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## 7.2.1\_SIBM Pune\_BestPractice1\_2018-2019

### Index

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



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**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.

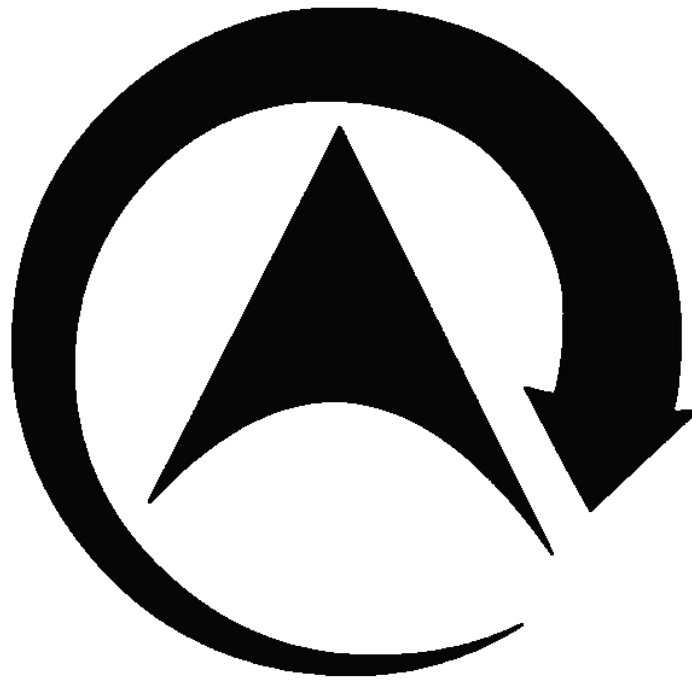
**Practice:** Nine students councils namely Alumni Team, Aspirants Relations Team, Corporate Interface Team, Co-curricular Team, Placement Advisory Team, Research, and Scholastic Development Team, Social, Entrepreneurship and Consulting Cell, Sports Management Team, Information Systems & Media Relations 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.





# The Alumni Team

Annual Report | 2018-19



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## TEAM COMPOSITION AND EVENT CALENDAR

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The Senior Alumni Team for the year 2018-19 consisted of the following members:

- Mr. Sapan Bansal (Coordinator)



- Mr. Nishant Chaturvedi
- Ms. Palak Maheshwari
- Mr. Rahul Arora
- Ms. Rimil Kujur
- Ms. Shyamala Iyer
- Mr. Tushar Anand

The Junior Alumni Team 2018-19 consisted of:

- Ms. Aarzo Dashti
- Ms. Malaika D'Sa
- Mr. Monark Patel
- Mr. Naren Bokepalli
- Ms. Priyashi Mathur
- Mr. Shubham Trivedi
- Mr. Shailesh Tiwari

2018-19 was an eventful and impactful year for the Alumni Team. The team undertook various new initiatives that brought excellent results- including the Homecoming Weekend format and SIBM Pune Spotlight. Special efforts were taken to improve Alumni engagement at meets, increase personal and virtual connect with the Alumni and improve the quality of information on the Database. As a recognition of the team's efforts, we were awarded *The Best Student Council for Outstanding Contribution 2018-19*.

Mentioned below are the activities carried out by the Alumni Team in the Year 18-19.

<b>EVENT NAME</b>	<b>PRE-ACTIVITY DATES</b>	<b>EVENT DATE</b>
<b>Database Updation Drive</b>	July 2018	-
<b>AlumSpeak 2018</b>	July-August 2018, February-March 2019	14 <sup>th</sup> July 2018, 9 <sup>th</sup> March 2019
<b>Leadership Talk 2018</b>	September & October 2018	15 <sup>th</sup> September 2018, 3 <sup>rd</sup> October 2018
<b>Roobaroo – 15 Year Reunion for Batch of 2003</b>	July & August 2018	11 <sup>th</sup> August 2018
<b>Encore North – Gurgaon</b>	August & September 2018	29 <sup>th</sup> September 2018
<b>Hyper Local City Chapter</b>	July 2018	28 <sup>th</sup> July 2018
<b>Legacy 2018</b>	October & November 2018	18 <sup>th</sup> November 2018
<b>Alumni Achievers' Club Book</b>	October & November 2018	25 <sup>th</sup> November 2018
<b>AlumTalk 2018</b>	August 2018	16 <sup>th</sup> August 2018

<b>Rendezvous – Convocation for Batch of 2018</b>	October 2018	17 <sup>th</sup> October 2018
<b>Alumni Meet-up- Batch of 1994</b>	December 2018	27 <sup>th</sup> December 2018
<b>Roobaroo – 15 Year Reunion for Batch of 2004</b>	November 2018- January 2019	26 <sup>th</sup> – 27 <sup>th</sup> January 2019
<b>Rewind! Silver Jubilee Reunion – Batch of 1993</b>	November 2018-January 2019	27 <sup>th</sup> January 2019
<b>Yearbook 2019</b>	January – March 2019	15 <sup>th</sup> March 2019
<b>Scribbling Day</b>	February-March 2019	15 <sup>th</sup> March 2019

## **DATABASE UPDATION DRIVE**

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This year, a huge emphasis was given to updating the official Alumni database with latest details and improving on the existing layout. The Alumni Team conducted a rigorous exercise in July 2018 to verify and update the existing Alumni database, compiling and adding data from wider platforms like LinkedIn. Verification was done for each Alumnus both by phone call and on LinkedIn. Social media and SPOCs from the batch were leveraged as well. Details were updated for Alumni from batches of 1979-2016 and approximately 4300 Alumni records were processed. The essential details of over 2000 Alumni were verified and added to the records. Another improvement to the database is the provision for a hyperlink to the Alumnus’ LinkedIn page which makes more convenient to access and verify the records in future. The team executed database updation 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. The updation of the database continues on a rolling basis throughout the year, based on updates received on LinkedIn, reunions, alumni meets and through batch SPOCs.

## **ALUMSPEAK 2018-19**

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**AlumSpeak**, an initiative by the Alumni Team, is a platform for sharing of rich, valuable knowledge and experience between the Alumni and the students. 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 is a year-round engagement activity and any alumnus who wishes to take a session for the students can connect with us on the Alumni Portal, as well as

e-mail or call us. The initiative has seen great enthusiasm by the Alumni who have lauded the team for the AlumSpeak series.

**Objectives:**

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

Date	Guest	Designation & Organization
14 <sup>th</sup> July 2018	Mr. Rohit Kumar (Batch of 1996)	Chief Human Resources Officer, Kellogg India
9 <sup>th</sup> March 2019	Mr. Ahmed Faiyaz (Batch of 2006)	Advisor- Health Investments and PPPs, Dubai Health Authority and successful author of fiction



**Mr. Rohit Kumar- CHRO Kellogg India**



**Mr. Ahmed Faiyaz- Advisor Health Investments and PPPs, Dubai Health Authority**

## LEADERSHIP TALK 2018

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**Leadership Talk series** saw senior industry leaders visit campus to share their lessons and learnings on life, leadership and career success.

The first session conducted on 15<sup>th</sup> September 2018 featured Mr. Amit Prakash from the MPM batch of 1999. He currently holds the position of **Chief Human Resources Director (CHRO), Marico**. Mr. Prakash spoke at length on why it is essential to know oneself to become a successful leader and also focused on certain personality traits every leader should have. He also encouraged the future leaders to become credible in an organization, be ready to put the organization ahead of personal gains and be eager to connect with and talk to new people. In conclusion, Mr. Amit Prakash also stressed on the importance of being agile, being flexible and last but not the least, being disruptive.



The second Leadership Talk session conducted on 3<sup>rd</sup> October 2018 featured Mr. Ranjan Sarkar from the MPM batch of 1999. He currently holds the position of **EVP HR Chief Human Resources Director (CHRO), Exide Industries Ltd.** Mr. Sarkar drew engaging and effective analogies between the journey of a cricketer from Ranji Trophy to the World Cup and the journey of a student from post-graduation to the corporate world by stating how they make fulfilling milestones in an individual's life. It was indeed a





session of new perspectives on the problemsolving attitude, that benefited the students.

## **HYPER-LOCAL CITY CHAPTER | MUMBAI**

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SIBM, Pune hosted its **first ever** Hyper-Local Alumni City Chapter in Mumbai on 28<sup>th</sup> July 2018 at FLYP@MTV, Kamala Mills, Mumbai. The main aims of the chapter were creating a new platform for year-round Alumni engagement in major cities across India, fostering and strengthening the relationship between the Alumni and the institute, and seeking to increase Alumni involvement in institute events.

The event provided a platform for Alumni in and around Mumbai to interact with each other as well as keep abreast of the happenings at the alma mater. The chapter saw keen participation from Alumni, with as well as commendation for the efforts of the team for pioneering new avenues of Alumni engagement.



## **ROOBAROO 2018 | 15 YEAR REUNION | BATCH OF 2003**

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The **15-year Reunion** for the Batch of 2003 conducted on 11<sup>th</sup> August 2018 saw huge participation from the SIBM Pune Alumni of MBA, MPACM and MPM batches. Alumni from across the country including cities like Mumbai, Pune, Bangalore and Delhi came up to the Vashishta Guest House at the Symbiosis Hilltop Campus for the reunion.

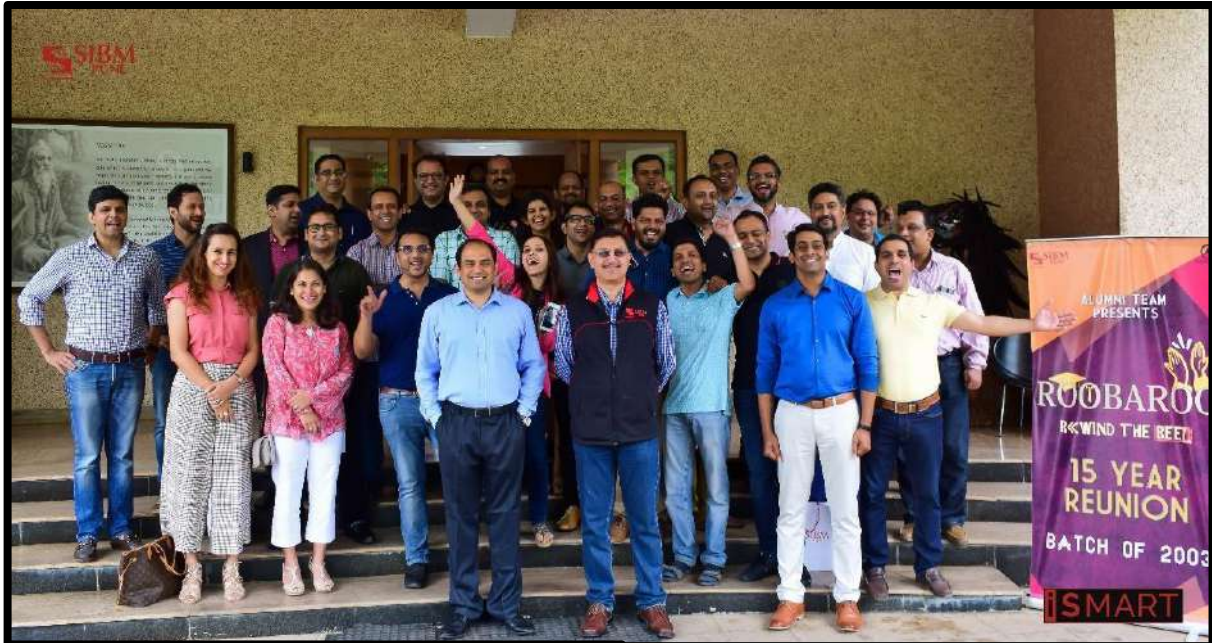
Publicity for the meet was done through:

- Mails
- Extensive use of Social media (Facebook and Linked-In)
- WhatsApp

The event began at 10 am with breakfast and a meet & greet session. A welcome address was given by the Alumni Team followed by an address from Director R. Raman and Prof. Sandeep Bhattacharya on the past and present achievements of SIBM, a vision for the future, and the pivotal role of Alumni in shaping brand SIBM. The Alumni were delighted to hear of the great strides SIBM has taken over the years and shared their thoughts with our Director.

The Alumni team organized a fun quiz ‘Rapid Rewind’ which took Alumni back in time to the events of 2001-03 which witnessed enthusiastic participation; the quiz winners were asked to share their most memorable experiences at SIBM Pune. A time capsule video was showcased and messages from their batchmates who were unable to make it were played at the event. After a hearty lunch, a campus tour was organized wherein the Alumni were taken to explore the Symbiosis Hilltop Campus. The Alumni Team organized a trip to the original SB Road campus where the batch revisited their old classrooms and relived old memories. The famous NCC canteen was the final stop, where they sat at their favourite old haunt, sharing fond memories and stories.

The framed all-batch photograph was given to each alumnus as a souvenir from the reunion, a gesture which was highly appreciated by them. The event had an overwhelming response of gratitude from the Alumni, who individually expressed their thanks to the team for organizing the reunion and to the institute for giving them a platform to get together and reconnect at this scale.



## ALUMTALK 2018

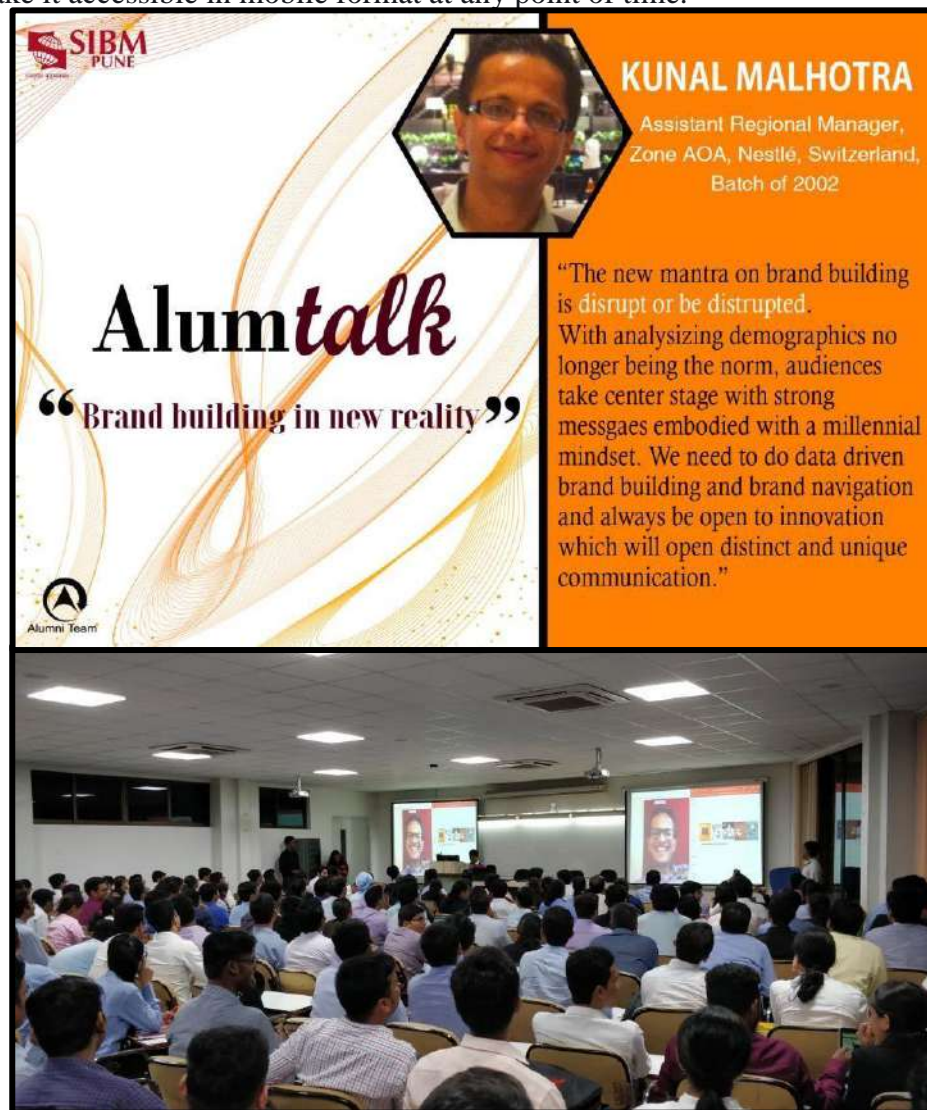
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AlumTalk is a series of digital panel discussions hosted through WebEx by the Alumni Team, SIBM Pune. This initiative is designed for the students of SIBM Pune, who will gain insights from the Alumni to help shape their understanding about a variety of hot button issues.

**AlumTalk** conducted on 16<sup>th</sup> August 2018 featured Mr. Kunal Malhotra from the Batch of 1996. He currently holds the position of **Assistant Regional Manager, Zone AOA, Nestle, Switzerland**. Mr. Malhotra led the AlumTalk session discussing the importance of developing ideas that intrigue the curious minds of the millennials and shared his thoughts on approaching consumer-centric marketing strategies. The students benefited from his refreshingly original insights and his engaging style of teaching.

The Alumni team aims to maintain a library of each and every discussion on a digital platform, which would make it accessible in mobile format at any point of time.





## ENCORE NORTH 2018

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The flagship all-batch Alumni meet **Encore North** was conducted on 29<sup>th</sup> September 2018 and saw enthusiastic participation from the SIBM Alumni community in North India. The objectives of Encore are providing a platform for interaction between Alumni across batches, creating a platform for year-round Alumni engagement in region specific formats, fostering and strengthening the relationship between the Alumni and the institute. Encore North was a huge success and was attended by Alumni right from the batch of 1983 to the recent 2018 batch in a momentous display of the 40-year SIBM Pune legacy. A registered total of 111 alumni were present for the event.

Publicity for the meet was done through:

- E-mail
- Calls
- Extensive use of Social media (Facebook and LinkedIn)
- WhatsApp

The event began at 8.00 pm with a welcome address by the Alumni Team. The Alumni Team Coordinator spoke about the team's initiatives with respect to continuously improving alumni relations. This was followed by an address from Director R. Raman on the past and present achievements of SIBM, a vision for the future, and the pivotal role of Alumni in shaping brand SIBM. A video the 40-year legacy of SIBM, along with latest student achievements and alumni was showcased at the event. The Alumni team organized an ice breaking engagement activity in the form of a quiz 'Dilwalo ki Dilli' which included interesting trivia on the art, culture and food of Delhi.

The venue, with its elegant interiors, came alive with the conversations and meaningful interactions between alumni over food and drinks. Old bonds were strengthened and new connections were made. Prominent among those who attended the event were illustrious SIBM Pune alumni such as Mr. Ashish Bagga (Batch of 1983) CEO for India Today, Mr. Amit Malik (Batch of 1999) Chief People Operations and Customer Services Officer for Aviva India, Mr. Amit Narain (Batch of 2000) Head of Corporate Human Resources for Nestle.

The event had a great positive response from the Alumni, many of whom individually expressed their thanks to the team for organizing the meet and to the institute for enabling this platform for alumni interaction.



**LEGACY 2018 – WHERE THE EXPERIENCED PAST MEETS THE ASPIRATIONAL FUTURE**

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**Objective:**

**Legacy** is the Alumni Team's annual panel discussion between prominent SIBM Pune alumni on a specified topic with the aim to bring together the experience of our esteemed alumni and the vigor and enthusiasm of the incumbent batch. It is a platform for the students to benefit from the years of expertise and knowledge that the alumni have accumulated and an opportunity for them to pass this on as a Legacy. Legacy was held on 25<sup>th</sup> November 2018 at the SIU Auditorium.

**Theme: Beyond a Buzzword- The Business of Influencer Marketing**

**Guests:**

**Keynote Speaker:** Mr. Maharana Manoranjan Ray (SIBM Pune Batch of 1990)- General Manager- Probiking at Bajaj Auto Ltd

**Panelists:**

Mr. Diptarup Chakraborti (SIBM Pune Batch of 1995)- Vice President Marketing at Zycus

Mr. PV Harinarayanan (SIBM Pune Batch of 2001)- Head – Sales and Distribution Retail EMI Cards at Bajaj Finserv

Mr. Nitin Garg (SIBM Pune Batch of 2003)- Industry Head- Technology and Media at Facebook

Mr. Suhas Lakhamade (SIBM Pune Batch of 2003) National Sales Manager- Salons at L'Oreal India Pvt Ltd

Ms. Prerna Tiku (SIBM Pune Batch of 2006) General Manager Marketing at MTR Foods Pvt Ltd

**Moderator:** Mr. Abhishek Asthana (SIBM Pune Batch of 2013) Brand Manager at Reckitt Benckiser

**Outcome:**

Legacy 2018 was a great success owing to the participation of eminent alumni from reputed organizations who imparted a great deal of relevant knowledge to the incumbent batch. The event began at 9.00 am with a welcome address by the Alumni Team introducing Legacy 2018. The keynote address was delivered by Mr. Maharana Ray who introduced key concepts of influencer marketing through an engaging conversation with the audience.

The subsequent panel discussion tied together relevant examples from influencer marketing campaigns and its concepts so as to present a holistic and current view of the topic in the Indian context. The diverse experience of the panelists from B2B to B2C backgrounds provided for varied perspectives and an intensely interesting discussion. The Q&A session between students and the panelists helped further understanding of the subject. Legacy 2018 concluded with a vote of thanks to the illustrious alumni gracing the event.







## ACHIEVERS CLUB BOOK VOLUME 5 LAUNCH

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The **Achievers Club Book Volume 5**- a significant project by the Alumni Team, SIBM Pune was launched on 25<sup>th</sup> November 2018. The event was graced by Mr. Maharana Ray and Mr. Swapnil Bhoskar, two illustrious alumni who were featured in the book. A video the 40-year legacy of SIBM, featuring the illustrious alumni in the Achievers Club Book Volume 5 was presented. The event began with the book launch by all the dignitaries present. As part of the event, a short interaction with the guests of honour Mr. Ray and Mr. Bhoskar was held on stage, wherein SIBM faculty member Mr. Harsh Dafre spoke at length to the alumni about their career journeys. It was a meaningful interaction with many valuable lessons to be learned from the inspiring paths of our alumni.

The Alumni Team has recorded the interviews for ACB Volume V in the video/audio format so that they may be kept in our database as video/audio logs for further reference.

The following illustrious Alumni were featured in the Fifth Edition of Achievers' Club:

NAME	BATCH OF	DESIGNATION	COMPANY
Niranjan Gidwani	1982	CEO	Eros Group Dubai
Samar Singh Sheikawat	1989	Senior VP Marketing	United Breweries
Maharana Ray	1990	General Manager HR	Bajaj Auto
Vikram Karayi	1990	Partner	Linkage Inc.
Swapnil Bhoskar	1993	Director HR	Symatec Corporation
Jayesh Sampat	1993	President HR	Liberty Videocon General Insurance
Sunil Kumar	1995	CHRO	PVR Ltd.
Debraj Sinha	1998	Chief People Officer	Magma Fincorp Ltd.

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Amar Jethithor	1999	Global Sales Head	Crompton Greaves Consumer Electricals Ltd.
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Anoop Kamat	2003	Head Talent Acquisition	Johnson & Johnson
(Late) Chitralkha Pati	2004	Formerly, Sr HR BP	SAP Labs
Sankalp Potbhare	2004	MD – India, Bangladesh & Nepal	The Kraft Heinz Company



## **RENDEZVOUS \_ CONVOCATION FOR THE BATCH OF 2018**

The 15th Annual SIU Convocation Day, held on 23rd October 2018, saw the SIBM Pune MBA and MBA I&E Batch of 2018 return to campus to officially graduate as Masters of Business Administration.

In honour of this occasion, **Rendezvous 2018** was organized by the Alumni Team at the SIU Auditorium, Lavale Campus to commemorate the students' successful MBA journey at SIBM Pune. It was attended in large numbers by the students and their families.

The event commenced with a welcome note by the Alumni Team, followed by a congratulatory speech from the Director, SIBM Pune Dr R Raman. The audience was then shown a short video tribute to the Batch of 2018 which brought back memories from the two transformative years that they had spent at SIBM Pune. This was followed by heartfelt words by Mr. Abhineet Pandey from the Executive Students Council 2017-18, who regaled the audience with anecdotes and reminisced about life and learnings at SIBM Pune. The degrees and plaques for special contributions and achievers of the institution were then presented by Director Dr. R. Raman and Head of Corporate Relations, Prof. Sandeep Bhattacharya. The event concluded with a vote of thanks by the Alumni Team.

## **ALUMNI MEET-UP | BATCH OF 1994**

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The SIBM Pune Batch of 1994 Alumni meet-up was facilitated by the Alumni Team at the old SB Road campus and the Symbiosis Hilltop Campus. The meet saw great participation from the batch, with close to 45 alumni present for the meet-up. On 27<sup>th</sup> December, the batch revisited the SB Road campus and relived memories of their time at SIBM Pune at their old classrooms. They also visited NCC canteen and the area around the old campus.

At SIBM Pune, Director R. Raman addressed the alumni on the past and present achievements of the institute, a vision for the future, and the pivotal role of Alumni in shaping brand SIBM. The Alumni Team spoke about the team's initiatives with respect to maintaining alumni relations. The Alumni were taken for a campus tour as well.

The alumni gathered for lunch at Vashisht Guest house where conversations and meaningful interactions ensued. Old bonds were strengthened and new connections were made. Prominent among those attending was prominent SIBM Pune alumnus Mr. Unnat Varma, Managing Director APAC for Pizza Hut (Yum Brands) and Mr. Arun Raman, Head of Strategy at Greygroup Consulting. The meetup met with great appreciation from the Alumni, with many individually expressing their gratitude to the team for helping to organize the meet and to the institute for hosting them at campus and enabling this alumni interaction.





## ROOBAROO 2019 | 15 YEAR REUNION | BATCH OF 2004

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The **15-year Reunion** event for the dynamic Batch of 2004 conducted on 26<sup>th</sup> and 27<sup>th</sup> January saw enthusiastic participation from the SIBM Alumni of MBA and MPM batches. Several prominent Alumni from across the country including cities like Mumbai, Pune, Bangalore and Delhi came up to campus for the 2-day reunion. The reunion became part of a new format introduced this year- **Homecoming Weekend**.

Publicity for the meet was done through:

- Mails
- Social media (Facebook and Linked-In)
- WhatsApp

The batch reunited for breakfast and a meet and greet session at the old SIBM Pune campus at SB Road at 9 am. Sitting at their favourite old haunt, they shared fond memories and stories of their experiences when they were MBA students. They proceeded to Vashishta Guest House at the new Lavale campus at 12 pm. A welcome address was given by the Alumni Team followed by an address from Director R. Raman.

The batch photoshoot with the Director SIBM Pune was followed by cake cutting and lunch. The Alumni team organized an engagement activity in the form of a campus clue hunt which was greatly enjoyed by the alumni as it also provided a means to explore the new campus. They enthusiastically participated in the clue hunt and two winning teams awarded prizes in the form of SIBM Pune mementos. All the alumni were given custom made hoodies labelled 'It took 2004 years to create a batch like ours'. A reminiscence video created by one of the alumni with a collection of old college photographs was played at the event, which was thoroughly enjoyed by all. A special mention was made of Late Ms. Chitrlekha Pati of the Batch of 2004 whose untimely demise in 2018 was deeply saddening- a few batchmates shared their memories and thoughts about Ms. Pati. The batch also participated in a drum circle organized by Ms. Jyoti V. (Unilever). Stay was organized at the Vashisht Guest House and Old Girls Hostel to give the Alumni the SIBM Pune hostel experience at the Hilltop. The next day the batch had breakfast at the Hilltop Dining Hall (mess) for the hostel experience and spent time near the hostel area before leaving by 11 am. The framed all-batch photograph was framed and given to each alumnus as a souvenir from the reunion, a gesture which was highly appreciated by them.

The arrangements and execution of Roobaroo 2019 had an overwhelming response of gratitude from the Batch of 2004, who individually expressed their thanks to the team for organizing the reunion and to the institute for giving them a platform to get together and reconnect at this scale.







## REWIND! 2019 | 25 YEAR REUNION | BATCH OF 1993

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The milestone **25-year Reunion** event for the Batch of 1993 conducted on 27<sup>th</sup> Jan saw enthusiastic participation from the SIBM Pune Alumni of MBA and MPM batches. Alumni from across the country and abroad including cities like Mumbai, Pune, Bangalore and Delhi as well as from South Africa, Singapore and the USA came up to campus for the reunion. The reunion became part of a new format introduced this year- **Homecoming Weekend**.

Publicity for the meet was done through:

- Mails
- Calls
- Social media (Facebook and Linked-In)
- WhatsApp

The event began at 10 am with breakfast and a meet & greet session at the Vashishta Guest House. A welcome address was given by the Alumni Team followed by an address from Director R. Raman on the past and present achievements of SIBM Pune, a vision for the future, and the pivotal role of Alumni in shaping brand SIBM Pune. The Alumni were delighted to hear of the great strides SIBM Pune has taken over the years and shared their thoughts with our Director.

The Alumni team organized a fun Bollywood themed quiz. The batch enthusiastically participated in the quiz. A team made video with old photographs collected from the Alumni was played at the event which was fondly appreciated by the batch. A batch photograph with the Director SIBM Pune was followed by the cutting of the cake for the silver jubilee celebration. After a hearty lunch,

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the alumni were elated to meet with their professors and mentors Mr. Krishnan and Ex Director Mr. George Judah who were invited by the Alumni Team on request of the batch. Both mentors spoke at length and brought to life several memories from student life at SIBM Pune. The batch spent a great deal of time interacting with Mr. George Judah and were grateful for the reunion after 25 long years.

The all-batch photograph was taken which was framed and given to each alumnus as a souvenir from the reunion, a gesture which was highly appreciated by them. The event had an overwhelming response of gratitude from the Alumni, who individually expressed their thanks to the team for organizing the reunion and to the institute for giving them a platform to get together and reconnect at this scale.



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## **YEARBOOK 2019 – MY CANVAS & SCRIBBLING DAY**

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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 each graduating class 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 is like opening a time capsule of memories from the 2 best years of student life on the Hilltop. 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. Scribbling Day enables the graduating batch to take back a t-shirt souvenir of memories from their batchmates.

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## **SIBM PUNE SPOTLIGHT**

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The Alumni Team started a new initiative in August 2018 to increase the virtual connect between students and Alumni titled '**SIBM PUNE SPOTLIGHT**'. It aims to highlight illustrious SIBM Pune Alumni and their achievements for wider recognition of their inspiring journeys and connect students and Alumni on online platforms through a unique format. Year-round engagement is targeted through this initiative. Spotlight features prominent leaders from the SIBM Pune Alumni Network on social media, which is posted in an engaging brief Q&A format.

Through this initiative, students are familiarized with SIBM Alumni who are leaders in their chosen field, and also get valuable insights from them through the Q&A. The Spotlight Q&A is also posted on the Alumni Portal for the benefit of the alumni community at large. Featured in the SIBM Pune Spotlight thus far are:

<b>NAME</b>	<b>BATCH</b>	<b>DESIGNATION</b>	<b>COMPANY</b>
Mr. Anjan Bhowmick	2002	Director- HR India and EMEA	The Hershey Company
Mr. Devendra Chawla	1995	Chief Operating Officer and Managing Director	Spencer's Retail
Mr. Amar Sinhji	1990	Executive Director - Human Resources and Member - Executive Committee	Khaitan & Co

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Mr. Unnat Varma	1994	Managing Director APAC	Pizza Hut (Yum Brands International)
Ms. Kavita Kulkarni	1991	Chief Human Resources Officer	Varroc Engineering Ltd
Mr. Rajat Mathur	1993	Managing Director	Morgan Stanley
Ms. Pririti Narain	2000	Chief Human Resources Officer, Indian Subcontinent	AkzoNobel
Mr. Anil Raibagi	1992	Senior Vice President and Global Head - Corporate Development	Wipro
Mr. Samir Shah	1993	Executive Vice Chair and Group President	Dvara Trust

## SOCIAL MEDIA & ALUMNI PORTAL CONNECT

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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 4744+ likes on **Facebook**, 4230 connections and 4696 followers on **LinkedIn**, and 526 followers on **Twitter**. It helps us stay in touch with them in innovative ways and ensure that they are updated about the happenings in their alma mater, their batch-mates and events. This year we located and added many more of our existing alumni to form a more wholesome network. The Alumni Team also ensured that all the platforms are linked with the **Official Alumni Portal of SIBM Pune**.

We recognize that social media is an increasingly important aspect of alumni engagement, and therefore we have taken special efforts to ramp up our presence on social platforms by posting about alumni achievements and accolades, institute events as well as student achievements. We also share articles, interviews and other relevant news related to our alumni. As a new initiative, an **Instagram** presence was created in December 2018 where we have covered events including Homecoming Weekend. As of March 2019, the Instagram page has over 315 followers with an average of 50 likes per post and growing.

The Alumni Team, having launched the Alumni Portal amidst great appreciation in September 2015, have managed to register over 2200+ Alumni. The domain for the portal is: <http://alumni.sibmpune.edu.in>.

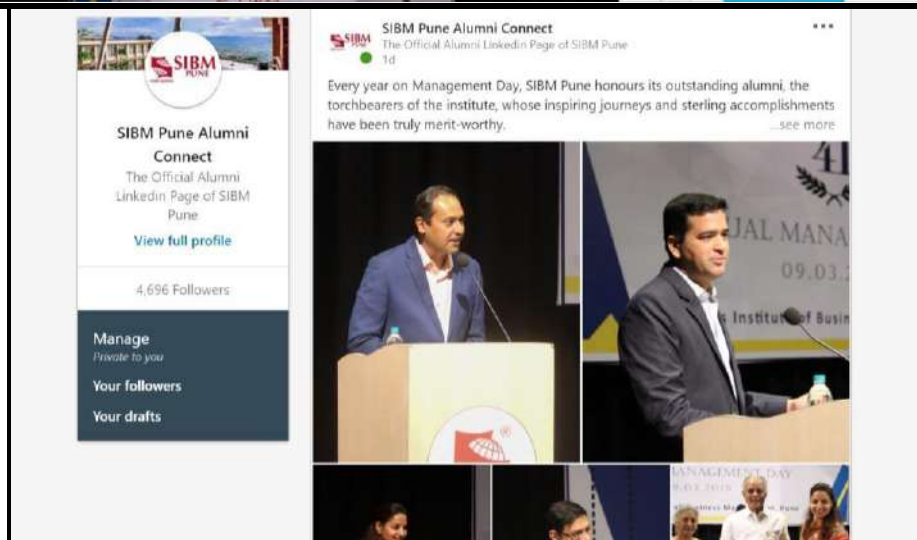
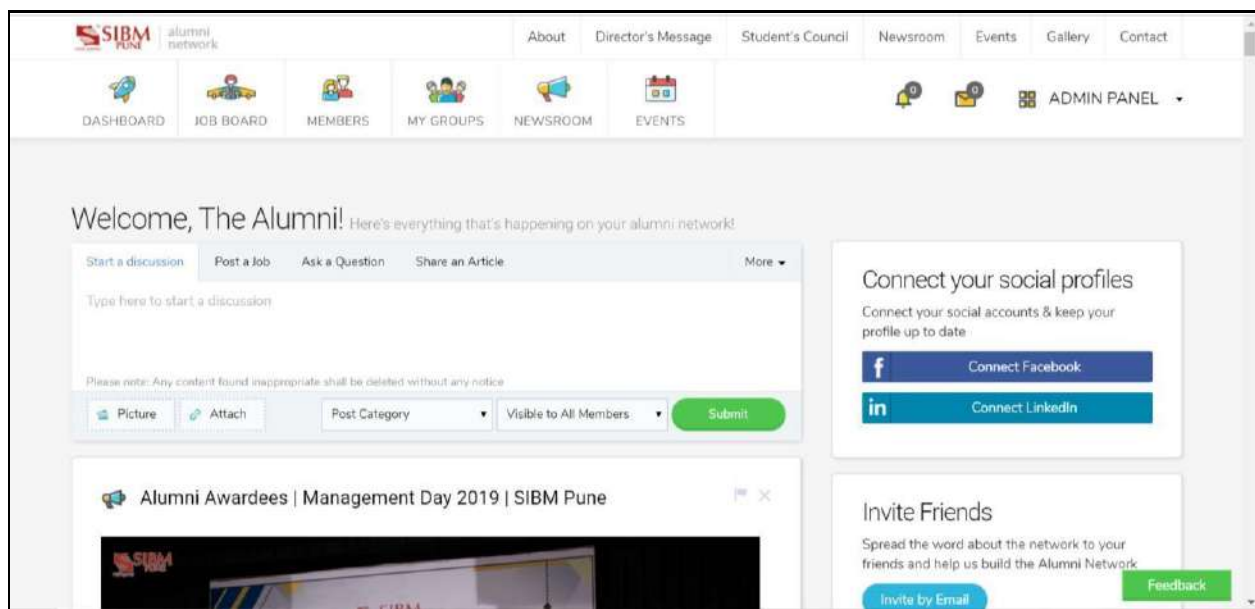
With the coming of the Portal a lot of things have become easier to do. It has become a one stop database updating tool. The Alumni can themselves edit their data, if it changes. Moreover, it has



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- Achievements, SIBM Pune Spotlight, Reunions
- Database Updating Tool - Alumni can themselves edit their data, in case of changes

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.





**We the Senior Alumni Team 2018-19, would like to thank the Director and SIBM Pune, for their continued support and encouragement. We hope that the Alumni Team in future would continue in their endeavor to nurture an alumni community where each and every member feels connected with the alma mater and with each member of the SIBM Pune family.**



(Left to Right: Rahul Arora, Tushar Anand, Shyamala Iyer, Rimil Kujur, Palak Maheshwari, Nishant Chaturvedi, Sapan Bansal- Co-ordinator)

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# ASPIRANT RELATIONS TEAM

## ANNUAL REPORT

2018-2019



## 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, A Day at SIBM, Coffee with SIBM and Admissions 2019.

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 2018-2019.

Senior Team:	Junior Team:	Interim Team :
Abhinav Arvind	Abrar Parkar	Akash Ahuja
Aroosh Mehani	Ahana Batabyal	Alex Reginald Natal
Bhaskar Jha	Akash Ahuja	Amit Awasthi
Dipanwasha Baidya	Darshan Mehta	Krutarth Amin
Shreyasi Paul	Manikantan Shiva	Purva Godbole
Sandeep Anil	Mukta Tiwari	Riddhima Pathak
	Sakshi Garg	Vaibhavi Thakur
	Unmil Mody	

## Events

The events that were conducted by the Aspirant Relations Team during the academic year 2017-2018 are as follows:

- Onboarding 2018
- City Meets
- Advent 2018
- iAspire 2018
- A Day at SIBM
- Coffee With SIBM 2018
- Admissions 2019

## OnBoard 2018

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/191946411570884/>

**Group Name:** OnBoard SIBM Pune 2018-20

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 2018

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





## Advent 2018

“Advent 2018” was a Photography & Video making competition organized by the Aspirant Relations Team for the students of MBA First Year. The students were supposed to make a maximum 3 minute video on two different themes- Accio-Talento, showcasing the beautiful campus exhibiting their talent, and Invento-Momento, capturing the beautiful events and day to day routine in the life of the student of SIBM. Also they were supposed to post maximum five photographs which they must have collected over a month here depicting their fond memories so far at five different campus locations. The best entries are to be featured on the institute’s official website.

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

### **Winners:**

#### **Video Making Competition**

- 1) Akshay Wankhede, MBA I, Marketing –Invento Momento
- 2) Maria James, MBA I, Marketing – Accio Talento
- 3) Kohssheen Zutshi, MBA I, Human Resource – Accio Talento

#### **Photography Competition**

- 1) Kuhu Mehrotra, MBA I, Marketing
- 2) Sanjit Sarkar, MBA I, Marketing

## iAspire 2018

### **About the event:**

iAspire is an initiative that provides a unique opportunity to aspirants across India by giving them a head start in the preparation. Using concept refreshers, daily quizzes and time based tests, iAspire let the aspirants test their mettle well before the MBA entrances to know their strengths and areas of improvements. After five successful seasons of interacting with aspirants, brainstorming, mentoring and giving them a sneak peek to life in MBA, this year the



Aspirant Relations Team planned a wholesome preparation module assisting aspirants with MBA preparations, a comprehensive testing environment and first-hand experience of life at a B-school.

iAspire 2018 began on 2nd August, 2018 with **iQuiz**, a daily quiz series acting as daily refreshers for concepts in Quantitative Ability, Verbal Ability, Reading Comprehension, Data Interpretation, Logical Reasoning, and the much dreaded General Knowledge, to help the students prepare for Symbiosis National Aptitude Test. To get the best out of the quizzes, information docketts were shared under **iLearn** with tips and tricks about the aforementioned topics. 2 winners in each Quiz were awarded gift vouchers.

To help test the concepts learned, **iAptitude**, a speed based test was organised to help the aspirants solve questions with speed and accuracy at the same time. The online time based test was conducted in various slots. The test saw registration from 250 students.

The video for iAspire 2018 can be found here: [iAspire 2018 introduction video](#)

### Objectives of the Event:

- To simulate a B-School environment through quizzes, and to 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 aspirants with a series of online speed based tests.

### Event Structure:

Component	Date
Promotional Activities	July 28 <sup>th</sup> , 2018
iLearn	August 4 <sup>th</sup> , 2018
iQuiz	August 5 <sup>th</sup> , 2018
B-Gyaan	August 13 <sup>th</sup> , 2018
iAptitude	24 <sup>th</sup> -25 <sup>th</sup> August, 2018
A Day at SIBM Promotions	1 <sup>st</sup> October, 2018

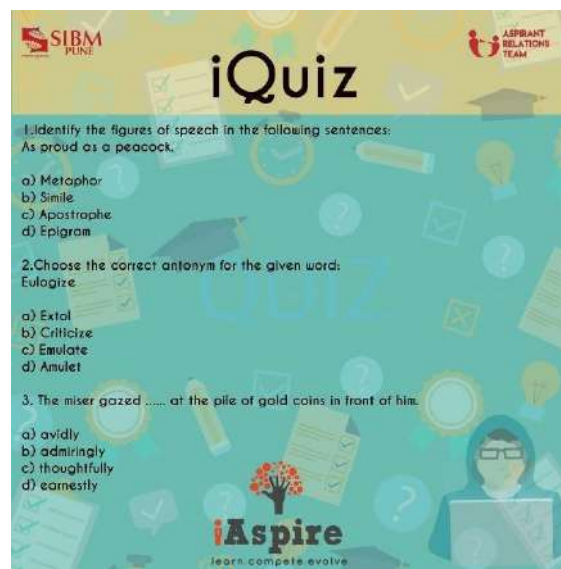
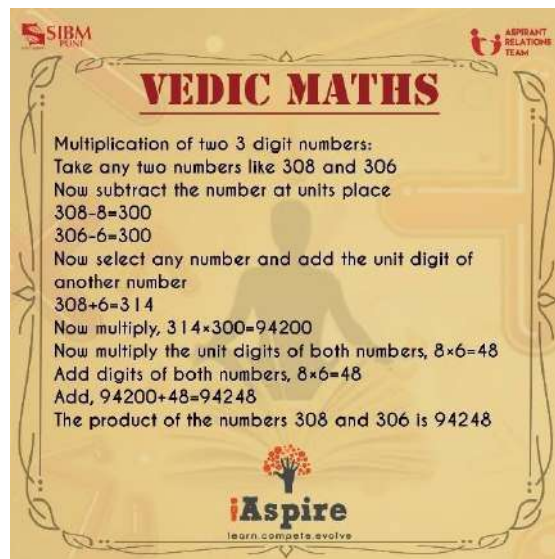
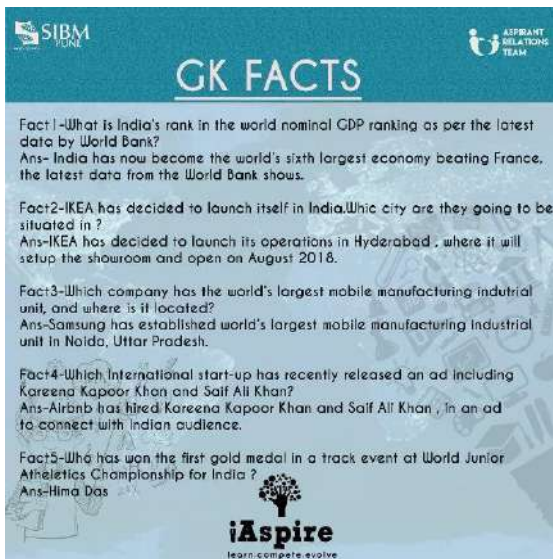
### Build up to the event:

The build up consisted of several promotional activities across Facebook, YouTube and Instagram. A coming soon posted was posted across platforms on July 28<sup>th</sup>, as a teaser for the event launch on 4<sup>th</sup> August, 2018. On July 30<sup>th</sup>, 2018, A teaser video was launched across platforms to garner more attention and engage aspirants. A full-fledged video to kick off iAspire was posted on 5<sup>th</sup> August, 2018.

### Online engagement for iAspire 2018:

The campaigns reached close to 30K aspirants in total, resulting in over 8000 impressions/reactions on Facebook and Instagram. The campaigns generated close to 2.5K new likes.

Pictures of sub-event posts on Facebook and Instagram:



**The iAspire Website:**

The updated iAspire website went live in August 2018, and helped aspirants to know more about life at SIBM with a link to the SIBM Blog available on the webpage. Aspirants could register for iAspire 2018 speed trap – the speed test and appear for it on the same platform.



## Marketing Avenues

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

- 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 over 500 colleges and institutes all over India.
- Digital Media
  - Online events such as "iQuiz"— Daily quizzes were conducted where winners were given gift coupons.
    - Tricks to solve questions and facts were added to the Facebook page on a daily basis under "iLearn".
    - iAspire 2018 videos pertaining to the events 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 CAT Preparation - iQuanta, CAT Preparation – Target 100, CAT Preparation – Elitesgrid, CAT Prep Online – Learn4exam, CAT MBA, MBA Network, Career Launcher, SNAP preparation, etc.
- Online MBA Forums - Careers 360, Inside IIM, MBA Universe and Pagalguy.
  - Images and blogs were shared on Quora as well as InsideIIM.
  - The iAspire 2018 Event, poster and video was updated on the newsfeed of the different websites.
- iAspire 2018 link and relevant posts were put up on individual forums of corporate, colleges, coaching institutes.

## **A Day at SIBM**

The Aspirant Relations Team introduced a new initiative and successfully the first edition of the same in 2018. The event, ‘A Day at SIBM’, helped the aspirants get a feel of the life at Bschoo even before appearing for the MBA entrance examinations! The event happened in both the online and offline space, and reaches out to aspirants across the country (and beyond) to help them in getting to know more about what life at SIBM Pune looks like, up, close and personal!

Aspirants across the country were invited to spend a day at SIBM Pune putting themselves in the shoes of MBA students, taking an interactive quiz, participating in a live case study competition, interacting with esteemed faculty members and solving their doubts with a Q&A session by SNAP 2017 toppers. The students also had the opportunity to interact with Dr. R Raman, Director, SIBM Pune, along with taking a campus tour.

Objective of A Day at SIBM:

- Give the aspirants a first hand experience of life at SIBM Pune.
- Simulate a day in the life of an MBA student, and make the aspirants go through the rigor to help them understand the requirements and tasks an MBA student would complete everyday
- Motivate the students to perform at their utmost best in Symbiosis National Aptitude Test(SNAP) and prepare themselves for the life ahead.

### **Online engagement for A Day at SIBM 2018:**

The online campaigns for A Day at SIBM reached over 17K aspirants, engaging with close to 10K aspirants. The online marketing campaign included promotions on Pagalguy, Inside IIM and Quora. In a short period of time, the event saw registrations from 100 people. Eventually, 40 aspirants attended the event.

The feedback for A Day at SIBM was stellar, 83% of the aspirants rated the experience 5/5, and 17.4% rated it 4/5. 95% of the students agreed that the experience simulated real life Bschoo experience for them, and 87% of them felt that their doubts were clarified during their

visit to SIBM Pune. The after video of the event can be accessed here: [Aftervideo](#)

[A Day at SIBM](#)





# **Coffee With SIBM 2018**

## **About the event**

Coffee With SIBM is an initiative undertaken by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune which aims at reaching out to aspirants across the country in order to help them crack the SNAP test and get into the B-school of their choice. Aspirants from all over India prepare for MBA entrances with a lot of fervour and zeal, and the same is resonated by SIBM Pune and A.R.T. through this effort to conduct interactive seminars and interactions lasting over two hours across 13 venues in 12 cities. The event has been successfully conducted for 12 editions, the first one being in 2006.

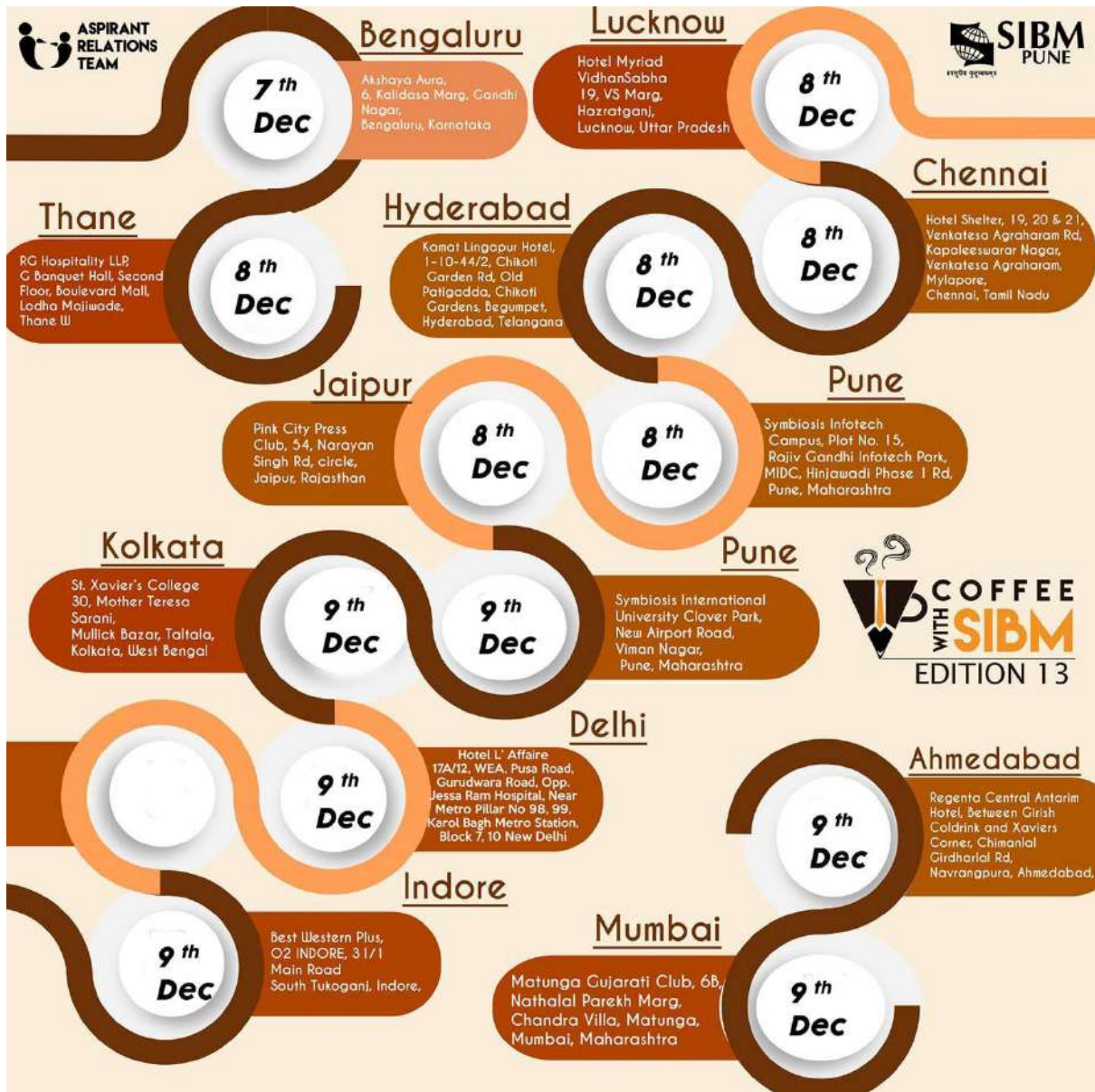
Every year, SIBM Pune answers queries of over 6000 students through this platform where the aspirants interact with the current students of SIBM Pune in a candid and no-holds-barred session, understanding the life at SIBM Pune, and getting help in the right direction to ultimately become a student themselves! At Coffee with SIBM sessions, students are introduced to SIBM Pune, with stills of life at the college being displayed and explained. Taking the engagement to the next level, A.R.T. conducts live quizzes to instil a competitive spirit in the students, gearing them up for SNAP. After this, current students of SIBM Pune answer queries of the aspirants regarding anything and everything, helping them choose the right B-school and working hard to reach their goals.

## **Objectives of Coffee With SIBM**

The main objective of Coffee With SIBM is to act as the first point of interaction between the aspirants and the institute and make them familiar with SIBM, Pune. Additionally, Coffee With SIBM also aims to do the following:

1. Increase clarity of students about MBA and enable them to understand the objectives of doing an MBA.
2. Help aspirants in their preparation for SNAP via daily quizzes, study materials, Q&A sessions with current batch toppers as well as GK compendium.
3. Provide aspirants a platform to interact with other aspirants and create a learning experience for the.

Due to all the participation that we have seen through the years, Coffee With SIBM has become more successful with every passing year. This was the 13th year of Coffee with SIBM and the objective was to reach out to as many aspirants as possible and address all their queries. This year CWS was held in 12 cities and 13 venues.



## Online Engagement

Coffee with SIBM by means of its online presence on Facebook and Instagram helped aspirants prepare better with regular updates in important topics of GK, Verbal, Quant and Reasoning.

Sub Event : SNAP Daily, Vocab Beans, Maths Mocha, Verbal Expresso, GK Java, Logical Latte, Tip Whipped

**TIP WHIPPED**

Circles:

The length of the transverse tangent to two circles of radii,  $r_1$  and  $r_2$  is  $Y = \sqrt{(d^2 - (r_1 + r_2)^2)}$

If a circle of maximum radius is cut from a square, then the percentage area wasted is 21.5%.

If a square of maximum dimensions is cut from a circle, then the percentage area wasted is 36.3.

COFFEE WITH SIBM EDITION 13

**Logical Latte**

1. A watch is a minute slow at 1pm on Tuesday and 2 minutes fast at 1pm on Thursday. When did it show the correct time?  
 a. 100 a.m. on Wednesday  
 b. 500 a.m. on Wednesday  
 c. 100 p.m. on Wednesday  
 d. 500 p.m. on Wednesday

2. If 21st July 1999 was Wednesday, what would've been the day of the week on 21st July 1947?  
 a. Monday  
 b. Sunday  
 c. Thursday  
 d. Saturday

COFFEE WITH SIBM EDITION 13

**VOCAB BEANS**

1. Surreptitious  
 a. clandestine  
 b. sneaky  
 c. blatant  
 d. covert

2. Vilify  
 a. berate  
 b. lionize  
 c. condemn  
 d. decry

COFFEE WITH SIBM EDITION 13

**MATHS MOCHA**

1. If one root of the equation  $x^3 - 7x^2 - 3x + 21 = 0$  is  $\sqrt{5} - \sqrt{2}$ , then find the other two roots.  
 a. 7,  $-\sqrt{5} - \sqrt{2}$   
 b. 7,  $\sqrt{5} + \sqrt{2}$   
 c. -7,  $-\sqrt{5} - \sqrt{2}$   
 d. -7,  $\sqrt{5} + \sqrt{2}$

2. If a sum is lent at 20% p.a. compound interest, interest being compounded annually, for a year it would fetch an interest which is Rs. 850 less than it would fetch if it is lent at the same interest rate, interest being compounded half yearly. Find the sum (in Rs.).  
 a. 84000    b. 80000    c. 85000    d. 90000

COFFEE WITH SIBM EDITION 13

Following were the winners of the quizzes :

1. Akanksha Akki
2. Akshay Kadam
3. Sumit Gattani
4. Roumyodeep Dutta
5. Vibhuti Punjabi
6. Anushka Tharad
7. Love Gupta
8. Nitakshi Saxena

## Sub Event : FB Live Session

The FB Live sessions “Covering the Last Mile” held on 28th November 2018 and 4th December 2018 from 8pm till 9pm reached out to over a thousand aspirants.

The following students were part of the panel:

1. Akash Ahuja
2. Darshan Mehta
3. Manikantan Shiva
4. Mukta Tiwari
5. Sakshi Garg
6. Dhrumil Shah
7. Ashwarya Mantri
8. Anuj



The objective of these sessions were to engage aspirants from the cities where Coffee With SIBM could not be physically conducted. This session helped the aspirants to interact with batch toppers and get their doubts and queries resolved.

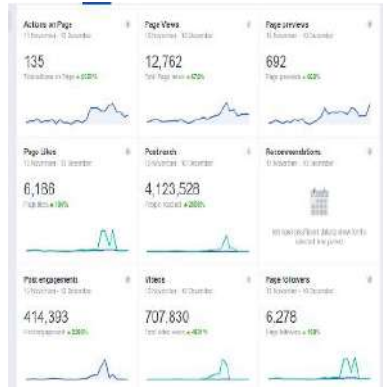
## Digital presence

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

## Digital Reach

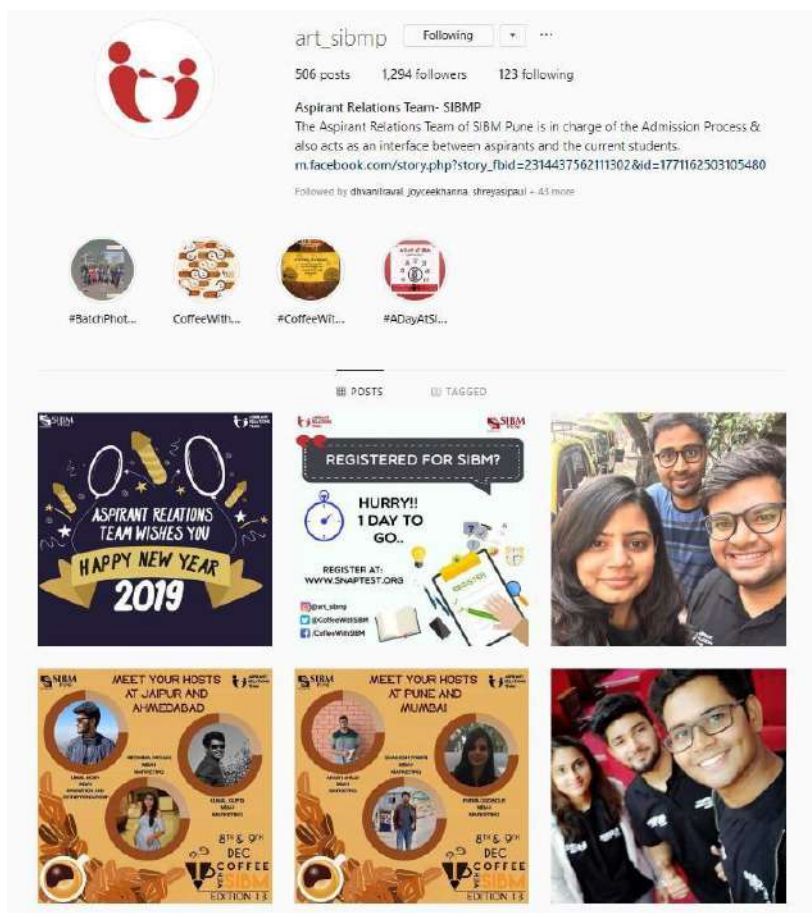
The Facebook page has a total of 90,304 likes and the page had an engagement of 4, 123, 528. Various promotional events were organized on the page to create the required buzz among candidates.





## Instagram

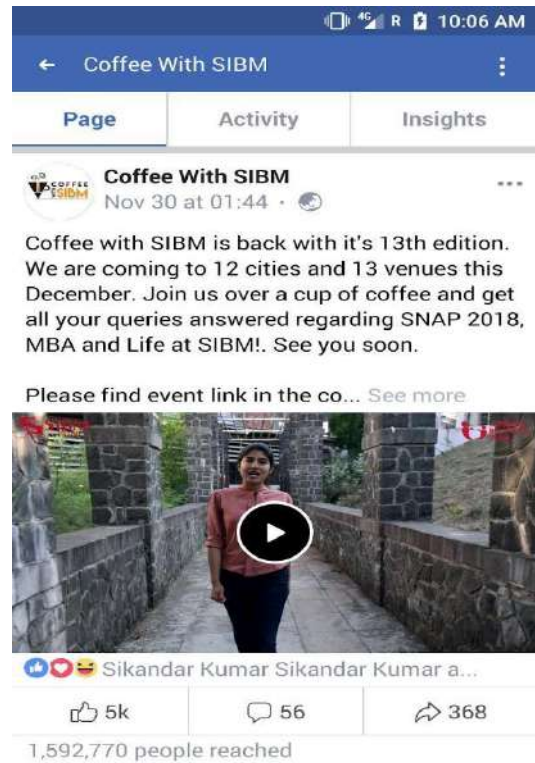
On Instagram account also all the posts from Facebook were published. We used the Instagram Stories feature as well to keep the aspirants updated of new posts.



## Videos

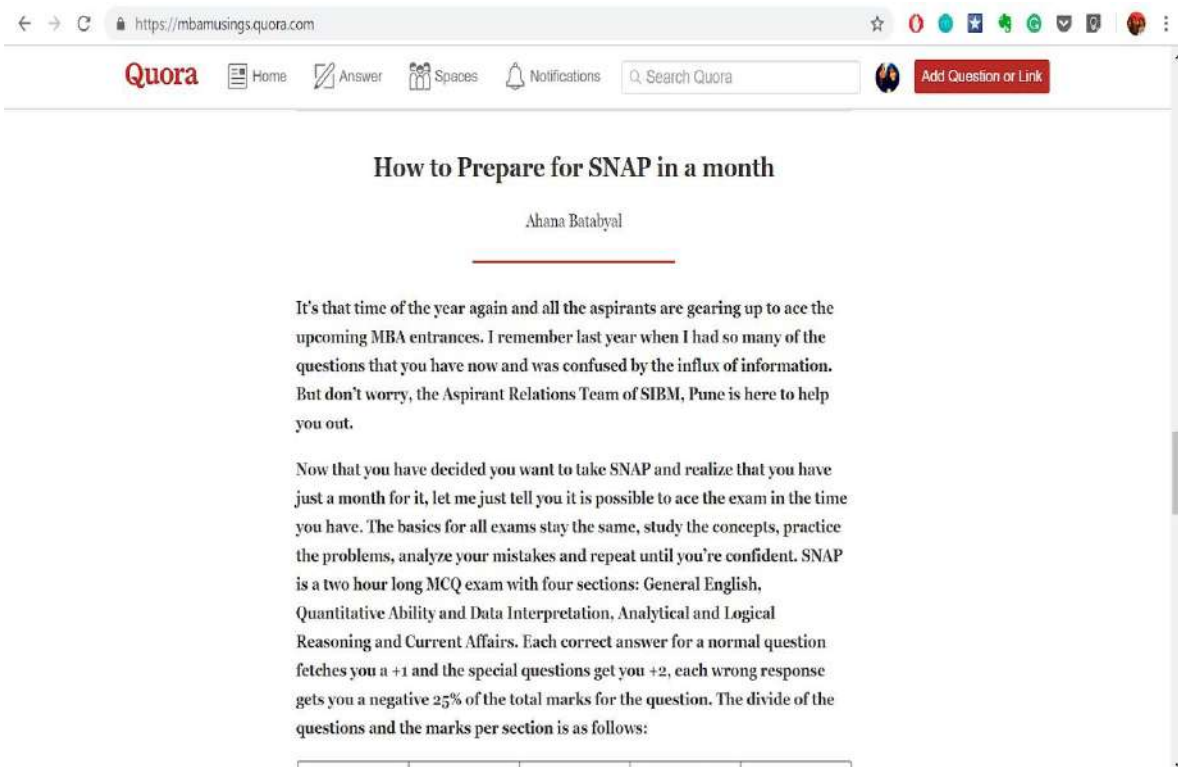
This year we continued with the video series Life @ SIBM and Oh SNAP which were broadcasted on YouTube. Oh SNAP was a guide to all the strategies that the SNAP toppers had adopted and Life @ SIBM was a video series aimed at showing the aspirants the various facets of the lives of students at SIBM Pune. The video series was seen by over 55, 000 people. The main video for coffee with SIBM aimed to showcase our campus while talking about Coffee with SIBM. The video was seen by over 662, 000 people.

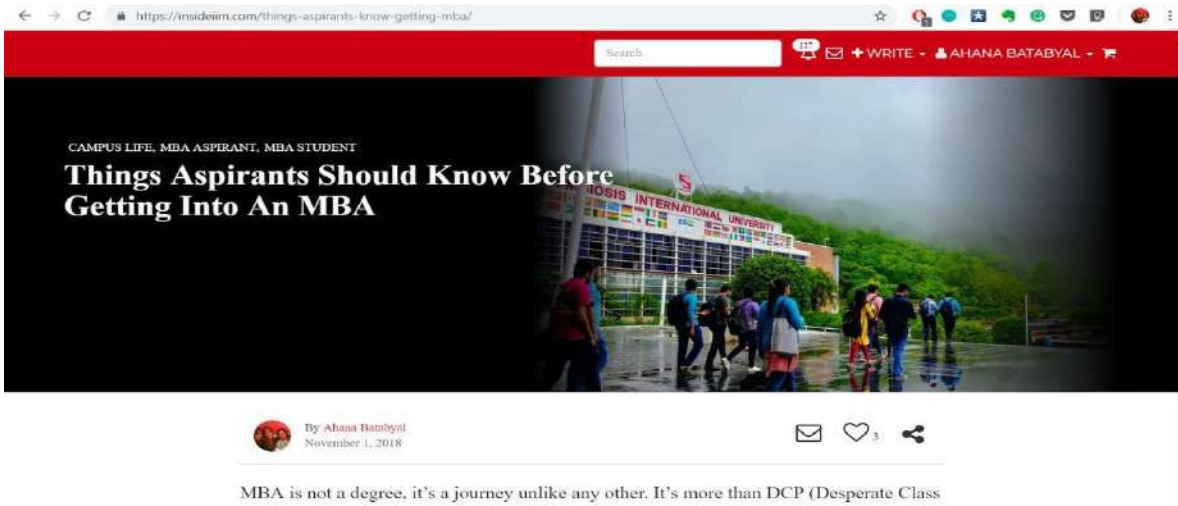




## Online Forums

Several articles were published on platforms such as InsideIIM and Quora. We also started actively posting on Pagalgyu and Quora to resolve queries about SNAP 2018 and SIBM Pune.

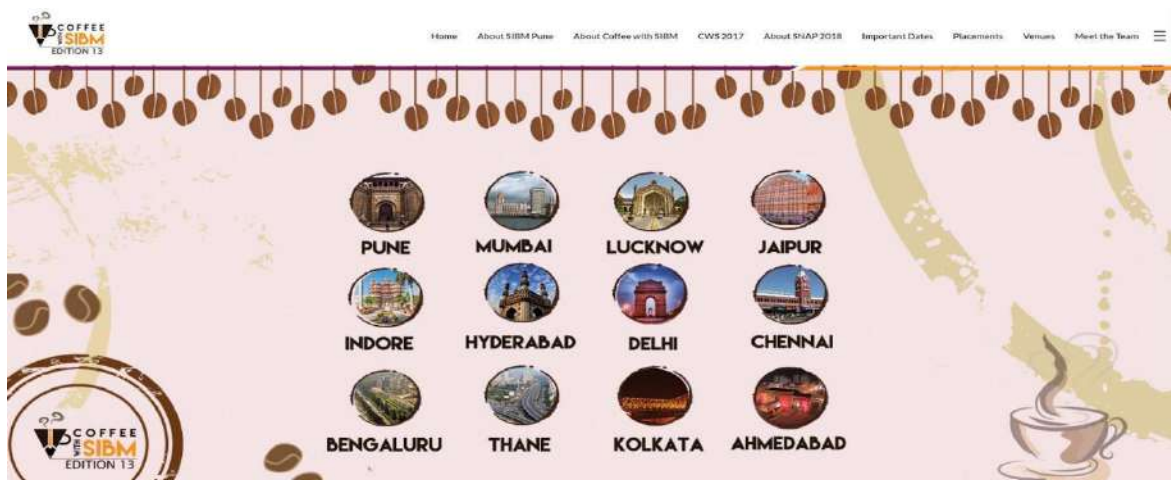


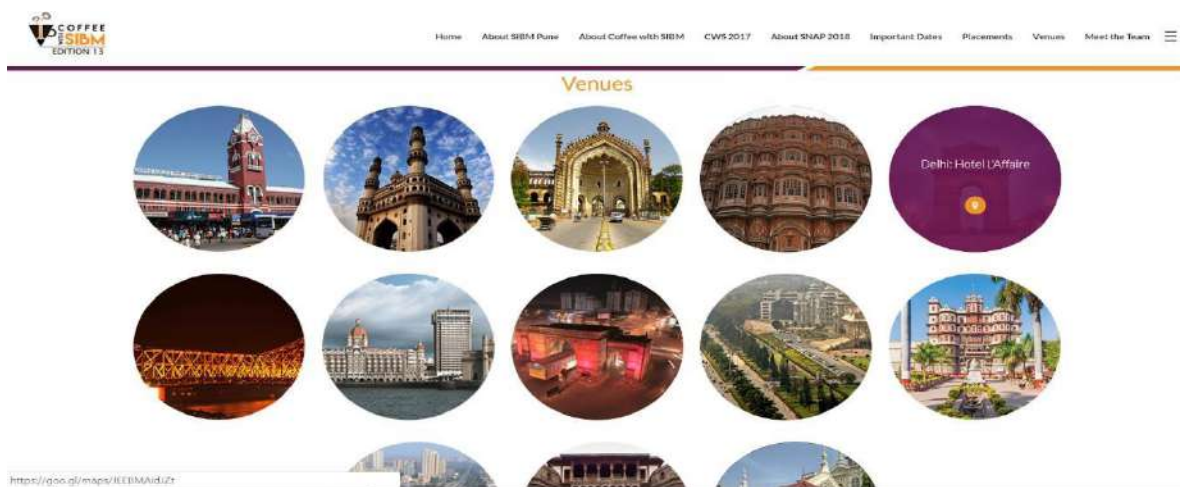
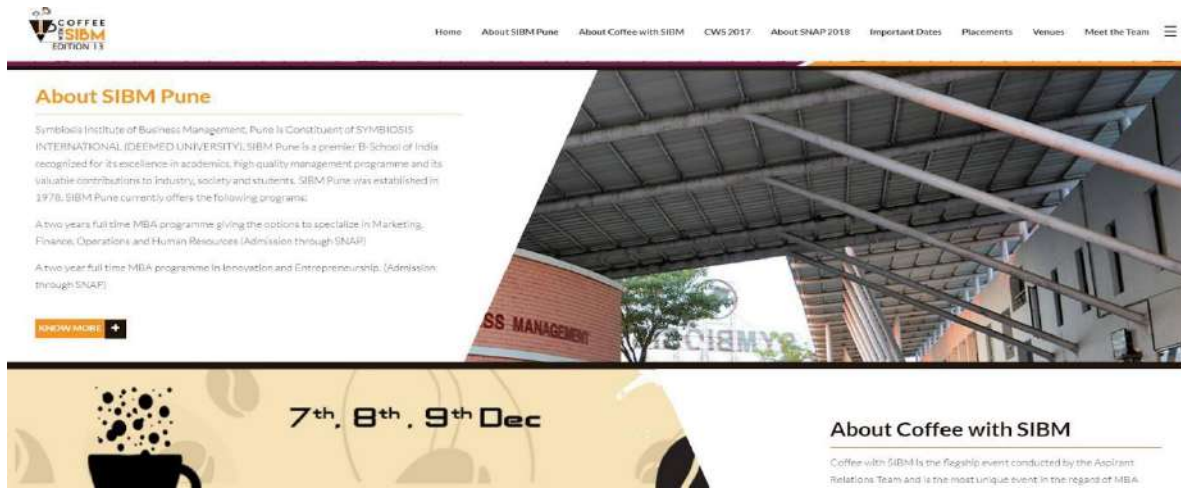


## Website

Coffee With SIBM website was revamped and launched on an independent public forum and hosted on SIBM Servers.

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





The Website contained various sections such as :

1. About CWS
2. CWS 2017
3. SNAP 2018
4. Placements
5. Important Dates
6. Venues

A few photographs from the venues:





## **ADMISSIONS 2019**

The admissions process at SIBM Pune is undertaken by the Aspirant Relations Team under the guidance of Director Sir, Dr. R. Raman. For the Admissions process 2019, SIBM Pune decided to go online. The initiative ensured a smoother, transparent and eco-friendly process. Due to digitization, all the stakeholders involved in the process curbed the usage of paper, along with ensuring a fair process for

every candidate involved. The process included printing of over 50000 pages till last year, which was not required this year onwards since the score entry for each process was done online. The admissions process was conducted for 8 days, during 7th -10th February 2019 and 14th – 17th February 2019. As the aspirants geared up for admissions, a video series “Journey to Admissions” ensured that aspirants get to know more about life at SIBM and its student driven culture.

### SEAT DISTRIBUTION FOR MBA PROGRAMME

Total Number of Students Category	Seats(Percentage)	Number of Seats Seats(Number)
Open	74.5%	135
SC	15%	27
ST	7.5%	13
DA(Differently Abled)	3%	5
<b>Total</b>	<b>100%</b>	<b>180</b>

The GE-PI-WAT 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.

### GE-PI-WAT PROCESS :

1. Group Assessment
  - a. Group Exercise : Activity Based
  - b. Group Exercise : Case Based
2. Individual Assessment
  - a. Written Ability Test based on an abstract video shown
  - b. Ethical Dilemma
  - c. Personal Interview

This year, the GE-PI-WAT process was uniform across both MBA regular and MBA I&E program.

### Aspirants Shortlisting:

- Aspirants were shortlisted for the GE-PI-WAT process on the basis of their SNAP score



- This year, more than 3500 candidates were shortlisted for the GE-PI-WAT process.

**Information outflow:**

- Shortlisted candidates were informed about the declaration of results via email.
- All the candidates had to login to the SIBM Pune website, and had the option to choose their interview date and time based on their preference, after filling up the SNAP – Common form, containing all the necessary details regarding the aspirants.

**GE-PI-WAT Slotting for MBA regular:**

- The shortlisted candidates had the option to choose from the following dates to appear for their GE-PI-WAT process at SIBM Pune campus in Lavale:
  - 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup> February 2019
- There were two slots for the GE-PI-WAT process on these dates – one slot in the morning, and one in the afternoon.
- Morning Slot timings: 0800 to 1300 hours
- Afternoon Slot timings: 1230 hours to 1830 hours

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

- First letter: R (for Regular MBA course)
- Second and Third letters: Range from 06 to 17 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letter: The fifth letter used was G, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letter: Range from 01 to 15 (indicating position in the group)

Thus, a student who has applied for the regular MBA course, and has booked the morning slot on 10th February, and has been allotted the 6th position in the 4th group, will have the following GE-PI-WAT ID number: R10XG0406

**GE-PI-WAT Shortlisting for MBA Innovation & Entrepreneurship:**

- The shortlisted candidates had the option to choose from the following dates to appear for their GE-PI-WAT process at SIBM Pune campus in Lavale:

- 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup> February 2019
- There were two slots for the GE-PI-WAT process on these dates – one slot in the morning, and one in the afternoon.
- Morning Slot timings: 0800 to 1300 hours
- Afternoon Slot timings: 1230 hours to 1830 hours

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

- First letter: I (for IE MBA course)
- Second and Third letters: Range from 06 to 17 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letter: The fifth letter used was G, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letter: Range from 01 to 15 (indicating position in the group)

Thus, a student who has applied for the **IE MBA** course, and has booked the **morning slot** on **14<sup>th</sup> February**, and has been allotted the **5<sup>th</sup> position** in the **4<sup>th</sup> group**, will have the following GE-PI-WAT ID number: I14XG0405

**Arrangements for Specially Abled Candidates:**

Since the process went online this year, the Aspirant Relations Team at SIBM Pune ensured that the needs of the specially abled candidates are met for each of the process they undergo. Separate devices were arranged for candidates with visual impairment so as to help them with reading/audio visual content, and special provisions were undertaken for students with learning disability facilitating the case based GE process for them. Over and above this, it was ensured that the students have an ART SPOC assigned to them, in case of any exigent requirements.

**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, a first year student from SIBM Pune. The Buddy acted as a Single Point of Contact for 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 sent timely mails and reminders on process deadlines to the shortlisted 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 10-15 shortlisted candidates. Buddies used their college mail ids to communicate and interact with the allotted candidates.

Some photographs from the Admissions 2019 process :







# Corporate Interface Team



**Annual Report**  
**2018 - 2019**



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\* Mahindra War Room 2018

\* HR Conclave

\* ICABM 2018

VI. Closing Note

# 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 2018 - 2019, 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 endeavored to develop contacts with top executives across the industry and foster strong relations with leading corporate houses in India.



# Corporate Interface Team 2018-19

## Schedule of Events Hosted 2018-2019

Event	Date
Imperio 1.0	22 <sup>nd</sup> June 2018
Guest Lecture Series 1.0	7 <sup>th</sup> July 2018
Imperio 2.0	18 <sup>th</sup> July 2018
Godrej Loud Campus Launch	20 <sup>th</sup> July 2018
Yes Bank Transformation Series Launch	20 <sup>th</sup> July 2018
Mahindra War Room Launch	23 <sup>rd</sup> July 2018
Arcturus 2018	27 <sup>th</sup> – 28 <sup>th</sup> July 2018
Guest Lecture Series 2.0	26 <sup>th</sup> August 2018
HR Conclave	20 <sup>th</sup> October 2018
ICABM 2018	13 <sup>th</sup> , 14 <sup>th</sup> and 15 <sup>th</sup> December 2018
Imperio 3.0	19 <sup>th</sup> December 2018
The Senate 2019	30 <sup>th</sup> – 31 <sup>st</sup> January 2019

Total Number of Companies Engaged: 40

Total number of Corporates Hosted: 48

### Main Events Imperio 2018

Imperio 2018 – 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. Additionally, Imperio is a platform that



allows for in-depth training in specific domain areas of interests by industry experts.

## **Imperio 1.0**

In Imperio 1.0 the Corporate Interface Team hosted a team from Mahindra CIE on 22nd June 2018. The speakers for the session were:

***Mr. Manoj Menon***

***CEO Castings, Gears and Magnetic Products***

***Topic: Industry 4.0 And the VUCA world***

Mr. Menon expounded on Industry 4.0 and operational excellence in the VUCA world. He further outlined the relationship between the VUCA philosophy and an agile environment, to create a transformational business.

The second speaker for the session was

***Mr. Romesh Kaul***

***CEO, Stampings, Forgings and Composites Business***

***Topic: Skills for the VUCA world***

Mr. Kaul used case studies to emphasize the importance of human capital and the need of the hour for professionals to develop skills to excel in the VUCA world. The speakers were also accompanied by Ms. Kritika Singh, Manager Human Resources, Mr. Vaibhav Paharia, AGM SCM & PPC (an alumnus of SIBM Pune) and Mr. Nitin K Nandan, Manager Planning and Business excellence.

## **Imperio 2.0**

Imperio 2.0 was hosted on ***18th July, 2018***. The speaker for this Imperio was:

**Mr. Ranjeet Oak**

**Chief Business Officer, Corporate Travel, MakeMyTrip**

**Topic: Evolution of the Market Place**

He is responsible for setting up and leading this new division for the company, which addresses corporate travel needs of customers. Mr. Oak has over 16 years of business experience at Procter & Gamble, where he last served as the Asia Channel Leader, based out of Singapore.

In his session, Mr. Oak gave an elegantly crafted discourse on the Evolution of the Marketplace, highlighting its various phases. Mr. Oak and the students had an interactive Q&A session during which they discussed a wide range of topics, which helped the students gain valuable insights.



## **Imperio 3.0**

Imperio 3.0 was hosted on **19th December, 2018**. The speakers for this Imperio were:

**Mr. Suresh Chettiar**

**Volvo Bus Corporation & Business Head, Volvo Buses India**

**Topic - The Mobility Ecosystem**

Mr. Suresh Chettiar has been the Business Head of Volvo Buses South Asia since January 1st, 2018. He brings with him over two decades of Volvo Bus and Volvo Group Trucks' experiences – having held senior leadership roles across functions in the Commercial and Marketing domain. Mr. Chettiar expounded on the arrival of electric vehicles in India and how the mobility ecosystem will be impacted.

***Mr. Peter Heinzsten***

***Director, Human Resources, Volvo Buses India***

***Topic - People and the Automotive Sector***

Mr. Peter Heinzsten has over 13 years of experience in various facets of Human Resource Management. He talked about their thirst for innovation and the impact it has had on company culture as they drive change. Furthermore he expounded on how people will never truly be replaced in organisations.



## **Arcturus 2018 Women In Leadership : The Time is Now**

***Arcturus 2018, the flagship leadership conclave*** of SIBM Pune, was hosted by the Corporate Interface Team on 27th and 28th of July, 2018. The Arcturus stage this year celebrated women leaders of India Inc. who have broken the glass ceiling and dynamically changed the work landscape. The theme for this year's conclave was ***Women in Leadership: The Time Is Now***. The thought behind the concept

was to celebrate the women who have overcome the multitude of barriers in their paths to reach astounding heights in their professional lives.

The students were inspired by the women leaders who shared their stories of successes and hardships, and the gumption they displayed when breaking barriers. The students gained great insights into facing challenges, developing the right attitude and other key aspects that are critical in both personal and professional lives. The **Corporate Interface Team** was honoured to be featured in the **Hindustan Times** for our effort.



**Day 1: 27th July 2018**

### **Keynote Speakers:**

1) Ms. Neha Saxena Shenoy: Head- Talent and Leadership Development for RB Health, South Asia, Africa and Middle East, **Reckitt Benckiser**

**Keynote Topic: Organisations and Society, Nurturing the Woman Leaders of Tomorrow**

2) Ms. Ashitha Mollera: Executive Director, Data & Analytics, **KPMG**

**Keynote Topic: The Future of Business Intelligence**

### **Panelist Speakers:**

**Panel Topic: Metamorphosis: Intelligence Quotient to Learning Quotient**

1) Ms. Ankita Poddar - HR Business Partner, **Amazon India**



- 2) Ms. Kausambhi Nag Bhatia - Solution Manager, OrgSolutions, New Ventures, **Mckinsey & Company**
- 3) Ms. Nandini Mehta - Asst. Vice President - Heading Business HR, Max Fashions, **Landmark Group**

## Day 2: 28th July 2018

### Keynote Speakers:

- 1) Ms. Kirti Poddar - Head, Talent Acquisition and EVP, India and APAC, **Kelloggs India**

**Keynote Topic: Classroom to Boardroom**

- 2) Ms. Anupam Trehan - Head of HR (India & SAARC), **Cisco Systems**

**Keynote Topic: HRM: India Vs. The World**

### Panelist Speakers :

**Panel Topic: Delegation to Colaboration**

- 1) Ms. Sunita Gyanchandani - Diversity and Inclusion Lead, South Asia, **Unilever**
- 2) Ms. Anisha Agarwal - External Communications, **IKEA India**
- 3) Major Aditi Mohan - VP & Head - Corporate Services (Facilities & Admin/Infrastructure), **Fidelity National Financial**
- 4) Ms. Aparna Shailen - Director, HR Operations, **Alight Solutions**
- 5) Ms. Yoshita Swarup Sharma - Co-founder, **Ready to Ascend**

## Event Highlights

# ARCTURUS 2018: WOMEN IN LEADERSHIP HELD AT SYMBIOSIS

**PUNE:** A two-day summit, Arcturus 2018: The Leadership Conclave, was conducted at Symbiosis Institute of Business Management on July 27-28. The theme for Arcturus 2018 was Women in Leadership: The Time Is Now. On Day 1, Neha Saxena Shenoy, Talent and Leadership Development for RB Health, South Asia, Africa and the Middle East, Reckitt Benckiser, delivered the keynote speech on: Organisations and Society, Nurturing the Woman Leaders of Tomorrow. Ashitha Mollera, executive director, Data and Analytics, KPMG, spoke on: The Future of Business Intelligence. It was followed by a panel discussion on the topic, Metamorphosis: Intelligence Quotient to Learning Quotient. The day also had Kirti Poddar, head, Talent Acquisition, Kellogg India, delivering a keynote speech on, 'Classroom to Boardroom'.





## The Senate 2018 India Inc : The Next 1000 Days

The Senate is the flagship business management conclave of SIBM Pune, where the Corporate Interface Team strives to enrich the domain knowledge of students through interactions with industry stalwarts from India Inc. The event hosted on the **30th and 31st of January 2019**, included a series of **keynote speeches, master classes and a panel discussion.**

The theme for this year's Senate was **India Inc.: The Next 1000 Days**. With extensive technological advancements, economic reforms, and political changes transforming the Indian business landscape, we wanted to highlight and discourse on the short term course of action that can be expected from corporate industry pioneers. In this rapidly changing environment, as it is essential for firms to continually innovate, The Senate raised integral questions about how organisations can contribute to India's growth as a global superpower.

As the students gear up to join the corporate world, these insights shared by industry veterans were eye-opening and thought-provoking. The sessions were highly informative and interactive, as the speakers challenged traditional thought processes and ensured that the students were on the right track to stay relevant in the current environment.



## Keynote Speaker:

Mr. Amit Narain - Head - HR, South Asia Region - **Nestle**

Keynote Topic: 'Industry 4.0: How will it change the HR of the future?'

## MasterClass Speakers:

1. Mr. Srinivas Chunduru - CEO (Ola Skilling), Senior Advisor and Board of Directors - **Ola**

Topic: Entrepreneurship and innovation

2. Mr. Arvind Bali - Former CEO and MD, Videocon Telecommunications Limited, Advisor at Connect Broadband, Infodart Technologies Ltd. and Ipsaa

Topic: Cyber Security and the Society

3. Mr. Prateek Shukla - Former Head - Strategy & Innovation - **Mercedes Benz R&D, India**

Topic: Entrepreneurship and innovation in the corporate landscape.

## Panelist Speakers:

**Panel Topic: Defining Emerging Markets: Strategies for Unlocking Growth'**

1. Mr. Vinay Gupta - Global CFO for Group CIO - **Deutsche Bank**

2. Mr. Jayant Menghani - CFO, Company Secretary & Director - **DHL Supply Chain India Pvt. Ltd.**

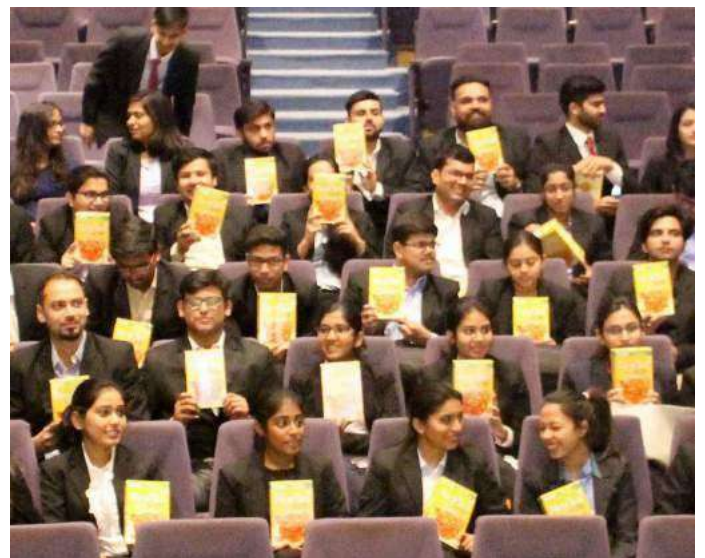
3. Mr. Manish Gupta - Director - Digital Transformation & Innovation, Marketing Technology - **MasterCard**

4. Mr. Kaushik Madhavan - VP - Mobility - **Frost & Sullivan**

5. Ms. Bhavna Dalal - Founder & CEO - **Talent Power Partners**

## Event Highlights





## Guest Lecture Series

The Corporate Interface Team hosted the Human Resource Management Session 2018, at SIBM Pune on 7th July 2018.

***Mr. Piccolo R. Momin***

***Lead Global Performance & Engagement COE***

***Glenmark Pharmaceuticals Ltd***

**Topic: Engagement Frameworks and Performance Management**

Mr. Momin had an interactive session with the students on Engagement Frameworks and Performance Management. He engaged the students through real-time tools used by organisations. Additionally, he expounded on how a firm's scorecard is connected to an individual's KRA. Finally, he left the students with an integral question: Does performance drive engagement or does engagement drive performance?

***Ms. Ritika Chopra***

***Head Human Resources - West***

***Aditya Birla Fashion and Retail Ltd.***

**Topic: Talent Management, Learning and Development**

She delivered an insightful session on Talent Management, Learning and Development. She discussed a variety of subjects such as behavioural analysis, competency and performance to name a few. She introduced the 70:20:10 model in career progression and applications of the bell curve in human resource management. The students enjoyed an engaging session and were left with a profound understanding of Human Resource Management in the corporate world.

# Main Events Social Media Engagement and Response





**Kaushambi Nag** · 1st

Solution Manager, OrgSolutions, New Ventures at...  
7mo

Looking forward to attend an event focusing on women in the corporate sector and in leadership!!!



**Corporate Interface Team, SIBM Pune**

Building value through corporate interactions  
7mo

Ms. **Kaushambi Nag**, Solution Manager, OrgSolutions, New Ventures at **McKinsey New Ventures (part of McKinsey & Company)**, is a formidable... see more



66 likes · 5 comments



**Aparna Shailen** · 1st

HR leader with diverse functional experience. HR...  
7mo

It was wonderful to be a speaker amongst a panel of amazing women leaders at the SIBM campus today. Such a delight to connect with the students who are going to initiate their journey into the corporate world....such a confident lot! **#almamater #SIBM #givingback**



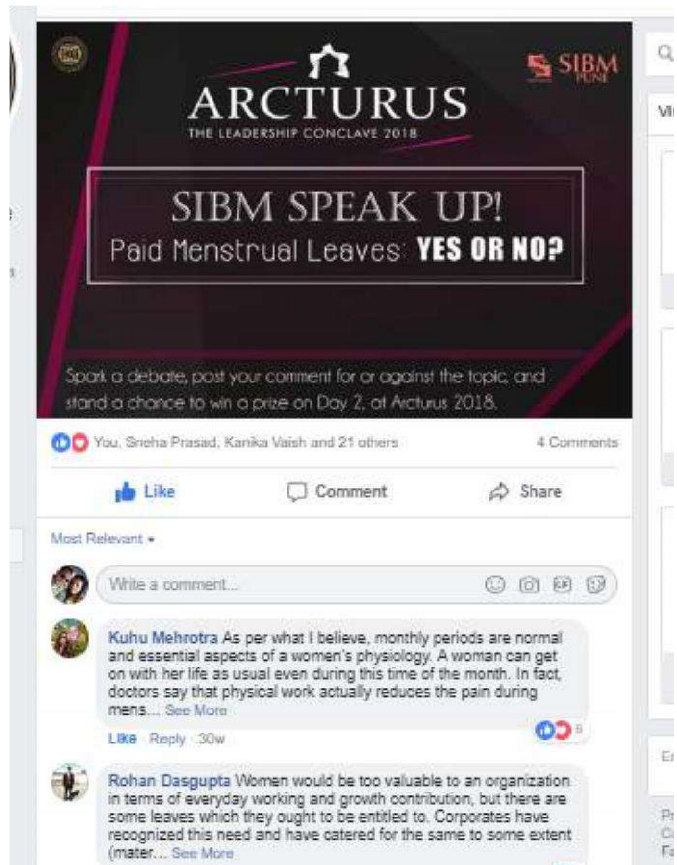
187 likes · 20 comments



**Major Aditi Mohan** · 1st

VICE PRESIDENT & HEAD - CORPORATE SERVICES...  
7mo

**#SIBM #ARCTURUS #Womeninleadership** : Invited as Guest of honour for a Panel discussion at a Premier B School at Pune. Honoured to have been part of the event and share some insights and our journey of life amongst the budding entrepreneurs and MBA students of Symbiosis Institute of Business Management. Shared the platform with outstanding women **Yoshita Swarup Sharma - ACC, Anupam Trehan, Sunita Gyanchandani, Anisha Agarwal, Kirti Poddar, Aparna Shailen** each of us proudly representing our organisation. Kudos to the **Corporate Interface Team, SIBM Pune** for a successful event and organising it so well with topics that are the need of the hour in today's Corporate World !! Thank you for having us. Jai Hind!







**Kaushik Madhavan** · 1st  
Vice President - Mobility at Frost & Sullivan  
3w



**Corporate Interface Team, SIBM Pune**  
Building value through corporate interactions  
3w

The last segment at The Senate 2019 comprised of a power packed panel discussion at the SIBM Pune stage... see more



**Jayant Menghani** · 2nd  
CFO & Co.Secretary & Director, DHL Supply Chain India...  
3w

As one of the Panel Speakers at SIBM Pune for Senate 2019 #senate



32 likes · 1 comment



**Vinay Gupta** · 1st  
Global CFO - Global Technology at Deutsche Bank  
3w

A great experience interacting with other panel members and students on a very interesting topic.



**Bhavna Dalal**  
Leadership Development Specialist, Executive Coach...  
3w

Inspiring and energizing panel discussion on Defining Emerging Markets: Strategies for unlocking growth - India in the next 1000 days. Wonderful... see more



38 likes



**Bhavna Dalal** · 1st  
Leadership Development Specialist, Executive Coach...  
3w

Inspiring and energizing panel discussion on Defining Emerging Markets: Strategies for unlocking growth - India in the next 1000 days. Wonderful meeting and interacting with [Kaushik Madhavan](#) [Jayant Menghani](#) [Vinay Gupta](#) [Manish Gupta](#) #collaborations #grateful #success #leadership #Sibm - Pune





**Arvind Bali** • 1st  
Consulting, Start-up & Advisory boards  
3w

The Symbiosis Institute of Business Management campus, auditorium, faculty and students are very impressive. I enjoyed my interaction with students. Some of them are taking my advice on varied subject on LinkedIn.

I am sure they'll become very good talent and contribute to the society. Wish them success.

**Corporate Interface Team, SIBM Pune** • 1st  
Building value through corporate interactions  
3w

Our last MasterClass speaker for the conclave brought to the forefront the importance of cyber security in the society.

...see more



**Srinivas Chunduru** • 1st  
Senior Advisor | CEO | Board of Directors  
3w

Thank you

**Corporate Interface Team, SIBM Pune**  
Building value through corporate interactions  
3w

The initiative to hold MasterClasses at The Senate this year was driven by the need to draw parallels between theoretical knowledge and industry... see more



**Prateek Shukla** • 1st  
Keynote Speaker | Independent Consulting...  
3w

Delivered a Master class @ the beautiful campus of SIBM Pune. Had 90 minutes of wonderful interactions with MBA students during the Senate 2019. Thanks to Dr. **Ramakrishnan Raman** and Dr. **Sandeep Bhattacharya** along with the students who manage the entire show! Thanks **Ishita Agarwal**, **Maurishca Dsouza** and the whole team of SIBM who arranged this session. Wonderful experience! **#senate #masterclasses**



ARTICLES POSTS ACTIVITY INTERESTS

**Arvind Bali** • 2nd  
Consulting, Start-up & Advisory boards  
1mo

It's my first lecture in Pune. I have heard a lot about Symbiosis Institute of Business Management. Tomorrow I'll be interacting with 1st and 2nd year MBA students.

**Corporate Interface Team, SIBM Pune**  
Building value through corporate interactions  
1mo

Introducing our next MasterClass speaker for The Senate 2019, Mr. **Arvind Bali**, Former CEO at **Videocon Telecommunications Ltd** and Advisor at... see more



## Campus Connect Events Godrej Loud Launch 2018

The Corporate Interface Team hosted members of the Godrej Team for the campus launch of Godrej LOUD 2018 on 20th July 2018.

Prior to the launch, the Corporate Interface Team conducted various online and offline activations on campus in anticipation of the launch. Our efforts led us to be awarded the 'Best Social Media' and 'Best Snapchat' award by Godrej.

The previous day, on 19th July, 2018, Ms. Rajvi Shah, Employer Brand Manager, Godrej Industries Limited and Associate Companies, along with two SIBM alums, Mr. Puneet Thakkar, Senior Manager, Sales and Marketing, Godrej Properties Limited and Ms. Sandhini Nagvekar, Manager, Corporate HR, Godrej Industries Limited and Associate Companies had a meet and greet with the students to break the ice and get the ball rolling for LOUD.

On 20th July, Ms. Vandana Scolt, VP, Communication Design and Campus Recruitment at Godrej Industries Limited and Associate Companies had a quirky rapid fire session with the students, followed by an all-time favourite 'Who's most likely to..?'. She then expounded on the relevance of the dream signifying a life journey, rather than an ambition.





This was followed by an inspiring talk by Mr. Anubhav Gupta, Executive VP, Business Head Vikhroli, Chief Design Officer, Head CSR and Sustainability, Godrej Properties Limited, as he shared his journey with us and emphasised the importance of design thinking and promoting creativity at work.

Additionally, Mr. Akhil Kalia, Manager, Sales & Marketing at Godrej Consumer Products Limited gave the students a different perspective, on his journey of curating his dream for LOUD.

The event witnessed enthusiastic and passionate engagement from the students, as they interacted with the Godrej Team for the successful campus launch for Godrej LOUD 2018.



# Campus Connect Events

## Campus Engagement



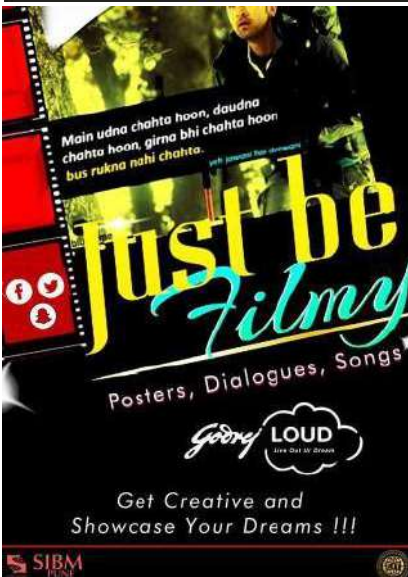


**LOUD NIGHT**  
OPEN MIC NIGHT!!!  
Shayari, Dramebaazi, Gaana-Bajaana!

*Godrej* **LOUD**  
Live Out Ur Dream

13th July 2018  
#CITSIBMPune @ MIDNIGHT CANTEEN  
10:30 P.M.

SIBM PUNE #GodrejLOUD2018 #GodrejOnCampus

Main udna chahta hoon, daudna chahta hoon, girna bhi chahta hoon bus rukna nahi chahta.

**Just be Filmy**  
Posters, Dialogues, Songs

*Godrej* **LOUD**  
Live Out Ur Dream

Get Creative and Showcase Your Dreams !!!

SIBM PUNE



*Godrej* **LOUD**  
AWARDS 2018

AND THE LOUD AWARD FOR  
**SNAPCHAT BEST FRIEND**  
GOES TO



**SIBM**

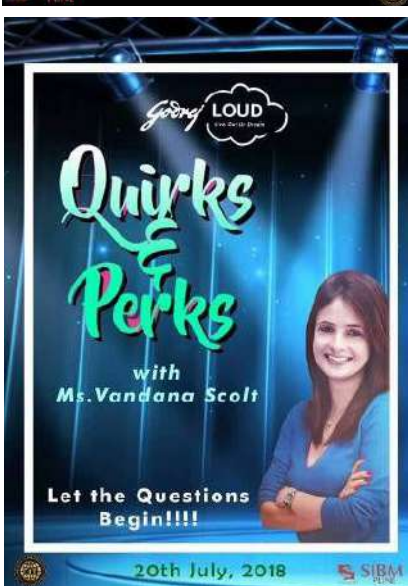


*Godrej* **LOUD**  
AWARDS 2018

AND THE LOUD AWARD FOR  
**SOCIAL MEDIA CHAMPIONS**  
GOES TO



**SIBM**



*Godrej* **LOUD**  
Live Out Ur Dream

**Quirks & Perks**  
with Ms. Vandana Scolt

Let the Questions Begin!!!!

20th July, 2018 SIBM PUNE



Corporate Interface Team, SIBM Pune  
July 15, 2018 · 🌐

This Sunday just got LOUDER!  
Hearts are pumping, feet are tapping and the chanting is in perfect unison. We can't keep calm, only 5 days to go!... See More



A graphic showing a soccer field at night with several soccer balls floating in the air. The Godrej LOUD logo is prominently displayed in the center.

## Mahindra War Room Launch 2018

Mahindra Group is one of the biggest and the most reputable conglomerates in the country with interests ranging from aerospace to real estate. The 11th edition of the Mahindra War Room was held in 2018 and was open to 21 of the best B-schools in the country. The contest was open to both 1st and 2nd-year full-time MBA students who were given business caselets (real problems faced by the top Mahindra managers) to solve.

The Corporate Interface Team hosted Mr. Prince Augustine, EVP - Group Human Capital & Leadership Development at Mahindra and Mahindra, an SIBM Pune alumnus, and Ms. Anisha Saluja, Head - GMC Program and Mahindra War Room at Mahindra Rise, for the campus launch on 23rd July 2018.

The shortlisted teams got an opportunity to be a part of the Campus Finals, where they gave a 20-minute presentation and engaged in a Q&A session of 10 minutes. The top team from every campus was selected for the next round (the VC Round) where they got to present their solution to the CEO/CXO of the business where the team's caselet was sourced from.





## Yes Bank Transformation Series Launch 2018

The Corporate Interface Team hosted Mr. Deodutta Kurane, Group President, Human Capital Management, Yes Bank, Mr. Deepak Bisht, Manager, Corporate Marketing, Yes Bank and Ms. Priyanka Chakraborty, Manager, Yes Bank at SIBM Pune, for a special batch address on 20th July, 2018.

Mr. Kurane elucidated the history of Yes Bank and their differentiation strategy. He shared the secret of PULSE: passionate, unique, leadership, social skills and energy, to help students navigate their career paths successfully. Mr. Deepak Bisht introduced the Yes Bank Transformation Case Study Challenge and had an interactive Q&A session with the students.



## HR Conclave 2018

The HR Conclave 2.0 hosted on 20th October 2018 at JW Marriott Mumbai, witnessed a wide array of eminent industry speakers discoursing “Diversity and Inclusion”. The Corporate Interface Team was immensely proud to organise and execute this event as a part of the organising team comprising all the student councils at SIBM Pune.

The Conclave witnessed informative keynote sessions, panel discussions, conferment of alumni awards and a case study solution showcase by a team of students from SIBM Pune. The first panel discussion discoursed “unconscious bias, micro-aggressions and intersectionality at the workplace. This was followed by a second panel discussion on “creating competitive advantages by creating diverse and inclusive organisations”.

The conclave was a resounding success as stalwarts from the HR industry engaged in fruitful discussions, shedding light on the importance of diversity and inclusion. It was a matter of prestige for the college as the Conclave was aired on national television on the Times Now Channel on the 1st and 2nd of December 2018.



## **International Conference on Advances in Business Management (ICABM 2018)**

SIBM Pune on behalf of Faculty Of Management organized the International Conference on Advances in Business Management - ICABM 2018, on 14th and 15th December, 2018



The conference was designed to bring together a galaxy of academicians and practitioners on one platform. Five Universities from USA, UK, Canada, London, and Denmark were the academic partners for the conference. Researchers and academicians from internationally renowned universities/institutes were present for this 2-day action-packed programme.

The conference brought together leading researchers and practitioners around the world hailing from different sectors such as Manufacturing, Information Technology, Retail, Banking & Finance, Consulting, Automobile, and FMCG&FMCD sectors.

The CIT Team looked after the management of the event under the guidance of the faculty, coordinated with volunteers along with taking care of the logistics and guests who presented in and attended the event.



## Closing Note

The academic year 2018-2019 was marked by stupendous success, with the team inviting on campus corporate stalwarts from leading business houses, bringing in a torrent of industry knowledge and insights. We aimed to host companies previously unengaged by the college, from diverse sectors and industries, for the academic and professional progress of the students.

We will strive to build on this in the next year, with a focus on being dynamic in our efforts, ensuring an enhanced connect between industry and academia and further building value through corporate interactions.



**CORPORATE INTERFACE TEAM**

## **Corporate Interface Team**

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**Symbiosis Institute of Business Management, Pune**

**Constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

**Symbiosis Knowledge Village , Gram: Lavale, Tal: Mulshi**

**Dist: Pune-412115, Telephone: 020-28116000 / 7304445959 ,**

**Fax: 020-28116060 , Email: [info@sibmpune.edu.in](mailto:info@sibmpune.edu.in)**

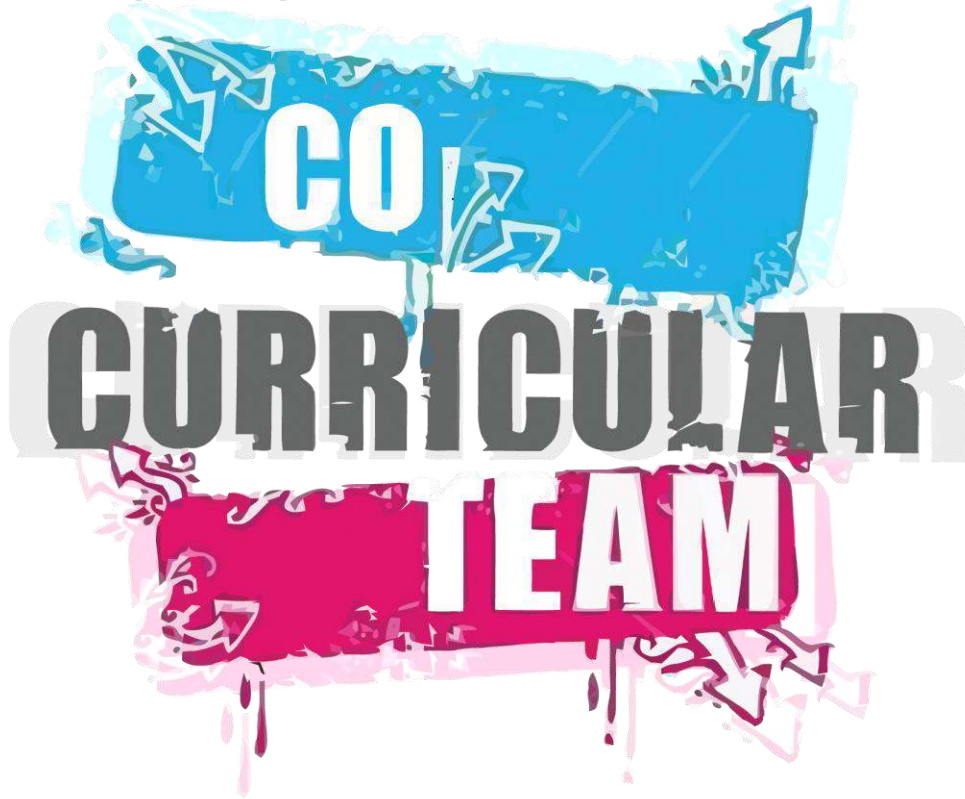




# Annual Report

Academic Year 2018-2019

Co-Curricular Team



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## 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. SIBMPUNE-BRAND PROPAGATION

- Other top B-schools, especially the IIMs [SEP]
- Undergraduate Colleges (prospective students of SIBM) [SEP]
- Corporates [SEP]
- Medium: Transcend 2019 [SEP]

### 4. VALUE ADDITION TO SIBM PUNE STUDENTS

1. Inculcate a sense of responsibility [SEP]
2. Independently let them organize various management and cultural events [SEP]
3. Enhance their knowledge, skills and talent [SEP]
4. Develop competitive attitude in students [SEP]
5. Maintain academic progress on the campus [SEP]
6. Revenue generation for the college through co-curricular events [SEP]

### 5. THE TEAM

SENIOR TEAM	JUNIOR TEAM	INTERIM TEAM
1. Aayush Gandhi [ISE]	1. Aditi Garsa	1. Aditi Garsa
2. Alay Thakkar [ISE]	2. Alokik Kumar	2. Ameya Prabhudesai
3. Anuj Agarwal [ISE]	3. Ameya Prabhudesai	3. Gopal Shah
4. Ayshu Varsha [ISE]	4. Amneet Kaur	4. Jairaj Dashani
5. Divya Rathi [ISE]	5. Gopal Shah	5. Neel Chokshi
6. Jayshree Jain [ISE]	6. Krutarth Amin	6. Revanth Thangella
7. Madhur Mehta [ISE]	7. Neel Chokshi	7. Rigzin Deldan
8. Rohan Talari [ISE]	8. Rigzin Deldan	8. Soumya Jauhari

# CURRICULAR





## ACADEMIC CALENDER FOR THE YEAR 2018-19

### 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.

#### 1. AARAMBH (21<sup>st</sup> July 2018)

Aarambh is an annual intra-SIU cultural event that sees participation of almost 200 students across various colleges under SIU. This year, nine institutes came together to be a part of the mega event.

The theme for the event was 'We are the misfits'. All the teams presented their own interpretations of the theme. SIBM's performance portrayed how the LGBT community felt like misfits because of lack of acceptance by society, we still have long way to go in order to achieve equality.

The performance was a very effective amalgamation of music, dance and drama and left the audience spellbound with an extremely critical issue to ponder upon. SIBM received immense appreciation in the form of loud cheer and applause.

#### 2. COLOSSEUM 2018 (15<sup>th</sup> -16<sup>th</sup> JULY 2018)

Continuing with the tradition, the 2018 edition of inter-batch event Colosseum was more intense than ever. The theme Mafia Wars rallied MBA 1 and MBA 2 to fight for supremacy. The event, spread over two days, started on 15th July and witnessed a plethora of energetic audience who experienced indelible moments during the continuance.

The event hosted a series of competitions in the two days that saw a huge engagement from both the MBA batches. The Pre-event "The Kingpin Strategy" - a case study competition garnered a lot of participation.

Day 1 of Colosseum held competitions like "Third Degree" - Management Quiz and "The Ad-lib Trail" - Extempore and gave an opportunity to budding professionals to bring their skills to the fore. Day 2 hosted Cultural competitions like - "Bella Mafia" - Dance, "Grand Audio Theft" - Music and "Mugshot"- Fashion Show. The cultural event amassed enthusiastic participation from students.

The venue was jam-packed with attendees, who savoured every moment and had a memorable evening. Colosseum 2018 ended on a successful note with MBA 1 claiming the coveted trophy.



### 3. GARBA NIGHT 2018 (11<sup>th</sup> October, 2018)

As an auspicious beginning to the festival of Navratri, The Co-Curricular Team of SIBM Pune collaborated with the Co-Curricular Teams of other SIU sister institutes at the Lavale Hilltop Campus to organise 'Garba Night' on October 11<sup>th</sup>. The event that was organised within the campus premises began at 8 pm and witnessed enthusiastic participation from over 400 students from the various institutes.



### 4. TRANSCEND 2019 – LAUNCH (21st NOVEMBER 2018)

Transcend launch is an event which is celebrated every year to mark the beginning of Transcend. The purpose of the event is to announce the theme as well as the dates for Transcend and to create awareness about what's in store for the Symbiosis family.

This year the theme for Transcend 2019 was Circle of Inferno. Hence, to resonate with the theme, the Co-Curricular team had on boarded the Kanan Brothers from Goa for a Fire Show. Kanan Brothers are a famous name in the industry after their success with India's Got Talent. It was an hour-long spectacle with people from the Symbiosis family being thoroughly entertained.



## 5. TRANSCEND BUZZ EVENTS

### 1. BONFIRE NIGHT 2018 (18<sup>th</sup> December 2018)

th

Bonfire Night 2018, the first buzz event of Transcend 2019 was organized on 18 December 2018 at the Amphitheatre, SIBM Pune. The event saw participation of over 300 students across colleges on the hill-top and hill-base campuses. There was an open mic and karaoke that witnessed enthusiastic participation from all the students present. The Best Performer of the Night award was also given out to the best open mic performer. The event concluded with all the students grooving to the beats of Punjabi music.

### 2. NEON NIGHT 2018 (14<sup>th</sup> JANUARY 2019)

The second buzz event of Transcend was the Neon Night which was the first of its kind party on the Hilltop. The event was preceded by Britannia activation program where team Transcend and team Britannia put up an interactive show with the audiences in the form of a Hog-a-thon.



*th – 19<sup>th</sup> JANUARY, 2019)*

### 3. SUPREE VAN SHOW (17

Team Transcend organized a road show a few days prior to the annual fest, Transcend to advertise the event at various colleges and malls of Pune city.



### 6. TRANSCEND 2019 (18<sup>th</sup> - 20<sup>th</sup> JANUARY 2019)

With a legacy of over 29 years, Transcend is one of the most sought after B-school events across the country. It witnesses a footfall of over 12,000 people and zealous participation in the various management and cultural competitions organised across three days



The theme for this year was Circle of Inferno, symbolizing the glory of passion to explore infinite possibilities and succeed through excruciating flare and fiery of blaze.

Transcend 2019 associated with business stalwarts such as SBI, Britannia, Tetley, HPCL, Monster Energy, Audi, Grafio, Paytm, Kelzai and Raymond.

Transcend was inaugurated with the presence of this year's chief guest – Mr. Cyrus Broacha, a TV anchor, theater personality, comedian, political satirist, columnist, podcaster, author and also the host of CNN's – "The week that wasn't". This was followed by a riotous stand-up act by SIBM's proud alumnus – Mr. Vikram Sathaye, host of the hit Youtube show "What the duck". The evening saw several cultural competitions unwind in the SIU Auditorium and on the main stage like Acoustica & the Battle of Bands.





Day 2 witnessed Swing in Sync-dance competitions, Rampage - the ramp walk contest and concluded with **Sunburn campus** and **DJ Shaan** playing at the EDM night.

The final day brought in an exodus of student to the concert of **DIVINE(Gully Gang)** who beguiled the audience with a captivating performance and

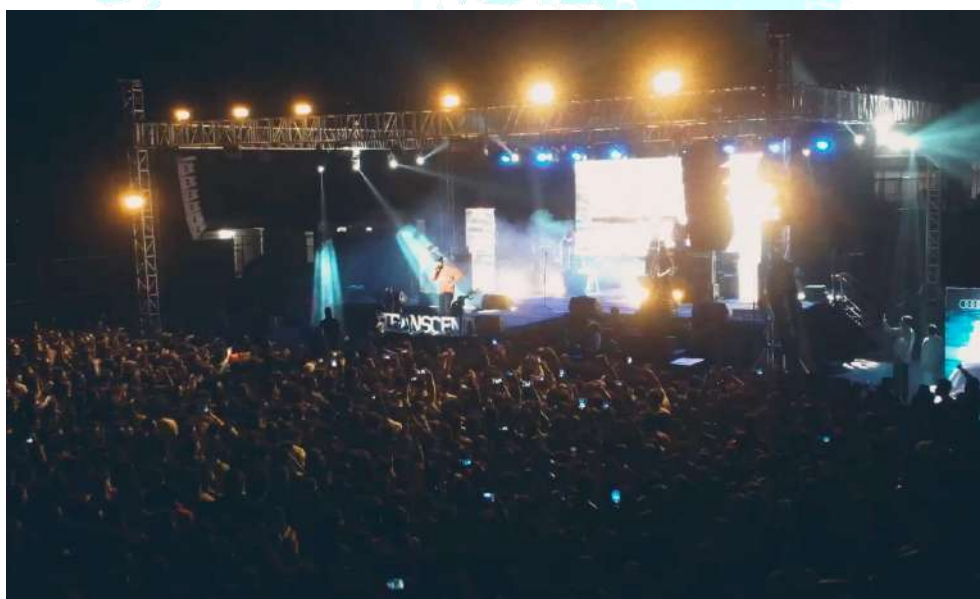
made the crowd dance endlessly to his beats. The War of the DJs also happened on this day.

The three days of Transcend experienced perpetual energy and zest while management events like Marketshastra, For the Greater Greed, cHRySalis, Opstrat, Barter Master, Let's Talk Business and CEO Challenge engaged the students to put their best foot forward intellectually. The flagship event Last Man Standing was won by Prashant Garg from TISS Mumbai after making his way through 72 hours of strenuous and mentally excruciating tasks.



With Transcend 2019, SIBM Pune welcomed young minds to be a part of the extravaganza, stirring their creative geniuses while interacting with the bests in the country, showcasing their acumen and honing it all the same.

The event has made a painstaking effort to build a heritage that boasts of providing a platform for young talent to exhibit their aptitude and be appropriately recognized and lauded for it. Transcend is the perfect blend of working to one's optimum competencies while having a pleasantly memorable time with umpteen elements of fun and frolic.



### CELEBRITIES GALORE AT TRANSCEND 2019 Day 1 (18th January 2018)

#### Day 1(18<sup>th</sup> January)

- Cyrus Broacha, Standup Comedian
- Vikram Sathaye, Standup Comedian
- Alchemy, Indie-Rock Band

#### Day 2(19<sup>th</sup> January)

- Amit Ranjan, Supermodel
- Priyanka Karunakaran, Lakme Model

Day 3(20<sup>th</sup> January)

- Sabali, The Band
- DIVINE(Gully Gang)

The poster is for the event 'TRANSCEND | 2019 CIRCLE OF INFERNO' held on 18, 19, and 20 January. It is presented by yono SBI and SIBM Pune. The event is free entry. The venue is SIBM Pune, Siu, Lavale. The poster features three days of performances: Day 1 (18th Jan) with Vikram Sathaye (of 'What the Duck' fame) and Cyrus Broacha (host of CNN's 'The Week That Wasn't'); Day 2 (19th Jan) with DJ Shaan (9PM onwards) and Sunburn Campus; and Day 3 (20th Jan) with Divine (Gully Gang) (9PM onwards) and Sabali (Opening Act). The poster also includes a note about buses for commute from SB Road to SIBM Pune on 19th and 20th, with timings of 6PM and 7PM. The bottom of the poster lists various sponsors including Britannia, Audi, Grafix, Westend, Tally, Balaji, Kelzai, Diggmeup, Teddy Boy, and Grapevine. Contact numbers 9820777956 and 9925661385 are provided.

- DJ Shaan & SUNBURN Campus



SPONSORSHIP FOR TRANSCEND 2019

SPONSOR LIST 2019	
<i>Title Sponsor</i>	<i>SBI Yono</i>
<i>Luxury Travel Partner</i>	<i>Audi</i>
<i>Online Payment Partner</i>	<i>Paytm</i>
<i>Hydration Partner</i>	<i>Kelzai</i>
<i>Food Partner</i>	<i>Britannia</i>
<i>Beverage Partner</i>	<i>Tetley</i>
<i>Energy Drink Partner</i>	<i>Monster</i>
<i>LPG Partner</i>	<i>HPCL</i>
<i>Jewellery Partner</i>	<i>KAOAPH</i>
<i>Mall Partner</i>	 <p><i>Westend Mall</i></p>



<i>Advertising Partner</i>	<i>Orca Studios</i>
<i>Hospitality Partner</i>	<i>Teera Farms</i>
<i>Snacks Partner</i>	<i>Budhani Bros</i>
<i>Restaurant Partner</i>	<i>Teddy Boy</i>
<i>Music Partner</i>	<i>Furtados</i>
<i>Youth Partner</i>	<i>Grapevine</i>
<i>Career Development Partner</i>	<i>Harvard Business Ascend</i>
<i>Grooming Partner</i>	<i>Javed Habib</i>
<i>Co-working Space Partner</i>	<i>Grafio</i>
<i>Case study competition Partner</i>	<i>DiggMeUp</i>

#### TRANSCEND 2019 PARTICIPATION


Number of Participation – 5300

Number of Teams - 2640

Number of Participating college – 70+

#### Major Participating Colleges

<i>IIM Ahmedabad</i>	<i>IIM Calcutta</i>
<i>IIM Bangalore</i>	<i>IIM Lucknow</i>
<i>FMS, Delhi</i>	<i>IIM Ranchi</i>
<i>IIM Kozhikode</i>	<i>Jamnalal Bajaj Institute of Management Studies, Mumbai</i>

<i>MDI Gurgaon</i>	<i>Welingkar College, Mumbai</i>
<i>IIFT Delhi &amp; Kolkata</i>	<i>NITIE Mumbai</i>
 <p><i>Tata Institute of Social Sciences, Mumbai</i></p>	<i>SCMHRD</i>
<i>SJMSOM, IIT Mumbai</i>	<i>TAPMI</i>
<i>ISB Hyderabad</i>	<i>IMI Delhi</i>
<i>Goa Institute of Management</i>	<i>FORE School of Management</i>
<i>IRMA</i>	<i>IIM Indore</i>
<i>MICA, Ahmedabad</i>	<i>NMIMS Mumbai</i>
<i>Xavier's Institute Bhubaneshwar</i>	<i>S. P. Jain Institute of Management and Research</i>

## 7. BRANDING OF TRANSCEND 2019

*The Transcend headliner video on Facebook reached out to over 32,000 people.*

*The Transcend EDM Night video on Facebook reached out to over 15,000 people.*

**SIBM PUNE** **CO CURRICULAR TEAM**

**yono SBI PRESENTS**

# TRANSCEND | 2019

## CIRCLE OF INFERNO

<b>FOOD PARTNER</b>	<b>LUXURY TRAVEL PARTNER</b>	<b>ONLINE GAMING PARTNER</b>	<b>ONLINE PAYMENT PARTNER</b>	<b>LPG PARTNER</b>	<b>BEVERAGE PARTNER</b>	
<b>SNACKS PARTNER</b>	<b>CO-WORKING SPACE PARTNER</b>	<b>ENERGY DRINK PARTNER</b>	<b>MARKETSHASTRA PARTNER</b>	<b>HYDRATION PARTNER</b>	<b>WAFFER PARTNER</b>	
<b>HOSPITALITY PARTNER</b>	<b>DELICACY PARTNER</b>	<b>ADVERTISING PARTNER</b>	<b>MALL PARTNER</b>	<b>GAMING PARTNER</b>	<b>CHRYSALIS EVENT PARTNER</b>	
<b>ARTIST PARTNER</b>	<b>OPSTRAT TITLE PARTNER</b>	<b>HAIR STYLING PARTNER</b>	<b>GOOD TIMES PARTNER</b>	<b>YOUTH PARTNER</b>	<b>MUSIC PARTNER</b>	<b>GROOMING PARTNER</b>
<b>JEWELLERY PARTNER</b>	<b>FTGG PARTNER</b>	<b>CAREER DEVELOPMENT PARTNER</b>	<b>CHRYSALIS EVENT PARTNER</b>	<b>MARKETSHASTRA ASSOCIATE PARTNERS</b>		



Transcend 2019 Sponsors



**TRASCEND | 2019**  
**CIRCLE OF INFERNO**

**yono SBI PRESENTS**

**CYRUS BROACHA**  
HOST OF CNN'S "THE WEEK THAT WASN'T"

**DIVINE**  
GULLY GANG

**VIKRAM SATHAYE**  
OF "WHAT THE DUCK" FAME

**sunburn campus**  
**DJ SHAAN**

**alchemy**  
THE BAND

DAY 1 18TH JAN	DAY 2 19TH JAN	DAY 3 20TH JAN
CYRUS BROACH 2PM	DJ SHAAN 9PM ONWARDS	DIVINE 9PM ONWARDS
VIKRAM SATHAYE 3PM		
ALCHEMY 9PM		

Transcend 2019 Official Line-up Banner

**THANK YOU**



**ANNUAL  
REPORT**  
2018 -2019

**INFORMATION  
SYSTEMS  
AND MEDIA  
RELATIONS  
TEAM**



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# About iSMaRT

The main objective of the Information Systems and Media Relations Team - The PR Team, 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 corporates.
2. Carrying out PR and Promotional activities 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 campus.
5. Conducting interviews with corporate guests, alumni and visiting faculty.
6. Managing the institute's IT infrastructure which is vital towards knowledge sharing among students, the placement team, faculty and college administration.

iSMaRT has earned the title of Best Student Council twice in the last 3 years.



# The Team

The senior team of iSMaRT for the year 2018-19 consisted of 6 members. The interim and the junior team consisted of 7 members each. All members had to go through a rigorous selection process to be inducted into the team.

**Coordinator 2018-19: Rashmi Pillai**



## SENIOR TEAM

Craig Pinto

Ishita Grover

Rashmi Pillai

Rewati Kachhwaha

R. Prakash

Vibhav Bisht

## JUNIOR TEAM

Aayush Modi

Akshaykumar Wankhede

Apoorv Vohra

Arshdeep Kaur

Harshit Chaudhary

Mitali Ambaskar

Sayali Chandwadkar

## INTERIM TEAM

Aayush Modi

Akshaykumar Wankhede

Apoorv Vohra

Arshdeep Kaur

Harshit Chaudhary

Mitali Ambaskar

Mansi Mukhija



# HR Conclave 2.0

The HR Conclave 2.0 was hosted at JW Marriott, Juhu on 20th October 2018. HRC 2.0 witnessed a congregation of stellar HR Leaders from the industry with exemplary achievements to their names. The Junior and Senior Team Members of iSMaRT assisted the Executive Council in the smooth planning and execution of HR Conclave 2.0.

The pre-event activities included creating Buzz videos for HR Conclave which encompassed – highlights from the previous HR Conclave, videos of students and faculty expressing their thoughts on – the previous HR conclave, their expectations from HRC 2.0 and their insights about the theme – “Diversity and Inclusion”. We also collaborated with students from Symbiosis School of Photography to create a video which showcased the journey and the strategic approach of the winners of HRC 2.0. iSMaRT worked with the PR team of HRC 2.0 to publish pre-event social media posts mentioning the Key-note speakers, panellists, the competition and the theme. We also took care of vendor management responsibilities to ensure timely delivery of all the requisites.





On the event date, the team covered the entire event by updating stories on Instagram and Facebook, covering the event live through all social media handles of SIBM Pune, recording interview snippets of the esteemed guests. The panellists and the speakers were gifted customised photo-frames (with their live pictures from the event) as a memento. We successfully captured 2000+ images during the event to be posted on Social media and to be used for future promotions. The post event coverage included publishing about the success of HRC 2.0 on all social media platforms and the Director's blog.



**SRINIVAS P.M.**  
 HEAD HR - INDIA SUB CONTINENT  
**PROCTER & GAMBLE**  
 Alumnus of SIBM Pune, Batch of 2000

Has over 18 years of diverse HR experience with expertise in Organizational Transformation, HR Business Partnering, Diverse Talent Development, Employee Relations, Change Management & Rewards and Recognition.

Has worked across multiple geographic locations in Asia including South East Asia, Greater China, Australia and India during his tenure at P&G prior to assuming his current role.

**HR SIBM PUNE**  
 CONCLAVE 2.0  
**KEY INSIGHTS**




**ROHIT SHENOY**  
 LEADER - ORGANIZATION & TALENT DEVELOPMENT  
**STERLITE POWER GLOBAL INFRASTRUCTURE**  
 Alumnus of SIBM Pune, Batch of 2004

Has over 14 years of experience in the field of Human Performance Consulting, Leadership Development, Employer Branding, and Talent Management

Has held several responsible positions in companies like Infosys, Accenture, Siemens & Development Dimensions International

Certified Coach, Facilitator, Psychometric & Behavioural assessor

Co-Lead International Association of Facilitators (IAF) NCR

**HR SIBM PUNE**  
 CONCLAVE 2.0  
**MODERATOR**





# Batch Photo Shoot 2019

On 29th January 2019, iSMaRT hosted the Batch Photo Shoot for the Batch of 2019 by lending them a hand to capture the picturesque SIBM Lavale Campus and fill their albums with a basketful of unforgettable memories created over the last two years. Throughout the entire day, 20 GB of photographs were clicked, edited and circulated amongst the batch, for the students to choose and cherish. Batch Photo Shoot encompassed clicking the group photograph of the outgoing batch, class photographs, the photographs of the executive council, students' councils and special interest groups at numerous nostalgic locations at the campus. The PR team also captured pictures of the faculty members, administration department, staff and supporting staff.





We were able to capture the fervent crowd overflowing with energy at its happiest and most ecstatic self via this Photo Shoot.





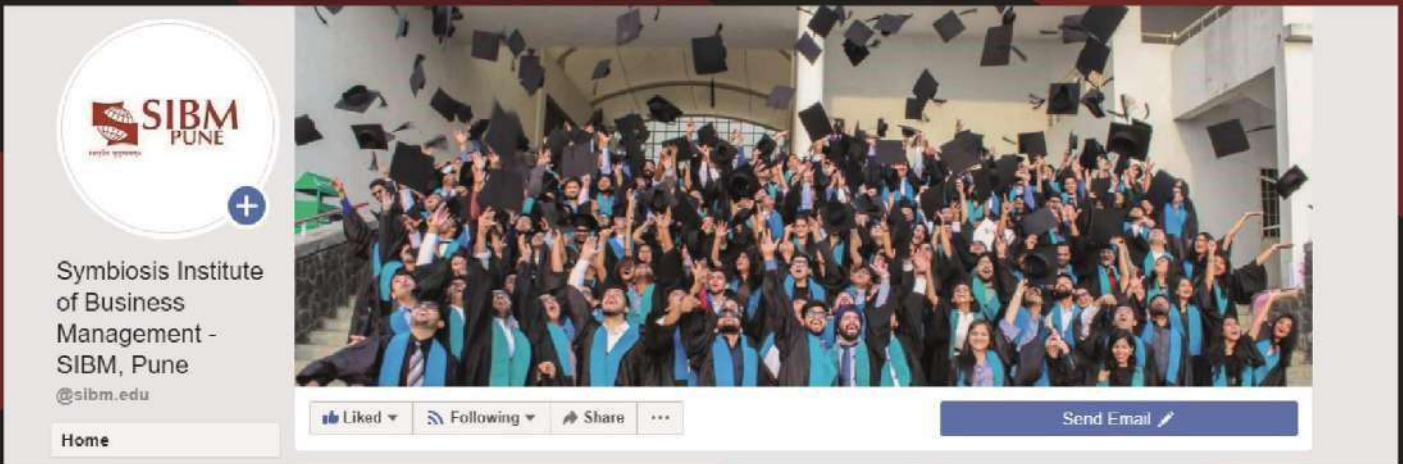
# SIBM Pune's Online Presence-

iSMaRT handles the official social media handles of SIBM Pune. SIBM Pune has an online presence on 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 2018-19 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

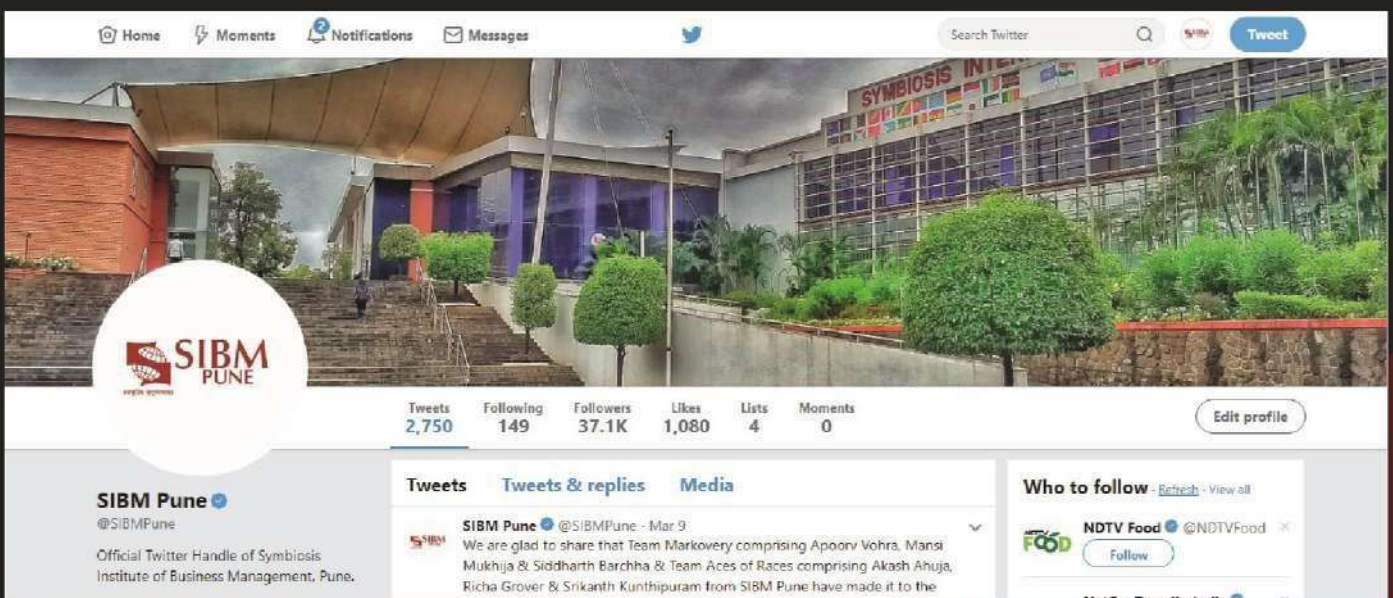
This SIBM Pune official Facebook page, which was launched in the academic year 2014-15, is its primary social media handle. Throughout the year, iSMaRT has ensured that all the events and activities are updated on the page promptly by the way of pictures and a small description. In addition, director's and students' blog posts, student and alumni achievements and news of the institute are 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 official SIBM Pune Facebook page has 60,077 followers as of March 2019. We plan to continue working on increasing the reach and followers of this page in the next academic year.





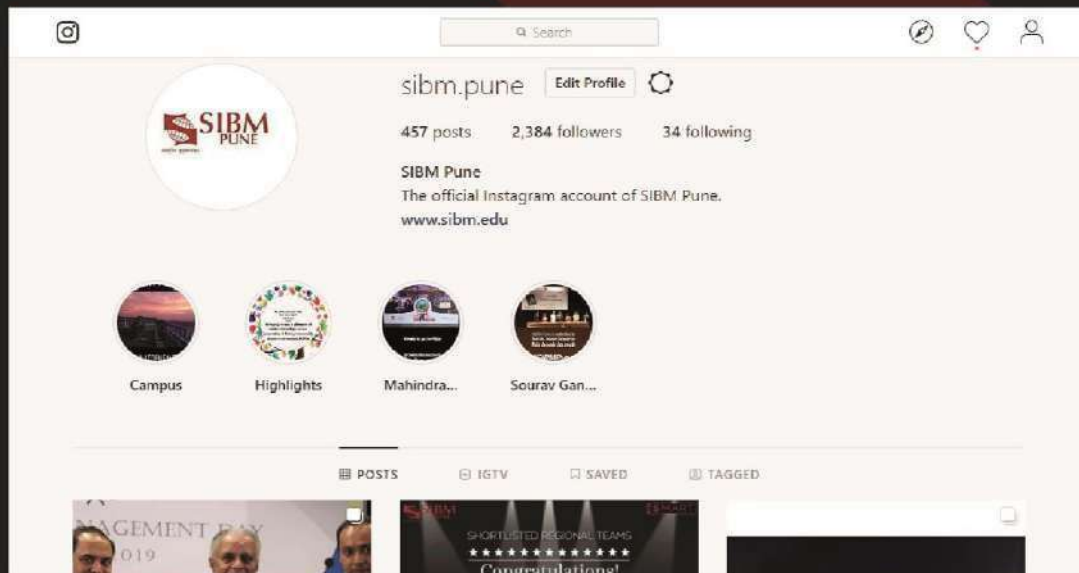
# Twitter

The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of 37100 followers as on March 2019. Our followers include a 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.



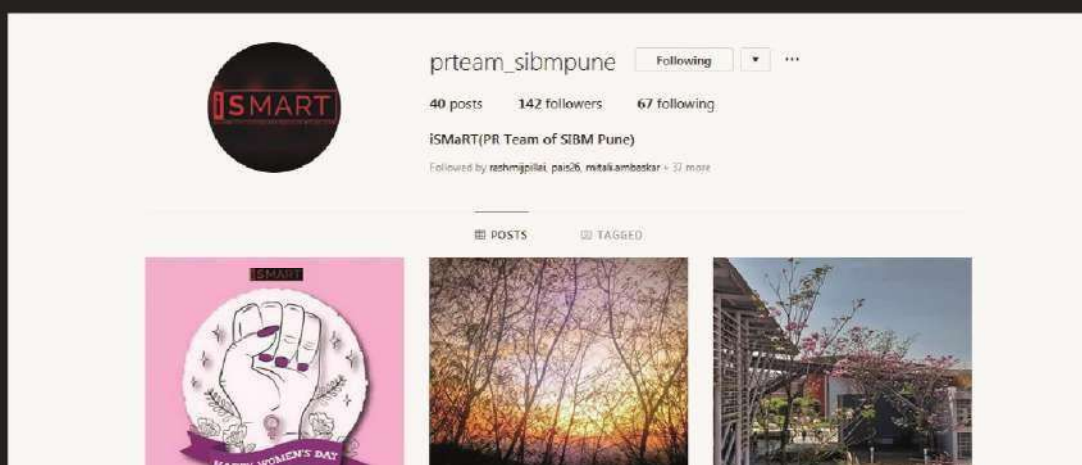
# Instagram

iSMaRT launched the official Instagram handle of SIBM Pune in July 2016. Throughout the year there have been prompt event updates on the platform. In the past year, we have doubled the number of followers from last year, from 1226 to 2384 followers in March 2019. The team plans to increase the same in the coming year.



## iSMaRT Instagram Handle

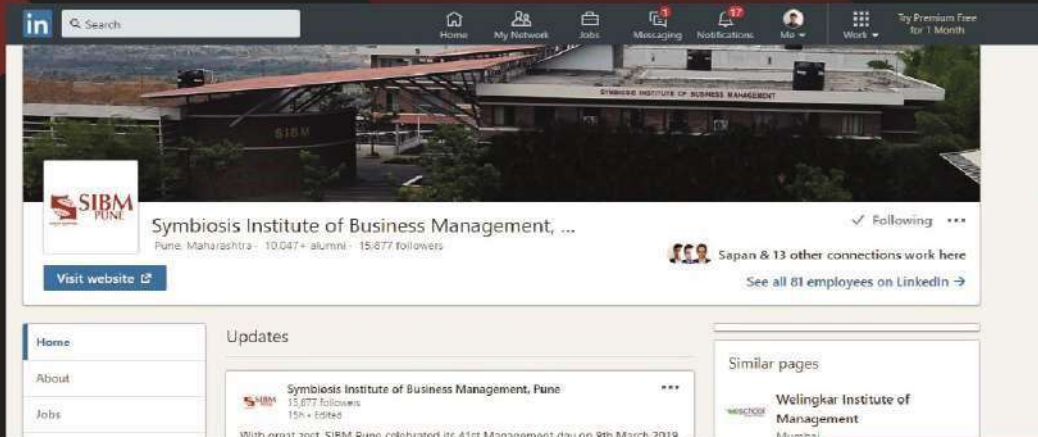
In the year 2018, iSMaRT launched its own Instagram handle for the PR and promotion related activities of the team. The handle has 142 followers and is growing at a fast pace. We aim to engage the audience by means of regular posts celebrating festivals and accentuating corporate engagements on the campus.





# LinkedIn

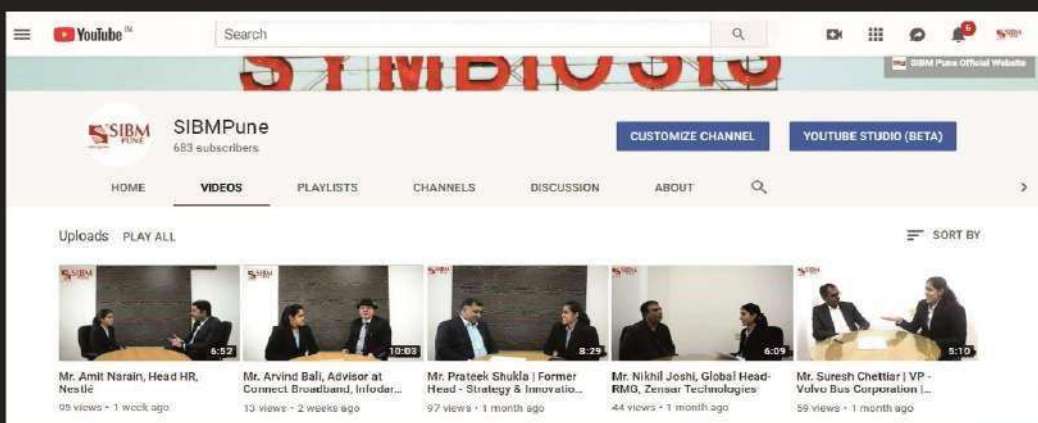
SIBM Pune's LinkedIn account has 15,877 followers and has helped connect with 10,040+ alumni. The team regularly shares institute and student achievements on this platform. The reach also extends to all the people connected to the network of the institute.



# YouTube

The official YouTube channel of SIBM Pune has been growing exponentially in terms of subscribers and view count. Some of the key videos shared on the channel are:

- Alumni Interviews
- Corporate Interviews
- Promotional video for other events
- Event after-movies



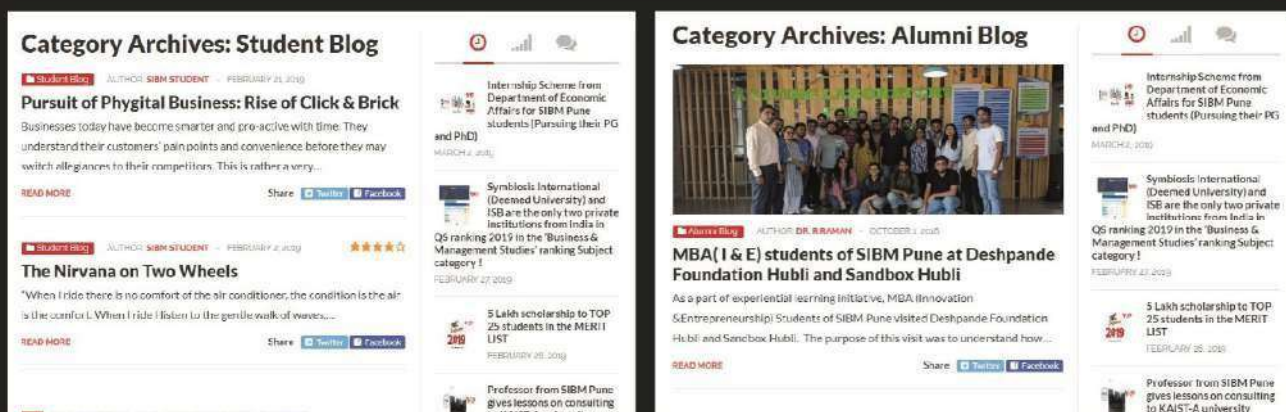
Our interview series Sunday Showcase and Wednesday Wisdom our hugely accepted and appreciated by our wide spectrum of audience which includes corporate leaders, alumni, students and entrepreneurs among many others.



# SIBM Pune Students' & Alumni Blog

The students' blog is a 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. iSMaRT generates content for the Director's Blog, related to the various events conducted at SIBM Pune and the achievements by the students. The team ensures that the blog is updated with all the current happenings at SIBM Pune.

This year, iSMaRT came up with SMaRT Inputs where the Alumni Blogs are shared via all the social media handles of the institute. Alumni Blog is a platform where our alumni will share their special moments and life lessons learnt at SIBM Pune and post MBA in their corporate life and otherwise. Through the blog, the Alumni fraternity can pass on their pearls of wisdom to the current students.





# Going the Extra Mile : Promotion and Launch through Videos

iSMaRT helps in gauging the interests of students in various corporate competitions and documenting their learning and experiences by means of creating interactive videos with the students in collaboration with various corporations. Various events for which we created such videos for campus engagement are ITC Interrobang, Yes Bank Transformation Series, P&G and Sourav Ganguly's Book launch.

The screenshot shows a Facebook video player for a post titled "Interrobang 2018" by Symbiosis Institute of Business Management - SIBM, Pune. The video content features a yellow and pink background with the text "ITC INTERROBANG?!" and "What is the first thing that comes to the mind when you hear ITC Interrobang?". The video player shows a progress bar at 2:42. To the right of the video, the "How People Reacted" section shows several profile pictures and a comment from "ITC Hub n Scope" thanking the video. Below that, the "Up Next" section lists two related videos: "The panel discussion themed around Defining Emerging Markets..." and "Masterclass on Cyber Security by Mr. Arvind Balli - Former CEO...".

The screenshot shows a Facebook video player for a post titled "Rewrite the Rules" by Information Systems and Media Relations Team, SIBM Pune. The video content features a blue and white background with the P&G logo and the hashtag "#DOSOMETHINGTHATMATTERS". The video player shows a progress bar at 2:56. To the right of the video, the "How People Reacted" section shows several profile pictures and a comment from "Nikhil Saha" saying "This is wonderful! Great work team!!!". Below that, the "Up Next" section lists two related videos: "May your Christmas sparkle with moments ..." and "The first panel discussion of HR...".



# PROelio Event Launch Paintball

For the launch of iSMaRT's flagship event PROelio - a PR based case study competition, the team hosted 'Paintball Armageddon' on 14th October 2018. The tournament was organized in collaboration with Urban Adventure at the Old Convocation Ground in which a total of 28 teams participated - each team comprising of 5 members. The smooth execution of the launch helped in enhancing the participation for PROelio and thus majorly contributed to PROelio's success. The event was first of its kind at the SIBM Pune campus and was received with enthusiasm by the students.





# PRoelio 2018

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.

The competition saw nationwide participation from several B-Schools including IIM Raipur, IIM Indore, IIFT Delhi, IMT Ghaziabad, NMIMS Mumbai, MICA, SCMHRD and the home campus team from SIBM Pune. After a grilling elimination round from the 130 teams which participated, only 6 teams were shortlisted for the grand finale held at the SIBM Pune's Lavale campus on 20th November, 2018.

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. Aniruddha Bhagwat, Director – Ideosphere Consulting and Ourbit, Ms. Bhavana Rajagopalan, Account Manager -The Minimalist and Mr. Shekhar Bhonagiri, Vice President – Kirloskar Institute of Advanced Management Studies.





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 2018 winners received prizes worth Rs. 75,000/-. Team PR Rangers of SIBM Pune comprising Mansi Mukhija, Rohit Sahay and Shivam Aggarwal emerged as the winners of PROelio.

Team Symbiotes of SCMHRD comprising Aditya Nambiar, Aditya Kovvali and Vipul Chainani emerged as the runners-up.

Kuhu Mehrotra was conferred with the Journalist of the year award. The event was sponsored by HelloIntern, Youth Incorporated and Internshala.





# Event Coverage And Interviews

One of the key activities that the PR team undertakes is to provide exclusive coverage to SIBM Pune events that take place on and off the campus. The coverage 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 they serve as an insightful source of information for the 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 2017- 18:

- Piramal Tangram
- Godrej Loud 2018
- HUL L.I.M.E X Campus Round 2018
- Mahindra War Room launch and Campus Round, 2018
- Marico Over the Wall Launch and Campus Round 2018
- Nestle 4Ps Challenger Campus Round 2018
- Nestle Ingenium Campus Round 2018
- Reliance Industries 'The Ultimate Pitch' Launch Event
- Tata Steel-a-Thon Campus Round 2018
- ICICI Beat the Curve, Launch, 2018
- 'Think Raipur' launch event, conducted by Mr.Shaunak Mukherjee, Cofounder, AFP
- Guest Lecture by Mr.DeepayanSensharma, Director HR, JLT
- Guest Lecture by Mr. Manoj Murali, CEO, Kerala &Tamilnadu, BhartiAirtel Limited
- Guest Lecture by Mr.JeetendraPaturkar, HR Professional, Cummins India
- Guest Lecture by Mr.AmitNarain, Head of HR, Nestle India



- Guest Lecture by Ms. Prriti Narrain, Strategic HR Leader, AkzoNobel
- Guest Lecture by Mr. Amit Prakash, CHRO, Marico Limited
- Guest Lecture by Mr. Pradeep Chatterjee, Head Digital Transformation, Tata Motors
- Guest Lecture by Mr. Prabir Jha, Cipla Ltd
- Guest Lecture by Mr. Rajesh Hurkat, Head HR, Mattel India
- Guest Lecture by Mr. Mayank Bansal, Business Head, Hafele
- Guest Lecture by Mr. Saurabh Jain, Vice President PayTm
- Guest Lecture by Ms.Yash Chitale, Reliance
- Guest lecture by Mr. Ashok Sinha, Director, Manufacturing and Supply Chain, Cummins
- Guest Lecture by Prof. Martin Jones, Nottingham Trent University, UK Information Systems & Media Relations Team | Annual Report 2017-18 | 16
- Guest Lecture Mr. Shubhankar Roy Chowdhary, Lenovo
- Guest Lecture Mr. Piccolo Momin, Glenmark Pharmaceuticals
- Guest Lecture Ms. Ritika Chopra, ABGFRL
- Alum Speak Session by Mr.Anjan Bhowmick, The Hershey Company
- Alum Speak Session by Mr. Rohit Kumar, Kellogs
- Alum Speak session by Mr. Ahmed Faiyaz, Author & Advisor - Dubai Health Board
- Alum Speak session by Mr. Vijay Thomas, Customer Experience Manager, Harley Davidson India
- Imperio Session by Dr.Gunjan Bhardwaj, Innoplexus AG
- Imperio Session by Mr. Suresh Chettar, Business Head Volvo Buses, South Asia
- Imperio Session by Mr.Heinzsten Peter, Director HR, Volvo Buses India
- Orange Run 2018 by GSK
- Aarambh 2018
- Admissions 2019
- Arcturus 2018
- Box Cricket & Rink Football 2018
- Budget Symposium 2019
- Consulting Fair 4.0

- Cummins Redefine 2018
- Dwandva 2018
- Economic Conclave 2018
- Encore North 2018
- HR Conclave 2.0
- Entrepreneurship Summit 2018
- Gravitas 2019
- ICABM 2018
- Hoopster 2018
- Batch Photo Shoot 2019
- Legacy 2018
- Management Day 2019
- Prerna 8.0
- Rendezvous 2018
- Ridges and Furrows 2018
- Senate 2019
- SPL XI 2019
- Transcend 2019

Following are few of the many eminent SIBM Pune guests interviewed by iSMaRT in 2018-19:

- Mr. Deepayan Sen Sharma, Director HR, JLT
- Mr. Amit Prakash, CHRO, Marico Ltd.
- Ms. Neha Saxena Shenoy, HR, RB
- Mr. Manoj Murali, CEO, Airtel
- Mr. Ankit Khandelwal, Chief Manager HR, Piramal
- Ms. Ankita Poddar, HR Business Partner, Amazon
- Ms. Yoshita Swarup Sharma, Alight Solutions
- Ms. Anisha Agarwal, External Communication, IKEA
- Mr. Tarun Varma, Head HR, Shell India
- Mr. Sameer Samudra, Cummins
- Mr. Shalaut Jain, General Manager, Piramal
- Mr. Jeetendra Paturkar, HR Professional, Cummins



- Mr. Prabir Jha, Cipla Ltd
- Mr. Sanjay Sharda, Head – Rural Distribution, Rural Banking, IndusInd
- Mr. Sauvik Banerjee, Tata Industries
- Mr. Ranjeet Oak, Chief Business Officer, MakemyTrip
- Major Aditi Mohan, VP & Head, Corporate Services, Fidelity
- Mr. Nachiket Naik, Head, Corporate Lending, IREP Credit Capital
- Mr. Arunesh Kumar, Talent Acquisition Head, GSK
- Dr. Pradeep Chatterjee, Tata Motors
- Mr. Srinivas Chundru, Head Ola Skilling
- Mr. Suresh Chettar, Volvo India
- Mr. Arvind Bali, Videocon
- Ms. Prriti Narain is the Country Head-HR, AkzoNobel

# Print Media & Online News Platforms

We believe that it shows greater authenticity when SIBM events are covered by a credible news organization. We have maintained relationships with online news and education portals such as InsideIIM and Shiksha. 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 help 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. We are also in the process of engaging the print medium for coverage of events and news.

We have also made our presence felt in college reviewer sites such as Shiksha. 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. In the year 2018, SIBM Pune got authenticated on InsideIIM when we posted a series of articles (200+) on it in collaboration with Aditya Birla Group where the students had to give their views on-

1. What makes my campus unique.
2. A memorable classroom experience in my B-school.
3. Introducing – some of my crazy batchmates (4-5 profiles of interesting students in your batch)

We also promoted these articles on various SIBM social media handles which made our institute “The Most Buzzed Campus” on InsideIIM page. They regularly feature the blog posts of students from our college.



# Infodrome & 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, 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 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.



PAT



UserID   
Password



# SIBM Pune Website

Working closely with the IT department, one of iSMaRT's responsibilities is to update and maintain the SIBM Pune website. Sections such as featured events, Students tab, Events and achievements page etc. are regularly updated by iSMaRT. The website is also tailored to integrate a variety of social media handles which are managed by iSMaRT. It also includes research and scholarly articles from distinguished faculties at SIBM Pune and essential information is highlighted to students/ aspirants through Notices or Event notifications.



# Collaborations And Initiatives

In the academic year 2018-19, iSMaRT has taken various initiatives and collaborated with other council teams, to ensure adequate PR and exposure is provided to SIBM Pune. Following are the councils with which we collaborated :





The following initiatives were taken by us in the year 2018-19 -

### **Sunday Showcase and Wednesday Wisdom:**

For the Corporate leaders and stalwarts who visit SIBM Pune to deliver Guest Lectures and Leadership Talks, the PR team conducts a tête-à-tête to discuss about the contemporary business scenarios and their personal life. These interviews are posted on the SIBM Pune YouTube Channel under the names Sunday Showcase and Wednesday Wisdom. The interactions are also shared via all the social media handles of the Institute.

### **Newsletter:**

iSMaRT publishes a monthly newsletter to keep the alumni and Corporates updated about the activities taking place on the campus. From covering student achievements in various competitions to encompassing the coverage of cultural and corporate events, the newsletter includes it all and communicates the happenings at the Institute in a simple yet impactful manner.

### **Batch photo shoot:**

iSMaRT ensured that the outgoing batch of 2019 had ample of memories of the SIBM Lavale Campus before they moved on to their future corporate journey. The Batch Photo Shoot of the students, councils, SIGs and the executive council along with the administration department, faculty, staff and support staff was successfully hosted by the PR team.



# Achievers' Database

Each year iSMaRT collects, collates and verifies achievement data of students for the current academic year. This data pertains to academic, sports and other extracurricular achievements accomplished by the students throughout the year.

This is an important administrative task which falls under the purview of the team. The data is collected via online forms throughout the year and is used by the administration, faculty and the director for multiple purpose. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, which 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 50 achiever entries from both the MBA and MBA I&E batches. Here are a few snapshots from the 41st Management Day which was celebrated on 9th March 2019.



# Closing Note

*We take this opportunity to thank Dr. R. Raman – Director SIBM Pune, Dr. V.V. Ravi Kumar-Dy. Director SIBM Pune, Mr. Sandeep Bhattacharya- iSMaRT Faculty in Charge, 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 overwhelming 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*





SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT PUNE  
.....  
CAMPUS RECRUITMENT PROGRAMME 2018



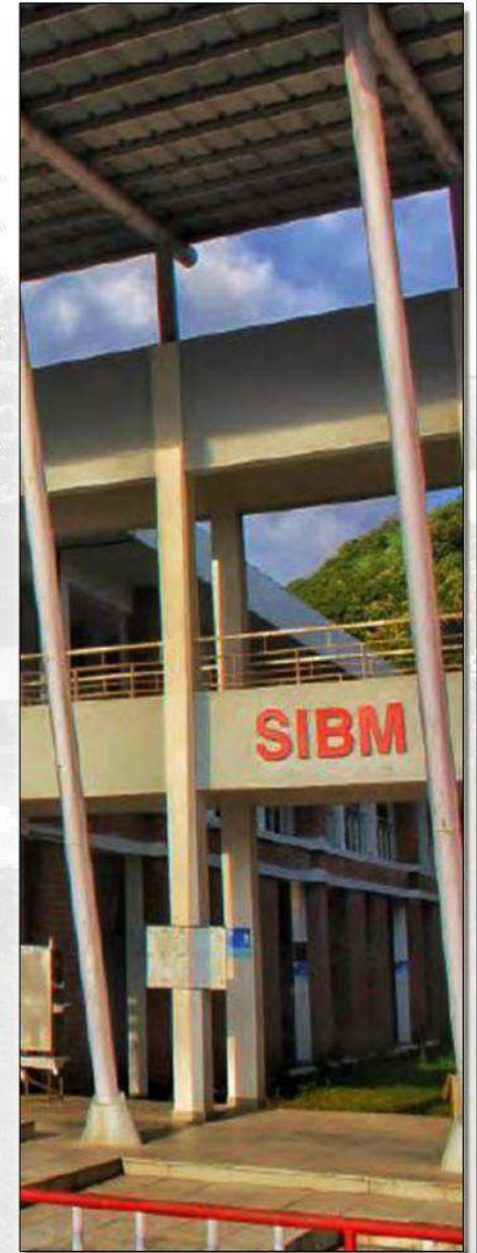
BATCH OF 2017-19



## FOREWORD

SIBM Pune, one of the premier B-Schools in the country has concluded its final placements for the year 2018. Like every year, SIBM Pune continued to enjoy immense confidence from the corporate world as substantiated by the remarkable placement season for the Batch 2017-2019. The institute's unique student-driven culture, robust corporate engagement model and planned academic rigour have consistently resulted in a significant increase in the competency levels of the students. This value proposition has strengthened the confidence of the corporates in SIBM Pune. A total of **83** companies across the sectors such as Automobiles/Automotive, BFSI, Consulting, FMCG/FMCD, Information Technology, Infrastructure, Manufacturing, Pharmaceutical, Retail and Telecom, amongst others confirmed their participation for the Campus Recruitment Programme 2018.

A total of over **180** students participated in the Campus Recruitment Programme this year. The students of SIBM Pune once again proved their mettle through quality performance during their Summer Internship and at various B-School Competitions, a total of **62** students accepted various Pre-Placement Offers extended to them through either of the routes. The regular recruiters at SIBM Pune reinforced their faith in the institute by opening newer, coveted roles for the students. The participating companies made a total of **192** offers spanning across functions such as Finance, General Management, HR, Operations, Sales & Marketing and Strategy. The ever increasing student calibre at SIBM Pune resulted in new recruiters visiting the campus like Barclays PLC, Google India, IDFC Bank, Mahindra Comviva, Mindtree Limited, Reckitt Benckiser, Trafigura Global Services Pvt. Ltd., Societe Generale, Vodafone Shared Services, Walmart India Private Ltd. among others. **36%** of the total participants were females who have grabbed top offers from prominent recruiters like Accenture Capability Network, Bajaj Finserv Limited, Google India and Shell India Markets Private Limited. The average CTC offered to the students saw a significant increase over the previous year, from INR 16.23 LPA in 2017 to **INR 17.48 LPA** in 2018.





# BATCH SNAPSHOT

The batch has a healthy mix of experienced individuals and freshers, coupled with a good balance between the genders. There is also a representation of domains of Engineering, Management, Commerce and Arts leading to a wholesome and conducive learning environment.



Over  
**180**  
students



Average  
Work Experience

**25**  
months



SNAP Cutoff  
**98.01**  
Percentile

## BACKGROUND EXPERIENCE

**29%**  
Others

**15%**  
Manufacturing

**14%**  
Consulting

**42%**  
IT/ITES

## EDUCATION

**9%**  
Others

**12%**  
Commerce

**12%**  
Management

**67%**  
Engineering

## WORK EXPERIENCE

**26%**  
>24 months

**20%**  
12-24 months

**14%**  
0-11 months

**40%**  
Freshers

## GENDER DIVERSITY

**32%**  
Female

**68%**  
Male

# CORPORATE COMPETITIONS



BUSINESS  
CHALLENGE '18  
National Winner



HEADSTART  
2018  
National Winner



CANVAS  
2018  
National Winner



iCreate 2018  
National Winner



TRANSCEND 2018  
National Winner



L.O.U.D  
2018  
National Winner



L.I.M.E  
2018  
National Winner



BEAT THE CURE  
2018  
National Winner



GLOBAL CHALLENGE  
2018  
International Runners Up



JIO SOCIAL AV  
2018  
National Winner



VOYAGE  
2018  
National Winner



CARPE DIEM  
2018  
National Finalist



OVER THE WALL  
2018  
National Finalist



INGENIUM  
2018  
National Finalist



4Ps CHALLENGER  
2018  
National Finalist



THE ULTIMATE  
PITCH 2018  
National Finalist



E.D.G.E  
2018  
National Finalist



STEEL-A-THON  
2018  
National Finalist



ELEVATE  
2018  
National Finalist



MINDROVER  
2018  
National Finalist



WAR ROOM  
2018  
National Finalist



CEO Challenge  
2018  
National Qualifier



REDEFINE  
2017  
National Finalist



VOLO  
2017  
National Winner



QUEST  
2017  
National Runners Up



BRANDSTORM  
2017  
National Finalist



CHANGE THE  
GAME 2017  
National Finalist



TRANSFORMATION  
SERIES 2017  
National Finalist



# HIGHLIGHTS



**83**  
Participating  
Companies



**192**  
Number  
of Offers



**28**  
New Recruiters



**62**  
Number  
of PPOs



Participation  
Male **64** %  
Female **36** %

**29 LPA**  
Highest CTC

**17.48 LPA**  
Average CTC

**16.25 LPA**  
Median CTC

**23.76 LPA**  
Top 50  
Average CTC

**18.81 LPA**  
Top 150  
Average CTC

**20.53 LPA**  
Top 100  
Average CTC

## CONGLOMERATES

BAJAJ

ITC Limited



Mahindra

MAERSK

Piramal

TATA

# CAMPUS RECRUITMENT PROGRAMME 2018 | SPECIALIZATION

## MARKETING



Average CTC  
**17.56** LPA

### MAJOR RECRUITERS

Abbott India, Airtel India, Aviva Life Insurance Company India Ltd., Asian Paints Limited, Becton, Dickinson and Company, Cipla Limited, Crompton Greaves Consumer Electricals Ltd., Dell EMC, GlaxoSmithKline Pharmaceuticals Ltd, ICICI Prudential Life Insurance, ITC Limited, Mother Dairy Fruit & Vegetable Pvt. Ltd., Pidilite Industries Limited, Piramal Enterprises Ltd., Reckitt Benckiser, Tata Global Beverages Limited, Tata Motors Ltd., Vodafone Idea Limited


## FINANCE



Average CTC  
**17.30** LPA

### MAJOR RECRUITERS

Bajaj Finserv Limited, Barclays PLC, Credit Suisse, Fidelity Investments, HSBC India, ICICI Bank Limited, IDFC Bank, Intellect Design Arena Limited, JP Morgan Chase & Co., Positive Moves, Trafigura Global Services Pvt. Ltd., Walmart India Private Ltd.




# CAMPUS RECRUITMENT PROGRAMME 2018 | SPECIALIZATION

## HUMAN RESOURCES



Average CTC  
**17.28** LPA

### MAJOR RECRUITERS

Accenture Capability Network, Aditya Birla Fashion and Retail Limited, Aviva Life Insurance Company India Ltd., Bajaj Auto Ltd., DCM Shriram, Godrej Industries Limited and Associated Companies, Google India, ICICI Bank, Mahindra & Mahindra Ltd., Shell India Markets Private Limited, Varroc Group, Vedanta Resources Limited, Welspun India

## OPERATIONS



Average CTC  
**17.44** LPA

### MAJOR RECRUITERS

Bosch Limited, Cummins India, DCM Shriram, Deskera, Jardine Lloyd Thompson Group PLC, Larsen and Toubro Infotech Limited, Maersk GSC, Metro Cash & Carry, Reckitt Benckiser, Societe Generale, Tata Communications Ltd., Tata Steel



# PARTICIPATING COMPANIES

# PARTICIPATING COMPANIES





SIBM

# ACKNOWLEDGEMENT

Standing testimony to its 40-year long legacy, the footprint that SIBM Pune has impressed on the minds of recruiters was evident during the placement process wherein they participated in an intensely competitive atmosphere to pick up the best of talents. The enthusiasm, discipline and business acumen of the candidates ensured that SIBM Pune reinstated its position as a sought-after campus for the future as well.

## MESSAGE FROM THE DIRECTOR

"I would like to thank all our recruiters for their continued faith in SIBM Pune for campus engagements and placements. I am also grateful to our illustrious alumni, who have extended an overwhelming support to our students by conducting various interactive sessions and guest lectures wherein the students not only gained a practical industrial perspective but also received guidance to prepare for the recruitment process. I am sure that SIBM Pune will scale greater heights in the time to come. A special mention to the ex-members of the Placement Advisory Team for their continuous guidance and support."







**SIBM**  
PUNE



# **RESEARCH AND SCHOLASTIC DEVELOPMENT TEAM**

## **ANNUAL REPORT 2018-19**





## Introduction

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RSDT is the research and business consulting cell of SIBM Pune. We are concerned with preparing research publications of SIBM Pune, equipping students for placement processes, bringing about scholastic development of students through thought-provoking events and workshops, and identifying and executing live projects that have the potential to contribute to the ever-changing landscape of business management.

### VISION

To make SIBM Pune the center for building thought leadership and a research hub among the leading business schools in India.

### MISSION

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

### TEAM MEMBERS

#### Senior Team (MBA-II)

Aditya Rishi	Marketing
Apratim Mukhopadhyay	Marketing
Chinmay Tadwalkar (Co-ordinator)	Marketing
Manika Gandhi	Human Resources
Shruthi Viswanathan	Operations
Sreejan Tharad	Finance
Tushar Chib	Marketing

#### Junior Team (MBA-I)

Abhishek P.	Marketing
Aditi Agrawal	Finance
Anushka Srivastava	Human Resources
Kuhu Mehrotra	Marketing
Rohit Sahay	Marketing
Shivani Saxena	Marketing
Shrijoo Kanoria	Marketing
Sujith C. Ninan	Marketing

RSDT provides a platform for both academic and corporate exposure that helps students develop a holistic understanding of what management truly is. **CORPORATE CONNECT**

## INDUSTRY CONSULTING LIVE PROJECTS

Continuing the legacy of bringing 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. These are real life Industry Consulting Live Projects that help students relate theoretical knowledge to contemporary business issues. These also enable students to connect with corporates and get a flavour of the corporate world. Some of the companies which have offered Live Projects at SIBM Pune in the past include: Accenture Management Consulting, Citigroup, Cummins India, GE India, SBI Mutual Fund, Jio Infocomm Ltd, Hindustan Coca Cola Beverages Pvt. Ltd., Mahindra First Choice Services, Mother Dairy, Reliance Industries Limited, Schaeffler, KPMG, Kirloskar Capital Limited and many more.



## ECONOMICS CONCLAVE 2018

RSDT organized 'The Economics Conclave 2018', on 28th July 2018, 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 "**The Current Economic Outlook: Reforms, Technology and Growth**". The event began with a keynote speech by Mr. Nachiket Naik, MD, IREP Credit Capital, which was followed by a panel discussion. The esteemed guests for the panel discussion were Ms. Kavita Kulkarni, COO CRO Change (APAC), Credit Suisse, Mr. Sumit Srivastav, Partner & Leader, PwC India and Dr. Sunder Ram Korivi, Senior Consultant, NIFM. The discussion was moderated by Mr. Biharilal Deora, FCA, CFA, Director, Abakkus Asset Manager LLP.





## BUDGET SYMPOSIUM 2019

RSDT conducted the 'Budget Symposium, 2019' on 23rd February 2019, wherein an analysis and discussion on the Union Budget 2019 was hosted at SIBM Pune. The panel discussion comprised of eminent industry stalwarts and economists who share their valuable insights about the Union budget and expectations about the future route to be followed by the government with respect to key policies, all in light of the Union Budget. The event began with a keynote speech by Mr. Charanjit Attra, Partner, Ernst and Young, which was followed by a panel discussion. The esteemed guests for the panel discussion were Mr. Pankaj Sharma, Internal Financial Advisor, President's Secretariat, Rashtrapati Bhavan, Ms. Sangeeta Shroff, Professor and In-Charge, Agro-Economic Research Centre, Gokhale Institute of Politics and Economics and Mr. Pankaj Thadani, Ex-CFO, Bajaj Finserv Limited. The discussion was moderated by Mr. Ritesh Khatwani, Faculty, SIBM Pune.



## ACADEMIC ENDEAVOURS

The new academic year saw various initiatives being taken by RSDT with a heavy focus on overall academic growth of the students. The academic session for 2018-19 began with the launch of the presentation competition for the students of MBA batch 2018-20 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 presentations were awarded certificates of appreciation once the academic session started.

## SPECIALIZATION ORIENTATION SESSIONS

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 a 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 choose the correct stream for themselves.

### BEACON ALMANAC: INDIAN ECONOMY 2018

We incorporate a **holistic report on the health of the Indian economy** over the previous fiscal, wherein, the various important macros pertaining to the Indian economy in particular and the global economy at large are studied and trend analyses performed. It contained a brief analysis of all the broad segments of the Indian economy. Along with these segments there was a mention of all major economic developments in the Indian economic space over the past one year be it the trade wars, crude oil prices, minimum support prices and most importantly how the global political and economic environment is shaping the Indian economy. This journal aided the students of MBA-I in their Summer Internship Recruitment Process (SIRP) preparation and was widely appreciated by students of both batches. It also helped the MBA-II batch for their final Campus Recruitment Process.

### BEACON SECTOR SPECIAL 2018

The 'Beacon Sector Special 2018' provided an in-depth review of

- Banking
- Manufacturing
- Pharma
- Telecom
- Automobile
- IT & ITES
- Real Estate and Logistics
- Fast Moving Consumer Goods (FMCG) & Fast Moving Consumer Devices (FMCD)

### SUMMER INTERNSHIP EFFECTIVENESS AND EFFICIENCY DEVELOPMENT PROGRAM (SEED)

RSDT continued its rigorous work on the SIRP preparatory front through the Summer Internship Effectiveness and Efficiency Development (SEED) program. The team collaborated with the Placement Advisory Team and conducted a series of preparatory sessions and lectures under a program named Student Mentorship Program 2018. 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 SIRP 2018. In addition to the CVs, RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

### BEACON SUMMERS 2018

To aid the junior batch in their summer internship placement process, RSDT launched the 'Beacon Summers' – a **comprehensive document on the summer internship recruitment and summer internship experiences of the Second Year (MBA-II) students**. The senior batch students share experiences from their internships regarding the kind of work they were involved in, the challenges they faced and their learnings from this. The report is aimed at providing insights into the kind of jobs each specialization offers, for the students of MBA-I, so that they can make the most of their summer internship opportunities.

### CAMPUS RECRUITMENT PROGRAM (CRP) PREPARATORY KIT AND ALUMNI SESSION

To aid the senior batch for the preparation of their final campus placements, a **comprehensive kit** was prepared with the support of all Special Interest Groups (SIGs) to provide preparatory help on specific specializations as well as on topics of current and general importance. Further, MBA-II students were also mentored by alumni to aid in their preparation.

### BEACON MANAGEMENT REVIEW 2019

RSDT proudly launched the Annual Research Journal of SIBM Pune - **Beacon Management Review (BMR), Volume IX** on Management Day 2019. The journal has been conceptualized as a platform to showcase the research abilities of the students of SIBM, Pune on important management and global issues that are relevant in today's dynamic corporate environment. The theme for this year's issue was – **'The Evolving Business Space: People, Profits & Planet'**. Awards in various categories were announced for the articles published.

### WORKSHOPS

RSDT facilitated a workshop by Goldstone Technologies on **Tableau Training** so as to render genuine skill development and an enterprising mindset, especially since both the batches would soon step into the corporate world as young business leaders. The workshop lent the students the necessary skills needed to conduct data fetching, carry out visual analytics and steps in report building.

### 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 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 next generation of students to take a cue from their seniors on preparing winning solutions and presentations for competitions in the future

### LUMIÈRE

Lumière, a series of guest lectures from our illustrious alumni and eminent corporate leaders, seeks to provide students with current and industry-relevant knowledge of topics beyond the regular curriculum and equip them better for their future. These sessions aim to increase the intellectual capital of the student body through interaction with stalwarts from the industry and the academia.

Students from Marketing, HR, Finance and Operations specializations had an opportunity to learn nuances, contemporary practices and trends in the industry via case study discussions, lectures and interactions with guest lecturers. The guest lecturers and topics covered are as follows:

- Rohan Kulkarni, Proctor and Gamble, Go-To-Market Manager on Consumer Behaviour
- Siddharth Sawant, Mahindra Group, Strategy and Operations Manager on Strategic Management



- Bhupesh Garg, Citibank, AVP Sears Risk Policy on Business Statistics
- Sumit Mehta, Capgemini, Head, Sales Center Strategy for Europe on Relationship Based Selling
- Ankur Garg, GCPL, Category Trade Marketing Manager on Rural Marketing
- Yash Sanghvi, Reliance, General Manager, Supply Chain Transformation at Reliance Industries Limited on Transportation and Warehouse Optimization
- Pradeep Lokhande, Rural Relations, Founder and CEO on Rural Marketing
- Mr. Vivek Gadgil, L&T Metrorail (Hyderabad), ex-Chief Executive and Managing Director on Project Management
- Mohan Vamshi, Bajaj Auto, General Manager HR on Industrial Relations
- Abhishek Sinha, Britannia Industries Limited, National Sales Development Manager on Marketing Management
- Navjot Multani, Reliance, Senior Manager - Lead HR Academy at Reliance Industries Limited on Organizational Behaviour

Students were greatly enriched by these sessions which immensely aided them in developing a real -world perspective in a problem scenario.

### #RSDTRECOMMENDS

RSDT, from its social media page on Facebook , shares insightful articles on strategy, business, consulting, HR, Marketing, Operations, Finance and interesting current developments in the industry regularly. These articles and videos help the page's followers stay informed and abreast with current industry trends.



# ANNUAL REPORT

## 2018-19

This document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2018-2019

## **SECC Annual Report 2018-19**

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 start-up ecosystem in the campus and bring the students in line to the country's start-up culture.
2. Instil a social responsibility in the minds of the students and contribute their part to the society.
3. Assist budding start-up 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 2018-19 are:

### **Entrepreneurship:**

- Entrepreneurship Summit 2018
- Sponsorship Workshop

### **Social:**

- Prerna 8.0
- Winter is Coming
- Umang
- Joy of Giving
- Book Donation Drive □ Tree Plantation Drive
- Matri-bhasha Diwas

### **Consulting:**

- Winter Internship
- Consulting Fair 4.0



## Entrepreneurship Summit 2018

Entrepreneurship Summit 2018

3<sup>th</sup>, 4<sup>th</sup>, 5<sup>th</sup> August 2018



# E-SUMMIT 18

The Entrepreneurship Summit 2018 from 3rd, 4th and 5th August, 2018 was truly one of the biggest events that took place on the scenic campus at Lavale of SIBM, Pune. Organised by the

Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune, the **Entrepreneurship Summit 2018** Sponsored by TFS Ltd; Co-Sponsored by PFC Ltd. and Skerion Renewables brought in participants and start-ups from diverse domains and geographies across India. A whopping amount prize money worth 4.3 Lakhs was given as prize money across all events. Among 15+ events that took place over the 3 days of the Entrepreneurship Summit,

### Pride & Passion

A Guest Speaker Session was one of the most widely anticipated and successful events.

The guests for the day were: **Mr. Amey Mashelkar**, Head of JioGenNext, **Mr. Vikram Kumar Limsay**, the Founder and CEO of Helicon Consulting and **Mr. Ankit Aggarwal**, Founder of Dare2Compete. The esteemed speakers addressed an enthusiastic audience and shared their life stories with them. Mrs. Poornima Tapas, Faculty-in-charge, SIBM Pune, graced the event.



their scalability, feasibility and originality of their business ideas, amongst other factors.

### Udaan- The Business Plan Competition

An event where the Executive Summary entries by **Prof. Vimal Babu** and Prof. Amresh Kumar, Faculty mentored by **Mr. Arjun Panchal**, an Entrepreneur Yogesh Brahmkar, Faculty-in-charge, Innovation Final Round the participants were evaluated by an Shyamal Dave, Partner at Scale Factor Consulting TEDx Speaker, Founder & CEO of InnoLabZ Ven



### Conquest

perseverance of participants to come up with innovative solutions to real business problems. **Dr. Shoma Shrivastava, Mr. Sagar Patil and Mr. Dheeraj Chowdhury** judged the event.

### Prayaas

Prayaas is a case study challenge presented by Healthy Home India, a Nashik based health care start-up and **Mr. Jignesh Narang**, Founder of Art Creation and an associate at Healthy HomeIndia judged the event. **Dr. Jayaseelan** gave his valuable inputs while judging the participants on their pitching skills which they used further for **Jugaad- The Fund Raiser**,



Powered by HootOut, Conquest was a live case study competition, testing passion and an

event where the finalists had to sell their products in the city.

### **RunBhoomi**

A strategy based virtual IPL auction was a thrilling event which concluded in a nailbiting finish where the teams contested closely till the very last round.





### Merge It

once again a newly conceptualized event was a Merger and Acquisitions based strategy simulation. It demanded participants to analyse and present the case study in a limited time frame, much like a real world business environment. This was judged by Mrs. Mahima Mishra and Mrs. Shubhra Anand, Associate Faculty, SIBM Pune.

### Investor Speed Dating

A brand new event under the E-Summit banner, gave an opportunity to the participants to pitch their business ideas directly to the investors. Mr. Vivek Shrivastav from Mumbai Angels, Mr. Kapil Suyal from Orios Ventures and Mr. Sameer Gupta from Innovitas.



Entrepreneurship Summit 2018 also witnessed the Special Interest Groups (SIGs) of SIBM collaborate and organise various national level competitions. They are as follows:

Mark-O-Polo, the Marketing Society, organized the final round of its flagship National Level **MindSpark**

A case Study Competition where the presentations were judged by a panel consisting of the founders of Lazyroofs, the title sponsor for the event. Impressed by the quality of presentations and competition, the panelists and the participants left great feedback for this successful competition.

### Case-latte

SIBM.Caf-fin, the Finance Club conducted a national level presentation competition called Case-latte on Stressed Assets. The event was presided over by Mr. Nachiket Naik, Managing Director at IREP Capital and Mr. Ritesh Khatwani, Assistant Professor, SIBM Pune.

### SymbiHaat

The most popular attraction during the three-day event was however the **SymbiHaat – Symbi’s own flea market**. With eight food stalls and four non – food stalls for participants, students and attendees had an area to eat, enjoy and have fun. Some of the food served was pizzas, burgers, momos, waffles, shawarma, chaat and sweets. The event went on for all three days and the team also organized **Haat Nights** for the last two days that included Karaoke, Live match screening and DJ Night to keep the attendees entertained.

With such a diverse range of competitions and events, the Entrepreneurship Summit 2018 helped inspire and spread the culture of entrepreneurship, innovation and problem solving among the participants present at the beautiful Lavale Campus.



### Book Donation Drive

The Social, Entrepreneurship and Consulting Cell (SECC) upheld this tradition by conducting an event, Gyaan Ki Dukaan, on the 3<sup>rd</sup> of July 2018. As a part of this initiative, SECC collected old syllabus books from the senior batches to help the current batch by giving away these academic course books at half the listed price.

The proceeds of the book drive was donated as funds for various charitable causes. There was a positive response where students bought these academic books and were a part of this benevolent cause.



## Tree Plantation Drive 2018

Amidst the hustle and bustle of daily assignment's submissions, tests and classes, we here at SECC realize the significance of giving back to the nature. Hence, we organized a tree planting drive early last month adding another feather to our hat. Around evening, we had some of team members, students and faculty volunteer for the event. Dr. V.V. Kumar Sir was also present during the drive. As our campus is already lush with greenery, it was a task for us to identify a right spot to place the samplings. After spotting the apt location outside the Z block, we got all the equipment necessary for planting. Two of our friends brought the water sprinklers as well. All set, time for us to start digging the first few holes and our friends planted the samplings, sprinkled water. We took turns and all of us got to plant at least a sampling. Mother Nature also blessed us, it started drizzling. We continued till all the samplings were rooted. After a couple of clicks here and there, the event came to an end. All of us were happy after the act, however it was the first time of planting for some of us. We had to get back to our dorms to continue studying leaving behind the samplings where they belonged to.







The internships were for a period of 2 weeks in the month of November 2018.

## Winter Internship 2018

Winter Internship 2018  
November 2018

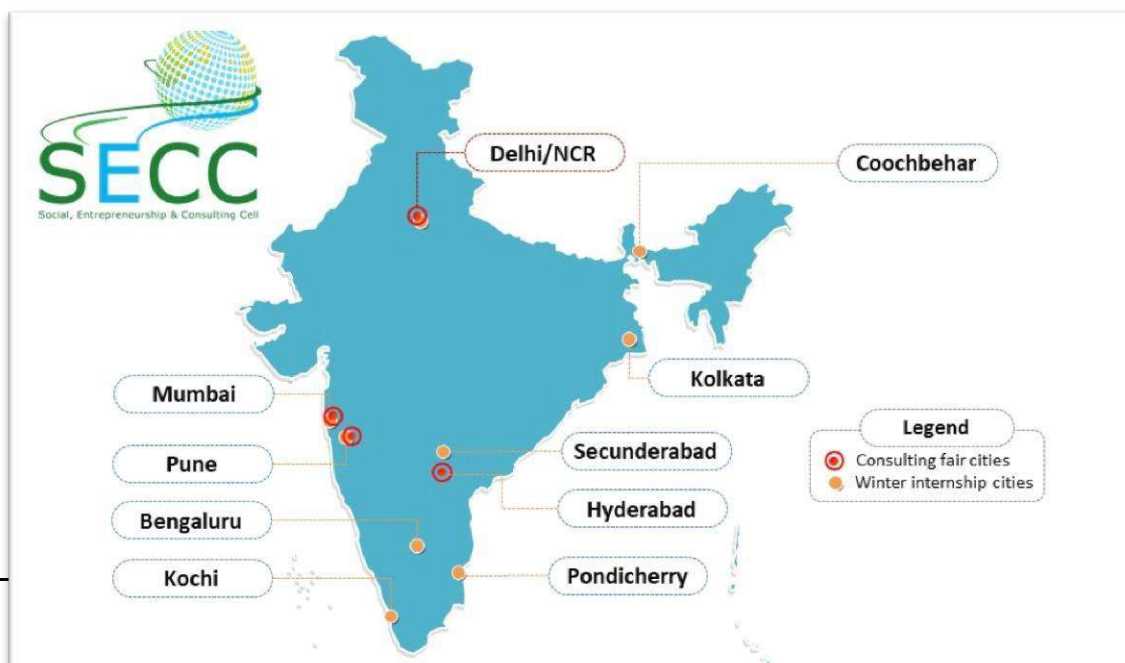
The curriculum of the Innovation & Entrepreneurship course requires the students to complete a mandatory winter internship. SECC assisted the students of MBA I&E in securing internships at various NGOs across the country, where the objectives of the Internship were:

1. To sensitize towards India's social sector, issues and challenges faced by masses
2. To create understanding of the role of NGOs and their contribution to the society

3. To understand NGOs' functioning as a social venture and identify several aspect pertaining to effective functioning of NGOs

S

- ❑ Samarthanam Trust for the Disabled (*Bangalore, Mumbai, Kochi, Secunderabad*)
- ❑ Sarvahitey Foundation (*NCR region*)
- ❑ Sneh Foundation (*Pune*)
- ❑ Sharon Society of Pondicherry
- ❑ Hope Foundation (*Kolkata*)
- ❑ Tufanganj Anwasha Welfare Society (*Coochbehar*)



Some of the NGOs that came on board across India are:





## Winter Is Coming

Winter is Coming  
14<sup>th</sup> November 2018

On the **20th of November 2018**, members of SECC distributed blankets to the underprivileged people on the streets of Pune. By doing this, SECC helped them weather the cold nights during this winter season. 100 blankets were distributed across the streets of **Kasba Peth, Babajan Chowk, Bhuddawar Peth, Pune Railway Station, Swargate bus terminal and Chattusingh temple.**

The funds to sponsor this initiative were raised through Jugaad- the fundraiser event of Entrepreneurship Summit 2018.



## Sponsorship Workshop

### Sponsorship Workshop

7<sup>th</sup> October 2018

Sponsorship Workshop was successfully conducted on 6<sup>th</sup> October, 2018 in joint collaboration with Symbiosis Centre for Entrepreneurship & Innovation (SCEI) and the Social, Entrepreneurship & Consulting Cell (SECC), SIBM Pune. The workshop had participants from different Symbiosis colleges like Symbiosis Institute of Business Management, Pune, Symbiosis Institute of Technology and Symbiosis Center for Management Studies, Pune and received a positive response in terms of the learning and experiences that they had. **Ms. Hemani Goswami** coordinated the event on behalf of the SCEI. The event started with a warm welcome and a brief introduction about the purpose of the workshop which saw the esteemed presence of **Mr. Dilip Thosar, CEO of SCEI**.

The First Half of the session of event was taken up by the SECC and Co-curricular teams of SIBM Pune where they shared their tips and tricks to raise sponsorship funds for their events.

The Post lunch session included a case study competition where the students were expected to ideate on new and innovative ways of raising funds for events. The event was judged by **Mr. Arjun Panchal, Founder, Papazapatta** and **Mr. Abhishek Kawitkar, Founder Director, Tree Public Foundation**. The event concluded with one team winning the competition, followed by felicitation of the judges and a brief address by them on some vital tips on fund raising and effective pitching to the potential investor.



## Consulting Fair 4.0

Consulting Fair 4.0  
24<sup>th</sup> November 2018

The Consulting Wing of the Social, Entrepreneurship and Consulting Cell (SECC), SIBM Pune organized the Consulting Fair 4.0 on the 24th of November 2018. This event was designed to create an opportunity for the students to work on real life business challenges and enhance their management skills.

It was a one-day event, which invited numerous start-ups and companies from across the country to the sprawling Lavale campus, where these organizations had the opportunity to identify some of the brightest minds in the country to work on their consulting assignments.

In the fourth edition of the Consulting Fair, **14 companies** offered **19 profiles** across all disciplines. The impressive line-up for the day included companies like Reliance Jio, Toppr, Klarity, Fisperts and many others.

The Consulting Fair 4.0 received a total of **120 applications** out of which **109 got shortlisted** for the second round and finally more than **60 students** were offered consulting assignments. All the companies were extremely satisfied with the quality of the students and look forward to association with SIBM Pune for future events.





## Umang

Umang  
25<sup>th</sup> December 2018

The Social wing of the Social, Entrepreneurship and Consulting Cell (SECC) organised 'Umang' wherein Christmas was celebrated with the children of an orphanage “Saraswati Anath Shikshan Ashram”, Pune.

With the generous donations of students, staff and faculty, more than 40 children experienced the joy of playing a variety of games and felt special this Christmas.

Further, the orphanage was provided with their monthly requirement of ration which included necessities like, rice, wheat, sugar, salt etc. which was bought from the funds raised by us. We also bought gifts for the children as per their wish list, which included books, toys, remote control cars, clothes, watches, stationery and shoes.

There was an overwhelming response from the children, staff at the orphanage and the student volunteers for the noble cause. The event was specially appreciated by the Student President for its success.



## Prerna 8.0

**Prerna 8.0**  
**December – January 2018-19**

1 Event, 5 Sessions, 100 Volunteers, A Thousand lives

Conceptualized in 2011, the objective of this event is not only to teach, but to instill a passion in people to learn new things. This year taking into consideration the prevailing social and economic conditions, SECC organized a diverse range of awareness programs for the residents of **villages nearby** and for the **mess and housekeeping staff at the Hilltop Campus**. The event began on the **18th of December 2018** and was conducted over 5 weekends.

The theme for this year is around Self-development for Community development. Some of the components that were to be covered during the five sessions were as follows;

1. Self defense
2. Mental health
3. Women health and hygiene
4. Nutrition for kids
5. Crisis and Disaster Management
6. Good Touch-Bad Touch

- The first session was held at Ambervad village for primary school children. The topics of “**Nutrition**” and “**Self Defense**” were covered for the children through an interactive session consisting of multiple activities. The students and school faculty found it extremely enriching and they look forward to more sessions like these in the future.
- With the second session of Prerna 8.0, we took an opportunity to give back to the mess and the housekeeping staff on campus. The topics, “**Crisis Management**”, “**Mental Health**” and “**Menstruation**” were covered for the staff which were received with great enthusiasm and interest.
- The third session was conducted at “**New English School**” at Sus Gaon. Students of 8<sup>th</sup> and 9<sup>th</sup> grade were sensitized about “**Good touch, Bad touch**”, “**Menstruation**” and “**Nutrition for teenagers**”.
- Keeping in mind the tough schedule that the nature of their work entails, the 4<sup>th</sup> session of Prerna 8.0 was conducted for the Security Staff on campus. It was well received by the staff and they participated eagerly by posing multiple questions.
- The last session was conducted at Rihe Village at **Zila Parishad Prathmik Shala for primary students**. They were enlightened on similar topics that were covered with great zeal and passion.



Through these five sessions, we were fortunate to touch multiple lives, spread smiles and create an impact in the society.

Creating a culture of community service and importance of social welfare among the students, we had more than 100 volunteers who designed the content, customized it for the audience and conducted the sessions.

We were humbled by the response from the entire batch and the director's appreciation.

*‘Some valuable comments,*

*“We welcome SIBM students every year to our school, to hold such value-added sessions and spend some quality time with our students”- Faculty, Zila Parishad School, Sus Gaon*

*“Things nobody talks about, but are important to discuss! We are thankful to have an interactive session where we solved all our doubts”- Housekeeping staff member*





conducting an event to celebrate “Matribhasha Diwas” on 21st February 2019.

## Matribhasha Diwas

Matribhasha Diwas

21<sup>st</sup> Febuary 2019

International Mother Language Day is commemorated worldwide to recognize linguistic diversity and promote multiculturalism, which is observed in India as Matribhasha Diwas. The Social, Entrepreneurship and Consulting Cell (SECC) upheld this tradition by

This event aimed at spreading awareness about the importance of our mother tongue and

A set of volunteers addressed the gathering by narrating folk tales and traditional songs in their respective mother tongues such as Hindi, Bengali, Marathi amongst others. This was followed by an interactive session and an activity. The end goal was to highlight the unity

More than 40 students attended the event with great zeal and enthusiasm.





sensitizing people about the use of the same.

that communities can attain despite linguistic diversity.

## **Joy of Giving**

**Joy of Giving**  
**February - March 2019**

Joy of Giving, was an initiative by the Social Wing of SECC where old clothes, books and anything that might be of use to the underprivileged were collected with the belief that old, unused products can make someone's life better.

Boxes were placed at all hostel entrances. Students, alumni and staff donated generously towards this cause.

The drive was extended between 20th February 2019 to 6<sup>th</sup> March 2019 as End of the Year Collection Drive. Donations were received in large numbers. The proceeds from this initiative were donated to various NGOs in Pune.

### The Team

#### **S Team**

#### **J Team**

#### **I Team**

- Ankish Handa      □ Arfa Afsar      □ Atishay Sinha
- Bharath N      □ Atishay Sinha      □ Budhaditya Roy  
Mandhyan                              □ Budhaditya Roy
- Garvit Bhandari      □ Poojit Popli      □ Rajasee Chatterjee
- Himanshu      □ Sahil Vats      □ Sahil Vats  
Agarwal                              □ Simran Nasir
- Prerna Toshniwal      □ Sourabh      Deshmukh
- Priyadharshini J      Chatterjee      □ Sourabh
- Sucharita Aneja      □ Sreshtha Agarwal      Chatterjee
- Vikash Immanuel      □ Sreshtha Agarwal  
Dang

□ Jewel James

□ Shivani

# SPORTS MANAGEMENT TEAM ANNUAL REPORT 2018-19



## S TEAM 2018-19

Abhijatva Bhadhana  
Dimpy Khirwar  
Deepam Sama  
Manthan Dave  
Mohit Agarwal  
Iithu Kottavil

## S TEAM 2019-20

Adarsh Jaiswal  
Arpit Sharma  
Naman Agarwal  
Pooia Kharat  
Richa Grover  
Saniam Thappa  
Sushant Telang  
Vaibhav Chitalia



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## HOOPSTER'18

The Sports Management Team of SIBM Pune organized the third edition of **Hoopster** - a 3 on 3 Basketball Tournament consisting of an MBA 1 (Male), MBA 2 (Male) and a female player (**MBA 1/MBA 2**) from **9th-14th of July 2018**. Hoopster is SMT's way of breaking ice between MBA 1 and MBA 2 and it allows students to rejuvenate themselves for the semester over a bonding session of basketball.

Hoopster proved to be an ice breaker between the juniors and the seniors which help in bringing them together to share their love of sports. The team structure of Hoopster is unique- **with two male and a female player. With over seventeen teams competing, Hoopster certainly created a buzz in the college.**

The knockout tournament's first day was unfortunately disrupted by the rain gods but still the organizing team managed to conduct two matches out of the 5 originally scheduled. The next day made up for the lost action as it featured thrilling matches one after another which showcased exciting talent and awe-inspiring team spirit, in turn, achieving the true aim of the Hoopster exercise. Nischchal Shrestha and Vidhyut Bhawnani dictated the match to send their respective teams to the second round with relative ease. Day three was completely washed out as the rain gods were determined not to continue the action. The event had to be delayed further due to heavy rains and the tournament was postponed. Then finally on a bright day, the action continued for a match but was once again the rain gods poured their heart out on us. After a lot of efforts by the players and the organizing committee, Hoopster continued and it was made sure that the court was clean and dry before the matches to ensure safety of the players.



The final was played between the following teams - Abhijatya Bhadhana , Sahejpal Singh, Ashwarya Mantri and Vidhyut Bhawnani , Prithvi Singh, Pooja Kharat .The crowd gathered in huge numbers to cheer for their teams under floodlights which made for an incredible spectacle. The team consisting of Vidhyut Bhawnani , Prithvi Singh, Pooja

Kharat ultimately ended up winning a tough battle. The tournament ended with glittering photo sessions of the players as well as the organizing committee.





## DWANDVA 2018

Sports is one of the important tenets of SIBM and every year in August DWANDVA gives students a chance to showcase their skills in a riveting face-off between MBA I and MBA II. This year the theme was based on "Fight Club" and the showdown began on 29<sup>th</sup> July to 1<sup>st</sup> August. Day 1 of the showdown was with Pool. Both teams were high on energy and the matches began with the game swinging both ways but ended as MBA II beat MBA I drawing first blood in the tournament.



the of life at year in them a skills in off and the based and the began August.

began teams energy began

Now the battle of the wits battled it out on the chess boards with the players trying to outwit the opponent applying strategies that would make Magnus Carlsen proud. MBA II outsmarted MBA I and taking the lead again to 2-0.



began and the players boards with the opponent applying Magnus Carlsen MBA I and taking the

It was then followed by where again MBA II was outmatched by MBA I taking the points tally to 2-1. The arena now shifted to the squash court where the MBA II supremacy was thrashed in a game and hence taking the points tally to 3-1.



a game of Carrom outmatched by MBA I taking the points tally to 2-1. The arena now shifted to the squash court where the MBA II supremacy was thrashed in a game and hence taking the points tally to 3-1.



No sports were played on day 2 due to incessant rains postponing the events to a later stage and in the process made the last day much more exciting and thrilling with so many sporting showdowns on offer.

Finally, the rainy patch was broken by swimming competition where MBA I reigned supreme by just beating MBA II finished the day on a high note leading the points table 3-2.

Day 4 began on a fervent pitch with both team's eager to win the trophy and to establish the dominance of their clan. The first event was Table Tennis and in true cowboy fashion tested the agility and reflexes of the players with the MBA II

being victorious and leading the charge the women's events and imposing their lead to 4-2 and the men's team of MBA I showed their skills and won the table tennis match taking the score line to 4-3

The face off now was at the badminton court with MBA I boys leading the charge and hitting exciting smashes and winning the event and bringing the score to 4-4. In badminton women the MBA I again defeated MBA II and taking lead of 5-4.

The focus now  
All the practice of  
into play. MBA I girls  
court and managed  
girls beating them in  
MBA II men  
showed MBA I what  
and thrashed them  
almost neck to neck 6  
I.



shifted to basketball.  
Hoopster coming  
were all over the  
to edge past MBA II  
a close match. But  
retaliated and  
experience really is  
easily. The score now  
-5 in favor of MBA



The Tug of War was an event for MBA II to gain the trophy and it was an intensely fought battle with a lot of emotions all over the place but MBA I held their own to take the tally to 7-5. MBA I defeated their counterpart and defended their title as Champions of DWAN DVA 2018.





## FINAL SCORECARD DWANDVA'18

<b>EVENTS</b>	<b>MBA I</b>	<b>MBA II</b>
POOL	1	1
TABLE TENNIS (W)	0	1
TABLE TENNIS (M)	1	0
CARROM	1	0
BADMINTON (W)	1	0
BADMINTON (M)	1	0
SQUASH (M)	0	1
SQUASH (W)	0	1
SWIMMING	1	0
CHESS	0	1
TUG OF WAR	1	0
<b>TOTAL</b>	<b>7</b>	<b>5</b>

## BOX CRICKET AND RINK FOOTBALL'18

The much awaited Box Cricket & Rink Football organized by SIBM Pune by the Sports Management Team from 9<sup>th</sup> October to 24<sup>th</sup> October, 2018. With 24 teams participating in Box Cricket, 19 teams in Rink Football (Men's) and for the very first time Girls Rink football was introduced having a total of 6 teams. This event consists of teams of each division competing against each other which brings out enthusiasm and competitive spirit.

*Box Cricket* - It's a six on six a side tournament where in every team has 1 girl and 5 boys. The rules of box cricket are different from what we normally see in cricket tournaments. Since the matches were played in the knockout format, the margin of error for the teams was very less. *Rink Football (Men & Women)* – This consists of 5 a side teams fighting out against each other and all the normal futsal rules are applied. The finished passes, wicked nutmegs and close calls left the audience amazed and awestricken.

With the support participants, the successfully on after many the bad weather. football match with both the of members of making it a competitive Richa Grover of the title of best the tournament



The Box Cricket between teams Raiders” and where ekka Ke Ikke consisting of Arpan Ekka, Ameya Prabhudesai, Naman Agarwal, Arpit Sharma, Neel Choksi & Gopal Shah & Pooja Kharat won the tournament by their excellent performance

of the event ended the 24<sup>th</sup> October delays because of The Women's was well enjoyed teams consisting both the batches friendly yet a match. Also, MBA 1 bagged women player of in Box cricket.

finals was played “Rangoli “Ekka Ke Ikke”



which was appreciated by the cheers in crowd. The Rink Football Men's Finals was played between- "Innovators" and "Nothing But Net" where Nothing But Net consisting of Nishchal Shrestha, Jehan Vesuna, Anmol Gill, Akshat Patel, Anshul Bhadouria & Shashwat Hota celebrated the win after a heart pounding match between both the teams. The Girls Rink Football Finals were held between "Spammers" and "Ground Gladiators" where Spammers consisting of Pooja Kharat, Ashwarya Mantri, Aarzoo Dashti, Manisha Bimali & Dimpay Khirwar won the tournament with their exemplary performance in the game.

The Day ended with winning hoots and cheers for the winners and runners up of tournament. The field was filled with Flashes flashing and laughter of joy in every corner uniting the family of SIBM to celebrate its victory.



Box Cricket Winners



Rink Football Winners (Men)

Rink Football Winners



(Women)

Bombay is full of aspiring admist this environment, SPrint, the Annual Sports Mumbai organized from January, 2019.

## Sprint'18- S.P. Jain

sport enthusiasts and SIBM participated in Festival of SPJIMR, 11th January to 13th

With a contingent of 48, the road trip to Mumbai was a great way for both the batches to get to know each other and have a good bonding with the team. Seniors shared their experiences, the do's and don'ts of MBA which the Juniors could take a few tips from and shared a few stories of their past tournaments which helped boost everyone's morale.

The teams which participated were:

**Basketball Men's:** Santhosh, Vidyut Bhawnani, Nishchhal Shrestha, John Joseph, Prithvi Singh, Pratish Soman, Abhinav Arvind, Sahej Pal Grewal, Abhijatya

The Men's team had their first match against SP Jain and won by a huge margin. The 2nd match was against ISB Hyderabad which gave a tough fight but we fell short of a few baskets

**Basketball Women's:** Rimil Kujur, Pooja Kharat, Shreyasi Paul, Ayushu Varsha, Saisabin Sijapati, Apoorva Tehlan, Rhythm Tyagi

The Women's Team had their first match against IIM Indore where the team was successful in scoring a win. The next match was against MICA which was a really close win for SIBM. The Finals was played against SP Jain where the girls played a good game but ended up being the Runner's up.

**TT Men's:** Mohit Agarwal, Saurabh Singh, Shailesh Tiwari, Nikith VVS

The first match was against KJ Somaiya which SIBM lost by a few points

**TT Women's:** Saisabin Sijapati & Pooja Kharat

The first match was played against SP Jain where we won by a huge margin. The finals was played against KJ Somaiya where SIBM ended up being the Runner's up

**Football:** Manas Gajula, John Joseph, Aroosh Mehlani, Vinay Rawat, Gautham Madhu, Shreyansh, Abhishek Bhattacharya, Ujjwal Tiwari, Nishchhal Shrestha, Jehan Vesuna, Paulochen Joseph, Rohan Khanvilkar

The first match was played against IIM Indore where the boys scored a win and played the next round against MICA which was an easy win. The Finals was played against NICMAR which was a very intense match although we ended up being the Runner's up.

**Cricket:** Sreejan Tharad, Jithu Kottayil, Abhijatya, Ujjwal Tiwari, Aditya Rishi, Ketan Deshpande, Arpit Sharma, Pritam Abhishek, Rohit Mallimadugula, Naman Agarwal, Shailesh Tiwari, Buddhaditya Roy

The first match was against National Institute of Industrial Engineering (NITIE) where Vaibhav Chitalia took 5 wickets although our batting side took a hit which made SIBM lose the match

**Volleyball:** Jithu Kottayil, Abhishek Bansal, Santhosh, Ujjwal Tiwari, Joseph Yejarla, Shailesh Tiwari, Sahejpal Grewal, Nishchal Shrestha

The first match was against Welingkar where the team showed a brilliant performance and went on to play against IBS Hyderabad where the team tried their best although were defeated at Semi Finals

**Athletics:** John Joseph & Vinay Rawat

Vinay Rawat went on to win a Silver Medal for Shotput



## GRAVITAS'19

**The fifth edition of Gravitas'19**, the Inter B-school Sport Fest welcomed over 7 colleges this year. The theme was chosen to be **'The Fury of The Forces'** which depicts the 4 elements of nature and the powers which they possess. With over 10 events being conducted, each arena followed the theme of the Forces. With an aim to make Gravitas big and better, we had over 200 students participating from institutes such as **NMIMS, NITIE, KJ Somaiya, NICMAR, SCMHRD etc.**



The opening ceremony consisted of all the Captains passing on the Flaming Torch to one another and finally came together to light the bon fire which depicted the start of Gravitas. The first match of the tournament started with Cricket - KJ Somaiya v/s NICMAR, Pune. KJ Somaiya definitely turned out to be the stronger team with chasing a total without losing a wicket. The next match being SIBM v/s NITIE where the home team had won a losing match with Ujjwal Tiwari and Vaibhav Chitalia as their saving grace. Football started off with SCMHRD v/s SIBM where home team comfortably won the match with Vinay Rawat-1 and Manas Gajula -2 scoring for the home team (3-0), NITIE v/s NICMAR turned out to be a tough one with NICMAR taking the win. Volleyball match was SCMHRD v/s NITIE where NITIE turned out to be a powerful team taking the win. Badminton Men's being KJ Somaiya v/s NITIE where KJ Somaiya scored a win & Table Tennis where NICMAR scored an easy win against NITIE.

The second day consisted of Carrom where KJ Somaiya took the final match against SIBM & Pool where Kartik Miglani helped SIBM take the final match against KJ Somaiya. In Volleyball, SIBM took the game away against KJ Somaiya. The Finals turned out to be heated with SIBM v/s NITIE which was a very close match although NITIE took their win by taking a lead in the final set. In Badminton Men's SCMHRD v/s NICMAR began as a good game although NICMAR took the win by a large margin. KJ Somaiya v/s SIBM turned out to be an easy win and the Finals SIBM v/s NICMAR, although a tough match, Satyajeet Jagdhane, Pritam, Prakhar Gupta and team played brilliantly to score a win. Women's match started with NICMAR v/s SIBM which was an easy win for the home team and met KJ Somaiya in the Finals where KJ Somaiya gave a good fight although SIBM won the Finals. Table Tennis Men's, SCMHRD v/s KJ Somaiya where SCMHRD won the match, NICMAR v/s SIBM was an easy win for NICMAR where NICMAR ended up taking the Finals against SCMHRD. TT Women's where NICMAR took the win against NITIE and ended up winning the Finals against SIBM. Basketball Women's turned out to be a comfortable win against SCMHRD with Ayshu Varsha & Saisaben Sijapati on the scoring end and Rimil Kujur & Pooja Kharat handling the defence. The Men's match consisted of SCMHRD v/s SIBM where the home team won with a huge margin with the help of Santhosh Kumar, Nishchal Shrestha, Vidyut Bhawnani, John Joseph, Prithvi Singh (78-27). NITIE v/s NICMAR was a close call with NITIE taking the lead in final quarter.

The Final day of Gravitas had a few interesting matches lined up. Chess was taken home by SIBM after a close win against KJ Somaiya by Rohit Malligullam. In Cricket, NMIMS v/v SCMHRD had a close match with NMIMS taking the match. KJ Somaiya v/s NMIMS, where the opening batsmen of KJ Somaiya won the match. The Finals was between SIBM & KJ Somaiya where SIBM changed the

game in the last few over and secured a huge victory. The football Finals where the home team was against NICMAR, a scintillating match going into extra time where John Joseph & Abhishek Bhattacharya were responsible for SIBM taking the trophy home. Squash Men's had a clear winner in SCMHRD who managed to beat SIBM & KJ Somaiya. Squash Women's was won by Dimpy Khirwar of SIBM with a comfortable victory against KJ Somaiya. The Basketball Men's Final SIBM

v/s NITIE was indeed a heated one where after being neck to neck during the 1st two quarters, SIBM's Santhosh Kumar, Prithvi Singh & Vidyut Bhawnani taking the lead (59-40) and emerging as the winner.

The closing ceremony of Gravitas'19 consisted of the representatives of each participating college carrying their respective flag. The Contingent trophy was won by the home team by securing top positions in various events. The Sports Management Team with help from their Event Managers ensured that the events ran smoothly and ended memorably



## SIBM PUNE PREMIER LEAGUE (SPL XI)

SIBM Pune Premier League (SPL) is the most awaited event every year. SPL XI began on the 28th January'19 with the Captain's Auction followed by the Player's auction on 30th January'19. The Captains Auction was a good show with strategic bidding. Players' Auction was an intense and crucial auction where every pick was important and needed to be bid smartly. The cricket tournament started on 19th February'19 after many days of practice and strategies. The brand ambassadors promote their team and marked their team's presence in the tournament. There were 8 teams divided into two pools. Pool A – Wolves, Sharks, Cobras and Dragons Pool B – Spartans, Eagles, Stallions and Devils. The tournament lasted for 10 days with an outstanding

turnout and the participation was immensely successful. The faculty match between the SIBM Pune Faculty and Staff vs SIBM Pune's Students Executive Council was a well enjoyed match both by faculty and students. The faculty and staff team emerged victorious by 20 runs. This was followed by SIBM Women Faculty vs SIBM Women students match which was won by the students without losing any wicket. Women's match that was hosted on 28th February between MBA 1 and MBA 2 girls was won by MBA 2 girls by 4 runs. From Pool A, Dragons and Wolves qualified for semi-finals and from Pool B Stallions and Spartans qualified. The first match was between Dragons and Spartans where Dragons made 175 for the loss of 4 wickets and won the match by a huge margin of 99 runs. The Second semi-final was between Stallions and Wolves where Wolves chased a target of 75 runs. Team Wolves won the SPL XI title by 7 wickets. Team Dragons made 69 runs with the loss of 9 wickets which was chased by Wolves gracefully to win the tournament. SPL XI ended successfully with the support of Faculty, Sports Management team and the students for coming in huge numbers and making the last event of the year a memorable experience. Following awards were also distributed –

- Fair Play Award - Team Spartans
- Man of the Tournament - Garvit Bhandari (Team Dragons)
- Emerging Player - Akash Kamble (Team Dragons)
- Best Batsman - Akash Kamble (Team Dragons)
- Most Valuable Player - Ashley Geo (Team Stallions)
- Best Bowler - Sanchit Narsaria (Team Sharks)
- Best Brand Ambassadors - Aarzoo and Arshdeep (Team Eagles)
- Best Commentators - Chinmay and Madhur



## 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>

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

Twitter: [https://twitter.com/smt\\_sibmpune](https://twitter.com/smt_sibmpune)

