
7.2.1_SIBM Pune_BestPractice1_2016-17

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 for the year 2016-17

Submitted by:
Utkarsh Chowdhary
Coordinator
Alumni Team



CONTENTS

Team Composition and Event Calendar.....	2
Activities in 2016-17	3
Yearbook 2017	12
The social media and alumni portal connect.....	13



TEAM COMPOSITION AND EVENT CALENDAR

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

- Utkarsh Chowdhary (Coordinator)
- Arth Dodeja
- Kritika Agarwal
- Mamta Bhatia
- Prakhar Palawat
- Reema Ghosh

- Sadhvi Jaggi
- Venkatesh Prathik

2016-17 was an eventful year for the Alumni Team. The team undertook various new initiatives and most of them bore very 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 2016-17.

Event Name	Pre-Activity Dates	Event Date
Database Update Drive	July 2016	-
AlumSpeak 2016	Aug & Nov 2016	17 th Aug, 12 th Nov, 19 th Nov 2016
Recuerdo – 15 Year Reunion for Batch of 2001	July - Aug 2016	27 th Aug 2016
Encore West – Mumbai	Aug – Sep 2016	24 th Sep 2016
Rendezvous – Convocation for Batch Of 2016	Sep 2016	1 st Oct 2016
Legacy	Oct- Nov 2016	20 th Nov 2016
Silver Jubilee Reunion – Batch of 1991	Nov – Dec 2016	3 rd and 4 th Dec 2016
Batch Photo shoot	Jan 2017	3 rd Jan 2017
Alumni SPL	Jan - Feb 2017	17 th Feb 2017
Encore North – New Delhi	Jan - Feb 2017	25 th Feb 2017
The Yearbook 2017	Jan – Mar 2017	5 th Mar 2017
Scribbling Day	Feb - Mar 2017	9 th Mar 2017



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:

- Emails (using Mail-Merge)
- LinkedIn
- Google
- Calls

Starting with the list of the graduation batch collected during the Yearbook registration, lists of students were also taken from the administrative staff which they used during calling to include new Alumni. Dedicated calling to update batches of 1991 and 2001 was also carried out and SPOCs from these batches were noted.

RECUERDO- 15 YEAR REUNION FOR THE BATCH OF 2001

Recuerdo- the 15 Year reunion for the batch of 2001 was organized by the Alumni team on 27th August 2016 at SIBM-Pune, Lavale campus. The event was an amalgam of formal and informal interaction with a walk down the memory lane for the batch of 2001. The event started with the alumni gathering for breakfast with the guest house Vashisht playing host to the batch. With the alumni arriving in healthy number the guest hall reverberated with tales of nostalgia and hearty laughter about the years gone-by.

The breakfast set the tone for the next segment of the event called, 'Roll Your Sleeve'. The segment comprised of fun-filled activities, charades and Bollywood quiz with our esteemed alumni competing against each other to get their hands on the goodies at offer and more importantly the bragging rights. Next came in a surprise for our alumni as their favourite faculty Dr. Kumar Shrinivasan joined them for a sumptuous lunch.

The next stop for the batch of 2001 was the SIU auditorium where the students of SIBM had gathered for a batch interaction with our corporate heroes. The gathering was addressed by Dr. R. Raman- Director SIBM-Pune. With 15 years of rich corporate experience behind them, our alumni answered numerous queries posed by the current students. The students not only picked on the brains of our alumni but also connected with their stories. The alumni were then felicitated by Director- SIBM Pune.

The last stage of the event took our alumni to their 'original' campus of SIBM at S.B. Road. The alumni entered their classrooms of yore and sat on the same benches again with the clock turning back by 15 years. The event was brought to a close with tea and snacks at their beloved NCC canteen.



ALUMSPEAK 2016

AlumSpeak, an initiative by the Alumni Team in the first half of 2016, bloomed to its full potential as the year went on. The event 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 is active throughout the year and any alumnus who wishes to take a session for the students can inform us by connecting with us on the Alumni Portal, e-mailing us or calling us. The initiative has seen great enthusiasm by the Alumni who lauded the team for starting an initiative like AlumSpeak.

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 for the academic year was organized on 17th August 2016. Mr Dhruv Dhawan - Head of Industry, BFSI & Healthcare, Google and an alumnus of SIBM Pune, Batch of 2002, was the speaker.

The second in the series of lectures was organized on 12th November 2016. Our esteemed alumnus, Mr. Anjan Bhowmick, Batch of 2002, Director - Human Resources - India and

EMEA (Europe, Middle East and Africa), The Hershey Company was the second speaker for AlumSpeak.

The final lecture was organized on 19th November 2016 when Ms. Joyeeta Chatterjee, Batch of 1994, Chief Human Resource Officer, OLX, South Asia graced the campus to share her experience with the aspirational B-School students at SIBM Pune.



ENCORE WEST 2016

Encore West the flagship event of the Alumni Team was organized on September 24th 2016 at the JW Marriott, Sahar in Mumbai. The event began with the registrations of the guests. The alumni were then addressed by the Director, Dr. R. Raman and this was followed by a factual video to showcase the developments at SIBM Pune in the past year. As a surprise planned for the guests, the Alumni Team had a quiz planned for the Alumni titled 'The City of Dreams'. The quiz helped in breaking the ice amongst the various batches present in the banquet hall. The alumni were bubbling with excitement to shout out answers and win 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 enthusiasm shown by the batches have encouraged to team to only go grander in the next Encore.

Publicity for the meet was done through:

- 3 rounds of calling
- 2 round of mails
- Extensive use of Social media (Facebook and Linked-In)

The event saw a participation of 120 alumni from batches ranging from 1981 to 2016.



RENDEZVOUS WITH THE BATCH OF 2016

On the 1st October, 2016, Symbiosis International University had organised the convocation day for the class of 2016 of all Symbiosis Institutes. The Director and the Alumni Team of SIBM Pune went a step ahead to make it special for the graduating class of 2016. Paper scroll certificates were given to students from the class of 2016 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 along with **iSMART** and the pictures were instantly printed and framed to be given to the students so that it remains as a fond memory with them.

This was the second 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



LEGACY 2016

Legacy is the annual event of the Alumni Team which is aimed at facilitating the connect between the students and alumni in a formal setting. The 3rd edition of Legacy was organised on 20th Nov 2016, Sunday. This year the event was designed to help students gain relevant industry insight and to develop a better connect between our illustrious alumni and students. The topic of discussion for Legacy 2016 was **Transforming Business in the Digital Era.**

The Alumni panellists for the event were:

1. Ashwini Holkar (Batch of 2003) - Brand and Innovation catalyst specialising in FMCG Personal Care, Marico Ltd.
2. Samarth Garg (Batch of 2009) - Associate Vice President, Deutsche Bank
3. Protik Basu (Batch of 2009) - Director- Strategy & Digital, Templatolio Technologies
4. Deepak Bhauwala (Batch of 2011) - Program Manager, Amazon
5. Swati Kawatra (Batch of 2012) - Product Manager, Reliance Jio Infocomm Ltd.
6. Keyur Munot (Batch of 2012) - Sales Manager, Star Sports

The format of the event was as follows:

1. Informal Meet – before the event began officially, there was an informal meet between the alumni and the student panellists. This gave the students an opportunity to gain insights from the alumni about their respective industries.
2. Speech by Keynote Speaker – Ms. Ashwini Holkar, Batch of 2003, Brand and Innovation catalyst specialising in FMCG Personal Care, Marico addressed the audience with her informative speech on the changing face of brands in the market today, breaking down the conventional marketing channels and classical ways of marketing the commodities.
3. Students' Panel Discussion – the Keynote speech was followed by a panel discussion on the topic between the students from the perspective of the different



specialisations. The students discussed the different ways in which each

specialisation is being affected in the Digital Era. The panel discussion was judged by the alumni panellists.

4. Alumni Panel Discussion – the alumni discussed on the changing dynamics of business in the Digital Era. They spoke about the changing business practices in different sectors like Banking, Telecom, FMCG with the advent of the digital era basis their experiences in the outside world.

SILVER JUBILEE REUNION FOR BATCH OF 1991

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 MBA and MPM batch of 1991 visit the SB Road as well as Lavale campus.

The reunion spanned the first weekend of December 2016 (3rd & 4th December). 27 members of the MBA batch and 20 members of the MPM batch turned up for the weekend. Ms. Swati Mujumdar and Mr. R. Janakiraman played an important role in getting the Alumni from MBA batch of 1991 to campus and making the reunion possible. The event commenced at the SB Road Campus where the alumni had a chance to reminisce their

memories and relive old days. The alumni shared their valuable experience in corporate and personal life with each other. Then they visited the picturesque Lavale campus where they interacted with the Director of SIBM Pune and discussed about what differentiates our institute and what can be done to sustain and grow the brand of SIBM Pune.

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

- Swati Mujumdar, Director, Symbiosis Center For Distance Learning
- Archana Shiroor, Director - Head HR for Corporate, investment Banking and Wealth, Barclays Bank
- Harsha Rao, Vice President and Country Head, Swiss Singapore Overseas Enterprises Pvt. Ltd.
- Sumita Majumdar, Head Organisation Development, ITC Hotels
- Sridhar Bharadwaj, Vice President - Business HR, Grasim

What was different about the Silver Jubilee Meet of the MBA & MPM Batch of 1991?

The batch had the chance to visit both the campuses and re-live the old memories in an old as well as a new way. The batch enjoyed an evening of togetherness with fun and dinner at Vashisht. Another highlight of the reunion was that the batch celebrated the meet with a visit to the SB 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.



PHOTO SHOOT FOR THE BATCH OF 2017

The graduating batch of 2017 was invited for an informal photo shoot. The photos clicked during the event were to 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 favourite among the students of the graduating batch.

Glimpses of the event:



ALUMNI SPL

Alumni SPL is an annual Cricket event hosted by the Alumni Team in association with the Sports Management Team. We invited Alumni to the Campus on Friday, the 17th February, to play a Cricket Match with the current students at SIBM Pune. It was a fulfilled affair with the current students scoring 87 in their allotted 10 overs and the Alumni overhauling the target with an over to spare. The event was followed by Dinner which was arranged at the Vashisht guesthouse. This event allowed the Alumni to reminisce their times at the Campus and connect with other Alumni from the institute.



ENCORE NORTH 2017

Encore North 2017, arrived back in Delhi on February 25th 2017 after a gap of a year. Encore, an all batch meet, is an event organized 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 a relaxed evening and take home new memories.

It was the awaited event, the gathering of all the batches, the coming together of the two worlds – family and friends. It was organized at the ITC Sheraton in Saket, New Delhi. Exquisite and full of grandeur, with all preparations in place, we were ready to welcome our alumni after a long year.

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, the infrastructure, the students' council, the competitions won by the meritorious students and everything that would make our alumni proud of their institute.

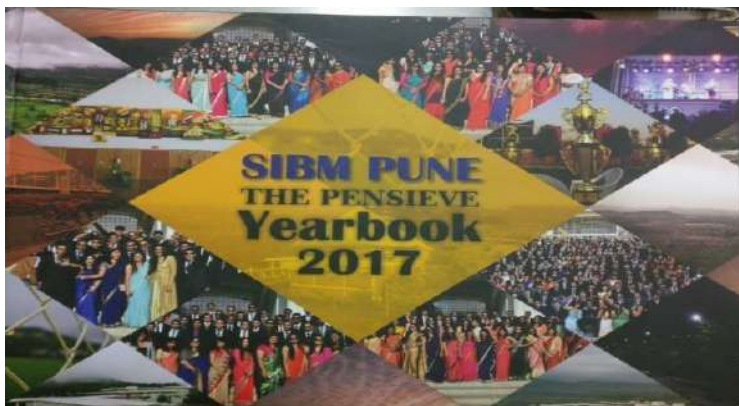
The crowd was then welcomed by the coordinator of the Alumni Team and addressed by the Director. The batches were excited to see each other. This was followed by a quiz based on the famous landmarks in and around New Delhi and it was called the 'Capital Connect'.





YEARBOOK 2017 - THE PENSIEVE

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 handed out to the Class of 2017 on Scribbling Day, which has the most important details about each student including their best moments on Campus, photographs with their friends, and their recollections. It serves not only as a trip down memory lane but ruffling through these pages a few years down the line will definitely elicit a huge smile on our fresh Alumni faces. The data collection and planning was 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.



THE SOCIAL MEDIA AND ALUMNI PORTAL CONNECT

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 4120+ likes on Facebook, 410+ followers on Twitter and 3880+ 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. The 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.

The Alumni Team, having launched the Alumni Portal amidst great fan-fare in September 2015, have managed to register over 1750+ Alumni. This is a registration of over 39% in the span of 18 months. The domain name for the portal is: <http://alumni.sibm.edu>.

With the coming of the Portal a lot of things have become easier to do. It has 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 Encore West and North. The features of the portal are:

- Events Page - Updates about Alumni meets
- Gallery and Memories - To share pictures and videos
- Jobs and Internships - Opportunities shared by PAT and Other Alumni
- Newsroom - Current happenings informed to the Alumni
- Whiteboard - Post to the Alumni / Batch

This allows us to communicate across Batches and Geographical locations in a streamlined manner. The Alumni themselves appreciate the Portal on account of its exclusivity and simplicity in its operation.





SIBM Pune Alumni

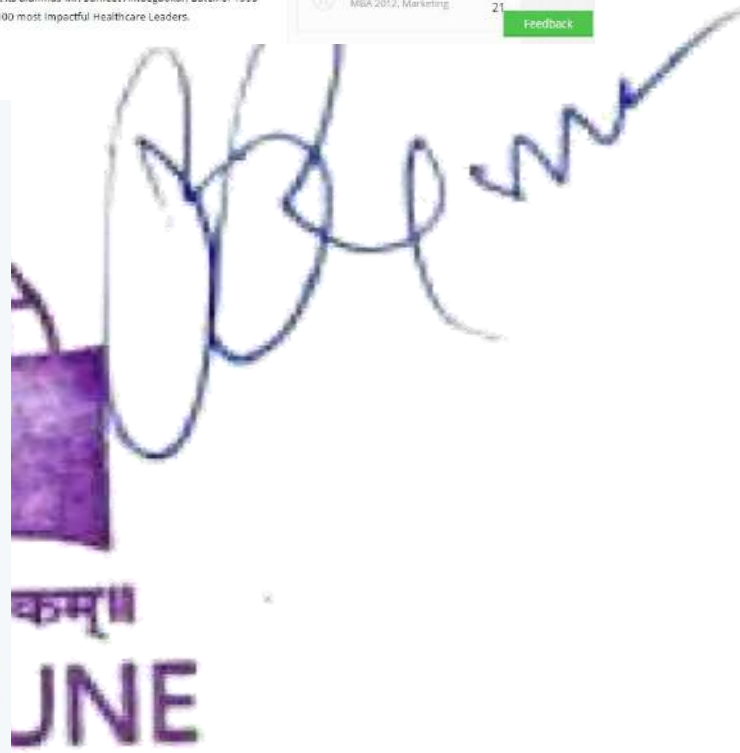
@SIBMPune_Alumni

Official Twitter Handle of Alumni Team, SIBM Pune for sharing tweets on alumni news, events, networking and career resources. alumni.sibm.edu

Lavale, Pune

alumni.sibm.edu

88 Photos and videos



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 endeavour to nurture an alumni community where each and every member feels

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



(From L to R – Kritika Agarwal, Reema Ghosh, Sadhvi Jaggi, Prakhar Palawat, Mamta Bhatia, Arth Dodeja, Venkatesh Prathik, Utkarsh Chowdhary)



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

Annual Report

Academic Year 2016-17



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 2016-2017.

Senior Team	Interim Team	Junior Team
March'16 – March'17	May'16 – October'17	October'16 – March'17
Rohan Jambhekar	Sachin Kumar TS	Ankur Gupta
Trupti Wanare	Jomy Mathew	Swapnil Deshpande
Sarat Anand	Ankur Gupta	Nandeta N
Shekhar Prasad	Swapnil Deshpande	Sagar S Kashyap
Sahil Chatta	Ahana Kaul	Ritesh Benedict

	Sanjana Pai	Shreyas Srivastava
	Sagar S Kashyap	Ahana Kaul

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□



Detailed Event Review

Advent 2016

Advent 2016, a Vlogging competition for first year MBA students at SIBM was organized by the Aspirant Relations Team in the month of July. Students were asked to make a short video on any of the three given topics- “SIBM – A blend of Educational Diversity”, “SIBM – Home Away from Home”, “SIBM – A Melange of Cultures”.

The objective was to make students put on their creative hats and come up with interesting videos showing around their life on campus. It also served as a great opportunity for students to experience working together.

Winners of the Event:

- Ist- Ankit Taneja, MBA I, I&E
- IIInd- Rahul Grover, MBA I, Marketing
- IIIrd- Karishma, MBA I, Marketing



iAspire 2016

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, writing competitions, industry analysis and case study challenge and provide MBA Aspirants from across the nation with a glimpse of the B-school 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.□

iAspire 2016 iAspire 2016 started with Inscribe'16, a précis writing competition that was introduced this year, from 02nd August 2016. BizQuotient, an online quiz, conducted over a period of one week on the iAspire Facebook page started from 03rd August 2016. At the end of Inscribe'16 and BizQuotient'16, 10 cumulative scorers were shortlisted to the next round of iAspire and these entries were chosen based on the speed and accuracy of their responses. These 10 aspirants got direct entry into the main event of iAspire 2016.

For the selection of the remaining 90 aspirants, a preliminary aptitude test consisting of quantitative aptitude, verbal ability, logical reasoning and general knowledge questions was conducted on the 14th August 2016. The aptitude test was modelled on the lines of an MBA entrance exam. This will benefit aspirants as they will get a feel of the examinations environment and will be able to identify their strengths and weaknesses while testing.

The 100 shortlisted aspirants, who had successfully qualified to the next round of the competition, were assigned students from SIBM Pune as mentors. Mentors subsequently reached out to the aspirants to explain, facilitate and guide them through the next phases of the event, the case study challenge. Based on the aggregate performance in the quizzes and the case study report, six aspirants along with three SIBM Pune mentors were selected as the winners of the event and the results were declared on 24th August 2016.

Event Structure

Component	Date
Promotional Activities	23 rd July 2016
Inscribe	1 st to 9 th August 2016
BizQuotient - Business awareness quiz	3 rd to 9 th August 2016
Online aptitude test	14 th – 15 th August 2016
Case study competition	18 th August 2016
Final Results	24 th August 2016

Participation

Bizquotient	N/A
Inscribe	N/A
Online Aptitude test	800
Case study competition	100
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 2 shortlisted aspirants. iAspire is modelled as a dual competition wherein the mentors and aspirants simultaneously compete with their own peers.

The Build Up

This phase comprised of promotional activities to launch of the event iAspire, which began with the revamp and re-launch of the iAspire Facebook Page on 30th July 2016. Questions, quotes and facts were posted daily on the Facebook page to generate a buzz for the event and engage future aspirants.

General Knowledge

Fact Files:
 Gambling generates more revenue than movies, spectator sports, theme parks, cruise ships, and recorded music combined.



Vocab Wonder

Erstwhile- (adj):
 Meaning
 At one time, for a time


Quintessential- (adj):
 Meaning
 Most essential



MathLab


The number of ways of dividing (p+q) items into two groups containing p and q items respectively is
 $(p+q)! / p!q!$

The number of ways of dividing 2p items into two equal groups of p each is
 $(2p)! / [2!(p!)^2]$



iQuote

"An idea that is developed and put into action is more important than an idea that exists only as an idea."
 -Lord Buddha



iAspire 2016 Web Page



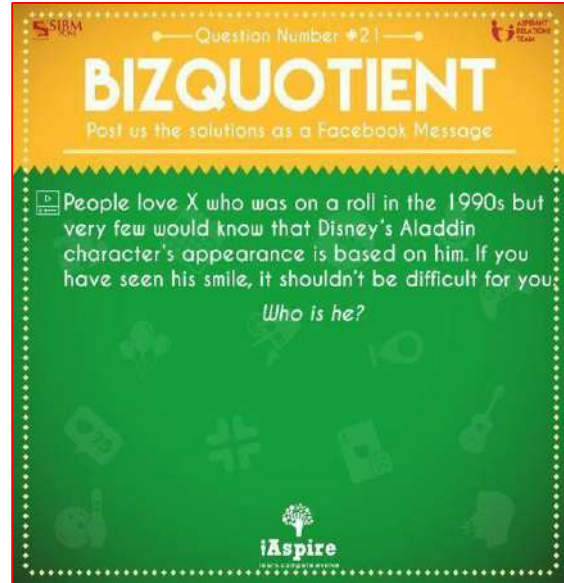
On 30th July 2016, the updated iAspire website went live and included links to the SIBM Blog, so that aspirants who visited the site for registrations were able to read the blogs about Life @ SIBM. Aspirants could register on the website for the preliminary mock test which had a link to the main test portal.

Inscribe

Inscribe'16, an all-new event, which is a Précis Writing Competition. Inscribe'16 started from 02nd August 2016 as part of the official launch of iAspire 2016. Aspirants were given time until 9th August 2016 to summarize a given article and send it across to artsubmission@sibmpune@gmail.com.

Bizquotient

In August 2016, a **ten day long 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, entertainment and general knowledge. This year, the questions posted each day revolved around a theme such as Media, Sports, and Economics etc.



At the end of the quiz, answers sent were evaluated for accuracy and promptness. Top 10- wild card 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 3rd 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 to 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 was conducted on the 14th and 15th August 2016. 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 +1 marks

- Wrong answer 0 marks
- No negative marking

The results were declared on the 17th of August. The top 90 aspirants with the highest score were 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.

Orientation Session for Mentors

50 groups were formed consisting of 1 mentor from MBA-1 for 2 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 18th August 2016 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 18th and 21st August 2016

From 18th to 21st August, the **mentors interacted and worked with the aspirants**. Mentors provided guidance on corrections and clarifications to be made to refine and finalize 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 the solutions was on 22nd August 2016. Interactions between participants and mentors were conducted over via email. The emails was 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, 6 mentee winners and 2 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

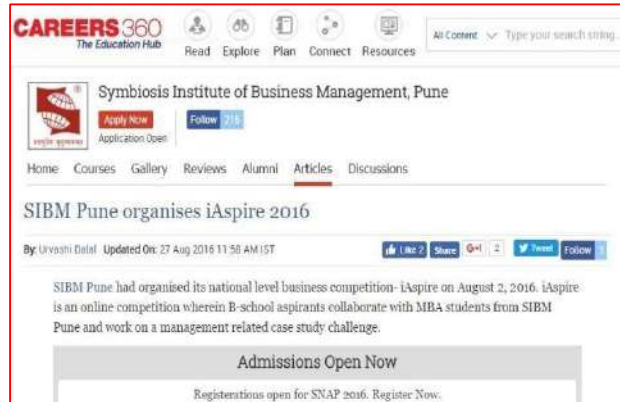
- The team split up and physically disseminated information to Aspirants in coaching classes and colleges in Pune and Mumbai and got them to register for iAspire.□
- Director's Letter and Introductory Posters were dispatched to 500 colleges and institutes all over India.□

Digital Media

- Online 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□
- iAspire 2016 video was boosted on Facebook and was shared on YouTube□
- 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- Careers 360, Inside IIM, MBA Universe

- The iAspire 2016 Event, poster and video was updates on the newsfeed of the different websites. .□
- iAspire 2016 link and relevant posts were put up on individual forums of corporate, colleges, coaching institutes.□




MBA Universe

iAspire 2016

POSTS LATEST ACTIVITY

Search Page 1 of 1 Filter



SIBM Pune
Symbiosis
Institute of
Business
Management,
Lavale, Pune

Join Date: Jul
2014
Posts: 7

iAspire 2016
08-29-2016, 01:03 PM #1

iAspire, a business centric case study competition, was conducted by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune, for enthusiastic MBA aspirants. This consisted of the best brains in the country, who got together to prove their mettle and challenge the rest. This competition is one-of-its-kind, owing to the fact that it was organised to better prepare the aspirants for their upcoming entrance exams and tests. The event kicked off on 2nd August 2016 with Inscribe. This was a précis writing competition wherein participants were given an article that had to be summarised in 100 words. This was done to test the writing skills of the aspirants. Then followed BizQuotient, a six day online business quiz. Every day, 3 questions were posted on the official Facebook, Instagram and Twitter channels of iAspire. The quiz topics included Current Affairs, Business, Famous Personalities, Logos and more. The ones who responded with the most prompt and accurate replies got an edge over other aspirants. They directly qualified for the final round, which was the Case Study Competition. Prelims, an online Preliminary Aptitude Test was conducted by the Admissions Team of SIBM-Pune for the aspirants. The test is similar to other MBA entrance exams, which helps the aspirants get a feel of the difficulty level of questions and the testing environment. The overwhelming response from the participants prompted the team to extend the test to one more day! Top 80 scorers of the test were selected for a final Case Study Competition. The Case Study Competition was held with the help of SIBM students, who were mentors for the selected aspirants. The mentees received one to one guidance for pursuing a career in business management. The iAspire event was a great success owing to the huge participation and zeal displayed by the aspirants. The aspirants got a wonderful opportunity to test their skills under real-life business situations. The number of people inspired to aspire for an MBA through the promotions of iAspire were around 3000.

Coffee with SIBM 2016

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.

The event culminates in an extravagant and much awaited series of seminars conducted simultaneously across more than a dozen cities of the country, 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 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, interaction with current batch toppers as well as data through cloud platforms.
- Provide them a platform to interact with other aspirants in order to create a learning experience for them.

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. This year marked the completion of 11 years of Coffee with SIBM and the objective remained the same - to reach out to more and more aspirants.

This year Coffee with SIBM was held in 13 cities and 16 venues.

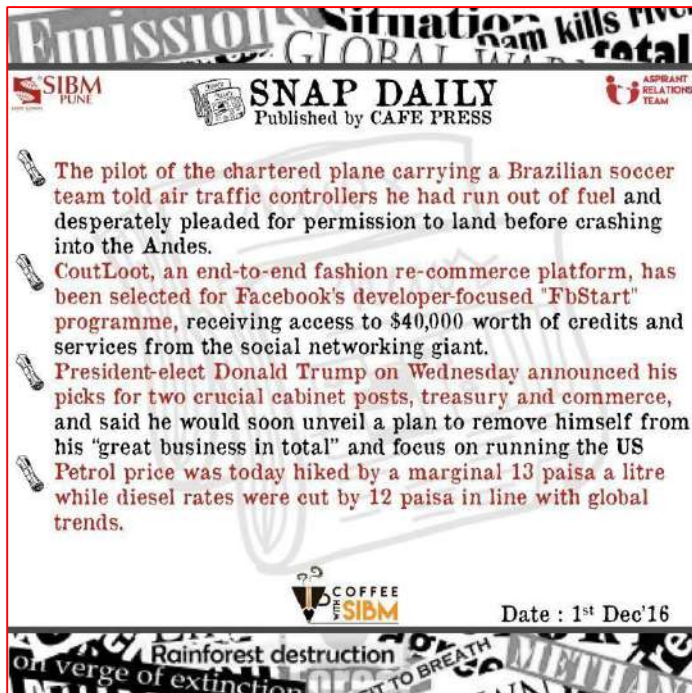
9thDecember	Thane	Noida	Ahmedabad	Goa	Mumbai	
10thDecember	Chennai	Indore	Chandigarh	Vadodara	Pune	
11thDecember	New Delhi	Mumbai	Nagpur	Bengaluru	Hyderabad	Pune

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 six days of sectional mock tests and full length conducted online.

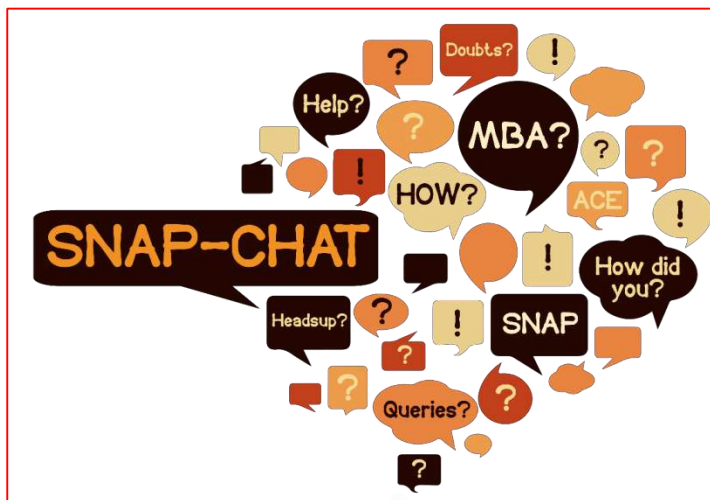
Test Structure	Dates
Sectional – 60 mins	11 th , 12 th and 13 th November, 18 th , 19 th and 20 th November
Full length – 120 mins	26 th , 27 th and 28 th November, 14 th , 15 th and 16 th December

Sub Event: SNAP DAILY



This year as part of Coffee With SIBM, a newspaper called **SNAP DAILY** was published online daily to help **aspirants** stay updated with current affairs as well as aid them in their preparation for the GE/PI/WAT process.

Sub Event: SNAP-CHAT



An event called **SNAP-CHAT** where **SNAP 2015 toppers** were engaged to answer to the queries of aspirants.

Event Date: 27th Nov'16

Event Time: 7pm to 9pm Toppers

were:

Snehil Nigam - 99.996 percentile Sandhini Nagvekar -99.998 percentile

Akshay Kumar Singh - 99.97 percentile

The main aim of SNAP-CHAT was to engage aspirants from cities where Coffee with SIBM could not be physically conducted. Along with this, the event was conducted with a view of connecting aspirants to SNAP toppers from the batch to get all their doubts and queries resolved.

Sub Event: Quiz Roast

An online quiz called Quiz Roast was held with the aim of helping aspirants in their preparation for the General Knowledge section of the SNAP test where quiz questions were posted on Facebook and Twitter and aspirants were to inbox ART the answers.



Digital presence

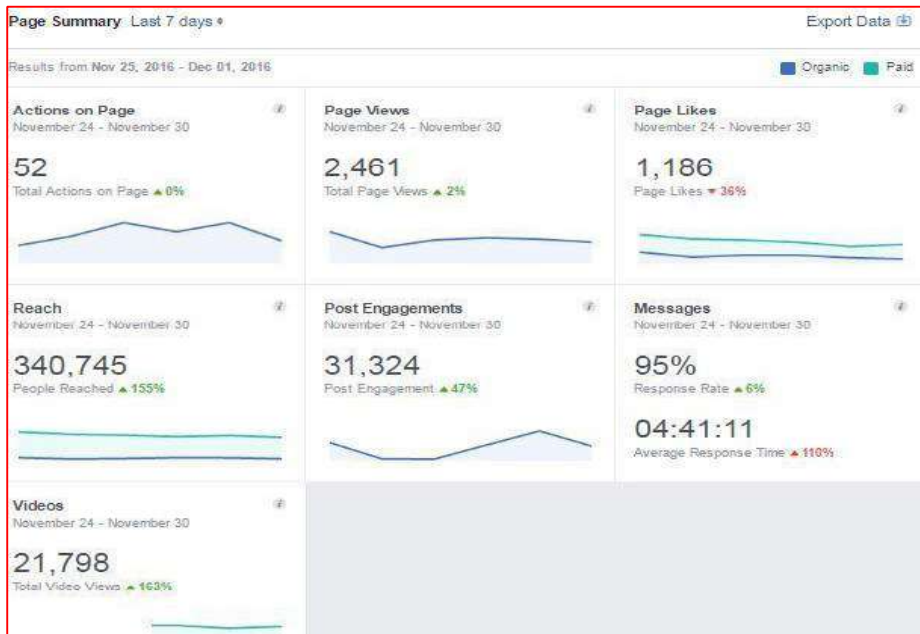
Google ad-words were made in 15 different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube.



Facebook

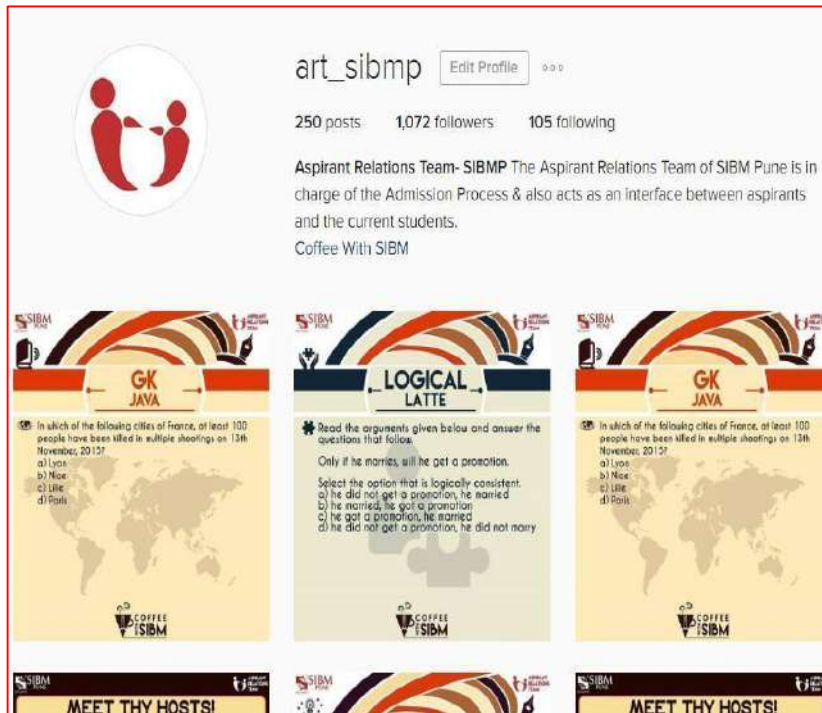
The Facebook group had a total of 65,000 + likes and the page had an engagement of over 300,000. Various promotional activities were organized on the page which created the required buzz among the candidates.

Page	Total Page Likes	From last week	Posts This Week
1 Snap-Symbiosis	106.6K	▲ 0.8%	10
YOU 2 Coffee With SIBM	64.4K	▲ 2.6%	55
3 Crack it with SIIB	40.4K	▲ 0.2%	10
4 Admissions@SCMHRD	37.8K	▲ 0.8%	14
5 Scmhrd Rookie	6.3K	▲ 0.3%	23



INSTAGRAM

Instagram account was revamped and all the posts on Facebook were published here as well.



SNAPVID

A video was published on the Facebook page called as 'SNAPVID'. The video showcased the campus and the scenic beauty around it.

Coffee With SIBM
Published by Sagar S Kashyap [?] · December 5 at 9:00pm · 🌐

The Aspirant Relations Team of SIBM Pune brings to you another glimpse of life at the hill to campus at Lavale. Have a sneak peek into the beautiful campus and dive deep into the culture of SIBM Pune.
#CWS11 #SIBMPune #SNAP2016 #CoffeeWithSIBM



34,928 people reached

[View Results](#)

Online forums

Various articles were published on platforms such as Inside IIM and MBA Universe among others.



WEBSITE

Coffee with SIBM website was launched on an independent public platform hosted on SIBM servers.

Link: <http://sibmpune.edu.in/cws>



The website contained various sections such as:

- GK compendium and preparatory kit
- Mock test details
- Mock test solutions
- SIBM Blog - <http://cws.sibmpune.edu.in/blogview>
- SNAP 2016 details

A few clicks from the venues





SOCIAL BRANDING

The Aspirant Relations Team developed unique methods of social branding through word art.



Admissions 2017

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
 - a. A Newspaper Clipping was shown and students needed to come to a consensus and discuss upon the finalized topic from the clip.
2. Individual Assessment
 - a. Written Ability Test based on a picture shown (PIC-WAT)
 - b. Extempore
 - c. Personal Interview

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

1. Group Assessment
 - a. Strategic Model Canvas based on a case study



2. Individual Assessment

- a. Written Ability Test based on a picture shown (PIC-WAT)
- b. 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 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, and booked their preferred slot.

GE-PI-WAT Slotting for MBA-Regular

- The shortlisted candidates were called to campus on the following dates: ○ **3rd, 4th, 5th, 10th , 11th, 12th 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 (**1593 students**) and the number of process slots (6 days X 2 slots per day = **12 slots**), the number of students to be accommodated per slot are ○ $1593/12 =$ **133 students per slot**
- These students were divided into 14 groups of 10 students each.

The students were allotted a GE-PI-WAT ID number which was in the following format:

- First letter: R (for Regular MBA course)

- Second and Third letters: Range from 03 to 12 (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 10 (indicating position in the group)

Thus, a student who has applied for the regular MBA course, and has booked the morning slot on 3th February, and has been allotted the 6th position in the 4th group, had the following GE-PI-WAT ID number: R03XD06.

GE-PI-WAT Slotting for MBA-I&E

- The shortlisted candidates were called to campus on the following dates:
 - **3rd, 4th, 5th, 10th, 11th, 12th of February 2016**

- There were two slots of the PI process on 3rd and 10th dates – one slot in the morning and one in the afternoon.
- There were three slots of the PI process on 4th, 5th, 11th and 12th dates – one slot in the morning, one in the afternoon and one in the evening.
- Morning & Afternoon slot timings: **0730 hours and 1200 hours.**
- Evening slot timings: **1530 hours**
- Based on the number of students (**2065 students**) and the number of process slots (**16 slots**), the number of students to be accommodated per slot are $2065/16 = 130$ students per slot
- These students were divided into 10 groups of 13 students each.

The students were allotted a PI ID number which will be in the following format:

- First letter: I (for IE MBA course)
- Second and Third letters: Range from 03 to 12 (to indicate the date of process)
- Fourth letter: X, Y or Z (X for Morning slot, Y for Afternoon slot, Z for Evening slot)
- Fifth letter: Range from A to J (A for 1st group, B for second group, and so on)
- Sixth and seventh letter: Range from 01 to 13 indicating position in the group.

Thus, a student who has applied for the **IE MBA** course, and has booked the **afternoon slot** on **12th February**, and has been allotted the **5th position** in the **8th group**, had following PI ID number: I12YH05

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. Buddies used their college mail ids to communicate and interact with the candidates 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/Onboard201719/>

Group Name: OnBoard SIBM Pune 2017-19

Several competitions were hosted on the Facebook group so as to increase the interactions between the incoming batches. 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
2016-2017**

Table of Contents

- 1. Overview**
- 2. Schedule of the events hosted in 2016-17**
- 3. Listed of Organizations Hosted**
 - Academic Year 2016-17
- 4. Main Events**
 - A. Imperio 2016-17**
 - Imperio 1.0
 - Imperio 2.0
 - Imperio 3.0
 - Imperio 4.0
 - Imperio 5.0
 - Imperio 6.0
 - B. Arcturus 2016**
 - C. The Senate 2017**

5. Campus Connect Initiatives

A. Mahindra War Room 2016

B. Godrej Loud

6. Building the Brand SIBM Pune

A. Offline Promotions

B. Online Promotion

7. Closing Note



SIBM
PUNE



Overview

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 2016-2017, 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.

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 tried to ensure that students were kept abreast with the latest management trends and changes in the industry. The team endeavoured to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.

Schedule for Events for 2016-17

EVENTS	DATE
Godrej Loud Campus Launch	18 th – 19 th July, 2016
Mahindra War Room Launch	17 th July, 2016
Imperio 2016 (1.0)	25 th June, 2016
Imperio 2016 (2.0)	20 th July 2016
Imperio 2016 (3.0)	5 th August 2016
Imperio 2016 (4.0)	15 th December 2016
Imperio 2016 (5.0)	7 th February 2017
Imperio 2016 (6.0)	25 th February 2017
Arcturus	21 st August 2016
The Senate 2016	28 th January 2016

List of Organizations hosted

P&G	Blue Dart
KPMG	Grant Thornton

PWC	Mahindra & Mahindra
Deloitte	Godrej
Aditya Birla Group	Barclays
Google India	Crisil
IBM Global services	Index Advisory
Reliance Digital	Idea
Cummins India	L&T Infotech
Crimson Consulting	HP Enterprises
Xellenz Consulting Group	Airtel
Microsoft	Appster

MAIN EVENTS

Imperio 2016-17

Imperio 2016 – 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
deeper understanding of contemporary business.

order to gain a

Imperio 1.0

Date: 25th June, 2016

Guest Lecture by

**Mr Chandan Pansari - Brand Manager,
Oral Care India | Proctor and Gamble**

Mr. Chandan Pansari is the Brand Manager – Oral Care at Proctor & Gamble India. He has been handling the country marketing for Oral Care at P&G since September 2015. Prior to this, he was the Associate Brand Manager, Beauty Care – India for the same for 5 years managing Olay since 2010 and Old Spice since 2013.

Before his stint with Proctor & Gamble, he was the Account Optimization Associate at Google. His role involved optimizing Online Ad Spends for some of the largest Advertisers in the US and developing strategies on their year-round Online Spend. Mr. Pansari specializes in Marketing, Integrated Marketing Communications, Brand Management, Internet, Digital Marketing, Social Media, Corporate Media and Film Marketing. He is a Google AdWords Certified Professional. He is an alum of Mudra Institute of Communication, Ahmedabad and Delhi University.

MAIN EVENTS

Imperio 2016-17

Imperio 2016 – 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 business.

Imperio 2.0

Date: 20th July, 2016

Guest Lecture by

**Mr. Puli S. Sarvanan - Managing Partner and Consultant,
Xellenz Consulting Group**

Mr. Puli S Sarvanan is the Managing Partner & Consultant of Xellenz Consulting Group, focusing on Project Investment & Due Diligence, Asset Management and Trading & Distribution services for the Oil & Gas industry.

Puli has been the Regional Director for Shell in managing multiple Refineries and Chemical plants managing Capital Investment and delivering Turnarounds & Projects across Asia and Middle East. He has accumulated around 25 years of experience in Turnaround, Projects, Engineering, Maintenance, Contracts & Procurement, Commercial, Operations excellence, HR Performance management and Internal Audit. Puli holds MBA in International Business & Finance from Imperial College Business School, University of London and MS degree in Industrial Engineering from NUS, Singapore.

MAIN EVENTS

Imperio 2016-17

Imperio 2016 – 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 business.

Imperio 3.0

Date: 5th August, 2016

Guest Lecture by

**Ms. Anupama Kaul - HR Leader - Engine Leader and Megasite,
Cummins India**

Mrs. Anupama Kaul, started her career with Cummins India Ltd in 2006 as the HR Leader for Cummins Exhaust Ltd based out of Daman. After completing 2.6 years with the business, she became the HR Leader for Cummins Turbo Technologies where she operated from Indore.

Anupama then took on the assignment of leading OD and Employee Engagement under the Talent Management vertical at India ABO in 2013. In 2014, she was given the opportunity to lead Components segment in India as the HR Leader. Anupama has worked with Standard Radiators Pvt Ltd, Hutchison and Hindalco Foil & Wheel Division. She brings in a total 18 years of rich experience.

MAIN EVENTS

Imperio 2016-17

Imperio 2016 – 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 business.

Imperio 4.0

Date: 15th December, 2016

Guest Lecture by

**Mr Puneet Jhavar – Senior General Manager,
Automotive Business | Cummins India**

He interacted with the students of MBA-1 Marketing on various Business-to-Business marketing concepts, Key Account Management etc. He also invited volunteers from the audience to for the enactment of a sales pitch in order to bring out the difference between Business-to-Customer and Business-to-Business marketing techniques.

Two case studies were provided beforehand and the students were advised to read up the same prior to the session. The case studies were discussed in depth which included anecdotal references from Mr. Jhavar in order to elucidate the finer points of presenting and implementing ideas. The session was highly interactive and illuminative and the students highly benefited from the same.

MAIN EVENTS

Imperio 2016-17

Imperio 2016 – 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 business.

Imperio 5.0

Date :7th February, 2017

2016 Guest Lecture by

**Mr Subbu Subramaniam – Founder and
Managing Partner | M-Cap Fund Advisors**

Mr. Subbu Subramaniam is the Founder and Managing Partner for M Cap Fund Advisors. He has over two decades of experience in the areas of private equity, investment management, banking, finance, accounts, risk management, system implementation and corporate governance, MIS and HRM.

He is an Independent Director **at** L&T Finance Holdings, Member of the Board of Directors at Nucleus Software Exports Limited and a Member of the Board of Directors at Ganesha Ecosphere Ltd. Prior to this he was a Member of the Board of Directors at Omkar Clean Energy Services Pvt Ltd from March 2014 –

May 2015. He was the Chairman at Venture Capital Association of India from 2008-2011 wherein he built an effective platform to interact with regulators and policy makers.

MAIN EVENTS



Imperio 2016-17

Imperio 2016 – 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 business.

Imperio 6.0

Date: 25th February, 2017

Guest Lecture by

**Mr Prince Augustin, Executive Vice President |
Group Human Capital & Leadership Development | Mahindra Group**

Mr Prince Augustin is the Executive Vice President - (Group Human Capital & Leadership Development), of the Mahindra Group. Prince is a PhD. from BIT Mesra, Ranchi, a Post Graduate MBA in Human Resources from Symbiosis Institute of Business Management in Pune and has a graduate degree in Law specializing in Labour Law from the Government Law College, Mumbai. He is also a trained behavioural analyst from the Institute of Motivational Learning Singapore and is a certified practitioner of Harrison's, MBTI, Work place big five, OPQ from SHL, FIRO-B, Belbin team role analysis and a facilitator for group processes.

Mr Prince has over 30 years of Industry experience in various facets of the Human Resources function with leading Indian and Multinational corporations such as ACC, Burroughs Wellcome, Castrol, Star TV & Morepen, of which the last 15 years have been in the Senior Leadership Teams of the organizations he has served for.

MAIN EVENTS

Imperio 2016-17





MAIN EVENTS

Imperio 2016-17





MAIN EVENTS

Imperio 2016-17



MAIN EVENTS

Arcturus 2016-17

The Corporate Interface Team, SIBM Pune organized 'Arcturus 2016' – The Leadership Conclave on 21st August 2016.

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 themes for the two panel discussions for Arcturus 2016 were '**Business Disruption: Creating cobwebs or conjuring new vistas**' and '**Leading in times of change: Thriving in uncertainty**'

The eminent speakers for the event were:

1. Mr. Kunal Pande: Partner, KPMG
2. Mr. Rakesh Kaul: Partner, PWC
3. Mr. Chetan Gangoli: AVP & Marketing Head (Maharashtra Circle), Idea
4. Mr. Vidur Rattan : CEO Maharashtra, Airtel
5. Mr. Shantanu Bhamare - Director- Communications & Media Solutions, HP Enterprises
6. Mr. Guruprasad Iyer- Associate Director | Crisil Risk and Infrastructure
7. Mr. Smitha Nair Jain - COO | Barclays
8. Mr. Yogesh Mariwalla - CEO | Index Advisory
9. Mr. Prodipto Roy (Moderator)

MAIN EVENTS

Arcturus 2016-17

THE LEADERSHIP CONCLAVE 2016

TOPICS FOR PANEL DISCUSSION

LEADING IN TIMES OF CHANGE
Thriving in uncertainty

BUSINESS DISRUPTION
Conjuring new vistas or creating cobwebs

"Arcturus 2016, organised by SIBM Pune in association with CIT, aims to serve as a platform that brings together leaders who are at the forefront of various organizations, to share their experiences & the challenges of business management in their respective industries"



Mr. Kunal Pande
Partner
KPMG



Mr. Vidur Raffan
CEO
(Rest of Maharashtra & Goa)
Bharti Airtel



Mr. Chetan Gangoli
AVP & Marketing Head
Idea



Mr. Shantanu Bhamare
Director (Communications
and Media Solutions)
HP Enterprises



Mr. Rakesh Kaul
Partner
PWC



Ms. Smita Nair
COO
Barclays



Mr. Guruprasad Iyer
Associate Director
CRISIL



Mr. Yogesh Marwalia
CEO
Index Advisory

Organised by: **CORPORATE INTERFACE TEAM, SIBM Pune**
Venue: SIU Auditorium, Symbiosis Knowledge Village, Lavale, Pune
Date: 21.08.2016 Time: 1030 hours
Phone: 02039116078 Email: cit@sibmpune.edu.in



SYMBIOSIS INTERNATIONAL UNIVERSITY

(Established under section 3 of the UGC Act, 1956 vide notification No. F.9-12/2001-U3 Govt. of India)

Re-accredited by NAAC with 'A' grade

MAIN EVENTS

Arcturus 2016-17



MAIN EVENTS

Arcturus 2016-17





THE SENATE 2017

The Senate 2017

The Senate is the flagship event of the Corporate Interface Team, SIBM Pune which invites industry stalwarts from myriad sectors to come at one table to discuss and deliberate on topics which can add imminence value to the students. Senate invited who is who from the corporate world.

The event commenced with the lighting of the lamp followed by the first panel discussion on:

“Co-Opetition: The New Strategy in Dynamically Networked Markets”.

The panel members were:

1. **Mr. Damodar Mall – CEO, Reliance Retail;**
2. **Mr. Rajiv Dube – Director, Aditya Birla Group;**
3. **Mr. Khazat A. Kotwal – Partner, Deloitte and**



4. **Mr. Ram Gopal – COO, Barclays. The panel was moderated by Dr. Suruchi Mittar – Director – Learning, Development & Culture, Appster.**

The second panel discussion was on the topic:

“Evolution of Successful Companies: Preparation Over Adaptation”.

The panel members were:

1. **Mr. Ketan Kulkarni – Senior VP/ CMO, Blue Dart;**
2. **Mr. Ravinder Reddy – Partner, Grant Thornton;**
3. **Mr. Shreyash Sigtia – Industry Head: Media and Entertainment, Google India and**
4. **Mr. Siju Narayan – Retail & Consumer Industry Business & Technology Practitioner, IBM.**

The panel was moderated by Dr. Suruchi Mittar – Director – Learning, Development & Culture, Appster.

The session concluded with a special address by Mr. Bhaskar Pramanik – Chairman, Microsoft India.

The students added immense value through the discussion, deliberations and the special address.

This year the Corporate Interface team also conducted a National Case Study Competition called The Senate Trial which was sponsored by Real Value Bikes who awarded the winners with a cash prize of Rs.30000 and the runners up with Rs.20000. Huge participation was received nationwide for the competition.



THE SENATE 2017

The Senate 2017

SIBM
PUNE

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, PUNE
Symbiosis International University Campus, Lavale, Pune-412115, Maharashtra, India
Tel: +91 20-39116000/07-09 | Fax: +91 20-39116060
Email: cit@sibmpune.edu.in | Website: www.sibmpune.edu.in



Challenge of Change

The Senate is the flagship management conclave of SIBM, Pune, wherein, we host various thought leaders and pioneers from the industry to interact with the students so as to keep them abreast of the latest trends in the industry as well to glean management insights from Corporate India's best and brightest.

Powered by Real Value Bikes

CO-OPETITION

The new strategy in dramatically networked markets



Shri Varun Gandhi
Member of Parliament

PREPARATION OVER ADAPTATION

The evolution of successful companies



Mr. Bhaskar Pramanik
Chairman
Microsoft India



Mr. Rajiv Dube
Director
Aditya Birla Group



Mr. Demodar Mali
CEO
Resance Retail



Mr. Ram Gopal
COO
Barclays



Mr. Khazat A. Kotwal
Partner
Deloitte



Mr. Kotan Kulkarni
Senior VP and Head
Marketing, Corporate
Communications and
Sustainability, Blue Dart



Mr. Ravinder Reddy
Partner
Grant Thornton



Mr. Siju Narayan
Retail & Consumer
Industry, Business &
Technology Practitioner
IBM Global Services



Mr. Shreyash Sinha
Industry Head, Media
Google India



Dr. Suruchi Mittar
Director
Learning & Development,
Culture

Organised by: CORPORATE INTERFACE TEAM, SIBM, Pune

For registrations contact: +91 20-39116078 Email: cit@sibmpune.edu.in

Venue: SIU Auditorium, Symbiosis Knowledge Village, Lavale, Pune Date: 28.01.2017 Time: 10:00 hours

Dr. R. Raman, Director, SIBM, Pune



SYMBIOSIS INTERNATIONAL UNIVERSITY

(Established under section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade

THE SENATE 2017

The Senate 2017



THE SENATE 2017

The Senate 2017



THE SENATE 2017

The Senate 2017



THE SENATE 2017

The Senate 2017



THE SENATE 2017

The Senate 2017



THE SENATE 2017

The Senate 2017





SIBM
PUNE



CAMPUS CONNECT INITIATIVES

Mahindra War Room 2016

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 CONNECT INITIATIVES

Mahindra War Room 2016



CAMPUS CONNECT INITIATIVES

Mahindra War Room 2016

Launch: 17th July 2016





CAMPUS CONNECT INITIATIVES

Godrej Loud 2016

th – 19th July

Launch: 18

Godrej LOUD, one of India's biggest B-school competitions specifically for first year MBA students, came to our campus on 18th and 19th July 2016.

Godrej LOUD is a golden opportunity for MBA 1 students to get their dreams sponsored by Godrej Industries Limited, which offers up to INR 1.5 lakh for them to pursue their dream. It also gives them a chance to get a Pre-Placement Summer Internship Offer to Gurukul, Godrej's Summer Internship Program.



CAMPUS CONNECT INITIATIVES

Godrej Loud 2016





BUILDING THE BRAND 'SIBM PUNE'

Offline Promotions

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

1. Flash mob conducted during Godrej Loud 2016.
2. A promotional video which saw active engagement from the students end.
3. Distribution of personalized bookmarks during Arcturus 2016.
4. Introduction of The Senate Trial National Case Study 2017.
5. Buzz events like Promotional stickers and scrolls along with promotions in academic and mess area on campus through speaker posters for The Senate 2017.

Online Promotions

1. The Facebook page of the Corporate Interface Team has seen an exponential growth.
2. A massive rise in the number of likes since June 2016.
3. Twitter Handle for @CIT_SIBMPune was used to sustain a connect with corporate guests and was also aimed at generating leads for invites. CIT earned media coverage through tweets by guest speakers.
4. Online quizzes before events for creating buzz and page engagement.

THANK YOU NOTE

“The Corporate Interface Team would like to take this opportunity to thank the Director Dr. Raman, Deputy Director, Prof. V.V. Ravi Kumar, Head – Corporate Relations & Adjunct Faculty Professor Sandeep Bhattacharya, Administration Head Mr. Anand Singh, all faculty and staff in administration



ANNUAL REPORT

ACADEMIC YEAR 2016 – 2017

CO – CURRICULAR TEAM



Table of Contents

About Co - Curricular Team	2
1. Mission	2
2. About the Team	2

3. SIBM Brand Propagation2
4. Value Addition to SIBM Pune Students	2
5. Team Composition	3
(i) Senior Team	3
(ii) Junior Team	3
(iii) Interim Team	3
 Academic Calendar for the Year 2016 – 17	4
6. B-School and Corporate Competitions	4
(i) Aarambh (11th July 2016)	4
(ii) Colosseum 2016 (4th to 6th August, 2016)	4
(iii) Transcend Event Launch	5
(iv) Transcend Buzz Events	5
(v) Transcend 2017 (20th to 22nd January, 2017)	7
(vi) Maitribhashi Diwas (21st February 2017)	11
(vii) Collaborative Events	12

(vii) Management Day (14th March 2017)	12
Branding of Transcend 2017	14
7. Promotional Activities	14

ABOUT CO - CURRICULAR TEAM

1. MISSION

To enhance the brand image of SIBM - Pune 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 endeavour 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 in 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 - PUNE BRAND PROPAGATION

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

- Medium: Transcend 2017

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

<u>SENIOR TEAM</u>	<u>JUNIOR TEAM</u>	<u>INTERIM TEAM</u>
1. Gaurav Pachisia (Coordinator)	1. Abhineet Pandey	1. Abhineet Pandey
2. Anirban Sarkar	2. Ajinkya Ingle	2. Antony Abraham
3. Anish Shinde	3. Anushrav Gulati	3. Anushrav Gulati
4. Kundu Raghuvveera	4. Arijit Mitra	4. Arijit Mitra
5. Poorvika Vijayavargia	5. Pooja Mohta	5. Pooja Mohta
6. Sajjad Zaidi	6. Saakshi Kothari	6. Saakshi Kothari
7. Saurabh Gaur	7. Sarbari Bhakta	7. Sarbari Bhakta
	8. Varun Narayanan	8. Varun Narayanan



ACADEMIC CALENDAR FOR THE YEAR 2016 –17

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) Aarambh (16th July 2016)

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



(ii) Colosseum 2016 (1st to 2nd August, 2016)

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 Quiz, Dance, Fashion Show, Elocution 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.



□ Ethnic Night (16th January, 2017):

Ethnic night 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, singing and dancing. Photo Booth was an added attraction. “**Best Dressed Male**”, “**Best Dressed Female**” etc. were given out to students which made the event more flavourful. 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*.



□ Road-Show Van (18th – 20th January, 2017):

Few days prior to our Annual Fest - Transcend 2017, the team organized a Road-Show Van. During the day, the road-show van was used to advertise and promote Transcend 2017 in various colleges and malls of Pune city.



(v) Transcend 2017 (20th to 22nd January, 2017)

Organized by the Co - Curricular Team, Transcend is SIBM's annual Management & Cultural Fest. Being one of India's biggest B-School events, 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 Management Events like Marketshastra, cHRySalis, Opstrat, For the Greater Greed, Mock Stock and Barter Master. Cultural events were also conducted namely Rampage, Swing in Sync, Battle of Bands, Cinematrix, Choreonite, War of the DJs, Gamers of Transcend, Theatrix & Acoustica.

Flagship Events '**Last Man Standing**' and "**Strategia**" were also conducted with great vigor.

Transcend 2017 kicked off with official inauguration ceremony presided by our esteemed **Chancellor Dr. S.B. Mujumdar & Director Dr. R. Raman**, who provided inspiration with their valuable words of wisdom.



Along with the management and cultural events, Transcend also played host to star events like Miss India Organization's Campus Princess judged by **Yamaha Fascino Miss Diva Earth Alankrita Sahai**, Band performance by **Raagalogik**, EDM Night by **Sunburn Progressive Brothers** and Bollywood **Night by Raftaar**. While the evenings were kept entertained by the celebrity performances, the days were kept amused with events like Stand Up Comedy Show by **Sahil Shah** 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 2017 was filled with vitality and dynamism. It was a fine balance between cognitive challenges and dancing nights. Transcend 2017 was a grand success and the 27 years legacy was not just maintained, but enhanced.

Celebrities Galore At Transcend 2017

Day 1 (20 –Jan – 2017)

- Mr. Sahil Shah, Stand Up Comedian - EIC
 - VJ Kunal, Maruti Suzuki Colors of Youth
 - Raagalogik – A.R. Rahman & Amit Trivedi Tribute
- ☐☐ Miss Richa Chaturvedi, Miss India Universe Finalist 2015
- Yamaha Fascino Miss Diva Earth Alankrita Sahai

Day 2 (21 –Jan –2017)

- DJ Ankur, Sunburn, Grapevine

- The Progressive Brothers, Sunburn, EDM Night
 -
- Day 3 (22 – Jan – 2017)
- Rhythmic Squad – Pune’s best Dance Crew
 - Raftaar, Bollywood Night, Maruti Suzuki Colours of Youth



Sponsorship For Transcend 2017

Total Sponsorship – ₹20, 00,000/ -
Total Prize Component – ₹10, 00,000/-

<u>Title</u>	<u>Company</u>
Title Sponsor	Mother Dairy
Co - Sponsors	Uflex, Dhara
Media Partners	Sakal Times, InShorts, Fashion Lady YourStory, Festmela, Radio Mirchi, Lokmat
	Miss India Organization
	Comedy Central
	Mirchi Love
	Codecyclopedia
	Nescafe Labs
	Maruti Suzuki Nexa
	MTV India Campus Diaries
Pro Night Sponsor	Maruti Suzuki Colors Of Youth
EDM Night Partners	Sunburn, Grapevine
Banking Partner	Punjab National Bank
Travel Partner	Zoomcar
Online Quizzing Platform	Dare2Compete
Online Food Partner	Zomato, Grab On
Gaming Partners	No Escape Room, Griffindor Laser Tag
	WOW Momo

Food Partners	Todos Domino's Pizza Raastaman Soul Food Subway Pimp My Wok Lucknow Meri Jaan L'Dorado
Beverage Partner	RedBull
Hospitality Partners	Bombay High, Treebo Hotels
Live Streaming Partner	Impartus

Transcend 2017 Participation

Number of Participants – 8162 Students

Number of Teams – 3517

Number of participating Colleges – 362

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
Goa Institute of Management, Goa	XLRI –Xaviers Management Institute, Jamshedpur
Symbiosis Center for Management and Human Resources Development, Pune	National Institute of Industrial Engineering, Mumbai
Indian Institute of Management, Ranchi	T A Pai Management Institute, Manipal
Indian Institute of Management, Trichy	Xavier's Institute Bhubaneshwar
Great Lakes, Chennai	Indian Institute of Technology, Delhi
Mudra Institute of Communications, Ahmedabad	Symbiosis Institute of Business Management, Pune

Corporate Associations

Name	Company
Mr. Anand Desai	Dheya Ltd.
Mr. Saptrishi	Cummins
Mr. Pranav Rasal	Merck
Mr. Sanket Sheth	Codecyclopedia
Mr. Rohit Sumant	Sumant Realtors
Mr. Jason Goveas	Idea Cellular
Top Management	Uflex Ltd.
Mr. Dhruv Bhudwar	Cummins
Ms. Divya Singh	Capita Limited
Mr. Kinshuk Wadhwa	Godrej Properties Limited

(vi) Maitribhashi Diwas (21st February 2017)

To celebrate the spirit of Maitribhashi Diwas an initiative of the University Grants Commission, the Co-Curricular Team at SIBM-Pune hosted a musical session, wherein students from diverse linguistic backgrounds participated to reflect the amalgamation of cultures at SIBM-Pune, representing the true Indian spirit. The air was ringing with songs in Marathi, Telugu, Kannada, Hindi, Punjabi and our foreign students from Nepal enthralled us with musical influences in the Nepalese language. The students truly revelled in the infectious atmosphere.



(vii) Collaborative Events

Co – Curricular Team in association with The Social, Entrepreneurship & Consulting Cell organized “**Haat Nights**” which included a Karaoke Night & Talent show, marking the culmination of E-Summit.

The Co – Curricular Team along with the cultural cell of SIMC organized **Navratri Night**, the main attraction during which was a dandiya event. Students from all colleges turned up in large numbers, witnessing the spirit of celebration, with bright colours and energetic musical

numbers setting the norm! Traditional garba attires and enthusiastic dancers were a common sight on this night. Titles for “**Best Dancer**” & “**Best Attire**” were awarded.



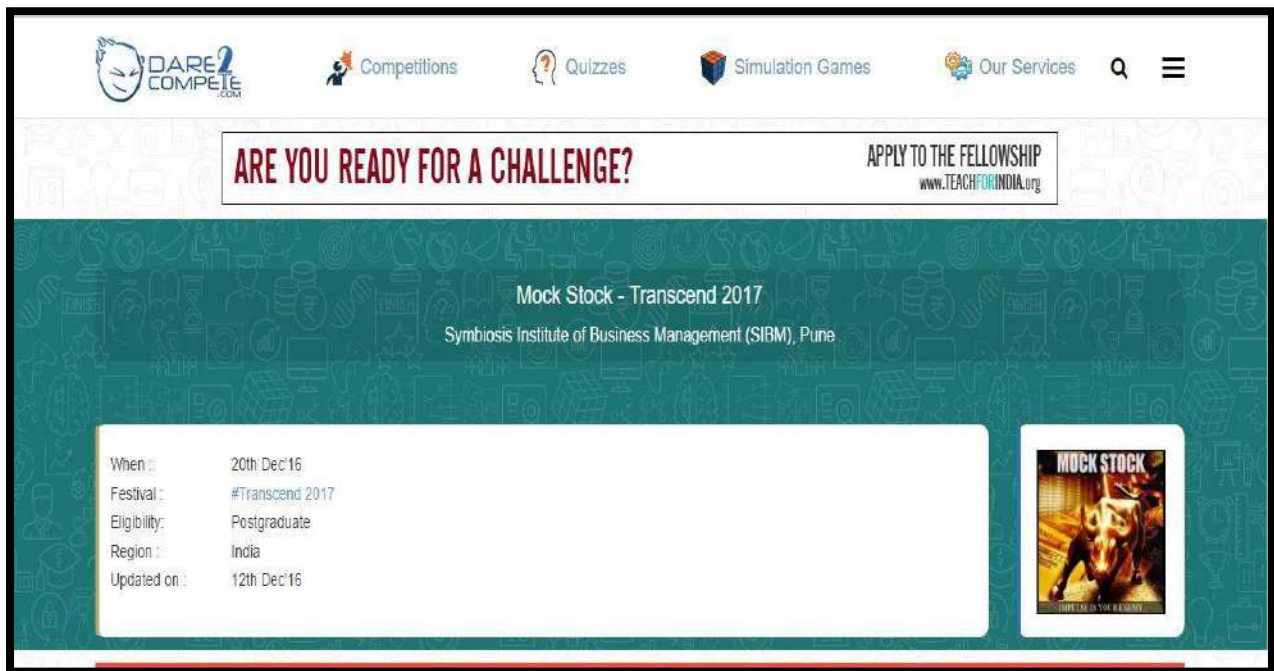
(viii) Management Day

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





Transcend 2017 Twitter Page



The screenshot shows the Dare2Compete website interface. At the top, there is a navigation bar with the Dare2Compete logo and links for Competitions, Quizzes, Simulation Games, and Our Services. A search icon and a menu icon are also present. Below the navigation bar, a banner features the text "ARE YOU READY FOR A CHALLENGE?" and "APPLY TO THE FELLOWSHIP" with the URL "www.TEACHFORINDIA.org". The main content area has a teal background with a pattern of business icons. It prominently displays "Mock Stock - Transcend 2017" and "Symbiosis Institute of Business Management (SIBM), Pune". A white box on the left lists event details: When: 20th Dec'16, Festival: #Transcend 2017, Eligibility: Postgraduate, Region: India, and Updated on: 12th Dec'16. To the right of this box is a small image of a bull with the text "MOCK STOCK" and "DIPLOMA IN VALUE EDUCATION".

Promotion on Dare2Compete



festPav.com

Contact Us Add Fest Festpav Blog

Fest By Type Fest By State Fest By City Fest By Colleges Fest By Departments Upcoming

to advertise:
ads@festpav.com

2016-11-14 18:10:39
2988

Transcend 2017 _ Management Fest in Pune Symbiosis
Symbiosis Institute of Business Management, Pune, Pune

Organized By:
Symbiosis Institute of Business Management, Pune

Dates :
20 January 2017-22 January 2017

Location :
Pune, Maharashtra

For More Details
<http://transcend.sibmpune.edu.in/>

Promotion on festpav.com



Transcend 2017, Day 1 & 2 Was A Fun Filled And Sensational Affair

Home » Whats New »

By Fashionlady | January 23, 2017

SIBM PUNE

TRANSCEND 2017

BEYOND THE HORIZON

JANUARY 20th, 21st, 22nd

CO-CURRICULAR TEAM

Promotion by others



**TRANSCEND
2017**

BEYOND THE HORIZON

JANUARY 20th, 21st, 22nd

[SIBM Pune to host Transcend 2017 on January 20-22](#)

Symbiosis Institute of Business Management, Pune is holding the 27th edition of its annual management and cultural fest, Transcend 2017 from January 20-22 at the Lavale campus. Transcend 2017 will host over 20 events including those related to marketing and HR. The Pro-Show lineup at Transcend 2017 will feature Comedy Central's Sahil Shah, Sunburn, and Raftaar.

short by Vani Vivek

Promotion by others - Inshorts



SIBM to hold annual mgmt cultural fest

ST CORRESPONDENT
reporters@sakaaltimes.com

Pune: Symbiosis Institute of Business Management (SIBM) has organised its annual Management and Cultural Fest - Transcend from January 20 to 22 at SIBM Pune, Lavale Campus.



Transcend - 2017 with its theme 'Beyond the Horizon', reinforces the need to dream big and explore the world of opportunities lying dormant. It symbolises challenging ourselves to aim for zeniths beyond our sphere of thought and reach out for the extraordinary.

Transcend - 2017 with its theme 'Beyond the Horizon', reinforces the need to dream big.

With over 20 events spread over different domains, Transcend caters to the interests and expertise of all college goers. From entrepreneurial to artistic, from gaming and play to grueling and demanding, Transcend with its variety of events has something for everybody.

This time, in collaboration with multiple renowned artists, Transcend brings to you its Pro-Nights Raagalogik, with their tribute to AR Rahman and Amit Trivedi, Sahil Shah with his comedic ventures, Progressive Brothers of Sunburn repute for EDM night, and Maruti Suzuki Colours of Youth with Raftaar for Bollywood Night to complete the three-day thrilling experience.

Promotion in print media & hoarding at University Circle, Pune



Our sponsors



Promotion by artists



WWW.SUNBURN.IN

percept|Live

featuring

PROGRESSIVE BROTHERS

ANKUR

21.01
OPEN AT 8 PM

SIBM
PUNE

JAN 21

Progressive Brothers at Sunburn Campus, SIBM Pune

DETAILS: 9873131642

SIBM PUNE

TRANSCEND 2017

Public · Concert · Hosted by Progressive Brothers

★ Interested + Going ...

Promotion by Others – SUNBURN

JUDGED BY

Bhavyata Sharma

YAMAHA FASCINO MISS DIVA
EARTH 2014
ALANKRITA SAHAI

CONTACT
POOJA : 9916672813
SARBARI : 8888216204

REGISTER
TRANSCEND.SIBMPUNE.EDU.IN

TRANSCEND
2017

IN ASSOCIATION WITH

MISS INDIA ORGANIZATION

PRESENTS

fbb
CAMPUS PRINCESS
DREAM·BELIEVE·REALIZE
2017

20TH JANUARY SIBM-PUNE
BE THE NEXT MISS UNIVERSE INDIA 2017

Campus Princess
Page Liked · January 17 · Edited ·

The opportunity of a lifetime is here to make your dreams come true. Fbb - India's Fashion Hub Campus Princess auditions will be held in Pune, India. The audition is held in association with SIBM Pune Transcend Fest. The audition will be judged by Yamaha Fascino Miss Diva Earth Alankrita Sahai. Realize your dreams the journey begins here....

Venue : Symbiosis Institute of Business Management - SIBM, Pune
Date : 20 January

#CampusPrincess2017 #roadtomissdiva #roadtostardom #AlankritaSahai #Transcend2017 #BeyondTheHorizon #SIBMPune — with Andleeb Aeliya Zaidi, Saniya Chati, Pankhuri Gidwani and 13 others.

Like Comment Share

22

3 shares

Write a comment...

Suggested Pages

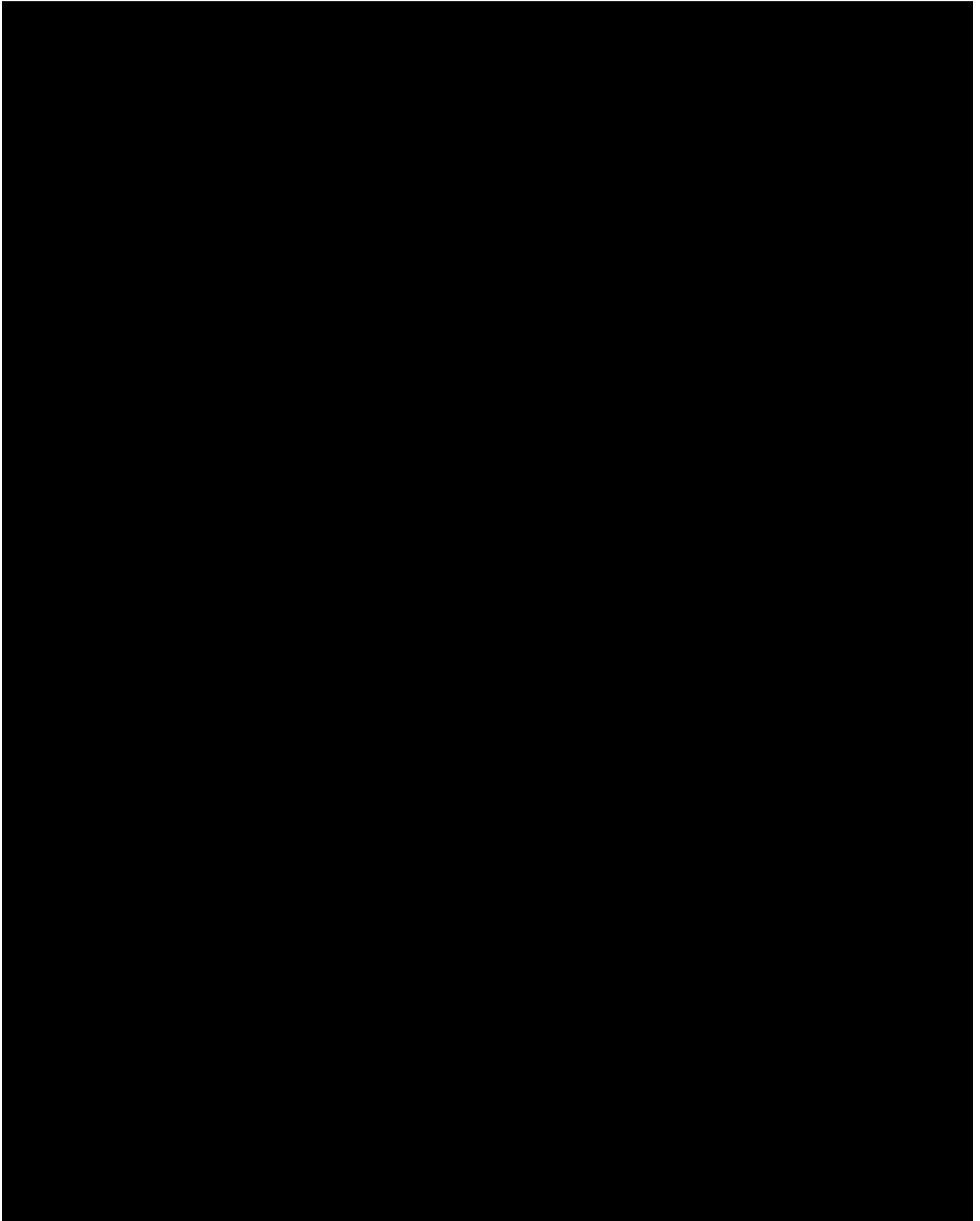
Innovation Club
Anjali and 28 other friends like this.

Promotion by Others – Campus Princess



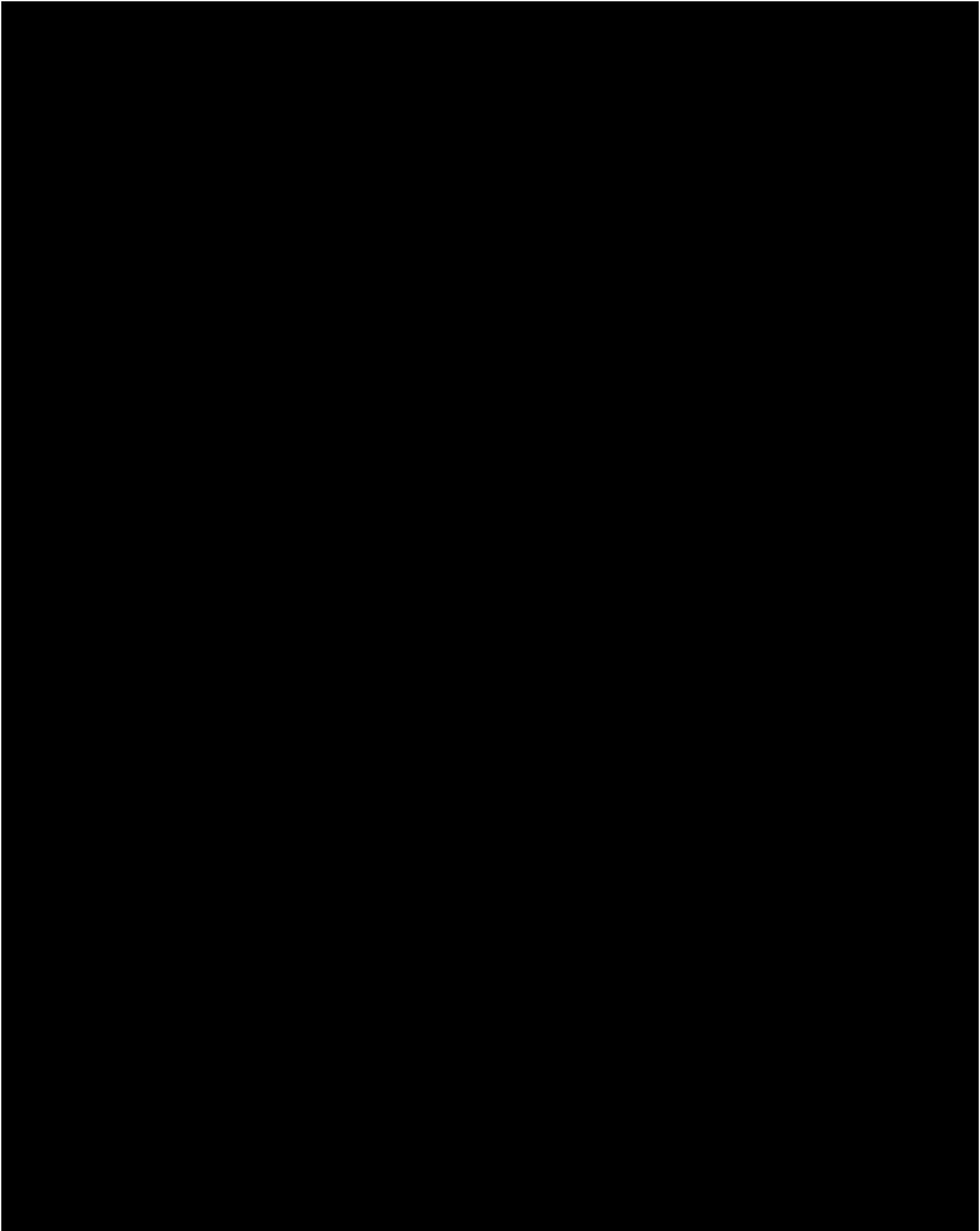
Audience Engagement

THANK YOU



 **SMART**

**ANNUAL
REPORT
2016-17**



INDEX

TITLE	PAGE
About iSMaRT	2
The Team	3
Vritaanta - Memoirs of SIBM Pune	4
Navkriti- A Window into the World of Innovation and Entrepreneurship	6
SIBM Pune's Online Presence	7
SIBM Pune's Students' Blog	10
PRoelio 2017 Event Launch – The Murdering Santa	11
PRoelio 2017	12
Breaking the Glass Closet	14
Book Launch – 'In the Light of Darkness'	15
Event Coverages and Interviews	16
Print Media and Online news platforms	19
InfoDROME and PAT Portal	20
SIBM Pune Website	21
SPL 9 Super Selector	22
SIBM Pune Online Store	23
Achievers Club	24

ABOUT iSMaRT

The Information Systems and Media Relations Team motto is “to be the voice of SIBM Pune”; the team strives to serve as a bridge between the college and the outside world by facilitating communication through social media, online presence, print media and various events. Some of the team’s main activities are:

1. Generating content in the form of articles, reports, posters and videos for various stakeholders, which include students, alumni and corporate
2. PR and Promotions for the institute
3. Organizing workshops and events that highlight the growing importance of public relations and media management
4. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on the campus
5. Conducting interviews of corporate guests, alumni and visiting faculty
6. Managing the institutes IT infrastructure which is vital towards knowledge sharing between students, the placement team, faculty and college administration.

□

iSMaRT has evolved from the erstwhile IT team and has a rich legacy of success over multiple years. **iSMaRT received an award on the 39th annual management day for being ‘The Best Student Team’ of 2016-17 and for their outstanding contribution to SIBM Pune.**



THE TEAM

The senior team of iSMART consists of 7 members, the junior team consists of 8 members and the interim team consisted of 7 members. The members had to go through a rigorous selection process to be inducted into the team.

Coordinator 2016-17: Temsumongba Pongen

The Senior Team:

The Senior Team
Azeem Ranpuri
Hitesh Paikra
Smit Pandey
Surbhi Prasad
Temsumongba Pongen
Utsav Parekh
Vishal Bhardhwaj



The Junior and Interim Teams:

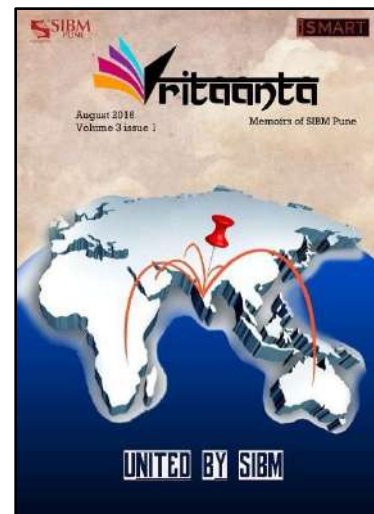
The Junior Team	The Interim Team
Anjali Hamirwasia	Anjali Hamirwasia
Dixit Jaiswal	Dixit Jaiswal
Prachi Kamble	Prachi Kamble
Preet Mehta	Preet Mehta
Puneet Sachdev	Rahul Grover
Rahul Grover	Sampada Joshi
Sampada Joshi	Srijita Sarkar
Srijita Sarkar	

VRITAANTA – Memoirs of SIBM Pune

iSMaRT conceptualized and designed SIBM Pune's official magazine Vritaanta– **Memoirs of SIBM Pune**. This is the third year of the magazine, which has both digital and print issues. Three issues with a cumulative number of 900 print copies have been published and are shared with students, alumni and corporates. Vritaanta's primary purpose is to create a platform for engagement and out of campus interaction between the faculty and the students as well as the corporate world.

The magazine serves many purposes and acts as a conduit for campus and competition related news. It is also a forum which celebrates the creativity, talent and achievements of the student body and faculty. Three issues of Vritaanta were published during the academic year 2016-2017.

Volume 3, Issue 1 | August 2016: The first issue of the third volume — an issue that marked the beginning of a new academic year. The theme for this issue was 'United by SIBM', it was about 'celebrating diversity' the cover story highlights the potpourri of culture present on our SIBM campus. The issue also highlighted various corporate competitions that have been launched on our campus— Mahindra War Room, Godrej LOUD, ITC Interrobang, Accenture and LinkedIn Hackefest 2016 and Ground Zero by Future Group. The Pedagogy section features Professor Manasi Phadke who has written an interesting take on becoming an economist. With student contributions and a guest feature by our alumnus Mr. Paneesh Rao, this was a truly an outstanding first issue.

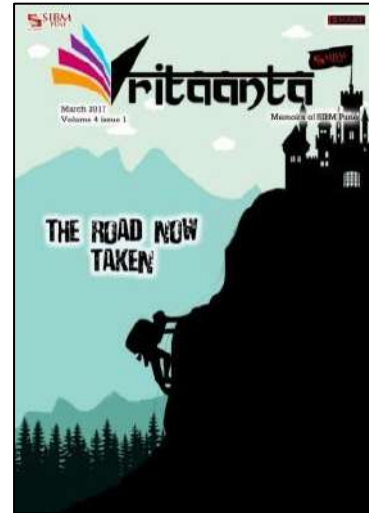


Volume 3, Issue 2 | November 2016: This issue focused on the student driven culture of SIBM Pune and how it sets us apart as a student community and the student-driven system which is facilitated by the nine student councils. The issue featured the achievements of our students in corporate and B-School competitions and also highlighted events such as Encore West 2016, Breaking the Glass Closet and Arcturus. Student experiences of learning and interacting with some brilliant professors from overseas and articles by alumni



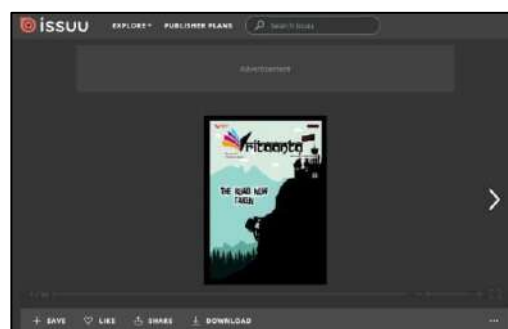
and faculty were all part of this issue which provides a glimpse of the active, interesting life here at the hilltop.

Volume 4, Issue 1 | March 2017: This issue was designed keeping in mind the new batch that will be joining us in the next academic year. It will give them a glimpse into the life at SIBM Pune. It focuses on the various achievements of our fellow batch mates, the competitions and events that they can look forward to during the year and opportunities they will be presented with to learn and grow. The 'Pedagogy' section features an article on Budget 2017 by Prof. Santosh Gopalkrishnan and an article by Dr. Sonal Shree about *business simulation games* such as *marketplace live* and how it is a unique learning tool used at SIBM Pune.



Digital Issues on YUMPU.COM AND ISSUU.COM

There has been a significant improvement in the number of page views for the latest issues of Vritaanta. To ensure higher reach and visibility, the digital versions are uploaded on popular magazine and content sharing sites *yumpu.com* and *issuu.com*. These links are shared through SIBM Pune's social media handles and also featured regularly on *sibm.edu*. 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.

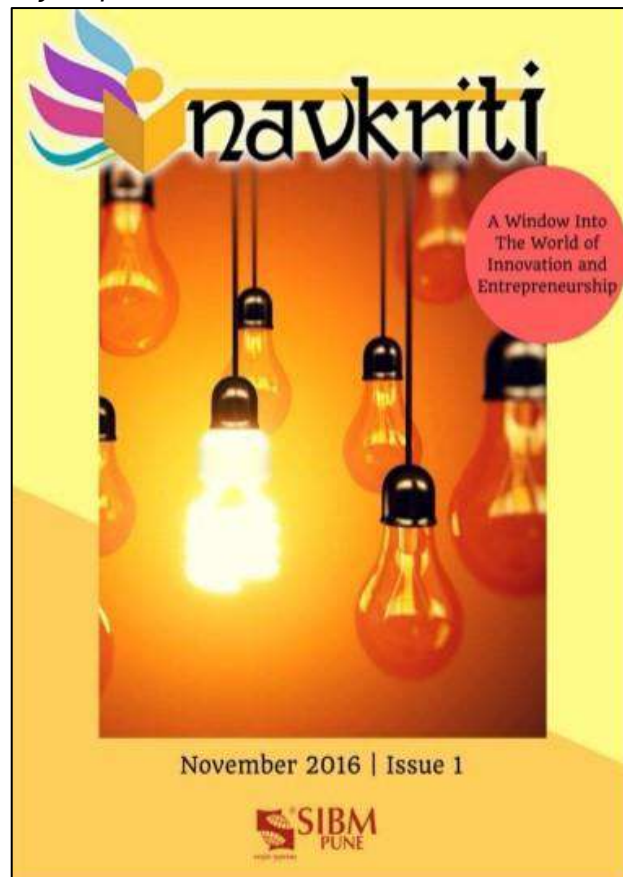


Navkriti

A window into the world of Innovation and Entrepreneurship

This year iSMaRT launched the inaugural issue of the official innovation and entrepreneurship magazine of SIBM Pune in November 2016, NAVKRITI– **A Window into the World of Innovation and Entrepreneurship**. This issue focused on how SIBM Pune views Innovation and Entrepreneurship and how the institute has incorporated it into its curriculum. Entrepreneurship has today become a buzzword and, riding this wave, SIBM Pune has made sure that its students are the best equipped to set out on their own entrepreneurial journeys. NAVKRITI shall focus on the progress of the I&E course, the start-up success stories of SIBM alumni and the student activities along this direction.

The first issue talked about the live-projects carried out by the I&E students, start-up success stories of our alumni as well as the Symbiosis Start-up Competition, a one-of-a-kind event open to all students of the Symbiosis family. NAVKRITI has a print as well as a digital version on yumpu.com and issuu.com.

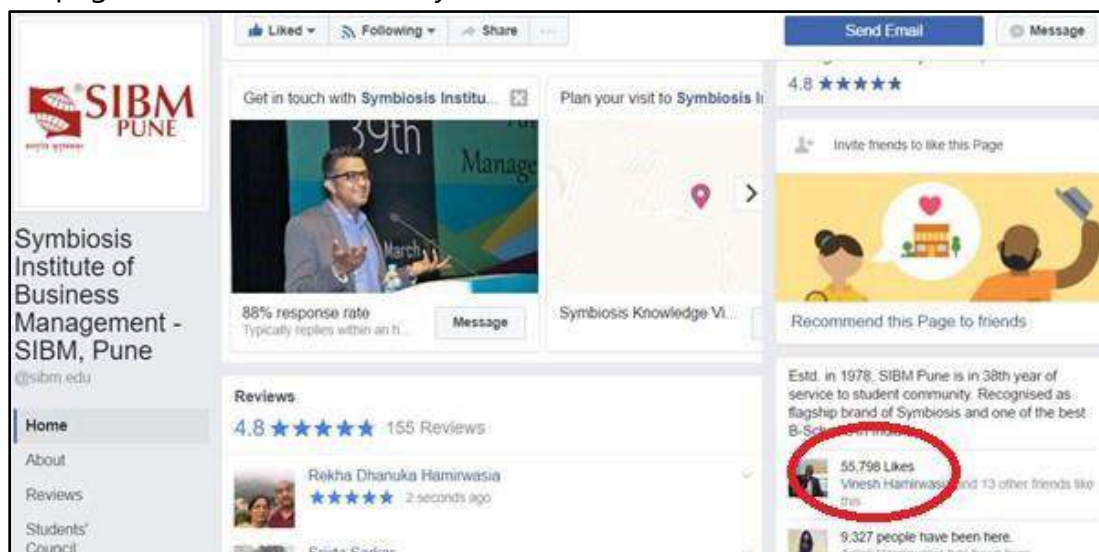


SIBM Pune's Online Presence

iSMaRT handles the official social media handles of SIBM Pune. SIBM Pune has an online presence in the following portals – Facebook, Twitter, Instagram, LinkedIn, YouTube and the SIBM Pune Student Blog. These pages are imperative in managing public relations for SIBM Pune and have seen an **exponential rise in reach and followers over the past year**. iSMaRT works closely with SIBM Pune's administrators, student council teams, special interest groups on campus and the various clubs. We ensure that all the activities and events hosted on campus, student and alumni achievements and other activities are shared promptly on these online platforms and receive the right exposure. The academic year 2016-17 has seen extensive coverage of all the corporate and college events held on and off the campus. We also publish student and director blog posts, guest lectures information, interviews, etc.

Facebook

This SIBM Pune official Facebook page which was launched in the academic year 2014-15 is its primary social media handle. Throughout the year, iSMaRT has ensured that all the events and activities are updated on the page promptly by the way of pictures and a small description. In addition, director's and students' blog posts, student and alumni achievements, news of the institute is shared on the page on a regular basis. Through this Facebook page, iSMaRT, on behalf of the institute, answers queries asked through messages. As a result of the team's constant PR efforts the reach of the official SIBM Pune Facebook page has risen from **6200 likes in February 2016 to 55798 likes in February 2017**. We plan to continue working on increasing the reach and followers of this page in the next academic year.



Twitter

Our twitter presence has significantly increased from **3811 followers in February 2016 to 36400 followers as on February 2017**. Our followers include large number of alumni and corporates. Through the live coverage of every college and corporate event on campus, iSMaRT ensures huge engagement on this platform. **In the academic year 2016-17, Twitter recognised this handle as the official and verified Twitter handle of SIBM Pune.**



Instagram

iSMaRT launched the official Instagram handle of SIBM Pune in July 2016. To create awareness about the Instagram launch, we set up an **Instagram photobooth** on the campus which attracted a lot of crowd and immensely helped in publicity of the new Instagram handle. Throughout the year there have been prompt event updates on the platform. SIBM Pune now had Instagram reach is of **667 followers in February 2017** and the team plans to increase the same in the coming year.



YouTube

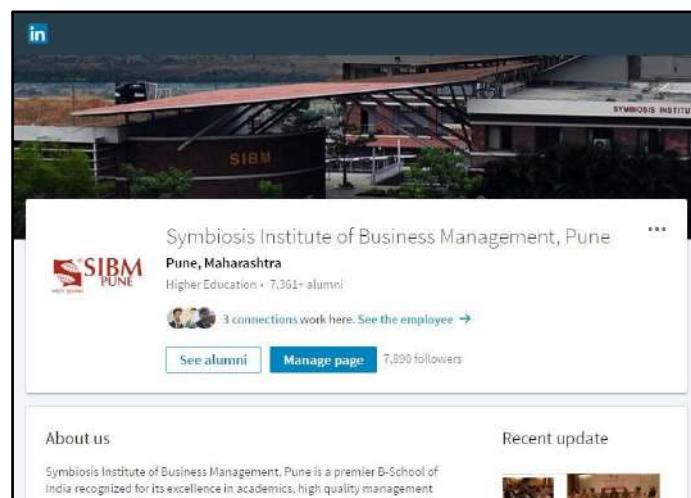
The official YouTube channel of SIBM Pune has been growing popularity in terms of subscribers and view count. In the academic year 2016-17, the **team took up a new initiative of creating after-movies** for events like Navratri Night 2016 and Gravitas 2017. Some of the key videos shared on the channel are:

- Alumni Interviews
- Corporate Interviews
- Student interviews – toppers, achievers, internships, etc. • Promotional video for other events
- Event after-movies



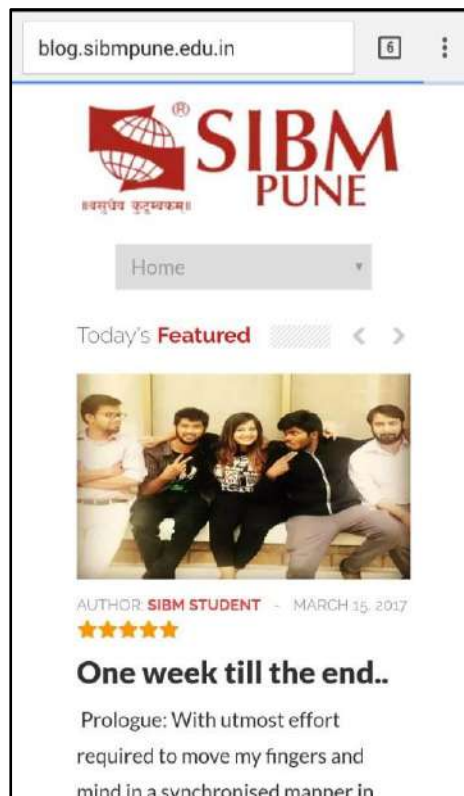
LinkedIn

SIBM Pune's LinkedIn account has **7,890** followers. Most of the connection are of alumni or corporates. The team regularly shares institute and student achievements on this platform. The reach also extends to all the people connected to the network of the institute.



SIBM Pune Students' Blog

This year **iSMaRT** launched the **official Students' Blog of SIBM Pune**. It's the one space exclusively reserved for content from the students. Students have the opportunity to write about their achievements, experiences, thoughts and opinions, academic or otherwise on the blog. Artwork, photography or poetry is also welcomed. We **introduced our three 'virtual curators' of the blog - Sam, Cas and Dean**. You'll find academic related content under Sam's charge. Cas handles everything extra-curricular, cultural and creative whereas Dean explores life from a different angle! The blog was launched on <http://blog.sibmpune.edu.in>



PRoelio 2017 Event Launch - The Murdering Santa

As part of the official launch of the flagship event of iSMaRT– Proelio 2017 – a campus-wide mystery hunt was organised on the 19th of December 2016. **This was the first time this event was organized in SIBM Pune.** The registrations were open only for the SIBM Pune students and **within 2 days, over 40 teams consisting 3 members each registered** for the event. Registrations were closed three days prior to the event but due to multiple requests, a fifteen-minute window was opened which saw a registration of over fifteen teams. The Murdering Santa mystery hunt received an overwhelming response and participation.

The event involved the participants to solve a murder mystery and clear Santa’s name as the perpetrator was apparently using Christmas themes to commit his crimes. The event was loosely related to what PRoelio stands for – how to handle and control the PR machinery in order to preserve one’s image and reputation in the market.

Four teams made it to the final location after the solving the clues and three teams accurately identified the true culprit. As part of the tie-breaker, the three teams were given one final riddle to solve and thus one team emerged as the winner. **With the completion of the event, the promotional video of PRoelio 2017 was played, the PRoelio 2017 banner was unveiled, the event was officially launched and registrations were opened on Dare2Compete.**

A Few Snapshots



PRoelio 2017

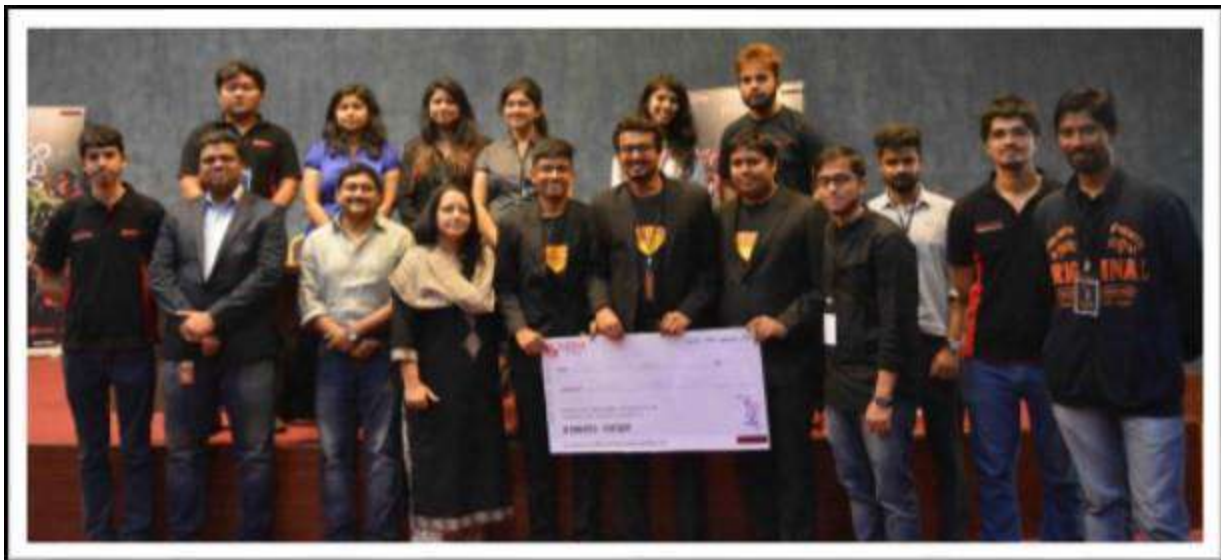
PRoelio, the flagship event of iSMaRT, is a unique national-level case study competition which involves participants to solve a PR disaster and come up with unique strategies to salvage the value, reputation and trustworthiness of the client it represents. In the 2017 edition, the competition saw nationwide participation from several B-Schools including IIM Shillong, IIM Raipur, IIM Indore, NMIMS Mumbai, JBIMS Mumbai, MICA, SCMHRD Pune, DMS IIT Delhi and the home campus team from SIBM Pune.

After a grilling elimination, round from the **170 teams** which participated only **8 teams were shortlisted for the grand finale** held at the SIBM Pune's Lavale campus on 24th January, 2017. The final round tested the team's ability to defend their client in a public setting, answer the questions convincingly, take in new information and act accordingly without showing external signs of flustering and their communication skills and the manner in which they face the live press round. The judges included Mr. **Vineet Rajan**, alumnus of 2007 Batch and founder, ScoutMyTrip, Ms. **Reena Sharma**, another alumnus and Client Partner at HCL Infosystems and Mr. **Ajinkhya Deshmukh**, Senior Executive at Lokmat Media Pvt. Ltd. The focus of PRoelio has always been on live challenges and interactive presentations as it attempts to simulate the live press experience a professional PR agency faces.

PRoelio 2017 winners received prizes worth Rs. 60,000/-. The **winning team of PRoelio 2017 was "Pune ke Pehelwans" from SIBM Pune** with members Srinath Bharadwaj, Skaria Parakal and Ashish Sharma. The runner-up was the team from **MICA "BaAdSa"** with members Bagmishree, Aditya Dhupar and Sahil Bhatia.

A Few Snapshots





SIBM
PUNE

PRoelio 2017

Are you ready to face the press?

Witness 8 teams battle it out in a one-of-its-kind live press conference simulation.

#PRoelio2017
#FaceThePress
#CutThroughTheNoise

24TH JANUARY | 9 A.M.
SIU CONVENTION CENTER

proelio@sibmpune.edu.in / +91-9960524004 / +91-7567269234

Breaking the Glass Closet

For the first time in the history of SIBM Pune, iSMaRT organized and hosted a **LGBT sensitization workshop** titled 'Breaking the Glass Closet' conducted by MINGLE on September 24, 2016.

MINGLE is an Indian think-tank and advocacy group consisting of academicians, students and professionals from fields as diverse as the Arts and Sciences, Journalism, Law, Medicine, Management and Engineering. Its vision is a truly liberal and pluralistic India where all citizens enjoy their fundamental right to lead a secure and dignified life irrespective of their sexual orientation and gender identity. The event commenced with a felicitation ceremony, followed by an interactive lecture. The speaker for the workshop was **Mr. Udayan Dhar Diversity and Inclusion manager at Godrej Industries, Editor-in-chief Pink Pages and Chief Diversity Consultant at MINGLE**. The workshop highlighted the business impact of LGBTsupportive policies and how building an inclusive workplace can benefit the organization and more importantly touched points on what it means for an individual to be sensitized.

Students from SIBM Pune truly appreciated the workshop. The institute understands the importance of addressing diversity and that encouraging an inclusive and open learning environment is the step forward. SIBM Pune has many future plans in the pipeline to address topics in the LGBT space. The event had also garnered media attention from PinkPages, Youth incorporated and HTCampus. **A Few Snapshots**



Book Launch – 'In the Light of Darkness'

Symbiosis Institute of Business Management Pune believes that even though it's a cut-throat race to excel in this world, one should always find and answer one's true calling. In order to drive this message home, the Information Systems and Media Relations

Team (iSMaRT) organised the book launch of "In the Light of Darkness" written by Ms. Radhika Maira Tabrez, alumni and former Students' Council President, on December 22, 2016.

Before branching into writing, Ms. Radhika has worked as a Learning and Development professional with over twelve years of experience spanning ITeS, Travel, Telecom and BFSI sectors, during which she held many senior management positions until she found her calling as a full-time writer. In her book "In the Light of Darkness", her writing has been called refreshing and endearing and it has been critically acclaimed. The Director of SIBM Pune, Dr.R. Raman, unveiled the book before a gathering of MBA-I and MBA-II students. Apart from her journey as a writer, Ms. Radhika talked about her life in SIBM Pune and how these two years shaped her for the future. She shared various anecdotes from her days as a student president and answered queries from students who were curious as to how could one manage one's true calling while sticking to one's profession.

A Few Snapshots



Event Coverages and Interviews

One of the key activities of the PR team is to provide exclusive coverage to SIBM Pune events that happen on and off campus, this includes **event photography, live tweeting, event reporting, social media postings and interviewing the guests.** The interviews conducted are posted on the official SIBM Pune YouTube channel and these serve as an insightful source of information for students, aspirants and knowledge

seekers. We also help bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles.

Following is the **non-exhaustive list** of events that were covered by iSMaRT in 201617:

- Event coverage for The Economics Conclave 2016
- Event coverage for Mahindra War Room launch 2016
- Event coverage for Godrej Loud 2016
- Event coverage for Hackfest-2016 launch by LinkedIn and Accenture
- Event coverage for Pride and Passion 2016
- Event coverage for Prerna 2016
- Event coverage for E-summit 2016
- Event coverage for a guest lecture by Mr.Sanjiv Navangul, Managing Director, Janssen India
- Event coverage for a guest lecture by Mr. Mr. Sunil Gadgil, Director-Marketing, Nivea
- Event coverage for a guest lecture by Mr.Dhruv Dhawan - Head of Industry, BFSI & Healthcare, Google
- Event coverage for a guest lecture by Mr. Anjan Bhowmick Director - Human Resources- India and EMEA, The Hershey Company
- Event coverage for guest lecture by Ms.Joyeeta Chatterjee, Batch of 1994, Chief Human Resource Officer , OLX
- Event coverage of Senate 2016.
- Event coverage for The Budget Symposium 2017.
- Mr. Ketan Doshi, Head - New Business Development & EA to President, Mahindra & Mahindra (M&M)
- Moderator – Mr. Tarun Bothra, Founder & MD, GreyBricks
- Event coverage for guest lecture by Mr. Chandan Pansari – Brand Manager - Oral Care, India | Proctor & Gamble.
- Event coverage for guest lecture by Ms. Anupama Kaul – HR Leader - Engine Business and Megasite | Cummins India
- Event coverage for Arcturus 2016.
- Event coverage for a guest lecture by Mr. Puneet Jhavar– Sr. General Manager, Automotive Business, Cummins India.
- Event coverage for a guest lecture Mr Subbu Subramaniam - Director on Finance Board | L&T
- Event coverage for a guest lecture Dr.Prince Augustin- Executive Vice President - (Group Human Capital & Leadership Development) | Mahindra & Mahindra

- Event coverage for a guest lecture by Mr. Prof. Chih-Peng Chu, Professor from National Dong Hwa University, Taiwan
- Event coverage Titan elevate launch 2016
- Event coverage for Tata Steal-a-thon 2016
- Event coverage for Nestle Ingenium 2016
- Event Coverage for Reliance - The Ultimate Pitch 2016
- Event coverage for Mahindra Logiquest 2016 launch.
- Event coverage for Johnson & Johnson Quest 2017
- Event coverage for a guest lecture on Business Ethics and Corporate Governance.
- Event coverage for SPL 2017
- Event coverage Gravitas 2017
- Event coverage for 'Ridges and Furrows' 2016
- Event coverage for SECC Consulting fair 2.0 2016
- Event coverage for Legacy 2016
- Event coverage Breaking the Glass Closet 2016
- Admissions 2017 for the Batch 2017-19, SIBM Pune
- Event Coverage for Encore West 2016 (Mumbai)
- Event Coverage for Encore North 2017 (Delhi)

Following are **few of the many** eminent SIBM Pune guests interviewed by iSMaRT in 2016-17:

- Mr. Damodar Mall - CEO | Reliance Retail
- Mr. Rajiv Dube - Director | Aditya Birla Group
- Mr. Khazat A. Kotwal - Partner | Deloitte
- Mr. Ram Gopal - COO | Barclays
- Dr.Suruchi Mittar - Director - Learning, Development & Culture | Appster.
- Dr.Prince Augustin- Executive Vice President - (Group Human Capital & Leadership Development) | Mahindra & Mahindra
- Mr. Saugata Bhattacharya, Senior Vice President & Chief Economist, Axis Bank
- Mr. Tamal Bandyopadhyay, Adviser, Strategy at Bandhan Bank & Consulting Editor, Mint
- Mr. Nitin Vijaivergia, Partner - Indirect Taxes, PricewaterhouseCoopers (PwC)
- Mr. Puneet Pal, Head - Fixed Income, BNP Paribas
- Following were the guests present for the evening.
- Mr. Kunal Pande - Partner | KPMG
- Mr. Vidur Rattan - CEO, Rest of Maharashtra and Goa | Bharti Airtel
- Mr. Guruprasad Iyer- Associate Director | Crisil Risk and Infrastructure

- Mr. Shantanu Bhamare - Director, Communications & Media Solutions | HP Enterprises
- Rajan R Navani, Chairman, CII Council on India@ 75 & Vice Chairman & Managing Director, Jetline Group of Companies, India, APAC & USA
- Rahul Narvekar, CEO Indian Roots, an NDTV Ethnic Retail Venture
- Harshad Lahoti, Co-Founder, Ah! Ventures
- Ashwin Sanghi, Author, The Krishna Key & Chanakya's Chant
- Mr.Sanjiv Navangul, Managing Director, Janssen India

Following are some of the student interviews conducted by iSMaRT in 2016-17:

- Learn from the best - SNAP topper Sandhini Nagvekar tells you how to crack the test.
- Learn from the best - SNAP topper Saurav Dutta tells you how to crack the test.

A Few Snapshots



Print Media and Online News Platforms

लोकमत

We believe that it shows greater authenticity when SIBM events are covered by a credible news organization. This year iSMaRT has been focusing on developing relationships with media houses. We have achieved success with **Lokmat Media Pvt**

Ltd. the largest circulated Marathi language newspaper in India. They have come on board as a '**Marathi Media Partner**' providing coverage and pre and post event articles for events conducted at SIBM. This year several SIBM events have been featured in Lokmat including Prerna and Transcend.

We have also brought in **Youth Incorporated**, a monthly magazine focusing on Education and entertainment, as the '**Youth Magazine Partner**' to cover some of SIBM Pune's major events such as Arcturus – The leadership Conclave.

 InsidellM.com htcampus CAREER ANNA YOUR STORY
INSPIRE
INNOVATE
IGNITE mba
skool.com

We have also continued relationships with online news and education portals such as **InsidellM, HTCampus, CareerAnna, MBASkool** and **YourStory**. 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. 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.

 shiksha college bol

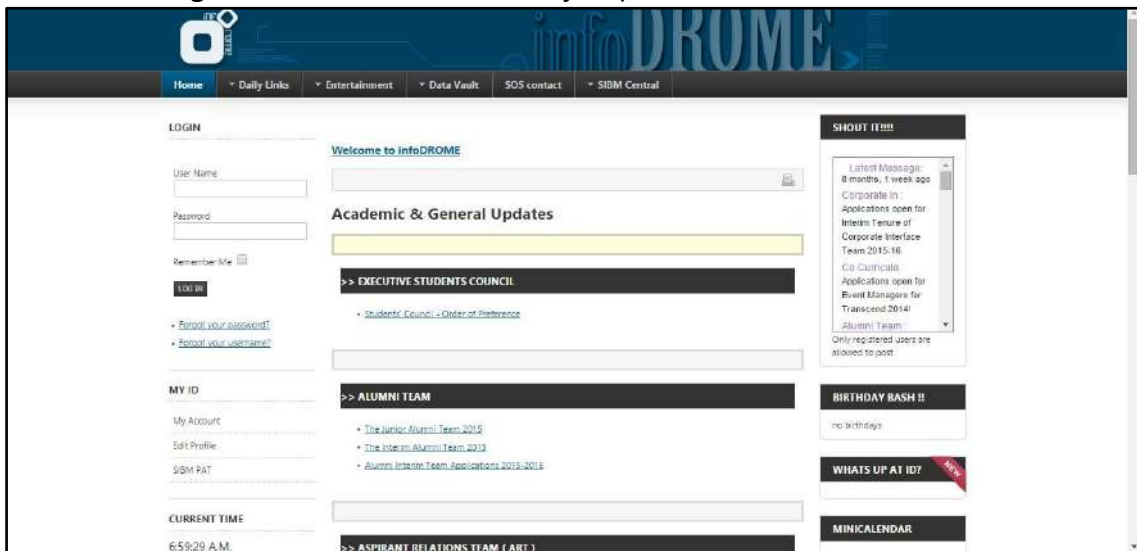
We have also made our presence felt in college reviewer sites such as Shiksha and collegebol. iSMaRT members are currently campus representatives on these sites and answer queries regarding the college, questions from MBA candidates and help generate buzz for SIBM related news and events through this platform.

InfoDROME and PAT Portal

The team is also dedicated to the IT initiative and facilitating knowledge sharing. '**InfoDROME**', designed and maintained by iSMaRT. It is an intranet portal that equips the students with a platform which facilitates easy functioning of their day to day activities. It aims at collaboration at all levels between the staff, faculty and students to ensure smooth functioning of the entire academic process. Some of its current features include links to the attendance portal and the PAT portal. An entertainment section

with fun games, data vaults with quick links to research sites, student query portal, a video sharing portal called SymbiTube and a daily notifications page are some of the many features available.

To make InfoDROME more secure and reliable, a transition process is in the pipeline. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration students an easy experience.



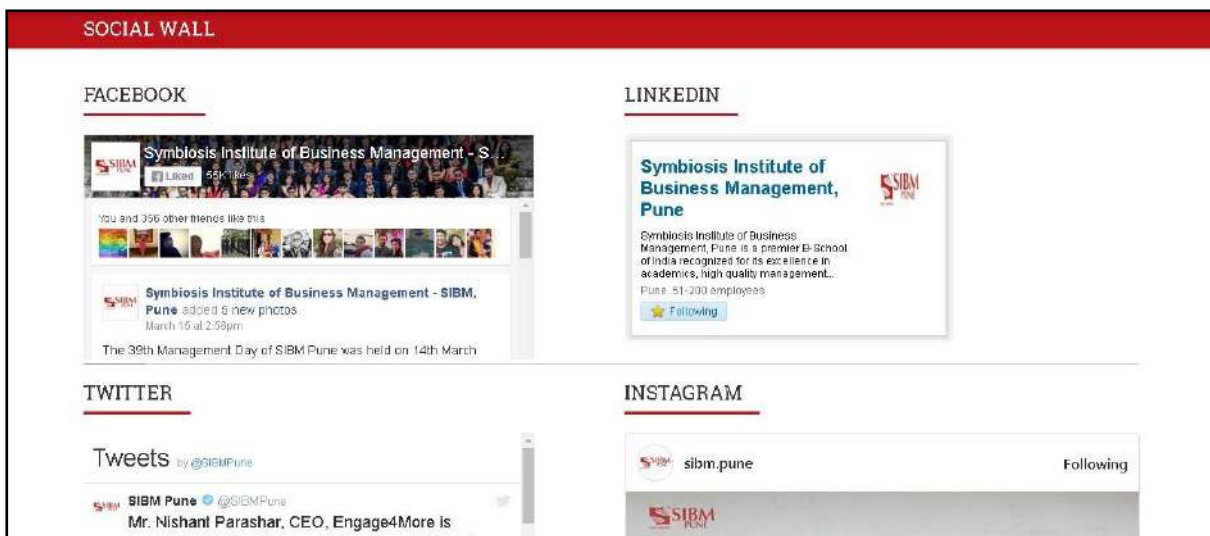
iSMaRT assists the Placement Advisory Team in the smooth functioning of **SIRP and CRP process** by managing the **PAT Portal**. It is an interface designed by the erstwhile IT team of 2013 in collaboration with the Placement Advisory Team to provide an easy to use online user experience to the students for various placement processes such as CV submissions, checking schedules, etc.



SIBM Pune Website

Working closely with the IT department, one of iSMaRT’s responsibilities is the update and maintenance of the SIBM Pune website. Some of the new additions to the website include Newsroom linked to the official SIBM blog, social wall and a Navkriti Magazine tab.

Featured events, Students tab, Events and achievements section etc. is regularly updated by iSMaRT. The website was also tailored to integrate a variety of social media handles which are managed by the iSMaRT team.



SPL 9 Super Selector – Online Fantasy League

Like each year iSMaRT organized the SPL Super Selector in parallel with the SIBM Pune Premier League in **February 2017**. iSMaRT had developed an online platform to enhance the experience of Symbiosis Premier League. This event gives students a chance to **create a dream team of players in SPL** and earn points based on their performance in live matches. This is done via the online SPL portal which opens after the day's matches are over and is locked before matches start, giving participants time to analyse the day's scores and create a dream team for the next day. Developed on the lines of ESPN Super Selector, the SPL 9 Super Selector has seen wide participation and generated a lot of excitement among the students.

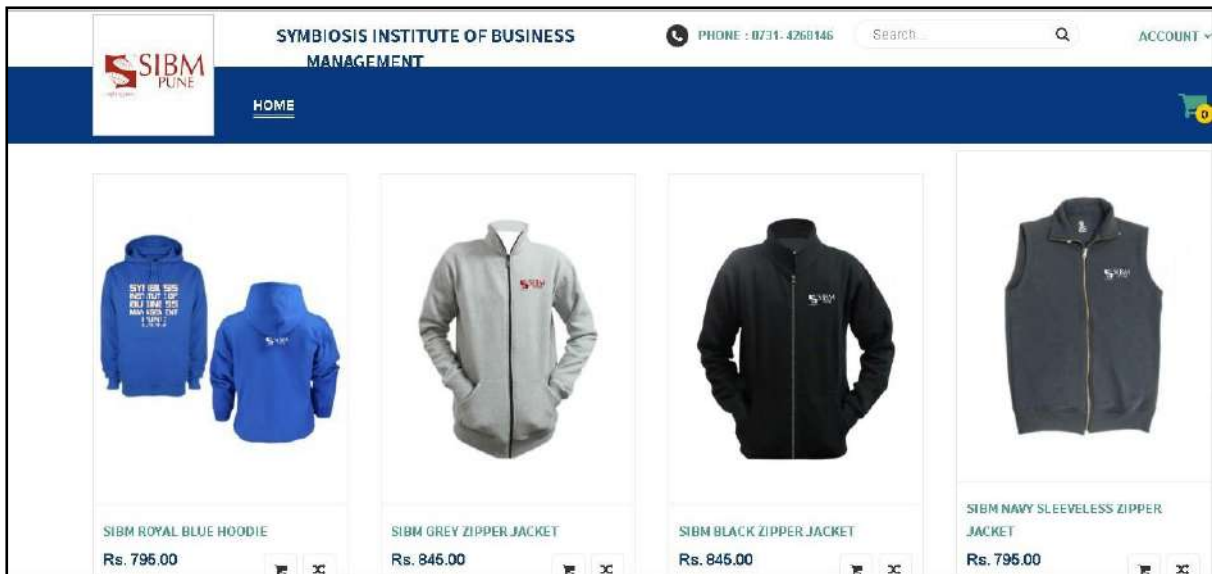


SIBM Pune Online Store

In June 2016 iSMaRT and the student president (2016-17) conceptualized SIBM Pune's first official **online merchandise store**. Partnering with **CampusMall**, the store was launched in September 2016.

The store was also officially launched to the SIBM Pune alumni during Encore West 2016, an event organized by the alumni team.

The store is live and stocked with **T-Shirts, Hoodies** and **laptop sleeves**. iSMaRT is responsible for designing products, introducing new products, maintaining sales records, promotion of the site and maintenance of the official store page.



Achievers Club

Each year iSMaRT collects, collates and verifies achievement data of students for that particular academic year. This data is related to academic, sports and other extracurricular achievements earned during the academic year. This is an important administrative task under the purview of the team.

This data is collected via online forms throughout the year. It is used by the administration, faculty and the director for multiple uses. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, these awards include best student achiever, researcher of the year, sportsman and sportswoman of the year etc. The data is also used by the administration to participate in various National B-School Surveys. This year we received **more than 400 achiever entries** from both the MBA and MBA I&E batches.

A Few Snapshots



Achiever Awards – 39th Management Day

Closing Note

We take this opportunity to thank Dr.R. Raman – Director SIBM Pune, Dr.V.V. Ravi Kumar-Dy. Director SIBM Pune, Mr. Anand Singh – Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their unwavering and unconditional support towards the Information

Systems and Media Relations Team. We would also like to thank the entire student body of SIBM Pune for their over whelming support for and active

engagement in the activities and events conducted by iSMaRT. We express our deepest gratitude to every individual who has contributed to iSMaRT's work and mission of taking SIBM Pune to new heights.

**“Coming together is a Beginning.
Keeping together is Progress. Working
together is Success”**

-Henry Ford



PLACEMENT ADVISORY TEAM

ANNUAL REPORT

2016-17

Placement Advisory Team (Events and Activities) – June 2016 to March 2017

Below are the list of various engagement and recruitment activities conducted and organized by Placement Advisory Team. All the events organized by PAT for both MBA 38 and MBA39 during the academic year 2016-17 have been listed.

June 2016:

- SEED 1

July 2016:

- 16 Jul – Pepsico Campus Welcome Fest – Mr. D. Shivakumar, Chairman & CEO, PepsiCo India Holdings Private Limited□
- 17 Jul – Mahindra War Room Season 9 Launch, Mahindra & Mahindra Ltd.□
 - Dr. Prince Augustin, Executive Vice President, Human Capital at Mahindra & Mahindra Direct
 - Mr. Udit Tewari, Senior Manager, Campus Branding and Recruitment, Mahindra & Mahindra Limited
 - Ms. Anisha Saluja, Manager, Employer Branding and Resourcing, Mahindra & Mahindra Limited
 - Mr. Abhishek Nair, National Manager, Retail Ad Sales, Mahindra First Choice Wheels
- 19 Jul – Guest Lecture – Mr. Jatin Panchal, Godrej Consumer Products Ltd.□
- 19 Jul – Launch of Godrej Loud 2016□
- 24 Jul – ITC Interrobang Launch□
- 25 Jul – Hackfest Launch, Accenture in association with LinkedIn□
- 30 Jul – Ground Zero Launch, Future Group□

August 2016:

- 8 Aug – Van Heusen Grooming Session, Aditya Birla Group□
- 16 Aug – Guest Lecture – Mr. Abhijit Kulkarni – Director & Business Head (Ice Cream), Unilever Thailand □
- 17 Aug – CAU Workshop, JP Morgan□
- 19 Aug – VECV Campus Connect, Mr. Vikas Uchil (General Manager – After Sales) & Mr. Satyanrayana GVV (General Manager, HR – Corporate and Sales and Marketing)□
- 26 Aug – Titan Elevate Launch, Titan Company Limited□
- 26 Aug – Leadership session – Aarti Jhingon, Employer Branding & Campus Relations, Group HR, Reliance Industries Ltd.□
- 27 Aug – Guest Lecture – Mr. Amit Malik – CHRO, Aviva India□
- Pre – Placement Talks□

September 2016:

- Pre – Placement Talks□
- Summer Internship Recruitment Programme 2016□
- 17 Sep – Zumba Session, Abbott Healthcare□
- 17 Sep – Case Study Launch, Abbott Healthcare□

October 2016:

- 8 Oct - Summer Internship Recruitment Programme 2015 – Day 2□
- 16 Oct - Tata Steel-a-thon Campus Round, Tata Steel Ltd.□
- 21 Oct - Warroom Campus Round (Virtual Conference), Mahindra & Mahindra Ltd.□
- 25 Oct - Warroom Campus Round (Virtual Conference), Mahindra & Mahindra

□ Ltd.□

November 2016:

- 15 Nov - Nestlé Ingenium Campus Evaluation Round□
- 22 Nov – The Ultimate Pitch 2.0 – Launch, Reliance Industries Ltd.□
- 22 Nov – Guest Lecture – Mr. Koichi Ikegami, Mr. Koichi Koda & Mr. Gaurav Phukan from Nomura Services India Private Limited□
- 23 Nov - Guest Lecture - Mr. Vamsi Krishna, Head - Analytics, CavinKare Pvt. Ltd.□
- Pre – Placement Talks□

December 2016:

□

- Pre – Placement Talks□
- Campus Recruitment Programme 2016□
- 19 Dec – Semi Final Round, Mahindra Logiquest, Mahindra Logistics□
- 23 Dec - The Ultimate Pitch 2.0 - Zonal Round, Reliance Industries Ltd.□

January 2017:

- 17 Jan – Guest Lecture - Mr. Ravindra Pillai, Zonal Business Manager-West and South Zone, Dabur India Ltd.□
- 24 Jan - Campus Activation Plan - Axis Moves Launch, Axis Bank Ltd.□
- 25 Jan - Live Project Session, Suvidha Group□
- 26 Jan - Guest Lecture - Mr. Sriram Chandrasekaran, CEO, Broadvision Group□
- 28 Jan – Senate 2017□
- 30 Jan - Guest Lecture - Mr. Samir Joshi, General Manager - Marketing, Godrej & Boyce Mfg. Co. Ltd.□

February 2017:

- Admissions Process – GD/PI□
- 22 Feb – Campus Round of Quest, Johnson & Johnson Private Ltd.□



ANNUAL REPORT 2016 -17

RESEARCH AND SCHOLASTIC DEVELOPMENT TEAM

SIBM PUNE

**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT,
SYMBIOSIS KNOWLEDGE VILLAGE, GRAM: LAVALE,
TAL: MULSHI, PUNE - 412115, MAHARASHTRA**

Table of Contents

Introduction	1
Vision	1
Mision	1
Team Members	1
Overview- RSDT	2
Team Respo	4
Corpor	4
Disse	4
Spr	4
B	4
	4
	5
	5
	5
	5
	6
E	6
Buc	6
Table	6
Inherita	7
Annual Expe	8





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.

MISION

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

Senior Team (MBA-II)

Artika Dixit	Marketing
Eeshan Bhalerao	Operations
Priyank Parashar	Marketing
Rohan Doshi (Co-ordinator)	Finance
Shobhika Singh	Marketing
Soumik Nath	Operations
Soumya Sharma	Finance

Junior Team (MBA-I)

Archishman Bandyopadhyay	Marketing
Gaurav Lulla	Marketing
Gaurav Singh	Finance
Ishaan Bahree	Marketing
Mukesh Chhabra	Operations
Naman Tandon	Marketing
Saanya Mehra	Operations
Sampurna Ray	Human Resources

Overview- RSDT 2016-2017 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 2016-17 began with the launch of the Dissertation competition for the students of the incoming MBA batch 2016-18, 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 specialization 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.

The 'Beacon Sector Report- Volume 8' provided an in-depth review of

- Agribusiness
- Automobile and Manufacturing
- Financial Services
- Banking and Insurance
- Infrastructure and Real Estate
- IT Sector
- Marketing Brochure - including FMCG and FMCD and
- Telecom sectors.

In addition this year's journal also included an in-depth analysis of the Indian economy – Almanac on Indian Economy 2016. The report provided students as well as industry representatives a thorough review of all the sectors for the financial year 2016 with extensive data being collected and analyzed 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 2016. 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 previous Summer Internship Program. 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 2016. In addition to the CVs RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

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 specialization, thus helping them choose the right specialization.

SEED, which is a mock GDPI exercise on the lines of the actual SIRP, 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 four exhaustive rounds. The panelists for both the GD and the PI process were a set of highly competent students from MBA II. In addition to that, our eminent alumni were invited to mentor the students for SIRP as well as to overlook the GDPI exercise. 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.

The RSDT organized '**The Economics Conclave 2016**', on 16th July 2016, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce. The topic for the Economics Conclave was "**India: Truly a Shining Beacon?**" The speakers for The Economics Conclave 2016 included Dr. Pradeep Apte, Lecturer, Department of Economics, Fergusson College, Pune; Mr. Frank Hoffmann, Regional Director, Indo-German Chamber of Commerce, Pune; Prof. Ashish Kulkarni, Visiting Faculty, Symbiosis School of Economics, Pune and Prof. Manasi Phadke, Visiting Faculty, SIBM Pune.

Live Screening and Analysis of the Union Budget 2017 was organized for all the students of SIBM, Pune and faculty members on 1st February 2017, followed by an in-depth analysis by Prof. Manasi Phadke. The event intended to instill a deeper understanding of the Union Budget and economy of India in an everchanging global scenario.

The RSDT conducted '**Budget Symposium 2017**' in February 2017 wherein an analysis and discussion on the budget will be hosted at the SIBM Pune. This will be attended by eminent economists, academicians and corporates such as Saugata Bhattacharya, the Chief Economist at Axis Bank, Mr Puneet Pal, Head – Fixed Income at BNP Paribas Asset Management, and Tamal Bandyopadhyay, eminent Indian business journalist and author among others.

RSDT organized and facilitated a **Tableau Workshop** in association with Tableau Singapore and Goldstone Technologies to acquaint students with Tableau and Data Representation and prepare them for successful summer internships in 2017. This saw participation from students as well as faculty members.

The RSDT proudly launched the **Beacon Management Review (BMR), Volume VII** which is an exclusive annual research publication of SIBM Pune, on Management Day 2017. The theme for this year's issue is – **'Transcending Businesses: A Plethora of Opportunities'**. Awards in various categories were announced for the articles published.

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. The profiles offered ranged from market research, direct sales, and social media marketing to sector analysis.

DISSERTATION COMPETITION

The session for 2016-17 began with the launch of the dissertation competition for the students of MBA batch 2016-18 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 specialization (including I&E), 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, Specialization 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 specialization 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 2016

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 2016 and the key focus areas during the two months of summer internships. This publication encompasses the experiences of students of all specializations including I&E.

BEACON SECTOR REPORTS

The 'Beacon Sector Report- Volume VII' was a review of Agribusiness, Automobile and Manufacturing, Financial Services, Banking and Insurance, Infrastructure and Real Estate, IT Sector, Marketing Brochure - includes FMCG and FMCD and Telecom sectors. In addition this year's journal also included an in-depth analysis of the Indian economy – Almanac on Indian Economy 2016 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.

STUDENT MENTORSHIP PROGRAM 2016

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 2016.

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 2016. The lectures were organized in association with the 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 2016. 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 GD – PI exercise on the lines of the actual SIRP, 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 four exhaustive rounds. 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. In addition to that, our eminent alumni were invited to mentor the students for SIRP as well as to overlook the GDPI exercise. 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 2016-18 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.

BUDGET SCREENING AND ANALYSIS 2017

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 2017 for all the students of SIBM Pune and faculty members on 1st February 2017, followed by an in-depth analysis by Prof.

Manasi Phadke. The event generated a great amount of interest amongst the students towards the general economy of India.

BEACON MANAGEMENT REVIEW 2017

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 set to proudly present its next edition of Beacon Management Review (BMR), Volume VII which is scheduled to be launched on Management Day 2017. The theme for this year's issue is - 'Transcending Businesses: A Plethora of Opportunities'.

ECONOMICS CONCLAVE 2016

The RSDT organized 'The Economics Conclave 2016', on 16th July 2016, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce. The topic for the Economics Conclave was "India: Truly a Shining Beacon?". The speakers for The Economics Conclave 2016 included Dr. Pradeep Apte, Lecturer, Department of Economics, Fergusson College, Pune; Mr. Frank Hoffmann, Regional Director, Indo-German Chamber of Commerce, Pune; Prof. Ashish Kulkarni, Visiting Faculty, Symbiosis School of Economics, Pune and Prof. Manasi Phadke, Visiting Faculty, SIBM Pune.

BUDGET SYMPOSIUM 2017

The RSDT conducted 'Budget Symposium 2017' in February 2017 wherein an analysis and discussion on the budget will be hosted at the SIBM Pune. This was attended by eminent economists, academicians and corporates such as Saugata Bhattacharya, the Chief Economist at Axis Bank, Mr Puneet Pal, Head - Fixed Income at BNP Paribas Asset Management, and Tamal Bandyopadhyay, eminent Indian business journalist and author among others.

TABLEAU WORKSHOP

RSDT organized and facilitated a Tableau Workshop in association with Tableau Singapore and Goldstone Technologies to acquaint students with Tableau and Data Representation and prepare them for successful summer internships in 2017. This saw enthusiastic participation from students as well as faculty members on a first come first serve basis.

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. 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.

Annual Expenses (2016-2017)

PARTICULARS	AMOUNT (INR)
Food	27,000
Printing	24,500
Stationery	17,000
BMR 2017: Printing	60,000
Prize Money	30,000
Travel Reimbursements	1,000
Auditorium Expense	25,000
Guest Transport	21,000
Guest Mementos	5,000
Online Event Promotions	10,000
TOTAL	2,20,500

Annual Report 2016-17

The document highlights the major events conducted by the Social, Entrepreneurship
of SIBM Pune during the academic-17. year





The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



Table of Contents

Overview	2
Entrepreneurship Summit 2016	3
• Pride & Passion	4
• 'Aarush' the 24-hour Start-up Challenge	4
• Jugaad	5
• Symbihaat	5
• Run-Bhoomi	6
• Case Studies and other Competitions	6
Chai with Entrepreneur	7
Winter is Coming	8
Consulting Fair 2.0	9
Sanjukta	10
Stationery Drive	11
My Journey with Vada Pav- Book Launch	12
Prerna 6.0	13
Umang	15
Winter Internship	16
The Team	17



The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>





The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



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 in 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 2016-17 are:

Entrepreneurship:

- Entrepreneurship Summit
- Chai with Entrepreneur
- 'My Journey With Vada Pav'-Book Launch

Social:

- Prerna 6.0
- Umang
- Winter is Coming
- Sanjukta
- Stationery Drive

Consulting:

- Winter Internship
- Consulting Fair 2.0





The Annual Report 201617
Social, Entrepreneurship &

www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>





The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



An entrepreneurial conclave, a prism of opportunities or your platform to think fits best. India@75 presents the Entrepreneurship 2016 was truly one of



Jugaad

Jugaad-The FundRaiser, is one of its kind selling events which provide students



Run-Bhoomi

A strategy based virtual IPL auction was an event that made its way into the



The Annual Report 201617
Social, Entrepreneurship &

www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>





The Annual Report 201617
Social, Entrepreneurship &

www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



In the second phase, training sessions organised at the villages of Arde, Ghotawde and Lavale, where students taught the residents about the various aspects of banking, digital modes of resiprocal banking, etc. There was great enthusiasm from the residents with the sessions. The training was in



The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



Winter Internships 2016

Winter Internship

The Winter Internships are a part of the curriculum of the Innovation & Entrepreneurship course. SECC assisted the students of MBA I&E in securing internships at various NGOs across the country, where the objectives of the Internship were:

- To sensitize towards India's social sector, issues and challenges faced by masses
- To create understanding of the role of NGOs and their contribution to the society
- To understand NGOs' functioning as a social venture and identify several aspects pertaining to effective functioning of NGOs

The internships were for a period of 2 weeks in the month of October 2016. Some of the NGOs that came on board for this endeavor were Help Age India, Goonj and Arrive Safe.



The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>





The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



The Team

S Team

- Akanksha Ganju
- Krutarth Dave
- Mahadevan Somasundaram (Coordinator)
- Ravi Vishwanath
- Remya Nair
- Pratik Gupta
- Yashwant Agir

J Team

- Drishti Rana
- Farhaan Syed
- Inder Singh Tiwana
- Mark Toppo
- Parth Aggarwal
- Sankha Som
- Uma Burkule
- Vivek Swaminathan

I Team

- Drishti Rana
- Farhaan Syed
- Inder Singh Tiwana
- Parth Aggarwal
- SankhaSom
- Uma Burkule
- Vivek Swaminathan

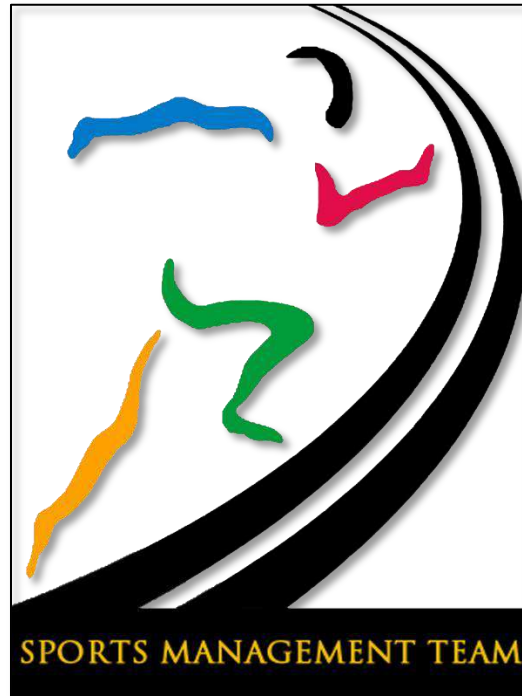


The Annual Report 201617
Social, Entrepreneurship &
www.facebook.com/sibm.secc/
<mailto:secc@sibmpune.edu.in>



Sports Management Team

Annual Report 2016-17



Senior Team

Aman Agarwal
Adarsh Srinivasan
Akshita Summan
Aditya Rai
Sourabh Dogra
Vaibhav Singh

Junior Team

Ayush Arora
Himanshu Kumar
Karan Ajinkya
Riyaki Jana
Rohith Panchumarthi
Sourav Dutta
Vishesh Dahiya

HOOPSTER

For the first time **The Sports Management Team** of **SIBM Pune** launched **Hoopster**, a Threeon-Three Basketball Tournament in **July, 2016**.

Hoopster was an ice breaker between the juniors and the seniors and helped in bringing them together to share their love of sports. The team structure of Hoopster was unique—each team was

required to have one boy from first and second years each, and a third female member from either batch. With over ten teams competing, Hoopster certainly created a buzz in the college. Students from other institutions also turned out in huge numbers to support the teams.



The tournament adopted a knockout format. On day one, the incumbent (senior) basketball stars of the college, **Sudhanshu Bhatta and Anant Ranka** led their teams to victory. Quarter finals was held on the same day where every one witnessed nail-biting basketball matches.



Day two started with the remaining quarter-final matches where we witnessed two first-year girls, **Riyaki Jana and Srijita Sarkar**, dominating the court, helping their team reach the semis. But the most notable performances of the day were from **Pranay Kumar and Vaibhav Singh**, who pitched in vital three-pointers at the right moments to take their teams through. In the much-anticipated final on day three, the team consisting of **Vaibhav Singh, Abhishek Singh and Rimi Chawngtey** emerged as the winners by winning the final match against **Sahil Sejra, Harshit Maheshwari and Riyaki Jana**.

The buzz created during the final, with **music and crowd cheering for the teams was incredible**. The tournament ended with glittering photo sessions of the players as well as the organizing committee.



DWANDVA'16



At SIBM the students like to show their sporting spirit and skills and take much pride in it. Like every August of the year the most awaited face off – DWANDVA that is between MBA I and MBA II was organized on the 2nd to 4th

Day 1 started off with Table Tennis. Both teams showed their exuberant energy, their skills and tactics, which led to a tie with MBA I winning the boy's match and MBA II winning the girl's match. It was then followed by a game of Pool where MBA II evidently defeated MBA I.



Carom was a stiff competition as both the teams showed their prowess in an attempt to defeat each other. The two teams were closely knitted which led to a tie-breaking match, in which MBA II bagged the winning title.

The day did not end there, MBA II showed their dominance being the reigning champion for both Badminton girls and boys even though there was an immense display of skills and determination by both the teams. MBA II also took over the title as Squash champions yet again. At the end of the day MBA II had won 7 games leaving MBA I trailing with 1 title.

Day 2 began with Swimming, which was the first outdoor sport of the tournament and after coming through a tough encounter between the two teams it ended with a tie, where MBA I girls and MBA II boys won the swimming relay. With that we continued with Chess where the intensity arise as both the teams displayed their strategies and tactics, which led to MBA I winning the title.



EVENTS	MBA I	MBA II
POOL	0	1
TABLE TENNIS (W)	0	1
TABLE TENNIS (M)	1	0
CARROM	0	1
BADMINTON (W)	0	1
BADMINTON (M)	0	1
SQUASH	0	1
SWIMMING (W)	1	0
SWIMMING (M)	0	1
CHESS	1	0
TOTAL	3	7

With so much of vigor, energy and competition the tournament ended due to unforeseen weather conditions with a total score of 7-3. MBA II defeated their counterpart and defended their title as Champions of Dwandva 2016.

Box Cricket and Rink Football 2016

The Sports Management Team organised Box Cricket and Rink Football extravaganza at SIBM, Pune. The much awaited tournament is one of the favourites at the college. The event was scheduled for 6 days from 29th September to 4th October, 2016, but due to the will of rain gods the tournament got extended by 1 Day. This year the excitement and enthusiasm levels amongst the students reached a new high as we saw 31 teams participating in Box cricket and a total of 14 teams in Rink football. 1 Women's Rink Football match was also played between MBA I and MBA II. 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 in Box Cricket where women participants outperformed the men and led their team to victory.



The Sports management team faced a few challenges due to the weather conditions but the team showed urgency and the contingency was taken care of and the management by the team was laudable.

5th 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 „Juggernauts“ took on „Loole boys“ of

MBA II in Rink Football. MBA I emerged victorious at the end of the day in both the Men's category and the Women's category. Box Cricket finals was played between the teams „NumbNuts (I&E batch MBA I)“ and „Fine Legs (Finance batch, MBA II)“, where both showcased awe-inspiring performances with „NumbNuts“ 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.

Winners of Box Cricket and Rink Football 2016



Sports Management Team



Inter-Institute Varsity Level Squash Championship (Organized)

The Sports Management Team of SIBM Pune organized the 3rd edition of Inter Institute Squash

Tournament was organized in association with University Sports Board at Symbiosis International University. The event was scheduled for 26th and 27th September 2016 at the Squash court, Recreational and Wellness Center, Lavale Hill top Campus.

The tournament was indeed played with a true sportsman spirit and we witnessed the birth of new players who must take up the choice of excelling in this sport.

Inter-Institute Varsity Level Tournaments (Participated)

- Badminton - A contingent of 5 members (5 Men) participated in the respective event.
- Chess - A contingent of 5 members (Men) participated in the event. SIBM Pune was the winner in this event.
- Table Tennis - A contingent of 4 members (Men) participated in the respective event
- Football - A contingent of 15 members (Men) participated in the event.
- Volleyball - A contingent of 10 members (10 Men) participated in the respective event.
- Basketball - A contingent of 9 members participated in the respective event.
- Squash - A contingent of 3 members (3 Men) participated in the respective event (Men).
- Cricket – A contingent of 18 members (18 Men) participated in the event. SIBM Pune was the runners up in this event.

GRAVITAS'17

Gravitas'17 the third edition of the inter B-school sports Fest welcomed over 5 colleges this year. There were about 10 sports each with its own arena which followed the theme Greek Gods. There

were a total number of around 110 participants from colleges namely NMIMS, NITIE, JBIMS, SCMHRD, IIT Bombay. The days dawned bright and clear as the sun rose over the pristine campus of SIBM Pune, thus signalling the start of Gravitas'17. The sports fest began with cricket, the first match being SIBM Pune vs NMIMS Mumbai. NMIMS Mumbai put up a good fight but the home team managed to overpower them and secured a comfortable win

The next game was Table Tennis (Men) which was again between SIBM Pune and NMIMS Mumbai. SIBM Pune dominated the game by defeating the visitors by 3-0. It was followed by another win against JBIMS Mumbai with a score of 3-0.

It was followed by Basketball (Men) where SIBM Pune again defeated NMIMS Mumbai, though the latter put up a strong fight.



During this time in Badminton, SIBM Pune defeated JBIMS Mumbai by 3-0.

The last and final cricket match of the tournament was held between SIBM Pune and JBIMS Mumbai where the home team chased a modest target of 77 runs to emerge victorious. It was no doubt an easy win with the Trio of the college Sourabh Dogra, Rohith Panchumarthi and Ritesh Benedict

In Table Tennis (Women), NMIMS Mumbai emerged victorious by defeating SIBM Pune by 21. But SIBM Pune turned tables in Chess by winning against NMIMS Mumbai.

Thus, Day 01 ended on a good note with the home team securing the winning positions in many sports. Sports Management Team and its Event Associates ensured that the events ran smoothly.



The second day continued where the first one left off. It was a pulsating and nerve wracking affair as NMIMS took on SIBM in the Men's Basketball, however, NMIMS managed to see off SIBM's challenges to emerge victorious.

It was a similar story in Volleyball as well as NMIMS saw off NITIE with the help of coherent game plan and brilliant execution. Special mention should go to the spiker Vipul Tyagi, who turned out to be the difference between the two teams. NMIMS continued their winning streak and managed to wrap up titles in Women's Table Tennis and Badminton.

Paarth Sonwaney whose gormless smile, belies his steel like temperament made vital contributions for SIBM, as they managed to wrap up the Pool and Table Tennis titles.

The third and last day of the tournament was one in which never was there a football match so intense, it was SIBM and NMIMS fighting for the title, and as if extra time was not enough, penalties was required to decide the winning college, it was a tough fight for our home team and we ended up in defeat. It was then followed by girls' basketball and throw ball where NMIMS stole the show by defeating SIBM Pune in the finals



\This year saw great enthusiastic participation and the event turned out to be great success. A lot of determination was shown by participants, event associates and the Team. The event was ensured it ran smoothly by the Sports Management Team and the Event Associates.



SPL – 9

At SIBM, Pune when you talk about the memories you've had over the years, the **Symbiosis Premier League** undoubtedly serves as one of the most memorable events ever. The flagship event of the **Sports Management Team**, this year's SPL 9 started on the 23rd January with the Captain's Auction followed by the Player's auction the next day.

The tournament started on 13th February giving players enough time to practice and form strategies and also the brand ambassadors plenty of time to promote their team. There were 8 teams divided into two pools. Pool A - Devils, Sharks, Eagles and Spartans, Pool B - Dragons, Panthers, Stallions and Wolves.

The first match started with Pool A Team - Devils v/s Team Eagles. It was a nail biting and exhilarating match. The Second match of SPL 9 was between Team Dragons and Team Panthers (Pool B); Naman Jhawar captain of Team Dragons won the man of the match also took the team to victory in their first match. The tournament lasted for 9 days with an outstanding turnout and the participation was immensely successful with lots of humor from commentators Tanuj Sharma and Smit Pandey.

The top four teams (Devils, Sharks, Dragons and Stallions) battled it out in the Semifinals, which were held on the 23rd February 2017. The first semifinal was between Sharks and Dragons, with Dragons winning and leaving them one step closer to the Championship trophy. The Second semifinal was between Devils and Stallions. This match was exceptional on the part of Team Devils as they played their heart, which led them to victory and reaching the final in SPL 9.

There was also a Girls' Match between MBA 1 and 2 which was won by the team of MBA 2.



The final match was full of cheer, excitement and unanticipated buzz. There were two great teams (Devils and Dragons) with captains – Naman Jhawar and Sourabh Dogra.

The Devils won the championship by 18 runs, winning SPL second time in a row, with Sourabh Dogra declared as man of the tournament.



There were other awards also; Emerging Player of the tournament - Akhil Deshpande, Value for Money was Animesh Rathore, Best catch by Rahul Grover, Best Brand Ambassadors was Anjali (Team Stallions), Best Batsman was Naman Jhawar and Best Bowler was Anirudh Jhavar.

The tournament also included the Alumni Match, which was held on the 17th February 2017 with the Alumni winning the match against the students of SIBM Pune.

The Sports Management team also hosted the first Faculty match in SPL the history. It was a fun and friendly experience with Faculty/Staff winning the match easily against the Student Executive Council Members of SIBM Pune.

We look forward to the 10th edition of SIBM Pune Premier League which we hope would be much bigger and better than SPL 9.

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

Facebook: <https://www.facebook.com/sportsmanagementteam>

Email: sportsteam@sibmpune.edu.in

YouTube: <https://www.youtube.com/channel/UCX6XGcKI-LzwE5-nCLqtFxA>

Twitter: https://twitter.com/smt_sibmpune

