcturus 2015.
4. Introduction of Rite Bite Case Study Challenge for Arcturus 2015.
5. Buzz events like corporate housie and Just a Minute conducted which was greatly received.
6. Promotional Stickers and scrolls for The Senate 2016.

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 940 likes in June to the current number of 1766 likes.
3. A massive 87.8% 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. CIT gaining earned media through tweets by guest speakers.
5. Online quizzes before events for creating buzz and page engagement.



“An eloquent Mr. Kunal Shah truly drove the point home when he urged us to ride the wave of fast changing business ecosystem and apply our ideas in the real world instead of investing in bookish knowledge alone. Indeed a power session with lots of takeaways.”

- Harshad Sapre, MBA-I Finance, SIBM Pune

“An Invigorating talk by Mr. Kunal Shah. Really opened my mind to the new possibilities in today's startup ecosystems in India!”

Anirban Sarkar, MBA-I Finance, SIBM Pune

“The whole event was an amazing experience. Mr Kunal Shah connected so well with the audience and kept us all engaged. I liked his take on unconventional marketing which he believes is the future”

Venkatesh Prathik, MBA-I Marketing, SIBM Pune

“Mr. Kunal Shah's ways of interaction were exactly how a session should be- fun, interactive, informative, and unconventional and broke the barriers of formality and hence brought a change.”

Navdeep Tuli, MBA-I HR, SIBM Pune

“Only adjectives come to the mind - engaging, effective and informative. The session made us think, gave us goose bumps, and was successful in conveying the message of hygiene. Very Effective, Huge Takeaways with Gujju and Bong spiciness”

Akshay Jadeja, MBA-1 HR, SIBM Pune



“Arcturus 2015 was well formatted event providing the students a chance to listen to the thoughts and ideas of stalwarts like Mr. Jain and Mr. Bannerjee along with the panel discussion that gave the perspective of so many thought leaders, each highlighting a new and novel way of business transformation.”

-Monika Chockalingam, MBA-I HR, SIBM Pune

“Arcturus 2015 was a must attend for the likes of those who want to take their business forward and enter new spaces. It was interesting and enriching.”

- Dheeraj Rao, MBA-I Operations, SIBM Pune

“The Senate 2016 had leaders from such diverse backgrounds that it almost generated a real scenario of discussion to how India has to make its global mark more prominent and to work on IOT to expedite this process. A discussion like this gives one a real perspective of the real situation.”

- Shivangi Agrawal, MBA-I Marketing, SIBM Pune

“The Senate 2016 hosted at SIBM Pune was an experience that opened our mind to what lies ahead, India and in the world of technology. With discussions ranging from global network & relations, smart cities, the web of technology and what lies ahead, it was wonderful listening to the industry experts hosted.”

- Hullas Arora, MBA-I HR, SIBM Pune

THANK YOU NOTE

“ The Corporate Interface Team would like to take this opportunity to thank the Director Dr.Raman, Deputy Director. Prof.Vinod Shashtri, Head – Corporate Relations & Adjunct Faculty Professor Sandeep Bhattacharya, Administration Head Mr. Anand Singh, 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 “



ANNUAL REPORT ACADEMIC YEAR 20152016

Co-Curricular Team



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ABOUT COCURRICULAR TEAM

1. MISSION:

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

2. ABOUT THE TEAM:

Being one of the parent teams to serve the college since its inception, the Co-Curricular team is amongst the benchmarked council teams of SIBM Pune. 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 and give them an opportunity to express themselves. The Team believes in celebrating every occasion.

Our flagship event, TRANSCEND, is one of the most respected and sought after B-school festivals in the country. It has students coming together to concoct a heady cocktail of the most innovative games, case study competitions and the hottest cultural events in this part of the country.

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 indulge your creative and competitive urges to the maximum.

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

3. SIBM BRAND PROPAGATION:

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend 2016

4. VALUE ADDITION TO SIBM PUNE STUDENTS:

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

5. TEAM COMPOSITION:

(i) Senior Team:

- I. Divya Singh (Coordinator)
- II. Abhiram Venkitela
- III. Kinshuk Wadhwa
- IV. Sahil Bhavnani
- V. Shamindra Shinde
- VI. Shivam Goel
- VII. Zarna Thakkar

(ii) Junior Team:

- I. Anirban Sarkar
- II. Anish Shinde
- III. Gaurav Pachisia
- IV. Kundu Raghuveera
- V. Poorvika Vijayavargia
- VI. Sajjad Zaidi
- VII. Saurabh Gaur

(iii) Interim Team:

- I. Akash Soni
- II. Anirban Sarkar
- III. Anish Shinde
- IV. Kundu Raghuveera
- V. Poorvika Vijayavargia
- VI. Sajjad Zaidi
- VII. Saurabh Gaur



ACADEMIC CALENDAR FOR THE YEAR 2015 – 16

6. B-SCHOOL AND CORPORATE COMPETITIONS

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

(i) Talaash (9 th July, 2015)

Talaash is an intra SIBM cultural event that served as a precursor to Aarambh '15 and Valhalla '15, XLRI. It is a cultural evening full of fun providing a platform for junior as well as the senior batch to showcase their talent by participating in teams. It was mandatory to have a mix of junior and senior students in each team. The event saw various performances in dance, music, instrumentals and band performances. Talaash was a great way to break the ice between the senior and junior batch and the shortlisted participants performed in Aarambh'15 – Intra Hilltop Cultural Function and Valhalla'15 – XLRI's Sports and Cultural Festival.

(ii) Aarambh (11 th July 2015)

The Co-Curricular Team, SIBM Pune partnered with other Co -Curricular student teams from sister institutes atop the Lavale hilltop campus for Aarambh'15. Aarambh is a platform for students of SIBM, SIMC, SITM, SSBF, SSF and SIT to showcase their talent. SIBM students gave an energetic performance in group dance and singing and were well appreciated and cheered by the crowd.

(iii) Colosseum 2015 (4th to 6th August, 2015)

Colosseum is the event where MBA 1 and MBA 2 students of SIBM Pune compete against each other in a series of cultural events. The aim of the events is to break the ice between the seniors and juniors. Various events like Master Chef, Treasure Hunt, Dance, Fashion Show and Singing were organized during three days of the event. The event definitely bridged the gap between the two batches in a fun and vibrant environment.



(iv) Transcend Buzz Events

1. Bonfire Night (22 nd December, 2015):

The Co-Curricular Team decided to make Christmas a little more memorable by hosting a Bonfire Night at the amphitheater. Santa Caps were distributed to students to enhance the celebratory atmosphere. The amphitheater was lit up with decorative lights and music arrangements were made to make the event more lively and colorful. Active participation was seen from not just SIBM students but students from other campuses as well. The students enjoyed singing, beat boxing and dancing around the bonfire. Food arrangements were also done to satiate the hunger pangs.



II. Ethnic Day (22 nd January, 2016):

Ethnic day was conducted by the Co -Curricular Team as a buzz event prior to Transcend 2016 . Students were invited to dress up in ethnic attires. The event was conducted in front of the Old Boys Hostel. The event constituted of various games, flash mob, singing and dancing. Photo Booth was an added attraction. Interesting titles like ‘Best Dressed’, ‘Miss High Heels’ etc were given out to students. Food stalls were arranged to make the event more flavorful. The event was a huge success and it made a good sight to watch so many people dressed up in traditional attire. It was also a great way to promote our annual Management and Cultural Festival - *Transcend* .



III. Live Music (28th January, 2016):

Few days prior to our Annual Fest - Transcend 2016, the team organized Live Music atop a Road-show Van. During the day, the road -show van was used to advertise and promote Transcend 2016 in various colleges and malls of Pune city. During the night, the van was stationed near to Mid -Night Canteen where live music was arranged. Drums, guitar, mikes and speakers were set up on the road -show van to give a ‘Music on Wheels’ feel. The talented singers kept the audience enthralled and entertained. Flash mob and games were also organized and gift coupons were distributed to the winners.



(v) **Transcend 2016 (29th to 31st January, 2016):**

Organized by the Co-Curricular Team, Transcend is SIBM Pune's annual Management and Cultural Fest. Being one of India's biggest B-School event, 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 and talent in our challenging and engaging events. This time Transcend'16 conducted ten Management Events like Marketshastra, cHRySalis, Opstrat and also two new management events – Mock Stock and Barter Master were added. Ten cultural events were also conducted namely Rampage, Swing in Sync, Rocktopus, Transcend's Got Talent etc. Flagship events – 'Last Man Standing' and 'Strategia' were also conducted with great vigor.

Along with the management and cultural events, Transcend also played host to star events like Miss India Organization's Campus Princess Pune Auditions, judged by Miss Grand International Runner Up - Vartika Singh, Band performance by Raagalogik, Bollywood DJ Night by DJ Suketu and EDM DJ Night by DJ Zaeden. While the evenings were kept entertained by the celebrity performances, the days were kept amused with events like Stand up Comedy Show by Daniel Fernandes, Stunt Show and Quiksilver Skating Workshop happening in the campus. With all of this and much more, the campus buzzed with energy, enthusiasm and cheer. Since no celebration is complete without food, Transcend 2016 provided its patrons with options of various delectable foods. The fest surely satiated the taste buds of the general public as well as the gastronomists.

Transcend 2016 was filled with vitality and dynamism. It was a fine balance between cognitive challenges and dancing nights. Transcend 2016 was a grand success and the 26 years legacy was not just maintained, but enhanced.

I. Celebrities Galore At Transcend 2016

- Day 1 (29 – Jan – 2016):
 - Mr. Subi Sameuls, Ace Bollywood Photographer, Nescafe Labs Photography Workshop, MTV India
 - VJ Jose, Nescafe Labs Workshop, MTV India
 - Miss. Vartika Singh, Miss. Grand International Runner up, Femina Miss India

- Day 2 (30 – Jan – 2016):
 - Mr. Daniel Fernandes, Stand Up Comedian, Canvas Laugh Club
 - DJ Suketu, Bollywood DJ Night, MTV Bollyland

- Day 3 (31 – Jan – 2016):
 - DJ Zaden, EDM Night, VH1 Supersonic

II. Sponsorship For Transcend 2016

| List of Sponsors onboard for Transcend 2016 | |
|--|--------------------------|
| <u>Title</u> | <u>Company</u> |
| Title Sponsor | M Suresh |
| Associate Sponsor | Mahindra & Mahindra Ltd. |
| Event Sponsors | OUWT |
| | Goel Ganga Group |
| Event Partners | Miss India Organization |
| | Comedy Central |
| | Concord Spaces |
| | Amar Builders |
| | Nescafe Labs |
| | Comic Con Express Pune |
| | MTV India |
| BDM Night Partner | MTV Bollyland |
| EDM Night Partner | VH1 Supersonic |
| Banking Partner | Punjab National Bank |
| Travel Partner | Zoomcar |
| Online Quizzing Platform | Dare2Compete |
| Online Food Partner | Zomato |
| Merchandise Partner | Quiksilver |
| Food Partner | Kobe Sizzlers |
| | Smokin' Joes Pizza |
| | Domino's Pizza |
| | Henney's Food Truck |
| | Burgertron Food Truck |
| Beverage Partner | Café Coffee Day |
| Dessert Partner | Havmor Ice Cream |
| Gifting Partner | GiftXOXO |

Total Sponsorship – ₹ 15,00,000/-

Total Prize Component – ₹ 10,00,000/-

III. Transcend 2016 Participation:


Number of Participants – 7888 Students

Number of Teams – 3502

Number of participating Colleges – 349

IV. Major Participating Colleges:

| | |
|---|---|
| Faculty of Management Studies, Delhi | International Management Institute, Delhi |
| Narsee Monjee Institute of Management Studies, Mumbai | Jamnalal Bajaj Institute of Management Studies Mumbai |
| Indian Institute of Foreign Trade, Delhi | Management Development Institute, Gurgaon |
| Indian Institute of Management, Ahmedabad | Indian Institute of Management, Bangalore |
| Indian Institute of Management, Calcutta | Indian Institute of Management, Indore |
| Indian Institute of Management, Lucknow | Indian Institute of Management, Kozhikode |
| Symbiosis Institute of Management Studies, Pune | Institute of Management Technology, Ghaziabad |

| | |
|---|---|
|  <p>Goa Institute of Management, Goa</p> | <p>XLRI – Xaviers Management Institute, Jamshedpur</p> |
| <p>Symbiosis Center for Management and Human Resources Development, Pune</p> | <p>National Institute of Industrial Engineering, Mumbai</p> |
| <p>Indian Institute of Management, Ranchi</p> | <p>T A Pai Management Institute, Manipal</p> |
| <p>Indian Institute of Management, Trichy</p> | <p>Xavier’s Institute of Management , Bhubaneswar</p> |
| <p>Great Lakes, Chennai</p> | <p>Indian Institute of Technology, Delhi</p> |
| <p>Mudra Institute of Communications, Ahmedabad</p> | <p>Symbiosis Institute of Business</p> |

(vi) Management Day (12th March 2016)

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

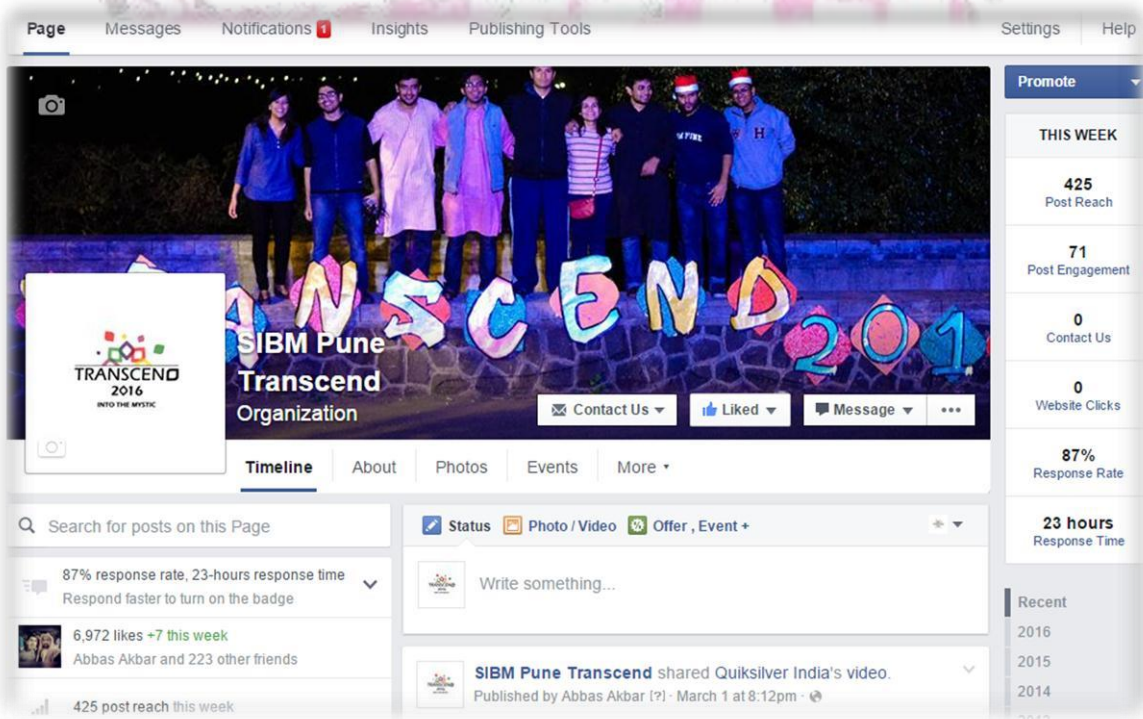


BRANDING OF TRANSCEND 2016

7. ONLINE PROMOTION



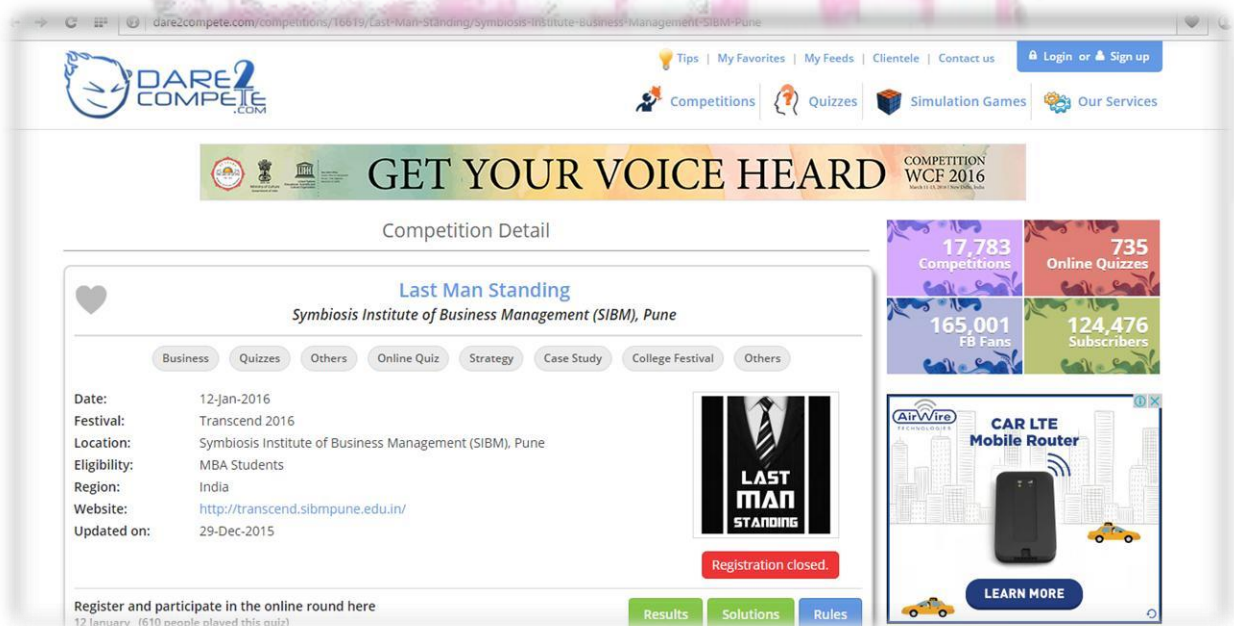
Transcend 2016 Official Website



Transcend 2016 Facebook Page



Transcend 2016 Twitter Page



Promotion on Dare2Compete

www.knowafest.com/2015/12/transcend-2016-symbiosis-institute-business-management-pune-cultural-fest.html

KNOWAFEST.COM
CAMPUS FESTIVALS IN INDIA

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Home » Cultural Fests , Cultural Fests in Maharashtra , Cultural Fests in Pune , January 2016 , Maharashtra , Management Fests , Pune , Symbiosis Institute of Business Management Pune , Transcend 2016 » Transcend 2016, Symbiosis Institute of Business Management Pune, Pune, Management and Cultural Fest, Maharashtra, January 29-31 2016

Transcend 2016, Symbiosis Institute of Business Management Pune, Pune, Management and Cultural Fest, Maharashtra, January 29-31 2016

Friday, December 04, 2015

Share with Friends : [Share](#) [Tweet](#) [G+](#) [Share](#)

Event Name Transcend 2016
Category Management and Cultural Fest

LONG WEEKEND ALERT

For Further Details
Log on to:
www.mbsgroup.in
OR
eMail Us:
support@mbsgroup.in
OR
Call: 98235-48095

Promotion on KnowAFest

TRANSCEND 2016
INTO THE MYSTIC

HAVE YOU EVER TARP SURFED?

QUIKSILVER

Quiksilver India
January 31 · 🌐

You don't need a wetsuit, you don't need a surf board. All you need is the will to try something absolutely amazing. Tarp surfing, haven't done it yet? Don't miss your chance! Head over to our Tarp surfing arena at SIBM Pune Transcend today! #QuikScend2016 Symbiosis Institute of Business Management - SIBM, Pune

Like Comment Share

414 Top Comments

2 shares

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Write a comment..

People You May Know See All

Krishan Kumar Sharma
1 mutual friend
[Add Friend](#)

Promotion by Others – Quiksilver



MTV Bollyland
Like This Page · January 28 ·

Students of SIBM Pune, get ready!
#MTVBollyland is bringing the party to your college!
Get ready to groove to the tunes of the amazing DJ Suketu

Like Comment Share

22

1 share

Write a comment...

People You May Know See All

Chamu Danala
1 mutual friend
Add Friend

Promotion by Others – MTV & VHI Supersonic

LABS Photography Catalyst Workshop

Like Page

More Videos by MTV Splitsvilla

Previous · Next



MTV Splitsvilla

Watch MTV presents NESCAFÉ LABS photography catalyst workshop with the one and only Subi Samuel along with VJ José & Danielle Canute at SIBM Pune Transcend

Shared with: Public

997 Views

Embed Video

Don't forget to apply for the PHOTOGRAPHY CHALLENGE and get a chance to be the



Promotion by Others – Vh1 Supersonic



Promotion by Others – Campus Princess



ANNUAL REPORT 2015– 2016



INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

| | |
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| SIRP and CRP..... | 19 |
| Promotional Activities..... | 20 |
| Closing Note..... | 21 |

Introduction

The main objective of the **Information Systems and Media Relation Team** or **The PR Team** is to be the voice of SIBM Pune by facilitating communication between the college and the outside world. Some of the team’s main activities are:

- Managing SIBM Pune’s various communication handles such as social media, online education and news portals
- Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus
- Conducting interviews of corporate guests, alumni and visiting faculty
- Content generation in the form of articles, reports, posters and videos for various stakeholders which include students, alumni and corporates
- PR and Promotions for other council teams
- Organise workshops and events that highlight the growing importance of public relations and media management
- Manage the institutes IT infrastructure which is vital towards knowledge sharing between students, the placement team, faculty and college administration. These activities include managing PAT Portal and Infodrome

Team Composition

Coordinator—Priya K.

Senior Team

| | |
|----------------|--------------------|
| Aman Bhardwaj | MBA II, Marketing |
| Amartojit Basu | MBA II, Marketing |
| Chhavi Chauhan | MBA II, HR |
| Daksh Sahni | MBA II, Operations |
| Jayati Narula | MBA II, HR |
| Karan Sood | MBA II, Marketing |
| Priya K. | MBA II, Marketing |

Junior Team

| | |
|--------------------|------------------|
| Azeem Ranpuri | MBA I, Marketing |
| Hitesh Paikra | MBA I, Marketing |
| Smit Pandey | MBA I, Marketing |
| Surbhi Prasad | MBA I, HR |
| Swati Gupta | MBA I, Marketing |
| Temsumongba Samuel | MBA I, HR |
| Utsav Parekh | MBA I, Marketing |
| Vishal Bhardwaj | MBA I, Marketing |

Interim Team

| | |
|---------------|-------------------|
| Amit Bonde | MBA I, Operations |
| Saurabh Gupta | MBA I, i&e |
| Surbhi Prasad | MBA I, HR |
| Swati Gupta | MBA I, Marketing |

| | |
|--------------------|------------------|
| Temsumongba Samuel | MBA I, HR |
| Utsav Parekh | MBA I, Marketing |

1. Vritaanta

iSMaRT has conceptualised and designed SIBM Pune's campus magazine *Vritaanta*. The magazine serves many purposes. It acts as a conduit for campus and competition related news. It creates out-of-classroom interaction between faculty and students. It is also a forum which celebrates the creativity of the student body.

This is the second year of *Vritaanta*. A channel through which communication happens between students, faculty, and the business world, *Vritaanta's* inception has been a unique step forward for SIBM Pune.

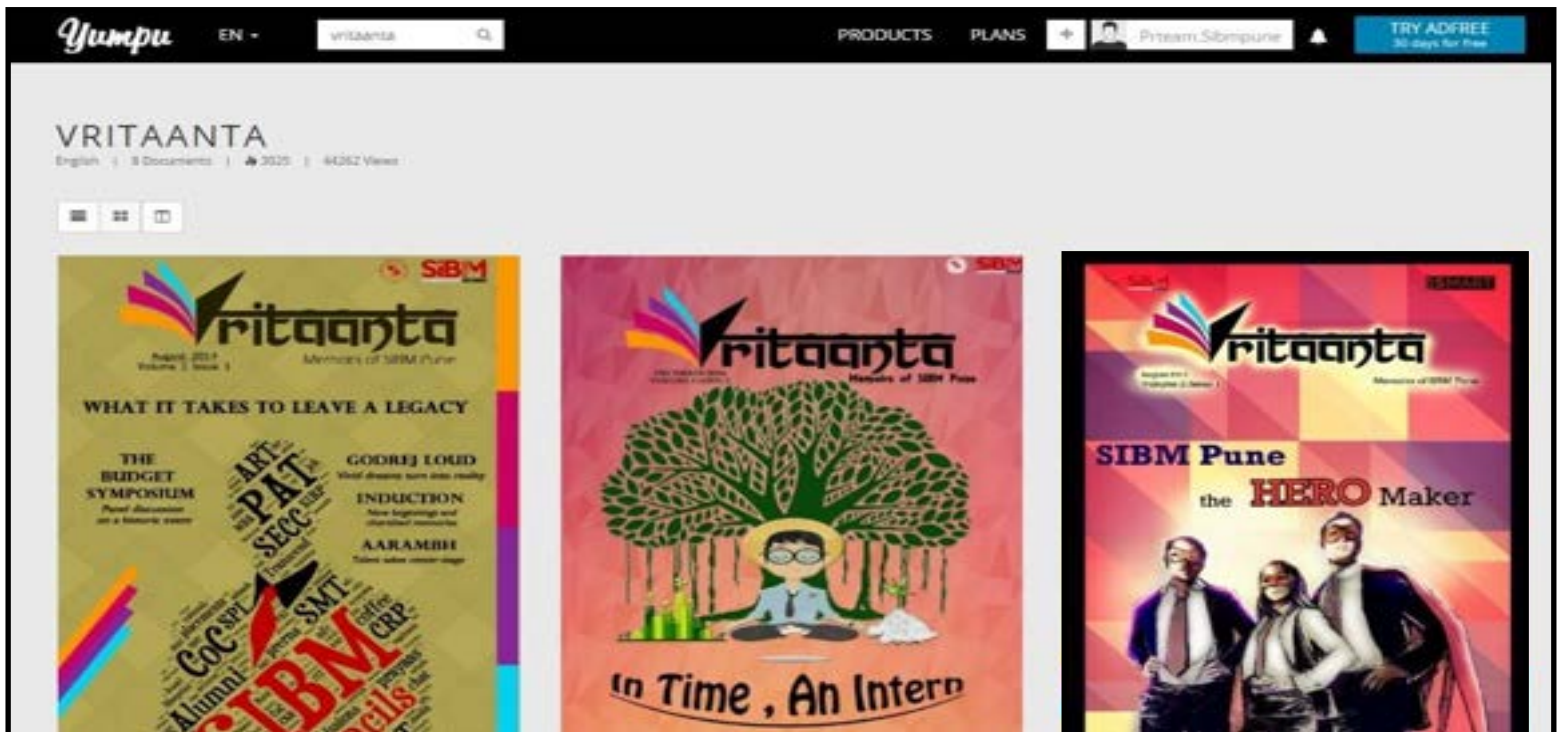
Vritaanta's primary purpose is to create a platform for engagement. As well as creating an archive of student achievements as well as showcasing the efforts of the student body to corporates. This academic year *Vritaanta* saw many corporate, alumni and faculty contributions, some of the published articles include:

- *Human Capital: Worth its weight in gold!* by Rubaina Chauhan, Assistant Manager—PD & Rewards at Vodafone
- *Greece-waale Bailout Le Jayenge and 80 years of RBI. The boot on the other foot* by Professor Manasi Phadke.
- *Disruptor in the FMCG sector* by Dr. V.V Ravi Kumar
- *SIBM Pune in memories* by alumna Divya Prakash Dubey, renowned author of 'Masala Chai' (2014) and 'Terms and Conditions apply' (2013).

Digital issue

Yumpu and issuu

There has been significant improvement in number of page views for the latest issues of *Vritaanta*. To ensure higher visibility *Vritaanta* has been uploaded in popular magazine and content sharing site Yumpu and issuu, *Vritaanta* has seen **over 44,000** unique page views, Yumpu links have also been shared through SIBM Pune's various social media handles including Facebook and Twitter. It has also been featured regularly in SIBM Pune's Official website. *Vritaanta* is gaining traction as an effective method for aspirants and recruiters alike to catch up on the latest news, achievements, events and updates from SIBM Pune.



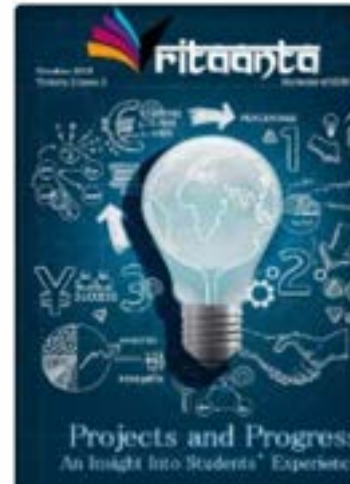
Print issue

- **Volume 2 Issue 1:** 200 copies printed; reached major recruiters and distributed by the Placement Advisory Team and Alumni Team in addition to faculty and students
- **Volume 2 Issue 2:** 300 copies printed; ‘the CRP issue’ increasing its reach through 100 copies shared with PAT and the Alumni team, also to large corporate houses through CIT in addition to faculty and students.
- **Volume 2 Issue 3:** 300 copies printed; shared with PAT and the Alumni team. 200 copies to be distributed to the new batch of 2016-18.





The magazine was imagined as a platform for connecting those who are, were, and will be a part of this great family.



Benefits for students

- Aids in branding SIBM Pune
- Helps provide information to corporates and alumni about the campus life, various events and activities of SIBM Pune
- Serves as a platform for students to contribute
- Platform for faculty to enlighten students
- Useful and engaging read for everyone

Timeline

- **AY 2015-16:** Three issues have been brought out; One in Semester I and two in Semester II
- **Resource Requirements:** 4 senior team members + 6 Junior Team Members
- **AY 2016-17:** five issues per year
- **Resource Requirement:** 7 senior team members + 7 Junior Team Members + 4 Volunteers

2. PRoelio

A brainchild of SIBM's PR Team, this competition places the limelight on the growing relevance of public relation skills in an MBA course. Whether by a PR agency for its clients, or as a company's in-house extended function of

marketing, or even as a firefighting measure after a crisis, public relations has now become part of the modern manager's skill-set.



PROelio is a national-level B-school event held on 18th January 2016. This year, the event opened with a shortlisting round based on the popular TV series, Dexter. Based on some fairly creative submissions, five teams (of three members each) were called for the final round, held on the 18th of January at the SIU Auditorium.

The final round of the event consisted of a case describing a PR disaster situation for the fictional Stark Industries. The Judges included **Mr. Rohit Chandavarkar**, an eminent journalist and Resident Editor of Sakal Times, **Mr. Roy Abraham**, Chief Manager, Sakal Times and **Prof P.K. Shreekumar**, a visiting faculty in SIMC and veteran Event Management expert. The standalone event saw participation of teams from various colleges including IIMR, IIT-M, SIMS, SCMHRD, XIMB, BIMTECH and many more. The sponsors for the event included Khaitan Electricals, Unicorn Pvt. Ltd., The Chaai, Pune and Sakal Times (Media Sponsor).

Benefits for students

- Greater understanding of the Public Relations function
- Chance to showcase media savvy during a simulated press conference
- Engage students from other B-schools

Timeline

- **AY 2015-16:** Once a year
- **Resource Requirements:** 7 senior team members + 7 Junior Team Members
- **AY 2016-17:** Once a year
- **Resource Requirements:** 7 senior team members + 7 Junior Team Members

Budget

The **non sponsored** component was used from the budget allocated for the year 2015-16. The **sponsored** component of **Rs. 20,000 in cash** was generated from PRoelio sponsor **Khaitan Electricals**. Another component of Rs.5000 is to be generated from the same sponsor.



3. SIBM Pune's Online Presence

iSMaRT controls the official Twitter, YouTube, Facebook, LinkedIn and Flickr accounts of SIBM Pune. These pages have become the face of SIBM Pune's online presence. We will grow our online presence by continuously posting the achievements of the students as well as the events happening on campus.

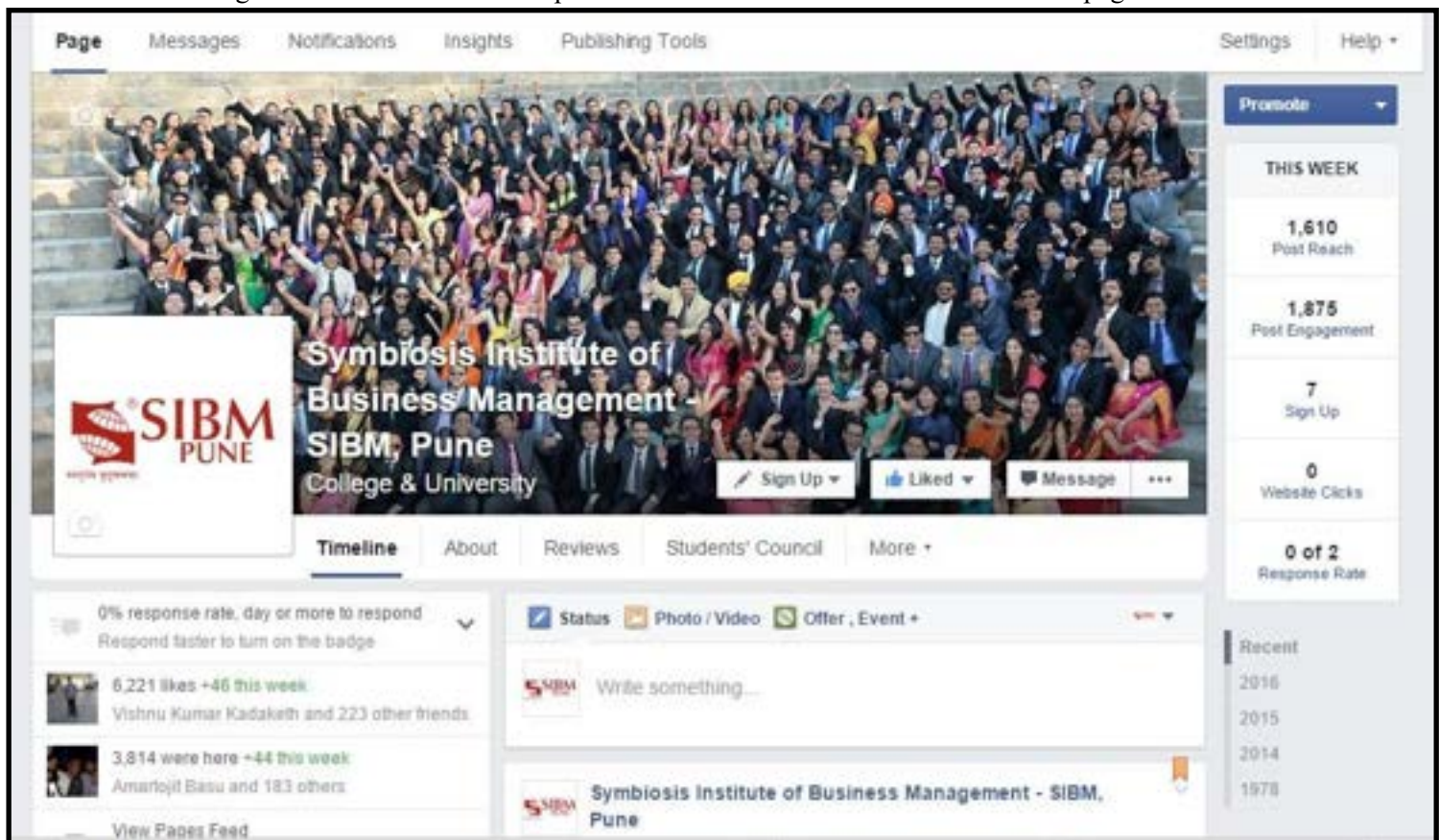
iSMaRT also works closely with the other council teams to conceptualise a digital promotion strategy for the aforementioned events. From the coming year iSMaRT will handle will taken upon itself the job of internal coverage, content sharing and promotion of the various college and student activities. The academic year 2015-16 has seen extensive coverage for all campus events and competitions in the online editions of *Vritaanta*, articles shared in

various sites as well as several video interviews of industry leaders which are available for viewing on SIBM Pune's YouTube page. Guest lectures and corporate events can also be viewed on the youtube page of SIBM Pune.

Facebook

The SIBM Pune official Facebook Page was launched in the academic year 2014-15. Through the year, iSMaRT has put in the effort to cover every triumph and achievement of students of SIBM Pune. Updates of activities taking place at the institute, in addition to News of the Institute, covered within *Vritaanta* and in third-party news agencies (online and offline) is shared via the Facebook page on a regular basis.

As a result of the Team's constant efforts, the reach of the official SIBM Pune Facebook page has risen from 2002 organic Likes on February 2015 to **6200** organic likes as on February 2016. For the academic year 2016-17 we plan to associate with SRV media as a digital media consultant to help increase the reach of SIBM Pune's facebook page.

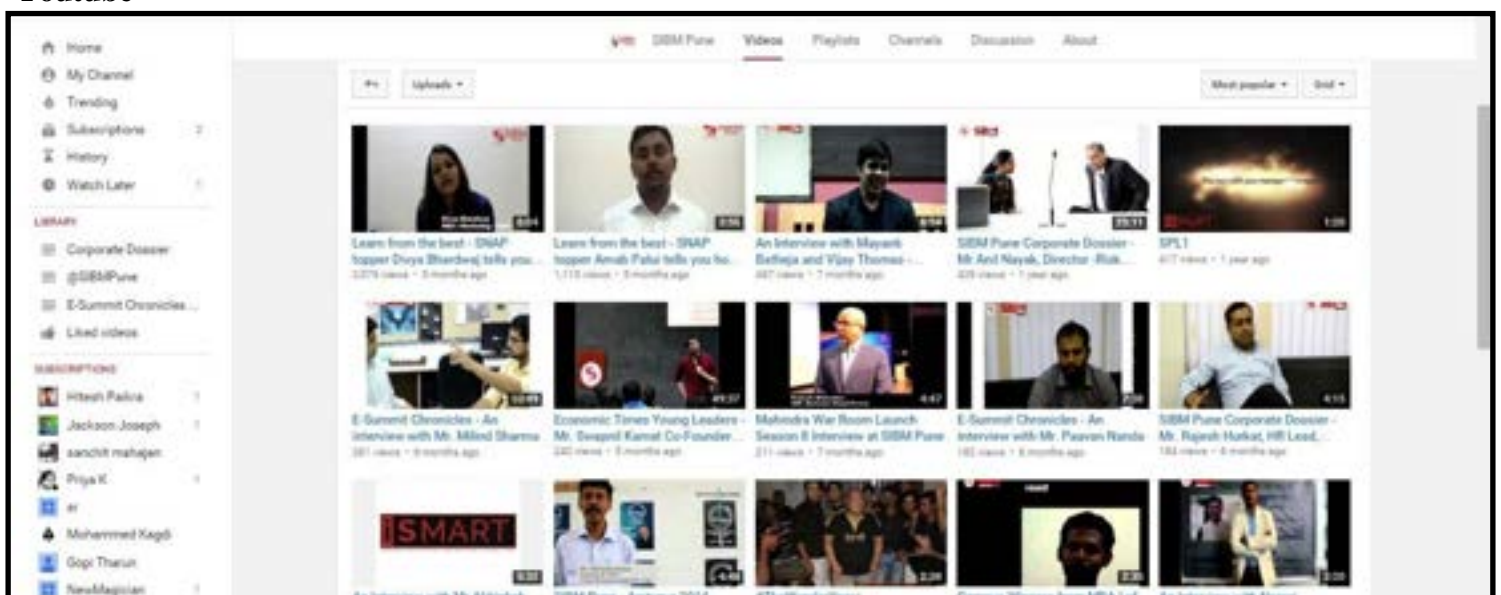


Twitter



We have a strong presence on Twitter with **3811** followers. Our followers include large number of Alumni and Corporates such as Sandeep Raut as well as twitter celebrity and alumnus Gabbbar Singh. There is huge engagement on this platform especially to create brand awareness of SIBM Pune.

Youtube

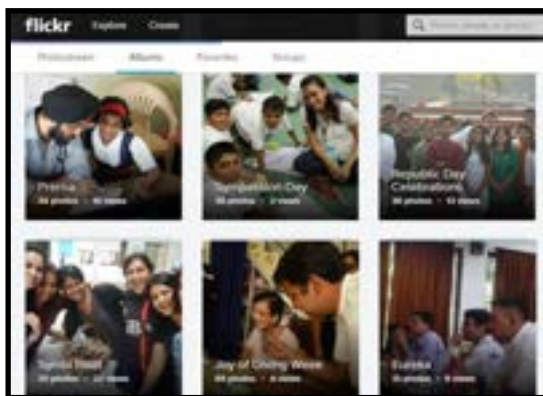


YouTube channel of SIBM Pune streams the interviews with eminent personalities, student achievers and more . It further covers these major aspects:

- Corporate Interviews
- Alumni Interviews
- Student interviews - achievers, internships, live projects etc.
- Promotional videos for other events
- Streaming of events on campus

The youtube page of SIBM Pune is growing in popularity with a high number of subscribers and an average view count of 2000 the PR team plans to create more engaging content in the academic year 2016-17 with the release of

SymbiTube which will serve as a one stop destination to catch up with the latest news from SIBM Pune, it will be both entertaining and informative a pilot episode is planned for release on March 10th 2016.



Flickr

It is the online photo portal for all the events that take place in the institute. It is being updated on regular basis and same is shared on various social media platforms.

LinkedIn

SIBM Pune’s LinkedIn account has a huge fan base of over 6000 followers with over 5700 connected alumni Most of the followers are alumni of the institute. Also, the reach extends to all the people connected to the network of the institute.

Timeline

Year Round Activity Budget

The costs involved in consolidation and content creation till now have been zero in AY 15-16.

For AY 16-17 **boost post** costs has been considered for facebook, so as to increase the reach of the SIBM Page.

4. Integration with online news platforms

On a regular basis, articles and news on campus activities are sent out to online news platforms such as InsideIIM.com, HTCampus, Career Anna, etc. Articles are published on these platforms on weekly basis. These articles include all around activity on the campus and related to the institute outside the campus as well.

Our focus is on developing sound relationships with these online news platforms. We have achieved success with HTCampus, a subset of Hindustan Times, whose campus journalists are now willing to come on campus and cover our events and laurels won. A Campus Journalist is also due to interview the Director over telephone at mutual convenience.

We believe that it shows greater authenticity when our events are covered by a third party, especially online where unauthentic sources of information are rife. For this reason, we have focussed on these online resources as a credible alternative for coverage.

Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals.

We are now in the continuous process to engage with the print medium as well, for the coverage of the events and news.

These featured articles helps us to expand our online presence and to connect with our huge audience base in India and abroad.

Furthermore, an online search for SIBM Pune would throw up many related articles which add immense value to the brand image of the Institute, and are hosted on completely neutral third-party websites. This adds further credibility to the claims made by the institute.

InsideIIM

This Academic Year SIBM Pune has published over 30 articles excluding the various student and faculty articles. There has been visibly high engagement from the various posts made in InsideIIM.



HT Campus News Coverage

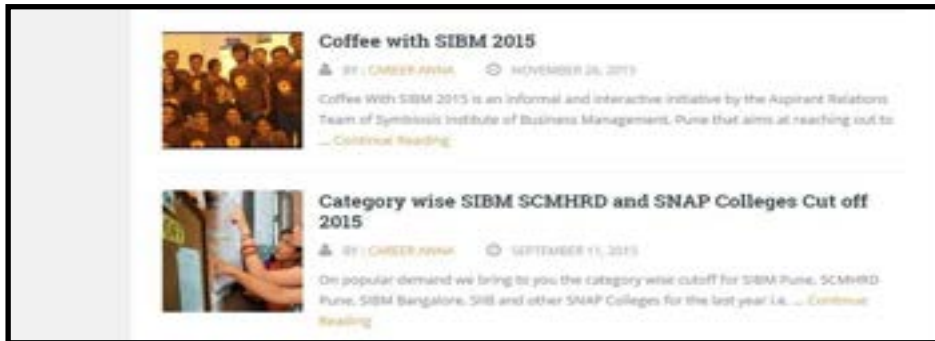


Several articles have been published during the academic year 2015-2016. They feature the most recent and engaging corporate events on campus.

CollegeBol- College Reviewer



Career Anna—SIBM Pune Archives



Timeline

- **AY 2015-16:** Year-round activity
- **Resource Requirements:** 2 senior team members + 2 Junior Team Members
- **AY 2016-17:** Year-round activity
- **Resource Requirements:** 2 senior team members + 4 Junior Team Members **Budget**

In AY 15-16 the budget requirements were zero as the events like **Prolieo** gave us the leverage to strengthen our association with these platforms.

In AY 16-17 **workshops on media marketing** have been proposed and this would help us network with online and print news channels more effectively.

5. Event Coverage and Interviews

One of the key activities of the PR team is to provide exclusive coverage of events and to interact with the guest speakers in engaging conversations. The interviews conducted serve as an insightful source of information for students, aspirants and knowledge seekers. We also helps bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles.

Interviews Conducted 2015-16

Corporate and Alumni Interviews:



- An Interview with Mayank Batheja Associate Vice President | Lenskart.com

- An Interview with Vijay Thomas - Customer Experience Manager | Harley Davidson Motor Company



- An interview with Mr. Paavan Nanda, Co-Founder, Zo-Rooms

- An interview with Mr. Mehul Shah, Founder AMS Investments



- An interview with Mr. Milind Sharma, Co-Founder, PepperTap & NuvoEx.

- An interview with Mr. Amit Taneja, Director of Cleartrip.com.
- An Interview with Mr. Madhurjya Banerjee Senior Global Brand

Manager, Lifebuoy at HUL



- Arcturus 2015 An Interview with Mr. Mayur Vora - Managing Director | Mapro Foods
- An interview with Mr. Rohan Chhazed (City Manager, ZoomCar)
- An interview Mr. Agam Garg (Marketing Manager, ZoomCar)
- An Interview Mr. Krishna Teja Management Trainee at ITC Ltd.
- An Interview with alumnus Mr. Neeraj Ghaywan , Director award winning film Masaan
- An Interview with Mr. Vicky Kaushal
- An interview with Mr. Samar Singh Shekhawat, SVP, Marketing, United Breweries
- An Interview with Mr. Rajesh Hurkat, HR Lead, Project Nilgiri, Mondelez India
- Mahindra War Room Launch Season 8 Interview at SIBM Pune
 - Mr. Prakansh Wakankar CEO of Mahindra & Mahindra Retail Pvt.Ltd
 - Dr. Prince Augustin EVP-Group Human Capital Leadership and Development Mahindra & Mahindra Pvt.Ltd
 - Ms. Anisha Saluja, Mahindra & Mahindra Pvt. Ltd
 - Mr. Dhurv Bhanot, Mahindra & Mahindra Pvt. Ltd
- An Interview with Mr. Debashis Patnaik, Senior Director & Head of Human Resources, India Centre of Excellence | EMC Corporation.
- An Interview with Mr. Piccolo Momin, HR, India COE, EMC Corporation
- An Interview with Dr. Vinod Nowal - Deputy Managing Director | JSW Steel Limited
- An Interview with Mr. Satish Nadiger - Managing Director & CEO | John Deere India Private Limited
- An Interview with Mr. Chandru Badrinarayanan - Executive Director & Head of Client Coverage, South Asia | Morgan Stanley Capital International (MSCI)
- An Interview with Mr. Mukul Khare - Associate Vice President | ThysennKrupp
- An Interview with Mr. Raju Wadalkar - CTO | Tech Mahindra
- An Interview with Mr. Rahul Pimpale, Senior Manager - Credit Risk at Volkswagen Finance Ltd.
- An interview with Mr. Swapnil Kamat Co-Founder & CEO | Work Better



Student and Achiever Interviews

- CFA Institute Research Challenge Campus Selection - An interview with the Panel
- Campus Winners from MBA I of Snapdeal-Xolo Marketer of the Year Case
- Henkel Innovation Challenge - Interview with our National Runners up
- An interview with Jyoti Prakash Mallick MBA II HR



- Learn from the best - SNAP topper Divya Bhardwaj tells you how to crack the test
- Learn from the best - SNAP topper Arnab Palui tells you how to crack the test
- An interview with Telenor Youth Forum competition Regional Winner - Vinay Bahety SIBM Pune
- Interview of Student Live Projects Sai Kripashankar, Shreya Sen, Anirudh Durbha, Shreyank Deoras and Mandeep Sandhu
- Interview on Internship experiences Meghna Biswas, Karan Kaul, Mandeep Sandhu, Pooja Ninan and Aparna Kumar
- Interview of Student Achievers Aastha Chawla, Rachit Chilana, Rupinder Saini and Mandeep Sandhu

Guest Lectures and corporate event Coverage

- 10 Unconventional Tips From a Young CEO
- ET Young Leaders Session by Mr. Swapnil Kamat Co-Founder & CEO | Work Better
- Event Coverage for Senate 2016 and Imperio 2016 conducted by the Corporate Interface Team.
- Event Coverage for Prerna and Consulting Fair conducted by SECC.
- Event Coverage for Transcend 2016 conducted by the Co-curricular Team.
- Event Coverage Gravitas 2016 conducted by the Sports Management Team.
- Event Coverage article on Organisational Behaviour Lecture conducted by international Faculty Professor Jacob.
- Event Coverage of SPL 2016.
- Event Coverage and interview for Joy of Giving conducted by SECC.
- Event coverage and interview of aspirants, Admissions 2016. In association with Aspirant Relations Team admissions promotion.
- Event Coverage Reliance—the ultimate pitch
- Event Coverage Axis Bank Moves



Timeline

Year Round Activity

Budget

The costs involved in conducting interviews and coverage activities within campus till now have been zero in AY 15-16.

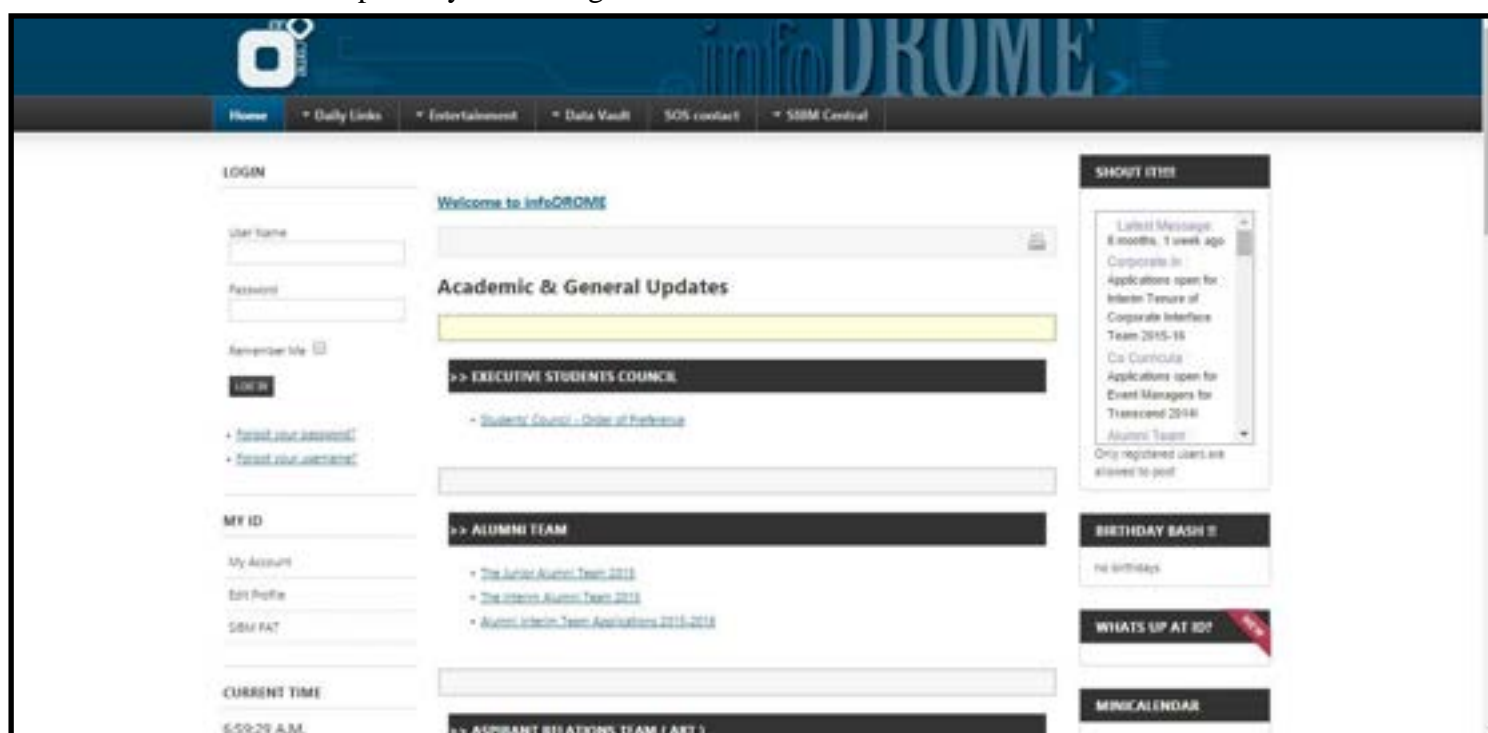
For AY 16-17 there are plans for the team to cover events outside the campus in association with other council teams so as to ensure new and high quality content.

6. Infodrome

‘Infodrome’, the lifeline of SIBM Pune’s administrative functioning is an intranet portal aimed at equipping the students with a platform which facilitates easy functioning of their day to day activities. These various functions include maintaining attendance, lecture timings, assignment details and schedules, faculty updates and daily notifications thereby enabling an efficient paperless environment. The collaboration at all levels between the staff, faculty and students ensure smooth functioning of the entire academic process.

The notifications and news articles add to the incentive of visiting the site, so much so that logging into Infodrome before starting the day has become a habit for students. The operational efficiency of SIBM in terms of studentfaculty interaction, knowledge-sharing, paperless administration, and speed of communication has increased through Infodrome.

To ensure that technology does not become obsolete, any robust application needs to conform to the latest technological trends. Hence, to make Infodrome more secure and reliable, a transition process is underway to upgrade it to the next version. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience. The upgrade would include revamp of the wired section of Infodrome so that a rich repository could be generated to aid the student.



Timeline

AY 2015-16: Year-round activity

Resource Requirements: 2 senior team members + 2 Junior Team Members

AY 2016-17: Year-round activity

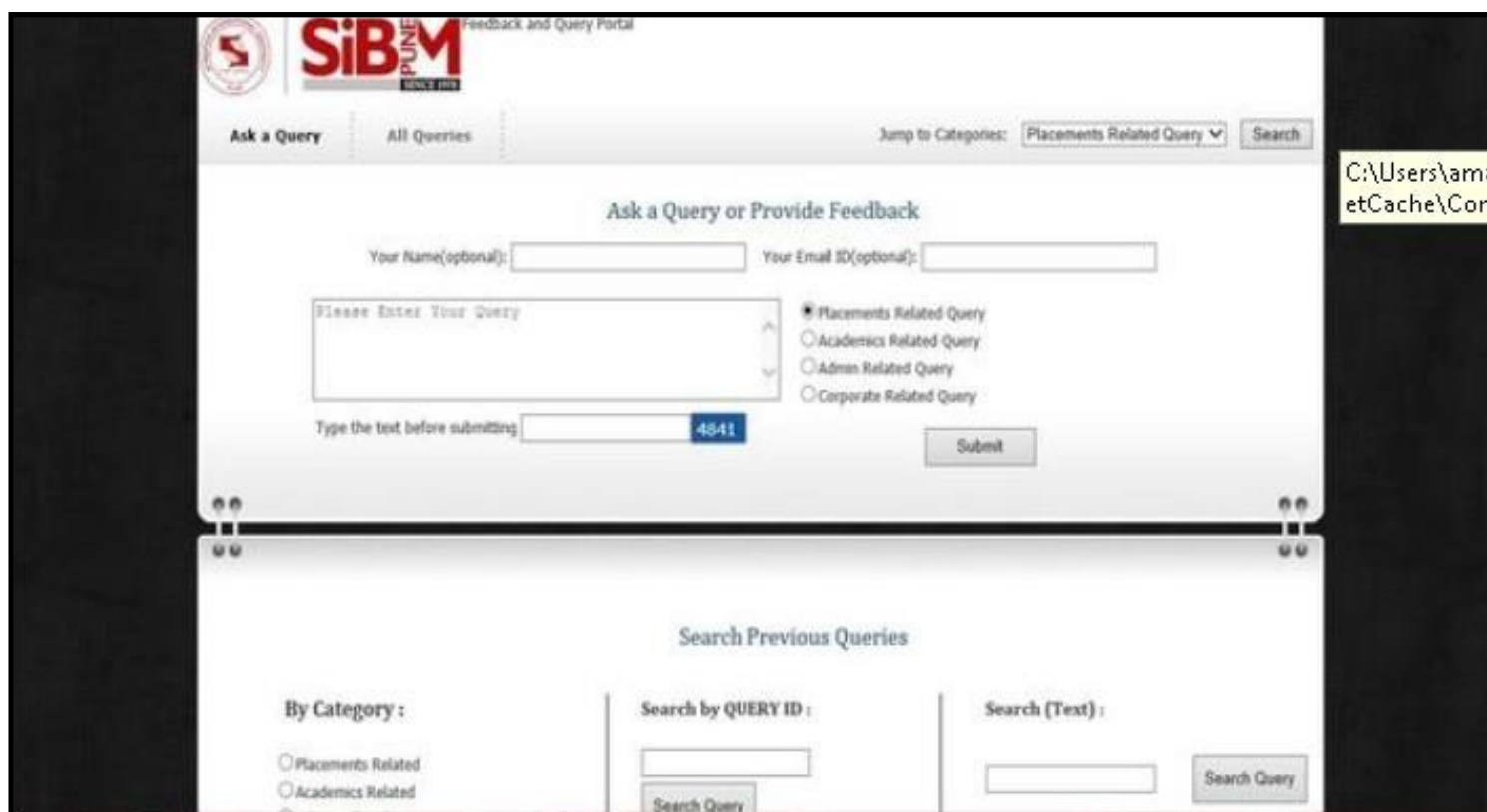
Resource Requirements: 2 senior team members + 2 Junior Team Members

Budget SIBM

IT

Query Portal

The Query Portal has been developed by Evonix Technologies and is managed by the iSMART team. The purpose of the portal is to raise a query or gather feedback from the students related to Placements, Academics, Admin or Corporate. It is available under the Daily Links tab on the Infodrome for quick access. The queries can easily be searched through required text or specific id's assigned to them.



Timeline

AY 2015-16: Year-round activity

Resource Requirements: 2 senior team members + 2 Junior Team Members

AY 2016-17: Year-round activity

Resource Requirements: 2 senior team members + 2 Junior Team Members

Budget

SIBM IT

7. SPL Super Selector

iSMaRT has developed an online platform to enhance the experience of Symbiosis Premier League. The event gives students a chance to select teams and players during SPL and earn points based on their performance in live matches. Developed on the lines of ESPN Super Selector, the portal has seen wide participation and generated a lot of excitement.



Timeline

One Month

Resource requirements: 2 senior team members + 3 junior team members

Budget

Prize Money from sponsors and kind component in form of vouchers.

8. SIRP and CRP

SIRP and CRP Process – iSMaRT assists the Placement Advisory Team in the smooth functioning of SIRP and CRP process by online submission of resumes and implementation of SIRP and CRP CV codes module on Infrodrome in a timely manner.

SIRP wiki and CRP wiki repositories were formed in alliance with the Placement Advisory Team to help students refer to processes and testimonials of the previous batches.



Timeline

Year round activity

Resource requirements: 2 senior team members + 2 junior team members

8. Promotional Activities

iSMaRT is in constant collaboration with other student councils of SIBM Pune, we provide event promotions to other teams through various PR channels like Vritaanta (college magazine), Facebook (SIBM Pune page), Twitter (SIBM Pune account) and other online platforms and content sharing sites. Some of the promotional activities performed in collaboration with other councils for the year 2015-16 include:

- Promotional activities for Olympus and Encore organized by the Alumni Team
- Promotions of Admissions day organized by Aspirant Relations Team
- Event coverage Transcend 2016 organized by the Co-curricular Team
- Interview, coverage and promotion for Imperio and Senate organized by the Corporate Interface Team.
- Interview and coverage of guest lectures organized by the Placement Advisory Team
- Coverage of Prerna, E-Summit and Joy of Giving organized by SECC
- Coverage of Gravitas and SPL organized by Sports Management Team
- Promotion of internal academic activities organized by the Special Interest Groups

Live Tweeting

- Live tweeting of events such as Transcend organized by the Co-curricular Team.
- Live tweeting of SPL 2016 auction results.
- Twitter interview with celebrity Gabbbar Singh.
- On going on campus tweets on guest speaker or articles published. For eg : An alumnus, Mr. Amit Srivastava's book launch was tweeted on our page.
- Live tweeting of corporate events such as Asian Paints Quiz and Godrej Loud..

Timeline

Year round activity

Resource requirements: 2 senior team members + 5 junior team members

10. Closing Note

We would like to thank the Director Dr.Raman, Dy.Director. Prof.Vinod Shashtri, Mr. Anand Singh, Mr. Rajesh Bagewadi, Ms. Sae Gokhale and all faculty and staff in administration and other functions for their unconditional support towards the year round activities of the Information Systems and Media Relations Team. We would also like to thank the students of SIBM Pune for their constant support and active engagement towards building the brand of SIBM Pune.

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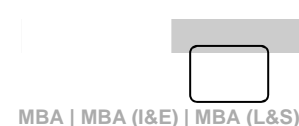
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RECRUITERS



RECRUITERS

Placement Reports (<https://www.sibm.edu/welcome/placement-report>)

SIRP Reports (https://www.sibm.edu/welcome/sirp_reports)

List of Recruiters (<https://www.sibm.edu/welcome/listofrecruiters>)

Contact (<https://www.sibm.edu/welcome/contact>)

PLACEMENT REPORTS

As a premier institution of India's B-School fraternity, SIBM Pune continued to enjoy immense confidence of the industry as testified by the phenomenal placement season for the batch of 2014-16. Campus Recruitment Programme 2015-16 at SIBM Pune concluded on a high note with record number of job offers secured by students in myriad sectors viz. FMCG/ FMCD, Consulting, E-commerce, BFSI, Telecom, Manufacturing and Technology, Information Technology, Pharmaceutical, Infrastructure, etc.

90% of the MBA 2014-16 batch secured placements within the first three days of the commencement of the placement season. SIBM Pune's unrivalled reputation was complimented with a record 77 organizations vying for the best talent in this year's recruitment programme. With one-third of the participating organizations being first time recruiters, SIBM Pune's reach across the diverse industry spectrum improved even further.

The excellent batch quality is reflected in the increased number of Pre-Placement Offers (PPOs) / Pre-Placement Interviews (PPIs) bagged by SIBM Pune's students through Summer internships and various national level corporate competitions which resulted in 30% of the 2014-16 batch securing Pre-Placement Offers.

Highlights

MBA 2014-16 batch received Pre-Placement Offers from various prominent organizations which included Asian Paints, Britannia, Asian Paints, Britannia, Gaggemini, Castrol, Coca Cola, Cummins India, Dell, GSK Consumer Healthcare, Godrej Consumer Products Limited and Associated Companies, Hindustan Coca Cola Beverages, HSBC India, ICICI Bank, Idea Cellular, IRMorgan Services, Mahindra & Mahindra Ltd., Nestle, Nomura Services, Pidilite Industries, Syngenta India, Tata Steel and Wipro among others.

The companies that participated in CRP for the first time included Bajaj Auto Ltd., Bharti Airtel, Bharti AXA Life Insurance, CarDekho, Cipla India, Dr Reddy's Laboratories, HT Media Ltd, Hewlett Packard Enterprise, Indus Valley Partners, KGK Group, Michael Page, Insurance, CarDekho, Cipla India, Dr Reddy's Laboratories, HT Media Ltd, Hewlett Packard Enterprise, Indus Valley Partners, KGK Group, Michael Page, Piramal Enterprises, SBI Cards, ShopClues.com, Trident Group, Vedanta Resources Ltd. to name a few.

Finance

Riding the growth in economy and financial sector, CRP 2015-16 was marked by the strong presence of recruiters from BFSI sector. Companies from manufacturing and consulting sector also offered niche finance roles to students. Students from finance specialization secured coveted job offers from companies like Citibank, Godrej Consumer Products Ltd., HSBC India, ICICI Bank, Indus Valley Partners, IRMorgan Services, Tata Motors, Vodafone India, etc. Some of the profiles offered to the students were Financial Planning, Investment Banking, Project Finance, Equity Research, Corporate Treasury, Business Advisory and Strategy, etc.

Marketing

Maintaining its stronghold as a preferred hiring destination for FMCG organizations, SIBM Pune Marketing batch bagged dream roles from companies like Asian Paints, Britannia, GSK, HCB, L'Oréal, Nestle, Pidilite Industries, etc. Other companies from FMCG, consumer goods, manufacturing, consulting, pharmaceutical and e-commerce sectors also recruited students for their coveted programmes which include Vodafone - Discover, Asian Paints LEAP, GCPL - Gallop, Airtel - Young Leaders Programme, Mahindra and Mahindra - GMC, etc. Some of the profiles offered under this specialisation were General Management, Sales, Marketing, Brand Management, etc.

Human Resources

Being one of the oldest B-Schools which provide quality management education in Human Resources, SIBM Pune strengthened its distinction as an institute which offers best talent pool of HR professionals. Industrial houses like Aditya Birla Group, ITC, Mahindra and Aditya Birla Group, ITC, Mahindra and Mahindra, Nestle India, etc. offered profiles like HR consulting, Industrial Relations, HR Analytics, Consultant, People & Organization, Organization & Talent, etc. Companies like EY, Vodafone India, Cipla India, Accenture, ICICI Bank, CSCO, HCB, Aviva India, etc. also recruited students in large number and reinforced their trust in the talented student pool of SIBM Pune.

Operations

Within a short time span, operations specialization has carved a niche for itself in the industry. Companies like CISCO, Cummins India Ltd., Genpact, IBM, Idea, M&M, Syngenta, ZS Associates, etc. offered profiles like Supply Chain Management, Consulting, Supply Chain Management, Quality Management, Global Procurement, Quality Management, Logistics, Technology Advisory, Operational Research

CRP 2015-16: Key Statistics

CRP 2015-16: Key Statistics

| Key Statistics | |
|-------------------|-----|
| No of offers made | 217 |
| No of recruiters | 77 |

| CTC Details | |
|---------------------------------------|-------|
| Average CTC (LPA) | 14.23 |
| Highest Domestic CTC (LPA) | 27.88 |
| Highest International CTC (LPA) | 30.00 |
| No. of PPOs | 60 |
| No. of accepted offers above 12 lakhs | 135 |
| No. of accepted offers above 10 lakhs | 170 |
| Average CTC (Top 50) (LPA) | 19.21 |
| Average CTC (Top 100) (LPA) | 16.53 |

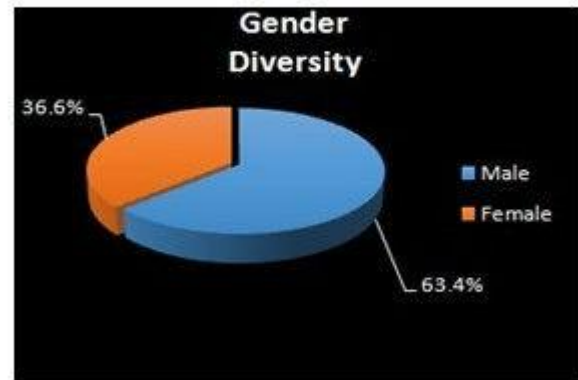
The increase in the number of offers this year depicts the industry's faith in SIBM Pune for the quality of students in a vastly growing and competitive market. The institute delivered again as always, by attracting leading companies which offered niche profiles to the students.

The Campus Recruitment Programme 2015-2016 (CRP)

The Campus Recruitment Programme 2015-2016 (CRP) at SIBM Pune was an opportunity to showcase its talent pool to the corporate world as well as for corporates to reiterate their confidence in the institute. The placement track record of SIBM Pune has shown a trend of exponential growth ever since its inception, indicating the continued focus of the Institute on the holistic development of students.

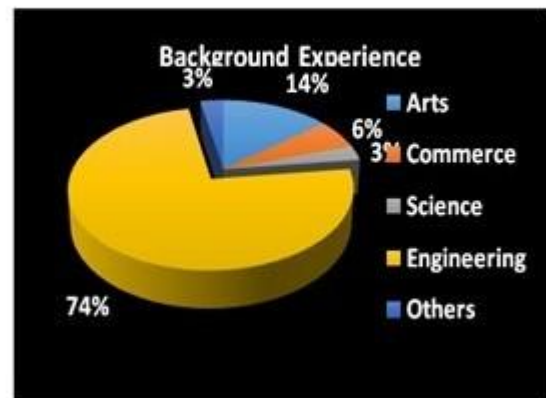
Gender Diversity

The Batch of 2014-16 consists of **36.6 %** of female candidates thus showcasing SIBM Pune's commitment of maintaining gender balance & diversity.



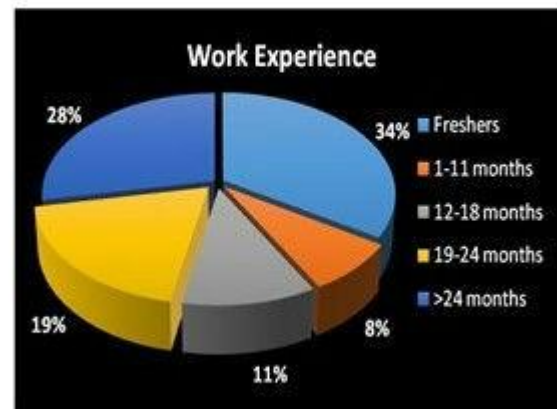
Background Experience

The batch of 2014 – 16 consists of diverse mix of students from diverse educational backgrounds as well as work experience. About **26%** of the students come from a non-engineering background.



Work Experience

SIBM Pune also provided the industry with a diverse mix of students in terms of prior work experience. Given below is the split of work experience in terms of number of months, indicating that there is a good blend of freshers and students with work experience across diverse domains.



Our alumni are our torchbearers and they contributed whole-heartedly in the holistic development of their alma mater. SIBM Pune extends warm gratitude to the illustrious alumni for their relentless pursuit in maintaining the legacy of brand SIBM Pune in the corporate world.

- Placement Reports 2014-15 (<https://www.sibm.edu/welcome/placement-report2014-15>)
- Placement Reports 2013-14 (<https://www.sibm.edu/welcome/placement-report2013>)
- Placement Reports 2012-13 (<https://www.sibm.edu/pdf/placementreport2012-13.pdf>)

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Symbiosis Society Site

(<http://www.symbiosis.ac.in/>)

Symbiosis Health Centre



(<http://www.schcpune.org>)

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Research and Scholastic Development Team Annual Report

2015 - 2016

Introduction

The Research & Scholastic Development Team (RSDT) is the research and business consulting cell of Symbiosis Institute of Business Management, Pune. 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 business management and also we are the centre for building thought leadership at SIBM Pune.

Vision

To make SIBM Pune the centre for thought leadership and a research hub among the leading B-schools in India and abroad.

Mission

To create opportunities for students & faculty to apply their knowledge through industry projects, research initiatives and to promote an environment for management consulting.

Team Members

Co-ordinator: Mandeep Sandhu

Senior Team (MBA-II)

| | |
|------------------|-----------------|
| Anirudh Durbha | Finance |
| Madhup Sagar | Marketing |
| Mandeep Sandhu | Operations |
| Meghna Biswas | Human Resources |
| Neha Bajaj | Finance |
| Rasdeep Wadhawan | Finance |
| Sai Kripashankar | Finance |

Junior Team (MBA-I)

| | |
|------------------|------------|
| Artika Dixit | Marketing |
| Eeshan Bhalerao | Operations |
| Priyank Parashar | Marketing |
| Rohan Doshi | Finance |
| Shobhika Singh | Marketing |
| Soumya Sharma | Finance |
| Sparsh Bhagat | Marketing |

Overview-RSDT 2015-2016 Session

The new academic year saw various new initiatives being taken by the RSDT with a heavy focus on the overall academic growth of the students. The session for 2015-16 began with the launch of the **Dissertation competition** for the students of the incoming MBA batch 2015-17, prior to their joining the college. This was aimed at preparing the students for the rigorous academic schedule of SIBM Pune and to hone their opinions on key specialization topics.

This was followed by various '**Specialization Orientation**' sessions conducted by RSDT for the new batch. The aim of these sessions was to familiarize the students with the kind of job roles and profiles that are offered in each specialisation and the work that is expected out of them. The session was conducted by highly competent set of students from MBA-II who shared their own invaluable experiences and knowledge with the junior batch. A lot of pertinent queries of the new batch got resolved during these sessions and they were able to pick the correct stream for themselves.

To aid the junior batch in their summer internship placement process, RSDT launched the '**Beacon Summers**' – a comprehensive document on the summer internship experiences of the second year students. The report was to guide the first year students on the nature of work related to each specialisation, thus helping them choose the right specialisation.

The '**Beacon Sector Report- Volume 7**' provided an in-depth review of IT, Telecom, FMCG, Automobiles, Insurance and Banking sectors. In addition this year's journal also included an in-depth analysis of the Indian economy. The report provided students as well as industry representatives a thorough review of all the sectors for the financial year 2015 with extensive data being collected and analysed by RSDT. This journal aided the students of MBA I in their SIRP preparation and was widely appreciated by students of both batches. It also helped the MBA II batch as they went in for their final campus recruitment process.

The team continued its rigorous work on the SIRP preparatory front through the SEED program. The team collaborated with the Placement Advisory Team and conducted a series of lectures under a program named Student Mentorship Program 2015. The program involved students of MBA-II taking specialization wise lectures for students of MBA-I based on the knowledge gained during the first year as well as the cues taken from the industry during the Summer Internship Program 2015. An extension of the Student Mentorship Program was the **CV and HR blanks mentorship** wherein RSDT appointed mentors from MBA-II to review the CVs of the students of MBA-I in order to help them fine tune their CVs for the SIRP 2015. In addition to the CVs RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

SEED, which is a mock GDPI exercise on the lines of the actual SIRP process, was started early this year with a view on giving the students of MBA-I additional preparation time for their SIRP. The SEED was held in three exhaustive rounds, one each in the months of July, August, and September. The panellists for both the GD and the PI process were a set of highly competent students from MBA II. The SEED was in line with the customary preparatory checklist that was provided to the students at the start of the academic year.

Continuing the legacy of bringing in greater number of live projects each year for the students, RSDT got projects from both well established companies and start-ups to give hands on experience to the students. Cleartrip, Lupin Ltd, FastaCash, OMYGO, MBASkool, Beewise were some of the companies that offered live project opportunities to the students. In addition to this, RSDT also organized (in association with SECC) for the first time a **Consulting Fair** which saw various start-ups such as Innobytes, Cashrub, GoBananas visiting the college campus and offering live project opportunities to the students.

The year also saw the second edition of **Ridges and Furrows**- SIBM's Annual Business Quiz. After the huge success of its first edition, this edition saw huge participation from both the batches. Prizes worth Rs.8000 were offered to the winning teams.

Live screening of the Interim **Union Budget** 2016 was organized for all the students of SIBM, Pune and faculty members. The event was intended to instil a deeper understanding of the Union Budget and economy of India.

The RSDT will be proudly launching the **Beacon Management Review** (BMR), Volume VI which is an exclusive annual research publication of SIBM Pune, on Management Day 2016. The theme for this year's issue is – 'Embracing Disruption: New Age Business Mantras'. The issue includes articles on a wide range of relevant topics such as Crowd Funding from an Indian perspective, Disruptions in the Indian Banking system to name a few.



Team Responsibilities

Corporate Projects

RSDT was involved in numerous industrial projects this academic year. It got projects from both well established companies and start-ups to give hands on experience to students. Cleartrip, Lupin Ltd, FastaCash, OMYGO, MBASKool, Beewise were some of the companies that offered live project opportunities to the students of SIBM, both first year as well as second year. The profiles offered ranged from market research, direct sales, and social media marketing to sector analysis.

Dissertation Competition

The session for 2015-16 began with the launch of the dissertation competition for the students of MBA batch 2015-17 prior to their joining the college. This was aimed at preparing the students for the rigorous academic schedule of SIBM Pune and to hone their opinions on key specialization topics. The students were provided with one topic from each specialisation and had the liberty of choosing their own area of interest. The best dissertation articles were awarded certificate of appreciation once the academic session started.

Specialization Orientation Sessions

At the start of the new academic year, Specialisation Orientation session were conducted by RSDT for the new batch. The aim of these sessions was to familiarize the students with the kind of job roles and profiles that are offered in each specialisation and the work that is expected out of them. The session was conducted by highly competent set of students from MBA-II who shared their own invaluable experiences and knowledge with the junior batch. A lot of pertinent queries of the new batch got resolved during these sessions and they were able to pick the correct stream for themselves.

Beacon Summers 2015

Beacon Summers is a compilation of summer internship experiences of the students of MBA-II across all specializations. Seniors shared their experience at the internship regarding the kind of work they did, the challenges they faced and what they enjoyed. It was intended to give the new batch an insight into the expectations that recruiters have and the roles that were offered during SIRP 2015 and the key focus areas during the two months of summer internships. This publication encompasses the experiences of students of all specializations.

Beacon Sector Report

The 'Beacon Sector Report- Volume VI' was a review of FMCG, Automobile, Telecom, IT, Banking and Insurance sectors in order to prepare students for their summer internship interviews. It had an in depth analysis of latest trends in these sectors and also the team's review of the same. Additionally, we also incorporated a section on the health of the Indian economy over fiscal year 2015.

Student Mentorship Program 2015

The team continued its rigorous work on the SIRP preparatory front through the SEED program. The team collaborated with the Placement Advisory Team and conducted a series of lectures under a program named Student Mentorship Program 2015. The program involved students of MBA-II taking lectures on specializations for students of MBA-I based on the knowledge gained during the first year as well as the cues taken from the industry during the Summer Internship Program 2015. The lectures were organized in association with the newly formed Special Interest Groups (SIGs) who took up the responsibility of preparing these sessions for their respective specializations. An extension of the Student Mentorship Program was the CV and HR Blanks mentorship program wherein the RSDT appointed mentors from MBA-II to review the CVs of the students of MBA-I in order to help them fine tune their CVs for the SIRP 2015. In addition to the CVs, RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

Summer Internship Recruitment Program Effectiveness and Efficiency Development Program (SEED)

SEED, which is a mock GDPI exercise on the lines of the actual SIRP process, was started early this year with a view on giving the students of MBA-I additional preparation time for their SIRP. The SEED was held in three exhaustive rounds, one each in the months of July, August, and September. The students had to undergo Group Discussion rounds and face Personal Interviews, both of which were judged by a very highly competent set of students from MBA-II. The process was in line with the customary preparatory checklist that was provided to the students at the start of their academic session.

Preparatory Checklist

RSDT provided a preparatory checklist for the new batch of 2015-17 to aid in the preparation of their summer internship placement process. The checklist was based on feedback from the industry and the senior MBA batch listing important topics which students are expected to know. Each specialization was provided with a specific checklist targeted at their domain knowledge. A separate list of important HR questions relevant for all the specialisations was also included. Important current affairs with which the students should be well-versed was part of the list as well.

Bloomberg Assessment Test

The Bloomberg Assessment Test (BAT) is a global, standardised online test which measures students (undergraduate and graduate) knowledge and a variety of skills and abilities relevant to the world of professional finance. It tests students on topics of Finance and Economics.

Ridges and Furrows: Episode 2

This year saw the second edition of 'Ridges and Furrows', SIBM Pune's very own Annual Business Quiz. The objective of this flagship quiz is to foster a culture of quizzing and to promote business awareness among the student community. The event had 2 rounds, an eliminator prelims and the onstage final round. The success of the first edition led to a huge turnout for the second edition. Prizes worth Rs.8000 were offered to the winning teams.

Budget Screening 2016:

The Union Budget is a financial statement of the government's revenue and expenditure for one fiscal year which essentially means it is an account of the finances of the government for a fiscal. A country's budget has a deep and considerable impact on the macro and micro level economy of the country. To instil a broader understanding of the same, RSDT organized Live Budget Screening of the Union Budget 2016 for all the students of SIBM Pune and faculty members. The event generated a great amount of interest amongst the students towards the general economy of India.

Beacon Management Review:

Annual Research Journal of SIBM Pune - Beacon Management Review (BMR) is an attempt to showcase SIBM's students' acumen in understanding the business environment and their interest in research. It has been conceptualized as a platform to showcase the research abilities and deep fundamental and conceptual understanding of the students of SIBM, Pune on important management and general issues that are relevant in today's dynamic corporate environment. RSDT is ready with its next edition of Beacon Management Review (BMR), Volume VI which is scheduled to be launched on Management Day 2016. The theme for this year's issue is – 'Embracing Disruption: New Age Business Mantras'. The issue includes articles on a wide range of relevant topics such as Crowd Funding from an Indian perspective, Disruptions in the Indian Banking system to name a few.

Inheritance

SIBM Pune has carved out a name for itself in the field of B-school and Corporate Competitions. Its students have constantly bagged top positions at all the major competitions. To ensure that the upcoming batches have the right guidance and resources 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 iSMART (the erstwhile IT Team). This will help the future generation of students to take a cue from their seniors on preparing winning solutions and presentations for competitions of the future.

Consulting Fair

This year RSDT (in association with SECC) organized a one of its kind Consulting Fair which saw various start-ups from in and around Pune & Mumbai visit SIBM. Companies like Innobytes, Cashrub, GoBananas and many more offered live projects to the students across various disciplines such as market research, financial analysis etc. This turned out to be a great learning experience for the students as they got an opportunity to work on a live industry problem and hone their managerial skills.

This year's Milestones

1. Specialisation Orientation sessions conducted for the new batch to help them in their decision of selecting the right stream
2. The Student Mentorship Program and SEED received a great response from students and they were able to use the feedback for preparing for their summers
3. CVs and HR blank Mentorship program which helped students fine tune their CVs and prepare better for the HR interviews
4. Dissertation competition for the students about to join SIBM Pune with the aim to prepare them ahead of the rigorous schedule of MBA life
5. Live Budget Screening of the Union Budget 2016 to instil a deeper understanding of the Indian economy
6. RSDT took the responsibility of CV verifications of I&E MBA batch 2015-2017 and assumed a vital role in the preparation of their placement process
7. Consulting fair (In association with SECC) to bring in more number of quality live projects for the students of SIBM, Pune

Annual Expenses (2014-2015)

| Particulars | Amount |
|--|-----------------|
| Photocopy expense | 11,000 |
| Local Conveyance | 5000 |
| Food, Tea, Refreshment | 18,000 |
| Beacon Management Review | 35000 |
| In-house expenses (auditorium, guest house etc.) | 65000 |
| Total | 1,34,000 |





Annual Report

Social, Entrepreneurship and Consulting Cell

The document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2015-16.

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Overview

The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM) Pune and one of the nine teams of the student council. The team functions under three wings - Social, Entrepreneurship and Consulting. The main aim of the SECC is to:

1. Bring about a change in the minds of students, inspire them to take up entrepreneurial activities, build the startup ecosystem in the campus and bring the students in line to the country's startup culture.
2. Instill a social responsibility in the minds of the students and contribute their part to the society.
3. Assist budding startups through student consulting and thereby provide exposure to the students on various industries.

SECC conducts various events as part of their three wings over the year and works in the single intention to promote the student culture at SIBM Pune.

The major activities conducted as part of SECC during 2015-16 are:

Entrepreneurship:

- Entrepreneurship Summit
- Chai with Entrepreneur ☐ Canvazify B-Plan Workshop

Social:



- SIBM Pune Campus Cleaning Drive - Swachh Bharat Abhiyan
- Winter is Coming
- Prerna 5.0
- Umang
- Nationwide Plastic Clean Drive
- Joy of Giving

Consulting:

- Consulting Fair 1.0
- Winter Internship

The academic year 2015-16 was a great year for SECC in terms of the number of activities conducted and its response and also the amount of contribution to the society and to the students of SIBM. There are many new sustainable initiatives which have been initiated in this academic year. We have also brought many industry experts and entrepreneurs, visited many NGOs and brought startups this year for the benefit of the students of SIBM Pune. The response from the students in terms of volunteers, participants and audience for all the events were high. SECC is also thankful to the management, director, faculties, admin staff and the student president for supporting at all times of need, without which the events would have not been possible. The document highlights few moments of the SECC's academic year 2015-16.

Entrepreneurship Summit 2015

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 hosted 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 three-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 and budding entrepreneurs across the country.

Entrepreneurship Summit 2015 hosted list of events over the two days (7th August 2015 and 8th August 2015) which included:

- | | |
|---|---|
| <input type="checkbox"/> Audacitee | <input type="checkbox"/> Pride & Passion |
| <input type="checkbox"/> Chat with Entrepreneur | <input type="checkbox"/> Udaan - StartEz Workshop |
| <input type="checkbox"/> Drive Case Study Challenge | <input type="checkbox"/> Udaan - The Pitch |
| <input type="checkbox"/> Symbihaat | <input type="checkbox"/> Panel Discussion |
| <input type="checkbox"/> HaatNites | <input type="checkbox"/> Jugaad |



Chat with Entrepreneurs

Chat With Entrepreneurs is an event which allows the students to learn from the insightful journeys of entrepreneurs and other masters of the field. Through this event we provided an opportunity to the students of premier institutes and budding entrepreneurs of Maharashtra 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 edition of Chat with Entrepreneurs, named **The Young Entrepreneur**, focused on what it takes to start up early in life. The esteemed guests for the day were both young entrepreneurs who started up right after their education.

The first speaker for the session was **Mr. Paavan Nanda, Co-founder, Zostel and Zo Rooms**. Zostel is India's first chain of branded backpackers' hostel. With the same amount of motivation, Mr. Paavan Nanda co-founded Zo Rooms in September 2014. Zo Rooms is a brand that provides standardized budget rooms across India.

The second speaker for the session was **Mr. Milind Sharma, Co-founder, NuvoEx and PepperTap**. NuvoEx is a premium E-commerce focused reverse logistics company which is currently operational in 15 cities in India facilitating over 10,000+ transactions on a daily basis. PepperTap, started in 2014, is a mobile first, on-demand grocery delivery service, currently present in Delhi NCR, Pune, Hyderabad & Bangalore with plans of expanding soon to other areas/cities.

The sessions were both highly interactive and provided great insights into what it takes to be able to understand those necessary risks early in life. The talks 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.



Chat With Entrepreneurs, E-Summit 2015

Audacitee – The Souled Store Tee Shirt Design Competition

Audacitee is an online Tee shirt design competition conducted by SECC as part of the E-Summit 2015 in association with The Souled Store, an online Tee shirt design company selling customized and creative tee shirts and other accessories.

The online event invited participants from different parts of the country and from various colleges. Prakhar Agarwal and Kuldeep Kachari of Team Lavale Punditz won the event and got a chance to sell their tee shirt through The Souled Store website.

Symbihaat

Symbi Haat is a carnival where students of SIU - Lavale set up their enterprises under the categories of food, games or merchandise for 2 days organized as a part of the Entrepreneurship Summit 2015, on August 7 – August 8. 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. They were invited to apply for stalls by sending in their business plans. The stalls were then auctioned on 31st July to the registered teams. The auction was hosted by Mr Ritesh Khatwani, Faculty of Finance, SIBM Pune and the proceedings commenced at 15:30 hours on 31st July 2015 in the Assembly Hall II.

The event saw a huge footfall of students from all the hilltop campuses. Students had a great experience both visiting and owning the stalls. This year saw very unique ideas in the non-food category like temporary tattoos, customized accessories, etc.



Symbihaat, E-Summit 2015

Open Mic Nights

To make sure that students or stall owners make some profit after putting so much of investment and effort, SECC in collaboration with **Co-Curricular Team** organized open mic nights for both evenings. The open mic started around 6pm and went upto 10.30pm with people playing their musical instruments and singing. On 8th August, SECC screened the first match of Barclay's premier league of this season. The screening was followed by a football quiz for which the winners were given coupons of askmebazaar.com. This was followed by another session of open mic. Students turned up in huge numbers to enjoy the evening and cherish some of the delicious food being sold by the students.



Open Mic Nights, E-Summit 2015

Drive – CarIQ – National level case study challenge

Drive is a national level case study competition launched by SECC in association with **CarIQ**, one of the hottest startups in India. A startup often has phenomenal ideas but faces roadblocks in implementing certain plans and CarIQ was no exception. CarIQ prepared multiple caselets linked to the business problems faced by them and SECC launched these caselets through various online portals and entrepreneurship cells of colleges across India. In the first round, participants were expected to solve any one of the given cases and submit an executive summary of their solution. Over 286 teams from various colleges participated and top ten teams were shortlisted by the **founder of CarIQ, Mr. Sagar Apte** himself, for the second round, which happened on SIBM Pune campus on 7th August, 2015.

The second round deliverable was a refined form of their proposed solution in the form of Powerpoint presentation, which was followed by a grueling question and answer session. In the end, Mr. Anand Roongta from SCIT emerged as the winner, and team Sorted Hats from IIM Lucknow led by Miss. Devika Prabhu came up as the first runners up. The event provided students a golden chance to work on real time problems faced by tech- startups in India and put the best brains to test.



Drive – CarlQ – National level case study challenge, E-Summit 2015

Pride & Passion

As a part of the second day of Entrepreneurship Summit 2015 Pride & Passion, was an event witnessing two very passionate speakers talking on the topic of “Failing to Succeed”.

The first speaker for the day was **Mr. Satish Mandora** who is an alumnus of SIBM Pune from the batch of 1990. Mr. Mandora is a **Success Coach and CEO of Square Circles** providing training solutions for behavioral competencies, life skills, and leadership and management development. He talked about the fear of failure and how to overcome it. He also suggested techniques to make our daily life more productive. He brought in immense learning and motivation for the students.

The second speaker for the day was **Mr. John Kuruville, Managing Director, GenNext Ventures**. He was also the founder and advisor of Taggle.com and has had many interesting experiences in his life. Mr. Kuruville talked about his experience of living in the Amazon jungles and what he learnt about life and business through this experience. His comparison of the jungle and an entrepreneur’s life was thought provoking.



Pride & Passion, E-Summit 2015

Udaan – The Pitch

UDAAN – The pitch was a first of its kind pitching event conducted by the Social, Entrepreneurship and Consulting Cell where budding entrepreneurs from across India battled it out to win the opportunity to pitch their ideas in front of real time investors. The first round was conducted in association with **Startez**, a startup that mentors budding entrepreneurs. For round one, Entrepreneurs had to go on Startez website and fill a form which in turn generated an Executive Summary of their business idea. There was a very good response for the event with around 80 registrations from all over India. The ideas came from varied fields such as Robotics, E-Commerce, Advertising, Consumer Electronics, Education, HR and automotive to name a few. Startez team filtered the top 5 teams from the applications and these top 5 teams were called for the on campus rounds. The top 5 teams were Endless Robotics, Phynart, Az, The ideators and Xlerate.



Udaan – The Pitch, E-Summit 2015

The on campus rounds took place on 7th and 8th of August in SIBM – Pune campus. Day 1, August 7th had multiple mentoring rounds wherein the top 5 teams were mentored on **Business value proposition by Prof. Yogesh Bhamankar**, **Financial Model by Prof. Nilesh Gadre** and **designing elevator pitch by prof. Sita Swamy**. Each round was a mentoring round where the professors mentored the students and provided feedback to the contestants to refine their ideas and make their pitch perfect and ready to be presented in front of the investors the next day.

The final round was held on 8th August 2015. **Ramesh Shah, Co-Chair, Harvard Angel Network; Mehul Shah, Founder, AMS Investments and Darshan Doshi, Head of Digital Services, Jumpshift** were the judges for the final pitching round. Each team was given a time of 20 minutes to pitch their idea to the investors followed by a Q&A round. After thorough question and answer session and much deliberation, team Endless Robotics from BITS PILANI emerged as the winners of the first edition of UDAAN – The Pitch competition.

Panel Discussion

SECC organized an investor panel discussion on the topic of what investors look for when they invest in an idea. Participating in the panel discussion were **Ramesh Shah, Co-Chair Harvard Angel Network India, Mehul Shah, Founder AMS Investments and Darshan Doshi, Head of Digital Services, JumpShift** and moderated by **Dr. Arvind Chinchure, Chair-Proffessor, Innovation & Entrepreneurship, SIU**.

The students witnessed the discussion among three of the top investors across the globe about the strategies of pitching in ideas for raising investments. Students were free to ask questions and indulge in the discussion which helped improve their knowledge of developing business models. The Q&A session saw a huge response from the students' fraternity where the students asked the panelists many questions and got their qualms regarding pitching cleared.



Panel Discussion, E-Summit 2015

Jugaad- The FundRaiser

Jugaad-The FundRaiser, is one of its kind selling events which provide students with an exciting opportunity to explore their selling skills in real world by applying classroom concepts. The event provided the participants a chance to showcase their selling skills and do their bit towards the society. SECC 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 the 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 the spirit of entrepreneurship and a sense of responsibility in the students, both of which are also the prime tenets of the SECC.



Jugaad – The Fund Raiser, E-Summit 2015

ve – Swachh Bharat Abhiyan

SIBM Pune Campus Cleaning Drive
21st Sep, 2015

Swachh Bharat mission was launched throughout the length and breadth of the country as a national event in the year 2014. Symbiosis International University was one of the first institutes to have taken up this initiative and vouched towards making our campuses clean and hygienic. We have already started taking steps towards achieving our goal by

SECC captured the various activities taken up by Symbiosis and our faculty contribution towards making Symbiosis a Swachh Bharat campus and visited the campus premises, including the faculty offices to show how our faculty is also the harbinger of change in the campus. As a first step towards this initiative, we invited all of the faculty to participate in the SIBM Pune Campus Cleaning Drive on 21st September, 2015 where each one of the faculty was requested to dedicate 1 hour to clean up just a 10 meters area around him/her and show his/her support to the Swachh Bharat Campaign



employing various waste management activities, cleanliness drives etc. towards

the vision of a Clean India.

SIBM Pune Campus Cleaning Drive – Swachh Bharat Abhiyan

Chai with Entrepreneur Oct 2015 – Feb 2016

Chai with Entrepreneur

Chai with Entrepreneur (CWE) is a series of informal meet ups of budding entrepreneurs of SIBM at the Amphitheatre once in every fortnight over a cup of tea. CWE is a great initiative which tries to bring a competitive and interactive

The pilot brainstorming session of CWE was a very exciting and an insightful discussion session which brought out a lot of ideas and comments from the students, based on which the other sessions were designed. Further sessions had an expert session on a particular topic related to starting up and an informal session to discuss on the same and clarify the students' doubts. There were also many important initiatives like building of a forum for the students to clarify their

The first expert session was conducted by Amrit Singh of MBA II Innovation & Intrapreneurship batch on Product Development and Go-to-Market Strategy on 17th December, 2015. Students were enlightened by the perceptions and insights shared by Amrit, who is currently working on his venture. The next session was conducted by Najmuzzaman Mohammad, MBA II Innovation & Intrapreneurship on Business plan and Pitch deck preparation. Najmuzzaman is also one of the co-founders of Garagespace.co.in along with Amrit. He shared his live experience and that reached the



doubts and to get mentoring from industry experts, alumni, faculty and seniors. students

better.

Chai with Entrepreneur



Canvazify B-Plan Workshop
12th Oct, 2015
Winter Internship
16th Nov – 5th Dec 2015

...tion on 12th October, 2015. benefited

Canvazify – B-Plan Workshop

Canvazify is a n emerging startup based out of Pune, which provides a collaborative innovation platform for teams to collect, discuss and act on team ideas. They provide simple to use innovation templates to get your team focused on productive innovation. Canvazify conducted a workshop on B -Plan and Pitching to the students of SIBM as part of TiE

Abhijit Mehtre, CEO Canvazify and Akshay Nahar, Business Development Head, Canvazify conducted the workshop highlighting the key aspects of a canvas business model and B-Plan. This workshop had participants from Innovation & Entrepreneurship batch of SIBM, few of whom interacted directly with the Canvazify team on their ideas and got



Winter Internship

SECC was responsible for helping students of MBA-I, Innovation and Entrepreneurship, to get placed in various NGOs for a two week winter internship from 16th November, 2015 to 28th November, 2015. 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.

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Social, Entrepreneurship and Consulting Cell, SIBM Pune

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with their canvas model.

Canvazify B-Plan Workshop

do small things with great love.” – Mother Teresa Railway

Winter is Coming
24th Nov, 2015

Winter is Coming

Social, Entrepreneurship & Consulting Cell did one such small initiative on 24th November, 2015 by distributing blankets to the needy and to the people on the streets of Pune in order to help them endure the winter. **Winter is Coming** is a new initiative by SECC in which the core team members distributed 120 blankets across the streets of Sivaji Nagar, Pune

The Team raised funds through JUGAAD, THE FUND RAISER event of Entrepreneurship Summit 2015. SECC is happy and proud to be part of such small initiatives that contribute to the welfare of society and would also like to sincerely thank all the Participants and Judges of the Jugaad event (7th & 8th August 2015), who actually sowed the seeds for this great



Station, Municipal Office Area, Shaniwar wada and other areas of Pune.

initiative.



Winter is Coming



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Social, Entrepreneurship and Consulting Cell, SIBM Pune
secc@sibmpune.edu.in



e a desire to learn.

Prerna 5.0
20th Dec, 2015 – 24th Jan 2016

Prerna 5.0

Prerna is an initiative started by the Social, Entrepreneurship and Consulting Cell of SIBM Pune, aimed at spreading knowledge and smiles among people. Launched in 2011, the objective of this event is not only to teach, but to instill in people a passion to learn new things. Every year, as part of Prerna, we teach and give vocational training to those who

This year the students of SIBM Pune came forward to teach the housekeeping staff of the Symbiosis International University, Lavale hill top campus. The housekeeping staffs were taught basic conversational English, personal hygiene, etiquettes and various Governmental schemes targeted for them. The event happened over a period of 6 continuous Sundays, starting from 20th December 2015 to 24th January 2016. 76 student volunteers came forward for the good cause of teaching the housekeeping staff. As part of the last week of Prerna 24th January 2016 the student volunteers



participated in the National Volunteering week conducted by India@75.



Perna 5.0



id MBA 2. There were generous donations from both the batches.

Umang
25th Dec 2015

Umang

SECC always celebrates Christmas with special people and makes their day a memorable one. This time we celebrated Christmas with the special friends at Navkshitij , a home for mentally challenged friends located at Marunji, Pune. There are around 50 students in Navkshitij from whom we received a wish list for Christmas. The amount for the gifts was then

SECC along with 25 Volunteers, visited Navkshitij on Christmas with gifts and entertained the students by dancing, singing and conducting many games. The students of Navkshitij were all very happy with their Christmas gifts. This event really made up a memorable day to special friends of Navkshitij and a heart whelming experience to every Volunteer.



Umang



and gaining

Consulting Fair
26th Jan 2016

Consulting Fair 1.0

The Consulting Wing of SECC, SIBM Pune in association with RSDT, SIBM Pune and TiE Pune proudly organized first of its kind Consulting Fair in Pune. It was a one day affair where the startups from in and around Pune & Mumbai came to SIBM Pune, Lavale campus to identify the brightest minds of the country to work on their consulting assignments. This time 8 Emerging startups provided 15 different consulting assignments to the students across multiple disciplines - Marketing, Finance, Human Resources, Operations and Innovation & Entrepreneurship on the Consulting Fair day which

The impressive line-up for the day included startups like Canvazify, Innobytes, Emseva, Engage4more, GoBananas, Lets Ride, CashRub and CREST.

The consulting assignment will be a business problem which these startup faces or any other project which the company will assign to the student groups who will be working on it for 4 -5 weeks. Hence, this would create an environment and opportunity for the students of SIBM Pune who will be working on real business problems, applying their management



industry experience simultaneously.



Consulting Fair 1.0



**Nationwide Plastic Free Campaign
13th Feb 2016**

participated in the Nationwide Plastic free campaign, initiated by

Nationwide Plastic Free Campaign

Environment Minister Prakash Javaedkar. The campaign was launched at Pune on 13th February and was implemented

SECC on behalf of SIBM Pune assisted Symbiosis Centre for Waste Management and Sustainability (SCWMS) and SIU in

The students were taken to S.B. Road campus where the students were provided with gloves and a bag to collect the



by the Pune Municipal Corporation. PMC along with other Government departments and educational institutions conducted the event where students collected plastics wastes from areas around their institution.

organizing the event. More than 40 students from SIBM campus participated in the event. plastic

wastes. The students volunteered for a great cause and participated in a national event.

Nationwide Plastic Free Campaign

clothes and donating them to the needy.

Joy of Giving 24th Feb – 29th Feb 2016

Joy of Giving

Joy of Giving instills in people the act of giving to others and ensures the experience of joy of giving. The event was conducted from 24th February 2016 to 29th February 2016. The event mainly entailed on the act of giving something back to the society by the students of SIBM Pune. The event had multiple ways to give back to the society – helping the visually challenged special friends selling their chocolates, raising money through selling donuts and donating it to the

To start off, SECC tied up with **Niwant Andh Mukta Vikasalay** to set up a stall selling chocolates made by Visually-Challenged children. Chocolate making is one of the vocational activities conducted at Niwant where visually Impaired

On Day two, MOD donuts were sold by the SECC members during the SPL finals. Students Celebrated Joy of Giving by buying a donut for their dearest one. The proceeds of the fund raised were donated to the War Widows Association.

From Day three onwards, Collection Drive was being organized. Donation boxes were set up at various places in the campus. Students came forward and donated their used/unused books, clothes and other valuables. The proceeds from



“It's easier to take than to give. It's nobler to give than to take. The thrill of taking lasts a day. The thrill of giving lasts a lifetime.”

students at NAMV make, wrap and sell the chocolates. WWA works for the welfare of

the war affected families. the drive are collected and will be given to those in need.

Joy of Giving

The Team

S -Team

- Anurag Dinesh
- Dikshant Mittal
- Jasmeet Dua
- Mohammad Najmuzzaman
- Pooja Ninan
- Vineela Vellanki **J- Team**

- Akanksha Ganju
- Krutarth Dave
- Mahadevan SM
- Mudit Jain
- Pratik Gupta
- Ravi Vishwanath
- Remya Nair

-
- Yashwanth Agir

I-Team

- Akanksha Ganju
- Anant Ranka
- Krutarth Dave
- Mahadevan SM
- Pratik Gupta
- Remya Nair
- Tanuj Sharma

Sports Management Team

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Senior Team

Avit Doshi
Sahil Kanolkar
Suraj Nair
Anu Agrawal
Lehar Chugh
Ruchir Khare
Abhay Sharma

Junior Team

Aman Agarwal
Adarsh Srinivasan
Akshita
Aditya Rai
Sourabh Dogra
Vaibhav Singh

VALHALLA 2015



"Set your goals high, and don't stop till you get there"

July is that time of the year when one of the biggest inter B- School sports event 'Valhalla', hosted by XLRI takes place. With a contingent of 39 members, all brimming with excitement and anticipation, team SIBM left for Jamshedpur on 21st July.

The 30 hour train journey turned out to be a great bonding time between the MBA I and MBA II players. Seniors shared their past year experiences and boosted the morale of the juniors for the upcoming event.

We reached XLRI on the 23rd and began practicing for the events lined up for the next day. This year the events were scheduled as per the 'round robin' tournament and not 'knockouts' as were held in the previous years. This meant double the hard work. The following colleges took part in the events apart from the host college, XLRI.

- SIBM Pune
- IIM Calcutta
- IIM Raipur
- XIMB

Our college competed in the following events-

FOOTBALL

The first match of our team was held on the 23rd against XIMB. A heated opening match ensued following the kick-off. Our team's lack of control of the game during the first half resulted in conceding 2 goals before the half time. Our comeback with Suraj Nair's stunning bicycle kick and Adarsh Srinivasan's impressive curling free kick goal from 23 yards helped us level the score.

The next match was to be played the same day. As the rain started pouring, it made it all the more difficult for the team to go further with the game. Fighting the odds, the match was played against IIM C and Aditya Rai's exhilarating goal from half line led to a startling victory with a score-line of 1-0. With this win, SIBM had secured its position in the finals.

Next day, the host college was all set to play against SIBM for a place in the finals. After a tensed match accepting defeat to XLRI, it was very difficult to believe the fact that the finals were to be played with the same team that too in a few hours of time. The final match captivated the spectators with the fantastic saves and the close misses leading to the match being extended. With no change in result in the extra time, finally a round of nail-biting penalty shoots began. Devesh Kumar, our goalkeeper, Suraj Nair and Varun Dere showcased their skills leading us to victory. The football team thus continued the legacy and did not give the cup back.





Football Team: Suraj Nair, Avit Doshi, Abhay Sharma, Sahil Kanolkar, Devesh Kumar, Sidharth Goli, Aman Bhardwaj, Rashdip Singh, Diptendu Das, Adarsh Srinivasan, Aditya Rai, Varun Dere, Sourabh Dogra, Sanmay Bhaumik, Achal Singh, and Naman Jhavar

BASKETBALL

The women's team had their first match against XIMB. SIBM girls gave a tough fight to the opponent team but unfortunately lost the game. The second match with XLRI saw a lot of interest amongst the spectators. The defence strategy formed by our team was tremendous and the match was going neck to neck till when a buzzer beater shot by XLRI made them qualify. In the next match with IIM C, we saw a few amazing 3 pointers by Surbhi Bahety and layups by Puja Kabra but unluckily the match ended with a score of 21-19.

Men's basketball team had their first match against XIMB. The coordination between the players of our team was commendable. We saw some amazing shoots by Abhiram, Sudhanshu Batta and Naman Jhavar. The dedication shown by Mridul Tigga despite of having a sprain in his ankle was laudable. This further boosted up the team, but hard luck as it may be, we could not reach the finals.



Baskeball team (W): Vidisha Negi, Surbhi Bahety, Nikita Jain, Apurva Rimjhim, Rucha Khatal, Puja Kabra and Prachi Jain

Basketball team (M): Abhiram V, Mridul Tigga, Nelson Kumrawat, Chitiz Gupta, Rahul Kumar, Sudhanshu Bhatta, Naman Jhawar, Vaibhav Singh, and Sourabh Dogra

BADMINTON

The women's team for Badminton had the first slot for the day. Here we saw Prachi Jain stealing the show with some strong moves in Singles. In doubles, she teamed up with Rucha Khatal and we got to see an exciting match. XIMB proved to be the better of the two teams in the end. The match with IIM C was a show stealer where we saw Lehar Chugh teaming up with Prachi Jain and despite of having injury in her leg, single handedly winning the set. We also saw Vidisha Negi giving a tough fight to the opponent.

The men's team saw an excellent performance on the court with Avikal Gupta losing a hard fought battle in his first match. The amazing duo of Anshuman Deori and Aman Bhardwaj was one of a kind to watch with their moves and swishes leading to winning the doubles against IIM-C. The team lost a gruelling semi-final against XLRI.



Badminton team (W): Lehar Chugh, Prachi Jain, Rucha Khatal, and Vidisha Negi

Badminton team (M): Anshuman Deori, Aman Bhardwaj, and Avikal Gupta

Table tennis (W): Anu Agrawal, Rucha Khatal, and Akshita

Table Tennis (M): Akash Mishra, Utkarsh Srivastava, Aman Agarwal and Sparsh Bhagat

TABLE TENNIS

The first match for the women team was against XIMB. Akshita went down fighting to a strong opponent in her singles match. Anu Agarwal and Rucha Khatal gave a tough fight to their opponents



in the doubles, but lost the match after battling it out till the third set. Next match saw SIBM giving a tough competition to the home team XLRI, but unfortunately lost after a gruelling battle.

The first match for Men started on a good note with Aman Agarwal winning his singles match in straight sets against a strong opponent from IIM C. The next three matches witnessed our team giving tough competition to the opponent, but lost 1-3 in the best of 5 matches. The home team managed to get the better of SIBM in the next match. Though the team lost the match, they won many hearts.

THROWBALL

The throw ball match was against XIMB. The first set began and the girls demonstrated a great show in terms of synchronization and team spirit. Apurva Rimjhim and Lehar Chugh caught some difficult catches and Akshita startled people with her throws. Unfortunately, the team lost the game with a minimum margin and due to terrible weather conditions; the second and third match with XLRI and IIM C could not be played.

Throw ball Team: Lehar Chugh, Apurva Rimjhim, Vidisha Negi, Rucha Khatal, Akshita, Prachi Jain, and Surbhi Bahety

VOLLEYBALL

The volleyball team witnessed the players from different sports coming together and battling it out against the best B-Schools in the country. The campaign began with a nail biting encounter against XLRI. Unfortunately SIBM ended up on the losing side putting up a very competent performance. The second match against IIM C was a close encounter with SIBM giving IIM C a run for their money.

Volleyball Team: Abhiram V, Suraj Nair, Sahil Kanolkar, Aman Bhardwaj, Mridul Tigga, Sourabh Dogra, Naman Jhavar, Adarsh Srinivasan and Aditya Rai



Football Champions



Valhalla 2015 ended on high spirits with a great learning experience. Despite all the sledging that took place at the time of the events, the teams depicted sportsmanship and the event closed on a good note. Overall it was a blend of enthusiasm, delight and motivation.

DWANDVA'15



Dwandva which marks the face-off between MBA I and MBA II was organised over a period of 4 days from the 3rd -6th of August, 2015. The batch that wins the competition asserts supremacy over the other for the rest of the year, which is why level of anticipation and excitement remains very high during the event.

Both the batches displayed their strengths across 13 sporting events. The first event for Day 1 was Badminton wherein we saw a tough fight between the 2 teams leading to a score line of 1-0 at the end of the day, in favour of MBA II. Day 2 began with the indoor games including Pool and Carrom which took place for the very first time in Dwandva and MBA I swept away the winning titles in both these events. After that we witnessed nail biting basketball matches in which MBA II displayed their skills with superior team coordination and synchronization. Later in the day, we had Squash and Chess where MBA II and MBA I won the respective events. The final tally for day 2 was 4-3 with MBA II leading the scoreboard.

Day 3 kicked off with the boys of MBA II showcasing their skills in Swimming pool by beating the MBA I team in freestyle. Later, the MBA I girls made a comeback by defeating MBA II girls to even the score. MBA I ended the first half of the day on a high by beating MBA II in the Team relay. The battle between the batches continued on the football field, wherein the competition augmented to the point that the scores were level at 1-1 till the whistle of scheduled time. In the end, MBA I defeated MBA II at the penalty shootouts. The close competition between the two batches intensified at the game of Table Tennis, where MBA II demonstrated great pedigree as they outperformed MBA I to win the event 3-2 in the best of five matches.

The last day of Dwandva brought forward the combination of skill, competence and composure as MBA II made MBA I bite the dust in all the 3 sports conducted on the day; namely tug-of-war, throwball and volleyball. Generating immense interest amongst the students especially during the Football, Table Tennis Throw ball and Tug-of-War events, the sporting display was a reminder of the talent that SIBM Pune is blessed with.



Score Board

| Event | MBA I | MBA II |
|-------|-------|--------|
|-------|-------|--------|



| | | |
|----------------------|----------|----------|
| Badminton | 0 | 1 |
| Pool | 1 | 0 |
| Carom | 1 | 0 |
| Basketball (W) & (M) | 0 | 2 |
| Squash | 0 | 1 |
| Chess | 1 | 0 |
| Swimming (W) & (M) | 1 | 1 |
| Team Relay | 1 | 0 |
| Football | 1 | 0 |
| Table Tennis | 0 | 1 |
| Tug of War | 0 | 1 |
| Throwball | 0 | 1 |
| Volleyball | 0 | 1 |
| TOTAL | 6 | 9 |

MBA II emerged victorious at the end of this 4 day sporting extravaganza continuing the legacy of remaining undefeated in DWANDVA.



Box Cricket and Rink football 2015

The month of October marks the beginning of Cricket and Football extravaganza at SIBM, Pune. The much awaited tournament is one of the favourites at the college. The event was scheduled for 4 days from 2nd to 5th October, 2015, but due to the will of rain gods the tournament got extended by 3 days. This year the excitement and enthusiasm levels amongst the students reached a new high as we saw 29 teams participating in Box cricket and a total of 21 teams in Rink football including 6 Women's team in Rink football. Since the matches were played in the knockout format, the margin of error for the teams was very less. A number of close calls and nail-biting finishes could be witnessed as the teams showcased their skills and competencies. There were a few instances where women participants outperformed the men and led their team to victory. Amongst all the exciting moments we also experienced rib tickling commentary by a few students of MBA II which provided hysterical moments during the intense moments during the matches.



The Sports management team faced a few challenges and the location had to be changed midway due to unexpected rainfall. The contingency was taken care of and the management by the team was laudable.

8th October marked the final day of the event wherein the matches evoked the battle between MBA I and MBA II where teams from MBA I namely '5-Stars' and 'Kickers' took on 'Power Puff Girls' and 'Balls to You' of MBA II in Rink Football Women and Men category respectively. MBA II emerged victorious at the end of the day continuing the legacy of remaining undefeated. Box Cricket finals was played between the teams 'Out of the Box (Finance batch)' and 'Innovation United (I²/I&E batch)', where both showcased awe-inspiring performances with 'Out of the Box' emerging victorious at the end of the day. We look forward to the return of the tournament next year with umpteen numbers of teams participating with even greater vigour and enthusiasm.



Inter-Institute Varsity Level Squash Championship (Organized)

2nd edition of Inter Institute Squash Championship was organized in association with University Sports Board on 29th and 30th of September, 2015. It was an individual event which saw participation from 47 players (29 Men and 18 Women) from 10 different institutes of the Symbiosis family.

Inter-Institute Varsity Level Tournaments (Participated)

- Badminton (4th-7th August) - A contingent of 9 members (5 Men and 4 Women) participated in the respective event (Men and Women).



- Chess (19th-21st August) - A contingent of 5 members (Men) participated in the event. SIBM Pune were the winners in this event.
- Table Tennis (26th-28th August) - A contingent of 9 members (5 Men and 4 Women) participated in the respective event (Men and Women). The team finished 3rd in the event.
- Football (3rd-8th September) - A contingent of 15 members (Men) participated in the event.
- Volleyball (12th-14th September) - A contingent of 24 members (12 Men and 12 Women) participated in the respective event (Men and Women).
- Basketball (22nd-25th September) - A contingent of 22 members (13 Men and 9 Women) participated in the respective event (Men and Women).
- Squash (29th-30th September) - A contingent of 4 members (3 Men and 1 Woman) participated in the respective event (Men and Women).

GRAVITAS'16

Sports Management Team of SIBM, Pune recently conducted its annual sports event, Gravitas from 14th-16th January 2016. With participants from six different B-schools, the three-day sporting extravaganza was not only bigger and better but was far more successful than previous years. That 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.

The participants from some of the most reputed B-schools of the country including NMIMS, NITIE, JBIMS, SCMHRD and SIIB came out in huge numbers to showcase their sporting prowess and attempted to outperform their opponents. Gravitas 2016, allowed participants to ply their trades across eight different sporting activities which provided them with unique challenges and ample opportunities to win laurels for their colleges.

The events included table-tennis, badminton, squash, basketball, chess, throw ball (women's only), football and volleyball (men's only). All the matches were fiercely competitive and most of them went down to the wire with winner being decided in the dying moments of the game.

SIBM, Pune 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. Besides these, SIBM also ended up being runners-up in squash (women), throwball, volleyball and basketball (women).



The other b-school to enjoy significant success across events was NMIMS which ended up winning throwball and basketball (both men and women). They were also runners-up in table-tennis (women), badminton (both men and women), squash (men), football and chess. Their victory over SCMHRD in the men's basketball final would probably be remembered as the game of the tournament as they overcame all odds to turn the tables on the tournament favourites. SIBM's sister institutes SIIB and SCMHRD also ended up being eventual winners in football and volleyball respectively, with SCMHRD faring slightly better, being runner-up in men's basketball.

More than winning or losing, Gravitas promoted fair-play and unity amongst all the contestants and the camaraderie between all the participants was there to see. The event saw ample glimpses of sportsman spirit and bonhomie which actually reflected in the way the games were approached and played. The three-day event also attracted good crowds with students frequently flocking to basketball and badminton courts to cheer the players on.

Also the buzz and atmosphere created during the event, with music and mouth-watering delicacies on offer made Gravitas an event to remember. Students could actually be seen rushing out after their classes to be on time to catch some of the riveting action. The organizers, with the help of associates put up a tremendous show, an act which would be tough to follow and replicate let alone do better.





SIBM Pune Premier League 8

Sports Management Team of SIBM, Pune recently conducted the 8th season of its annual cricket extravaganza, SIBM Pune Premier League from 15th Feb – 25th Feb 2016. SPL, as it is fondly known is a cricket tournament based on the lines of the Indian Premier League, arguably the most successful cricket league in the world. The 10-day tournament lit-up the evenings on the hill-top campus of SIBM in Lavale with some spectacular display of cricketing skill, athleticism and sportsmanship.

The tournament comprised of eight teams vying for the top honours, in the form of a glittering trophy and a handsome cash price. The money collected during the captains' and the teams' auction was given away as prize money to the top 2 teams and also to the players who displayed outstanding skills throughout the tournament. But as it turned out, teams were not merely playing for money but for the bragging rights that came along with on the virtue of winning the prestigious event.

The team names as well as the players were all allocated to the team owners by means of a keenly contested auction wherein the team captains were bought for actual money while rest of the players had to be bought on virtual points, from a base price of 50. The captain's auction in particular saw some riveting action and the owners fought hard to get the captain of their choice. The player's auction also saw more than 170 students go under the hammer and the interest levels were on an all-time high as their names kept popping up randomly.

If one were to think that the auctions were entertaining, the on-field action was even better. Some real high scoring encounters were witnessed in the first few days followed by a string of low-scoring, nerve-wrecking close finishes which left the players as well as the spectators alike on the edge of their seats. Some of the big names that were expected to perform like Sourabh Dogra and Naman Jhavar did justice to their price tags, while some surprise packages like Rishav Mandal stepped up and amazed one and all with their pyrotechnics on the field.

In the much anticipated final, Team Eagles, last year's winner, and widely tipped to win the tournament this time around as well, took on the determined and talented bunch from Team Devils. The marquee clash of the

tournament was a spectacle of twists and turns with Team Devils coming out on top with a cool and composed half-century from their captain Vishal Pratap Singh.

The player of the tournament award was given to Sourabh Dogra for his stupendous performance throughout the tournament which saw him score the maximum runs and taking the most wickets. Amongst other players to be awarded was Rishav Mandal for being 'Value for Money player'. Vishal Pratap Singh and Naman Jhawar were awarded the Best Batsman and Best Bowler of the tournament respectively. R Arvind, a student from first year MBA was declared as the 'Emerging player of the tournament'.

The tourney also saw a one-off seven over a side match between the girls of MBA 1st and 2nd year. As expected, this game turned out to be a huge attraction and witnessed a large crowd. In the end the girls from the senior batch emerged winners in an intensely contested game. Girls from both the teams won accolades for their on-field competitiveness and efforts.

SPL 8 saw friends become foes on-field and yet the spirit of the game as well as sportsmanship was upheld at all times. The camaraderie between the players was evident in the way the teams met and congratulated each other post-match.

The buzz and atmosphere created during the event, with music, running commentary and mouthwatering delicacies on offer made SPL 8 an event to remember. Students could actually be seen rushing out after their classes to be on time to catch some of the riveting action. The organizers put up a tremendous show, which left everyone gasping for more, and eagerly waiting for the next edition which promises to be bigger and better.





About the Team

“Management is just a Game, Sports means Business”

The Sports Management Team at SIBM believes in the objective of inculcating team spirit, bringing out leadership, bringing out leadership potential & encouraging students to participate in sports in order to harness a healthy mind in a healthy body. The rising potential of sports as a management domain is something

the team wants to tap into and give the students a chance to excel in developing an all-round personality that encompasses mental as well as physical capabilities.

Social Media Presence

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YouTube: <https://www.youtube.com/channel/UCgoW4WW7Z818PkQ-2aKk-9A>

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