

7.2.1_SIBM Pune_BestPractice1_2019-2020
Index

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



Title: Student-Driven Institute

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

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

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

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

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

Resources required

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





Alumni Team



ANNUAL REPORT

the alum niteam
sibm pune

2019 - 2020



SIBM, PUNE

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THE TEAM

The Senior Alumni Team for the year 2019-20 consisted of the following members:

- Mr. Shailesh Tiwari (Coordinator) Ms.
- Aarzoo Dashti Ms. Malaika D'Sa Mr.
- Monark Patel Mr. Naren Bokepalli Ms.
- Priyashi Mathur Mr. Shubham Trivedi
-
-
-



The Junior Alumni Team 2019-20 consisted of the following members:

- Mr. Abhijeet Mukherji
- Mr. Amogh Koundinya
- Ms. Ayyalasomayajula Sai Saranya
- Mr. Devendra Karoshikar
- Ms. Saniya Chitnis
- Mr. Varun Dave
- Ms. Yasmeen Singh





Alumni Team



EVENT CALENDAR

2019-20 was an eventful and impactful year for the Alumni Team. The team undertook various new initiatives that brought excellent results- including the SIBM Pune Showcase. 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. The following activities were carried out by the Alumni Team in the Year 2019-20:

EVENT	DATE
• Database Updation Drive	July - August 2019
• AlumSpeak 2019-20	15 June 2019
	3 July 2019
	6 July 2019
• Leadership Talk 2019-20	28 September 2019
• Bees Saal Baad 20-Year Reunion of the 20 July 2019 Batch of 1999	
• Encore West 2019	21 September 2019
• Legacy 2019	16 November 2019
• Rendezvous Degree Distribution Ceremony of the Batch of 2019	8 December 2019
• Reprise 2020 10-Year Reunion of the Batch of 2009	18 January 2020
• Rewind! 2020 25-Year Reunion of the Batch of 1994	25 January 2020
• Yearbook 2020	15 March 2020





Alumni Team



database updation drive

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 2019 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 1979-2017 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



alum speak 2019-2020

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 of AlumSpeak

- 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



Speakers at AlumSpeaak 2019-2020 included:

1. Mr Varun Raina from the Batch of 2008, and India Marketing Head, Airbnb
2. Mr Vijay Thomas from the Batch of 2008, and Lead Marketing, Harley Davidson India
3. Mr Dhawal Katkar from the Batch of 1997, and Vice President, Business Head, Self-Care, Piramal Consumer Products





Alumni Team



leadership talk 2019 - 2020



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

- **Date:** 28 September 2019
- **Venue:** SIU Auditorium
- **Guest Speaker:** Ms. Deepshikha Mahajan, (Batch of 2000), Senior Director & Head - People Development and Culture at Nutanix



bees saal baad - 20 year batch reunion

- Date: 20 July 2019
- Venue: Vashisht Guest House, Symbiosis Hilltop Campus
- Number of Attendees: 55

Objectives of the Event

- Combining the formal setting of an Alumni meet with the informal setting of a batch reunion Creating a platform
- batchmates to catch up with each other
- Fostering and strengthening the relationship between the Alumni and the institute



Outcome: The milestone 20-year Reunion event for the Batch of 1999 conducted on 20th July saw enthusiastic participation from the SIBM Alumni of MBA and MPM batches. Alumni from across the country and even abroad including cities like Mumbai, Pune, Bangalore and Delhi came up to campus for the reunion.

From a fun throwback quiz, a tour of the picturesque Lavale campus to the final stopover at the SB Road Campus replete with chai and vadapav at NCC canteen, a great time was had by all the attendees. ***Packed with laughter, nostalgia, and a lot of catching up, the alumni went on a memorable trip down the memory lane.***

The Batch of 1999 also became the first Batch to initiate an alumni endowment fund of Rs 5.5 lakh, after the reunion



en core west 2019

- Date: 21 September 2019
- Venue: Sofitel BKC, Mumbai
- Number of Attendees: 158



Overview:

Encore West – SIBM Pune’s flagship aa-batch Alumni meet, saw our Alumni come together to reconnect, catch up and have a memorable time. This edition of Enore, organised by the Alumni Team on Saturday, 21 September 2019 at the Sofitel BKC, Mumbai, drew various industry professionals from diverse domains, who joined to celebrate their shared roots at SIBM Pune.

The event was a rousing success. It started with a video address by Dr. S. B. Mujumdar, Dr. Vidya Yerawdekar, address by our director- Dr. R. Raman, and the Alumni team coordinator- Shailesh Tiwari. This year’s Encore West was based on the theme “City of Stars”, owing to the image of the hosting city- Mumbai as the city of stars.

The event saw a turnout of over 150 alumni from various batches of the college and served as a platform for networking with alumni across batches while catching up with fellow batch-mates. Overall, Encore West 2019 was filled with fun and frolic and brought alumni together to relive and create memories that last a lifetime.



legacy 2019



Objective: The Alumni Team hosted Legacy 2019 on 16th November at the SIU Auditorium. Legacy is an annual panel discussion that attempts to bring together the expertise of our alumni in various industries to share with the incumbent students. The theme for Legacy 2019 was "Building Brand Loyalty Through Emotions".

Keynote Speaker: Mr. Prakash Wakankar (Batch of 1985) - Head of International Operations (FES) and CEO of the Two-Wheeler Business at Mahindra

Panelists:

1. Mr. Akshat Dwivedi (Batch of 2005) - Category Marketing Manager: Male Grooming & E-Comm Channel Lead - Raymond FMCG
2. Ms. Aparna Bhawal (Batch of 2006) - Vice President Marketing - Hindustan Times, HT Media
3. Ms. Richa Kumar Khetan (Batch of 2006) - Customer Success Lead, Digital Marketing - Adobe
4. Mr. Abhaya Sharma (Batch of 2008) - Country Marketing Manager - SK Products, Davidoff Cigarettes

Moderator: Mr. Sanjeev Balachandran (Batch of 2011) - Global Marketing Director at Novartis

Outcome: The panelists discussed on how classical marketing has evolved into a more real-time and empathetic version for reaching out to the masses, and gave examples about multiple domains and how brand loyalty or preference can be achieved in them.



ren dezvous 2019

(Degree Distribution Ceremony for the Batch of 2019)



Date: 8 December 2019

Overview:

The Alumni Team organised the Degree Distribution Ceremony for the Batch of 2017-19 of SIBM Pune, where the students of the Batch of MBA and MBA Innovation and Entrepreneurship became a part of the Alumni Community on receiving their degrees.

The degree distribution was done by Dr R. Raman, Prof. Sandeep Bhattacharya and Dr V. V. Ravi Kumar and was witnessed by parents and faculty members. Graduation speech given by Mr. Chinmay Tadwalkar and the video was made by Mr Vibhav Bisht, both from the Batch of 2019.

The Alumni Team was applauded for their efforts and preparation in delivering a flawless event, through close coordination with the Examination and Administration Departments!



reprise - 10 year batch reunion

- Date: 18 January 2020
- Venue: Sandipani, Symbiosis Hilltop Campus
- Number of Attendees: 28

Objectives of the Event

- Combining the formal setting of an Alumni meet with the informal setting of a batch reunion
- Creating a platform batchmates to catch up with each other
- Fostering and strengthening the relationship between the Alumni and the institute



Overview: The Batch of 2009 visited the SIBM Pune Lavale campus on 18 January 2020 for their 10-Year Reunion- Reprise. The event witnessed exciting conversations and catch-ups from the Batch as they reconnected after a decade of passing out from the college. The event began with the Director's address and was followed by various activities that instigated enthusiasm and interest among the Alumni.

Being the only batch to have studied in both SB Road Campus and Lavale Campus, the activities were based on both the campuses and the theme for the reunion- "10-year challenge". The event then proceeded to a campus tour of the picturesque Lavale campus. ***The day-long event saw tremendous participation and energy from the Alumni.***

rew in d ! - 25 year batch reun ion

- Date: 25 January 2020
- Venue: Vashisht Guest House, Symbiosis Hilltop Campus
- Number of Attendees: 47

Objectives of the Event

- Combining the formal setting of an Alumni meet with the informal setting of a batch reunion Creating a platform
- batchmates to catch up with each other
- Fostering and strengthening the relationship between the Alumni and the institute



Overview: The SIBM Pune Batch of 1994 celebrated their 25-year reunion on 25 January 2020. The event organised by the Alumni Team witnessed overwhelming participation from the batch. The event began at SB Road Campus where the Alumni took a nostalgic trip down the memory lane, recollecting fond memories at their old campus. They then proceeded to SIBM Pune Lavale campus to witness Transcend- The Annual Management and Cultural Fest of SIBM Pune. The Alumni witnessed the flagship event Last Man Standing followed by cultural competitions.

The day-long event was filled with fun stories and interesting experiences recalled from their time at SIBM Pune, and was packed with catching-up, laughter and friendship.

yearbook 2020



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 the memory lane but also as a time capsule of memories from the 2 best years of student life on the Hilltop, few years down the lane. The data collection and planning was done over a month with the help of student volunteers selected from the junior batch, with another 2 weeks for finalizing the layout and printing.

The yearbooks were distributed to the Batch of 2020 on 15 March 2020.

The Alumni Team started 'SIBM PUNE SPOTLIGHT' to increase the virtual connect between students and Alumni. 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 in 2019-2020 are:

1. **Mr. Bratindra Sanyal** from the Batch of 2004, and Head HR at ***Lendingkart Group***
2. **Ms. Anisha Agarwal** from the Batch of 2004, and External Communications & Media Manager at ***IKEA India***
3. **Mr. Nitin Firke** from the Batch of 1999, and Senior Vice President- International Business & Bancassurance at ***ICICI Lombard General Insurance Co. Ltd.***
4. **Mr. Sachit Nayak** from the Batch of 1990, and Country Controller & Finance Director - India at ***Eaton India***
5. **Mr. Manish Khadilkar** from the Batch of 1994, and Assistant Vice President – Vending at ***Godrej & Boyce Mfg. Co. Ltd***
6. **Mr Prabdev Singh** from the Batch of 1996, and Managing Director at ***JP Morgan Chase India***
7. **Mr Rahul Kocchar** from the Batch of 2004, and General Manager at ***Vodafone***

alumni showcase series

Objectives:

- To showcase successful alumni and their career journey To show
- students various paths one can take in a domain

Outcome: The Alumni Showcase Series is a feature where we showcase some of our Alumni share some diverse career paths, perspectives and ideas with our followers and students.

Featured in the Alumni Showcase Series so far in 2019-2020 are:

1. **Mr. Amit Avasthi** from the Batch of 2001, and Group HR Head and Director HR- CIS Countries and Romania at **Dr. Reddy's Laboratories**
2. **Ms. Divya Puri** from the Batch of 2015, and Human Resources Manager at **L'Oreal**
3. **Mr. Gaurav Ramdev** from the Batch of 2009, and Country Marketing Manager at **Coca Cola**
4. **Mr. Shiben Moitra** from the Batch of 2002, and Senior Director - Human Resources at **IQVIA**



SOCIAL MEDIA & ALUMNI PORTAL CONNECT

The Alumni Team connects with SIBM Pune's alumni through different platforms such as LinkedIn, Facebook, Instagram and Twitter. 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.***

This activity has been hugely successful with 5100+ likes on Facebook, 4596 connections on LinkedIn, 814 followers on Instagram and 656 followers on Twitter. **The Alumni Team also ensured that all the platforms are linked with the Official Alumni Portal of SIBM Pune.** We have also continued Alumni outreach through regional alumni groups on WhatsApp and Telegram, where job postings & college updates are shared regularly.

The Alumni Team, since launching the Alumni Portal amidst great appreciation in September 2015, has managed to register over 5000 Alumni. ***The domain for the portal is: <http://alumni.sibmpune.edu.in>.*** The portal is a one stop database updating tool. It has also become easier to invite Alumni to events with the RSVP feature in the Events section. This has been used to invite alumni for events. ***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

We, the Senior Alumni Team 2019-20, would like to thank the Director and SIBM Pune for the continued support and encouragement. We hope that the Alumni Team in future would continue the endeavour 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: Aarzoo Dashti, Shubham Trivedi, Malaika D'Sa, Monark Patel, Shailesh Tiwari, Naren Bokepalli, Priyashi Mathur

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ASPIRANT RELATIONS TEAM

Annual Report
Academic Year
2019-20



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Introduction

What we stand for

The Aspirant Relations Team or ART, as is popularly known, is the team in charge of conducting the Admission Process of SIBM Pune. ART acts as an interface between the current students of SIBM Pune and the aspirants of the upcoming batch. ART provides a platform for interacting and guiding the aspirants and providing necessary support whenever required on their road to SIBM Pune. Through numerous engaging activities, including Advent, Ascend, A Day at SIBM, Coffee with SIBM and Admissions Process, the Aspirant Relations Team helps in enhancing the brand image of the institute.

Meet our Team

Senior Team	Junior Team	Interim Team
Ahana Batabyal	Arnold Mathew	Arnold Mathew
Akash Ahuja	Harshita Srivastava	Anil K Gurram
Darshan Mehta	Nikita Iyer	Mallika Tandon
Manikantan Shiva	Sarbajit Biswas	Nitin Saurabh
Mukta Tiwari	Shaurav Dutt	Sai Saranya Aysola
Sakshi Garg	Shubhi Jain	Sarbajit Biswas
Unmil Mody	Tejasv Chhari	Shilpa Hari
		Vipul Dayma

Events organised

The events organised by the Aspirant Relations Team during the academic year **2019-2020** are as follows:

1. Onboarding 2019
2. City Meets
3. Advent 2019
4. Ascend 2019
5. A Day at SIBM
6. Coffee with SIBM 2019
7. Admissions 2020

OnBoarding 2019

The onboarding program of the Aspirant Relations Team of SIBM Pune is carried out on Facebook and WhatsApp, where an informal platform is provided to the incoming batch of students who have successfully made it through to SIBM Pune after clearing the SNAP examination and the GE-PI-WAT process. This constitutes the second lap of interaction between the current students and the students who have converted the final merit list. The online forums act as a means to provide the new students with an idea of what they may look to expect in their next 2 years and also provide them valuable information through various engaging activities.

Facebook Group Name: OnBoard SIBM Pune 2019-21

Link: <https://www.facebook.com/groups/1142482732579739/>

Several competitions were hosted on the Facebook group so as to increase the interactions between the incoming batches and certificates were handed out to the winners when they joined college.

OnBoard SIBM: City Meets 2019

Similar to a second leg of the onboarding process, the city meets are organised by ART to meet the prospective junior batch at different cities across the country, before they actually join the college. This personal interaction facilitates better communication and transition into their new lives by providing the juniors information about life at SIBM and answering other queries they may have.



Advent 2019

Advent 2019 was the first event organised by the Aspirant Relations Team after the batch of 2019-21 joined college. It was a Photography and Video making competition organised for the first-year students, which was divided into two distinct competitions – **Marvel-ous SNAP** (to showcase their talents by capturing the beautiful campus) and **Vision Quest** (to shoot a video of their daily routine in their new lives). Apart from this, daily quizzes were also organised to keep the students engaged. The students were required to submit a maximum of five distinct photographs which they had shot in the Lavale hilltop campus at different locations. The best entries were featured on the institute's official website.

The event received a response of over 60 students from the entire batch, recording a 50% increase in participation over the last year. The objective of the event was to make the students work as a team and showcase the brand of SIBM Pune, while also harnessing a unique bond between the batchmates.

Video Making Competition:

1. **Winner** - Guruswamy Ravi Teja, MBA I, Marketing
2. **Runner's Up** - Madhusree Prakash, MBA I, Human Resource
3. **Best Cinematography** - Tanvi Jain, MBA I, Marketing
4. **Best Location** - Shashank Patil, MBA I, Marketing

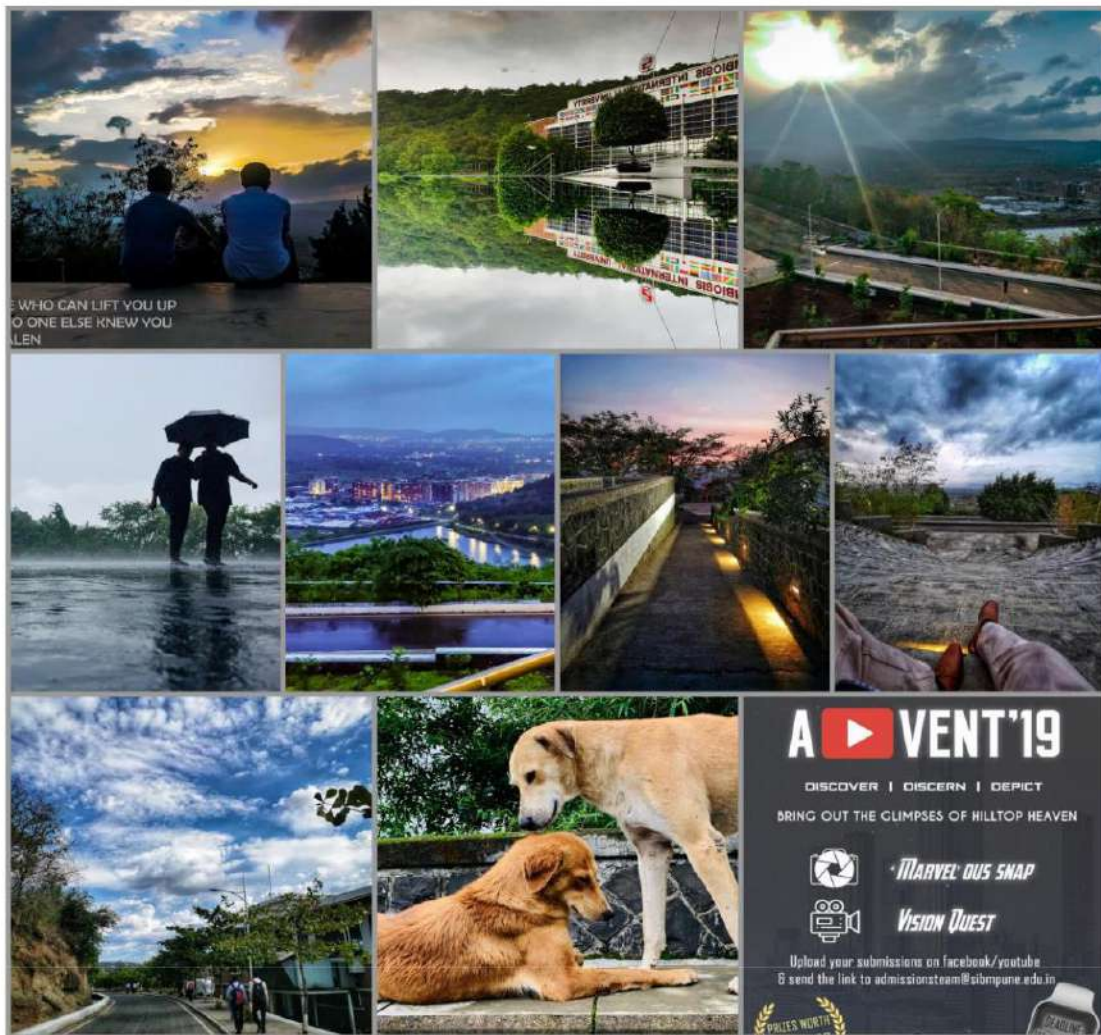
Photography Competition:

1. **Winner** - Adarsh Agarwal, MBA I, Marketing
2. **Runner's Up** - Tanzeel Hussain, MBA I, Innovation and Entrepreneurship
3. **Best Emotion** - Sambit Gaurav, MBA I, Marketing
4. **Best Location** - Aamir Sharma, MBA I, Marketing

Quiz Competition:

1. **Quiz 1** - Devang Shandilya, MBA I, Marketing
2. **Quiz 2** - Sancy Isaac George, MBA I, Marketing
3. **Quiz 3** - Harshita Srivastava, MBA I, Finance

Some pictures from the event:



Ascend 2019

Ascend is an event undertaken by the Aspirant Relations Team of SIBM Pune. It was organised with the aim of visiting coaching institutes in various cities throughout India to address MBA aspirants and to answer their queries such as:

- How to prepare for entrance exams?
- How to tackle various sections?
- How to strategize our exam to make the best out of the given time?
- What is the scope of various specializations?
- What is life at a B-school like?

This was the first time that the event has been conducted, and it saw tremendous participation from both the coaching institutes and the aspirants.

The event took place from 9 August 2019 to 11 August 2019. This year, Ascend was held in 8 cities. The event provided a platform to interact with around 1500 students from various cities.

OBJECTIVES:

The primary aim of this initiative was to give the aspirants the perspective of a B-school student on what it takes to reach the B-school of their dreams.

The following were the objectives of Ascend:

- To familiarize aspirants with SNAP, SIBM Pune
- To clarify their doubts regarding other exams
- To provide insights on various sections
- To discuss strategies that our team employed in various MBA entrance exams
- To understand where aspirants stand with the help of a sample mock

Ascend 2019 was aimed at the following cities:

City	Number of Aspirants
Ahmedabad	93
Bangalore	73
Delhi NCR	180
Hyderabad	57
Indore	45
Mumbai	419
Pune	197
Vadodara	410
ASCEND '19	1474

There was tremendous response from every city with aspirants actively participating in the quiz and asking queries.

ONLINE PROMOTION:

The online promotion of Ascend 2019 started on platforms such as Facebook, YouTube and Instagram with the following series of posts:

1. GK Shots:

A series of posts with the recent happenings in various sectors were posted regularly to help aspirants build their knowledge in Current Affairs, while promoting Ascend 2019.

2. Vocab Builder:

A set of vocabulary-related questions were periodically posted to help aspirants get an idea on various kinds of vocab questions. The vocab builder was also a series of posts aimed at promoting Ascend 2019.

3. Informania:

Informania is a set of short videos that discussed tips and tricks in various areas of different sections. This small set of videos saw overwhelming response from aspirants who wanted us to keep posting more such videos.

ONLINE FORUMS:

To further solve queries of aspirants about SNAP, SIBM Pune and other relevant topics, we started publishing answers and articles on platforms such as Quora and InsideIIM. We are looking forward to posting such articles on other platforms such as pagalguy, carrers360, etc. to increase our outreach.

Some photographs from the venues:



A Day at SIBM 2019

Date: 19th October 2019

Venue: Convention Center

Attendee: 90 Aspirants

Introduction:

On 19th October 2019, the second edition of ‘A Day at SIBM’ was conducted at the Lavale Campus. The event was open for all the MBA Aspirants in the country and almost 90 aspirants attended the event. The event aimed to provide the first-hand experience of a real B-school to the students. During the event, aspirants interacted with the guests and the students and cleared all the queries they had in their mind.

D-day Events:

Introductory Note:

Mr. Sandeep Bhattacharya, adjunct faculty at SIBM Pune, was on hand to initiate the event. Mr. Sandeep discussed various aspects of SIBM Pune and how SIBM Pune is different from various other colleges. He also answered various queries which aspirants had.

Guest Session:

As guest sessions are an important part of MBA life, post the introductory session, a session with **Col. Sunil Brijkishan** was conducted. He interacted with the students in a way which left students motivated.

Case-Study Competition:

Post guest session, Case Study Competition was conducted. This session was moderated by **Dr Deepika Pandita**. In the beginning, ma'am discussed how case-studies are discussed and various ways to present the solutions. Post that, aspirants were divided into groups and each group was provided with a Group Coordinator. A case was provided to all the groups and aspirants were expected to solve the case and present their solution in front of Dr Pandita.

Based on each group's performance, the best team was chosen as the winner. After the case-study discussion, Lunch was provided to all the students.

Ad-Mad:

Post lunch, Ad-Mad session was conducted. Students were provided with various props and were asked to prepare an advertisement on any product of their choice. The objective was to check creativity and an innovative bend in the students. The event was judged by the Senior Team of Aspirant Relations Team. The best team was chosen as the winner.

SNAP-Topper Session:

A panel of 6 students was set where students with diverse backgrounds were chosen. All the panelists discussed their SNAP strategies and how they prepared themselves for SNAP. Panelists also discussed do's and don'ts related to SNAP preparation. Post that floor was opened for Q&A session, where aspirants asked all their queries from the panelists.

Campus Tour:

Post Q&A session, aspirants were taken for the campus tour along with their group coordinators. They were shown the picturesque beauty of SIBM Pune. Post campus tour students were taken to bus bay, from where they left for their homes.

Online Case-Study Competition:

Before the main event, an online case-study competition was launched. A case was sent to all the registered aspirants. Based on the case, they were expected to send their solutions. We received tremendous responses. All the cases were evaluated based on three parameters:

1. Relevance
2. Presentation
3. Creativity

Based on the evaluation best three cases were selected and they were awarded cash prizes and certificates. Three special mentions were also chosen, which stood out from the rest.

Snapshots of the event:



Coffee with SIBM 2019

Coffee with SIBM is the flagship initiative conducted by the Aspirant Relations Team of Symbiosis Institute of Business Management, Pune, which aims at reaching out to the aspirants across the country to help them crack the SNAP test and get admission into a b-school of their choice. This initiative is carried out in two phases – first, the online phase, where the aspirants are kept engaged through various online activities daily and their queries relating to MBA, SNAP, and SIBM Pune are duly answered; second, engaging seminars and interactions are held across the country for over 2 hours, in 13 cities and 15 different venues. This year marked the 14th edition of Coffee with SIBM, the first one being in 2006.

During the initial phase, the aspirants reach out through social media to get important information like quizzes and tips relating to SNAP, clear their doubts regarding registrations and other queries, and gain insights on their road to SIBM Pune. Coffee with SIBM sessions provides a platform to the aspirants to interact with the current students of SIBM Pune in a

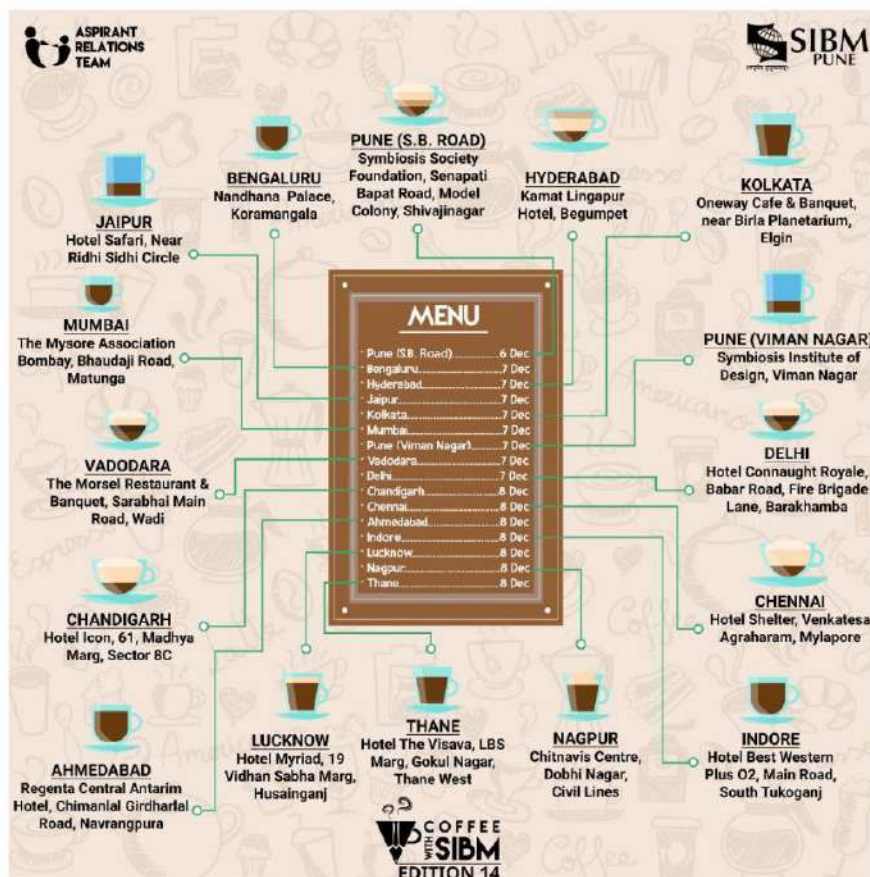
candid session, understand the life at SIBM Pune, and get guidance and last-minute suggestions on how to ace the SNAP test. It acts as a motivating and informative session conducted about a week before the SNAP test, by the toppers of the previous batch to help them choose the right B-school and work hard towards achieving their goals.

Objectives of Coffee With SIBM

The primary objective of Coffee with SIBM is to act as the first point of contact between the aspirants and the institute and make them familiar with SIBM Pune. Additionally, this initiative also aims at achieving the following:

1. Provide aspirants with a platform to interact with other aspirants and create a learning experience for them.
2. Increase clarity of students about MBA and enable them to understand the objectives of doing an MBA.
3. Assist the students in their SNAP preparation through daily quizzes, study materials, and Q&A sessions with the current students and the batch toppers.
4. Clear any doubts regarding MBA, SNAP, and SIBM Pune.
5. Provide information on how is life at SIBM Pune looks like and what it has to offer to the students.
6. Provide GE-PI-WAT preparatory materials for acing the next stage of admission into one of the premier b-schools of the country.

With a change in the SNAP paper pattern this year, Coffee with SIBM made it possible for aspirants to reach out and clear their doubts. In its 14th edition, CWS was held in **13 cities and 15 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 Verbal, Quant and Reasoning.

Sub Event: Voca Latte, Logi Espresso, Data Mocha, Café Quant, Tip Whipped and Take the Quiz, Brew!

We also posted daily questions on our Instagram stories for students to answer. These questions mainly focused on Verbal Ability.



TIP WHIPPED
Figures of Speech (Part 1/3)-

- 1.) Alliteration** - Alliteration is the repetition of the beginning sounds of neighboring words.
Example: Frog fried frogs legs on Friday.
- 2.) Anaphora** - Anaphora is a technique where several phrases or verses begin with the same word or words.
Example: I came, I saw, I conquered. - Julius Caesar
- 3.) Oxymoron** - An oxymoron is a figure of speech containing words that seem to contradict each other.
Example: Amazingly awful
- 4.) Assonance** - Assonance is the repetition of vowel sounds (not just letters) in words that are close together. The sounds don't have to be at the beginning of the word.
Example: For the rare and radiant maiden whom the angels name Lenore. (Poe)

COFFEE WITH SIBM
EDITION 14



Logi Espresso Data Mocha

(a) if only conclusion II follows
 (b) if only conclusion I follows
 (c) if either conclusion I or II follows
 (d) if neither conclusion I or II follows

Q1) Statements: No coin is a dollar. Red token is a coin.

Conclusions:
 I.) Red token is not a dollar.
 II.) Red token may not be a dollar.

Q2) Statements: All bulbs are birds. Some birds are butterflies.

Conclusions:
 I.) All butterflies are bulbs.
 II.) Some bulbs are butterflies.

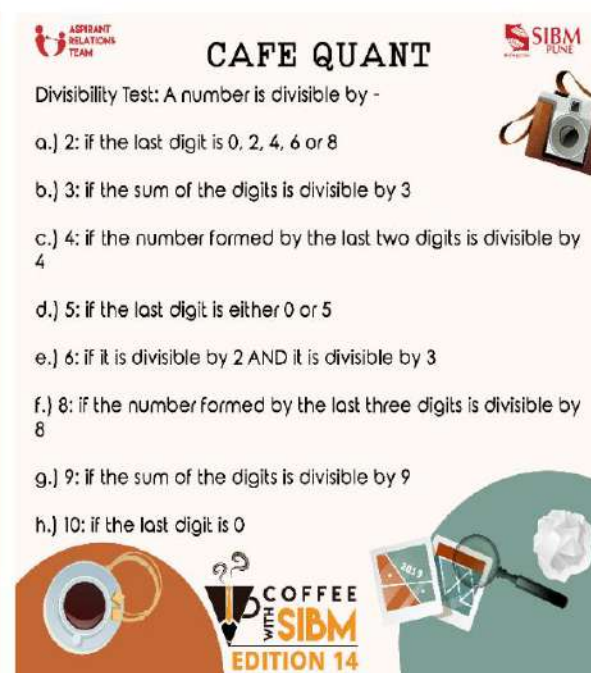
COFFEE WITH SIBM
EDITION 14



Voca Latte
Word Meanings-

SOMNIFEROUS: tending to induce sleep; soporific.
GIBE: an insulting or mocking remark; a taunt.
GROTESQUE: comically or repulsively ugly or distorted.
MELLIFLOUS: pleasingly smooth and musical to hear.
ASSIDUOUS: showing great care and perseverance.
TORPOR: a state of physical or mental inactivity; lethargy.
CANARD: an unfounded rumour or story.
DENOUEMENT : the final part of a play, film, or narrative in which the strands of the plot are drawn together and matters are explained or resolved
ERUDITE: having or showing great knowledge or learning
IMPRECATION : a spoken curse

COFFEE WITH SIBM
EDITION 14



CAFE QUANT

Divisibility Test: A number is divisible by -

- 2: if the last digit is 0, 2, 4, 6 or 8
- 3: if the sum of the digits is divisible by 3
- 4: if the number formed by the last two digits is divisible by 4
- 5: if the last digit is either 0 or 5
- 6: if it is divisible by 2 AND it is divisible by 3
- 8: if the number formed by the last three digits is divisible by 8
- 9: if the sum of the digits is divisible by 9
- 10: if the last digit is 0

COFFEE WITH SIBM
EDITION 14

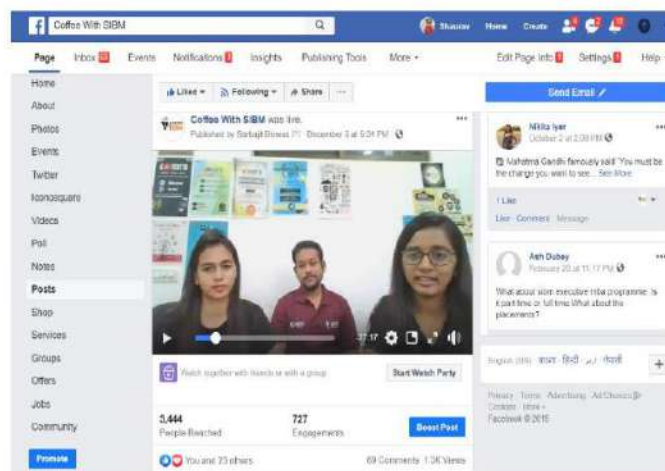
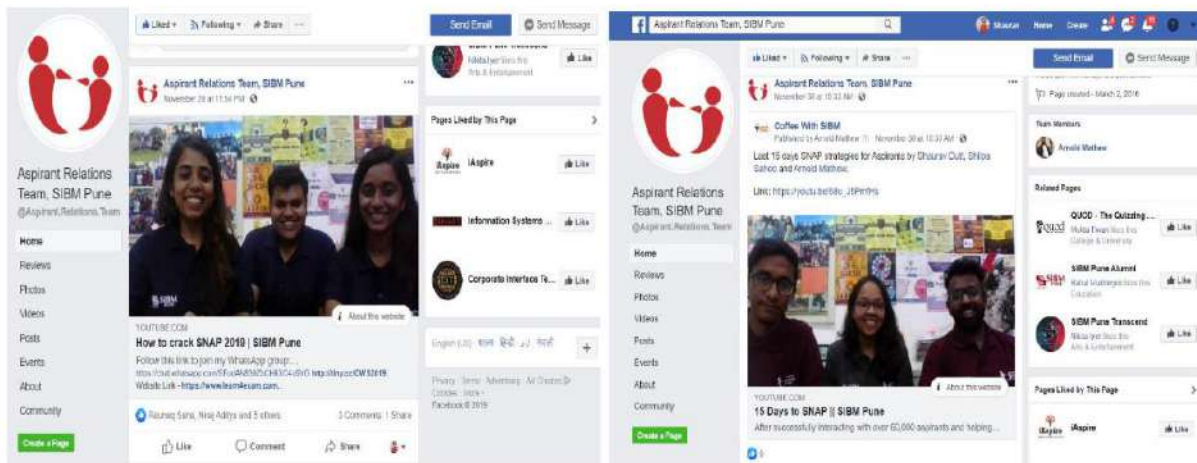


Following are the winners of the quizzes:

1. Shourya Roy
2. Kunal Lalchandani
3. Aneeqa
4. Jay Joshi
5. Arith
6. Papiya
7. Ayushi
8. Sushmita
9. Adithi Shetty
10. Danish Mukati

Sub event: Facebook and Youtube Live Sessions

The Youtube live sessions held on 29 November 2019 and 30 November 2019 along with the Facebook live session on 3 December 2019, each spanning from 45 minutes to 1 hour helped to reach out to over a thousand aspirants across the country. The general theme of the sessions was “**How to crack SNAP 2019**” and “**Last 15 days strategies for SNAP 2019**”. The sessions were conducted from 6:30 pm to 7:30 pm.



These live sessions allowed aspirants to ask their queries on a common platform and have them answered. It was largely beneficial for aspirants from those cities where Coffee With SIBM was not physically conducted. It had a total reach of 3,444 with around 727 engagements.

The following students were part of the different panels:

1. Nikita Iyer
2. Harshita Srivastava
3. Shubhi Jain
4. Arnold Mathew
5. Sarbajit Biswas
6. Shaurav Dutt
7. Shilpa Sahoo
8. Vipul Dayma

Digital Presence

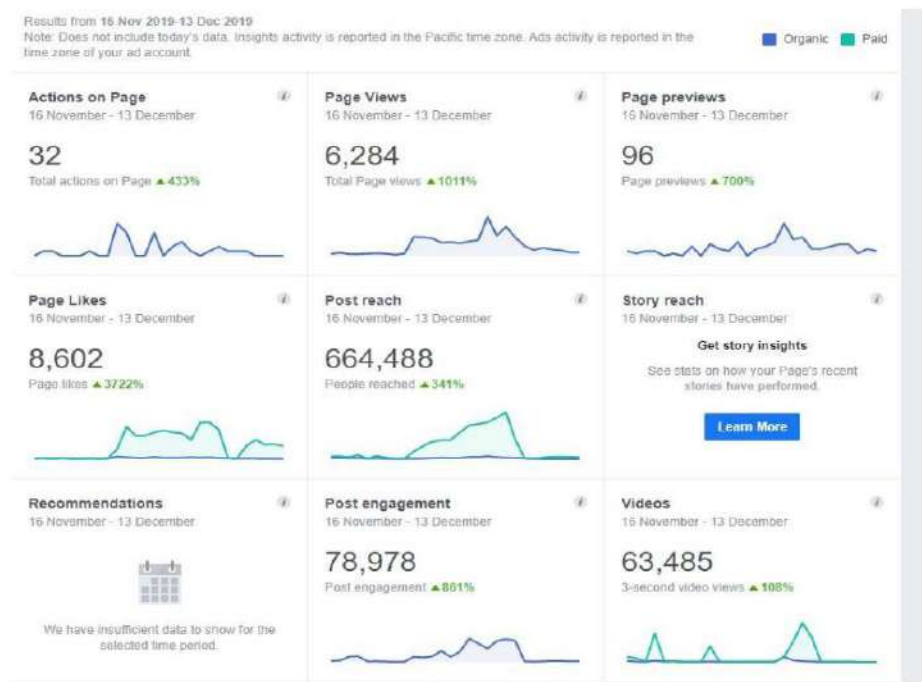
Google Ad-words were made available in different sizes which were soon seen on social media platforms like Facebook, webpages and YouTube.

Digital Reach

The Facebook page has a total of **96,865 likes**.

Various promotional events were organized on the page to create the required buzz among candidates.

We had an exceptional post reach to 664,488 aspirants and post engagement with 78,978 aspirants.



Instagram

All the Facebook posts were simultaneously shared on Instagram as well. The Instagram stories feature was also used to keep the aspirants updated of new posts. Everyday questions were posted on the Instagram stories also and aspirants interacted with the posts in great numbers. This year we crossed **1500 followers on Instagram**.



Videos

This year we launched various teaser videos and promotional videos for Coffee With SIBM 2019. These videos attracted the students towards the event. They were posted on our Facebook, Instagram and Youtube pages. These videos were viewed by over 60,000 students. Other than promotional videos, we uploaded videos for clearing concepts of aspirants on various topics which are asked on SNAP. These videos were viewed by over 6,000 aspirants. The main video for coffee with SIBM aimed to showcase our campus while talking about Coffee with SIBM. The video was seen by over 550, 000 people.

Coffee With SIBM
21 Nov at 2:58 PM · 🌐

With less than one month left for SNAP, we hope your preparations are going on full swing.
To help you with the last leg of your preparation, we are coming to 14 cities, to help you all and resolve all your doubts over a cup of coffee. Come be a part of 'Coffee With SIBM' edition 14.
#CoffeeWithSIBM
#ARTSIBMPune
#FewDaysToGo



Coffee With SIBM is at Symbiosis Institute of Business Management - SIBM, Pune.
19 Nov at 5:09 PM · Pune, Maharashtra · 🌐

Aspirant Relations Team brings to you a quizzing experience to help you test your speed, accuracy and preparedness for SNAP. The quiz will focus on al... See More



Coffee With SIBM
15 Nov at 1:25 PM · 🌐

To divide all your problems before the SNAP exam, we, the Aspirant Relations Team of SIBM Pune, bring to you the divisibility rules in a bid to make your preparation easier! Sip on your coffee mugs and enjoy learning with us!
#CoffeeWithSIBM
#ARTSIBMPune
#SIBMPune



Website

Coffee with SIBM 2019 website was revamped and launched on an independent public forum and hosted on SIBM Servers. All the google ad-words were directed to this website. It hosts all the information related to SIBM Pune and Coffee with SIBM 2019.

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

Few snapshots from the website are mentioned below.



About SIBM Pune

Symbiosis Institute of Business Management, Pune is a constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY). SIBM Pune is a premier B-School of India recognized for its excellence in academics, high quality management programme and its valuable contributions to industry, society and students. SIBM Pune was established in 1978, SIBM Pune currently offers the following programs:

A two-years full-time MBA programme giving the options to specialize in Marketing, Finance, Operations and Human Resources (Admission through SNAP)

A two-years full-time MBA programme in Innovation and Entrepreneurship. (Admission through SNAP)

A two-year MBA programme in Leadership and Strategy (Admission through SNAP)

[KNOW MORE](#)



Home About SIBM Pune About Coffee with SIBM CWS 2018 About SNAP 2019 Important Dates Placements Venues Meet the Team

Important Dates

PARTICULAR	DATE	WEBSITE
Registration commences on	16 August 2019 (Friday)	snaptest.org
Registration closes on	23 November 2019 (Saturday)	snaptest.org
Payment closes on	23 November 2019 (Saturday)	snaptest.org
Admit card live on www.snaptest.org	02 December 2019 (Monday)	snaptest.org
SNAP Online Test 2019	15 December 2019 (Sunday) Time: 1400-1600 hours	snaptest.org
Announcement of Result	30 January 2019 (Friday)	snaptest.org

Placements

Highlights of Summer Internship Recruitment Process 2019
3 Days Record Breaking process
100% Students Placed

The Website contained various sections such as:

1. Home
2. About SIBM Pune
3. About Coffee With SIBM
4. CWS 2018
5. About SNAP 2019
6. Important dates
7. Placements
8. Venues
9. Meet the team

Pictures from the event



Admissions 2020

The Admissions process of SIBM Pune is conducted by the Aspirant Relations Team under the guidance of Director Sir, Dr. R. Raman. Continuing its initiative of an eco-friendly, transparent and paperless process, Admissions 2020 ensured a fair procedure for all the candidates involved. Also, in addition to the two usual courses – **MBA Regular** and **MBA in Innovation and Entrepreneurship**, SIBM Pune introduced its new course – **MBA in Leadership and Strategy**, due to commence from June 2020. The admission process for the aspirants of MBA in Leadership and Strategy was also conducted by ART.

The entire process spanned over a period of 8 days – **6th – 9th February 2020** and **13th – 16th February 2020**. In addition, prior to the admission process, a video series “Journey to Admissions” was made to ensure that the aspirants get an idea of the previous year GE-PI-WAT process, what to expect and how to prepare for their own process, and also, some information about life at SIBM Pune.

Seat Distribution for the MBA (Regular) Program:

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

The 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.

The GE-PI-WAT process for **MBA – Regular** consisted of the following stages:

1. Group Assessment
 - a. Group Exercise – Discussion on a series of images shown to the candidates
2. Individual Assessment
 - a. Written Ability Test – On Current Affairs Knowledge
 - b. Extempore
 - c. Personal Interview

The GE-PI-WAT process for **MBA – Innovation and Entrepreneurship** consisted of the following stages:

1. Group Assessment
 - a. Group Exercise – Case based activity on social issues
2. Individual Assessment
 - a. Written Ability Test – On Current Affairs Knowledge
 - b. Extempore
 - c. Personal Interview

The GE-PI-WAT process for **MBA – Leadership and Strategy** consisted of the following stages:

1. Group Assessment
 - a. Group Exercise – General Case based discussion
2. Individual Assessment
 - a. Written Ability Test – On Current Affairs Knowledge
 - b. Personal Interview

In addition to the above processes, this year, SIBM Pune included a psychometric test, prior to the slot booking process. However, it was not included in the evaluation process and only served as additional information to the panelists.

Aspirants Shortlisting

- Aspirants were shortlisted for the GE-PI-WAT process on the basis of their SNAP score.
- This year, more than **4,500** candidates were shortlisted for the GE-PI-WAT process, across all the three courses.

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: 6th, 7th, 8th, 9th, 13th, 14th, 15th and 16th February 2020

There were two slots for the GE-PI-WAT process on these dates – one slot in the morning, and the other 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 16 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letters: The fifth letter used was G indicating group, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letters: Range from 01 to 15 (indicating position in the group)

Thus, a student who had applied for the regular MBA course, and had booked the morning slot on 9th February, and had been allotted the 6th position in the 4th group, had the following GE-PI-WAT ID number: R09XG0406

GE-PI-WAT Slotting 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: 6th, 7th, 8th, 9th, 13th, 14th, 15th and 16th February 2020

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 I&E 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 letters: The fifth letter used was G indicating group, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letters: Range from 01 to 15 (indicating position in the group)

Thus, a student who had applied for the I&E MBA course, and had booked the morning slot on 14th February, and had been allotted the 5th position in the 4th group, had the following GE-PI-WAT ID number: I14XG0405

GE-PI-WAT Slotting for MBA Leadership & Strategy

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: 8th and 9th February 2020

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: L (for L&S MBA course)
- Second and third letters: Range from 08 to 09 (to indicate the date of process)
- Fourth letter: X or Y (X for Morning slot, Y for Afternoon slot)
- Fifth, sixth and seventh letters: The fifth letter used was G indicating group, and the other two letters ranged from 01 to 07 (01 for 1st group, 02 for second group, and so on)
- Eighth and ninth letters: Range from 01 to 15 (indicating position in the group)

Thus, a student who had applied for the L&S MBA course, and had booked the morning slot on 8th February, and had been allotted the 5th position in the 4th group, had the following GE-PI-WAT ID number: L08XG0405

Arrangements for Specially-Abled Candidates

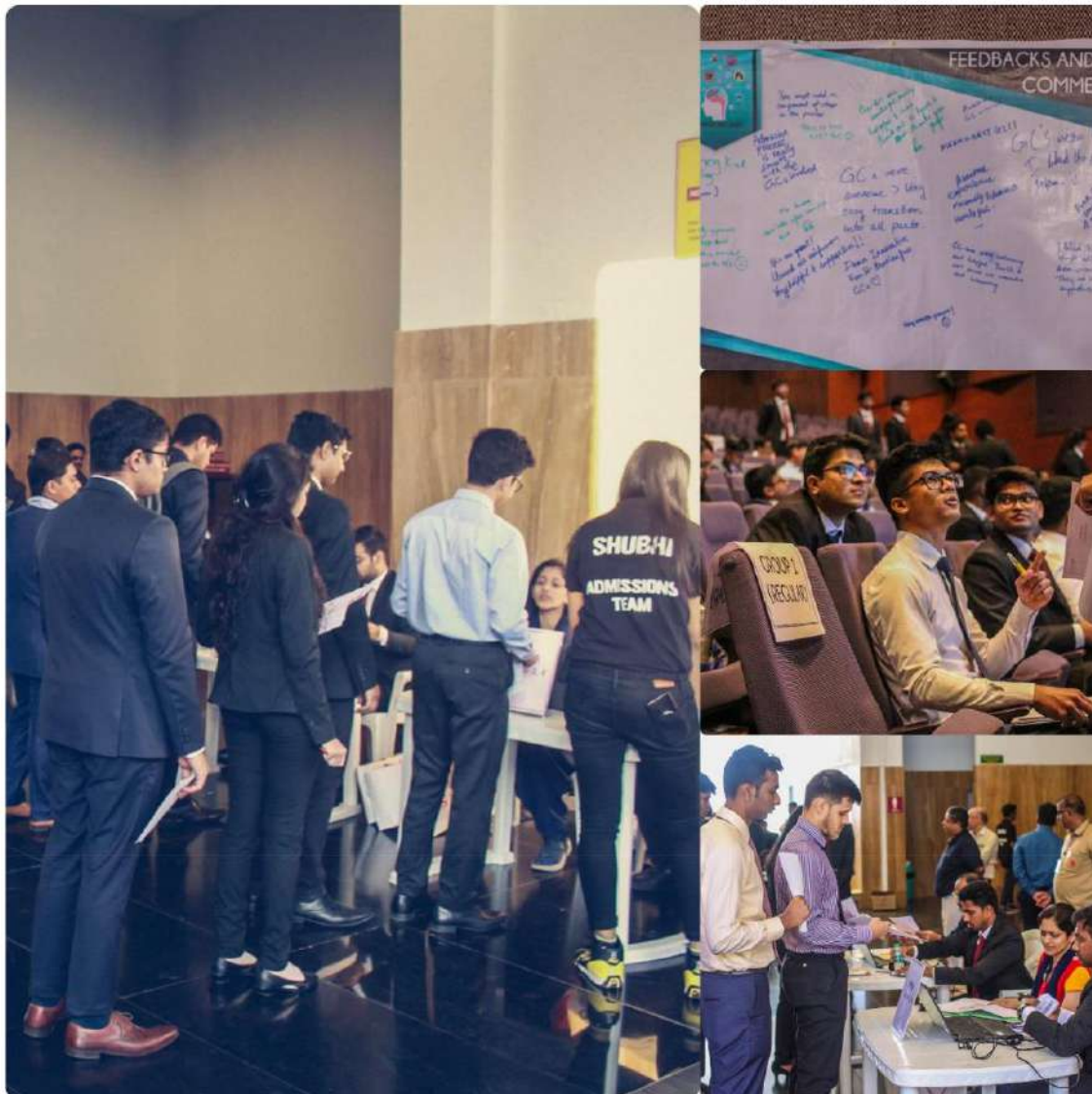
Adequate measures were taken by the Aspirant Relations Team to ensure that the process flowed smoothly and no inconvenience was caused to the specially-abled candidates. Arrangements were made for those who were differently abled, be it locomotor disability, vision impairment, hearing impairment or otherwise. Separate rooms and tabs were kept ready to aid them in the process, especially during the group exercise and the written ability test. For those who required help in writing, their respective group coordinators performed their roles

with due diligence. 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

The Buddy Program 2020 commenced after the release of the list of shortlisted candidates for the GE-PI-WAT process. The main purpose of the Buddy Program is to provide the requisite support to the shortlisted candidates in their preparation and journey to SIBM Pune. The entire batch of first years, both MBA Regular and MBA Innovation and Entrepreneurship, had volunteered for the Buddy Program. All the shortlisted candidates were assigned a buddy, who served as the single point of contact to help them clear their doubts and queries regarding the admission process, previous year experiences, expectations and preparation methods. Each buddy was assigned around 10 to 15 candidates to whom they communicated using their college e-mail ids, with their respective ART SPOC being kept in the loop regarding all communications. Buddies also sent timely mails and reminders of process deadlines to the shortlisted candidates, along with Sizzlers and Silhouettes, which were especially prepared to guide the aspirants.

Some snapshots from Admissions 2020:





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SIBM
PUNE



CORPORATE INTERFACE TEAM

ANNUAL **REPORT**

2019-2020

This document highlights the major events conducted by the Corporate Interface Team of SIBM Pune during the academic year 2019-2020.

CORPORATE INTERFACE TEAM | 0

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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 2019 - 2020, 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.



CORPORATES HOSTED BY THE CORPORATE INTERFACE TEAM 2019-2020

McKinsey
& Company

CBRE



RELIANCE

zomato



Mondelēz
International



Zoomcar
Never Stop Living

vodafone

CRIMSON
CONSULTING

GPC



uc UrbanClap

Ashwin Sanghi



Johnson & Johnson

Flipkart



Coca-Cola

OYO

Shuttl

RA Rockwell
Automation

SCHEDULE OF EVENTS HOSTED 2019-2020

Event	Date
Imperio 1.0	16 th June, 2019
Godrej LOUD Campus Launch	23 rd July, 2019
Mahindra War Room Launch	27 th July, 2019
Arcturus 2019	2 nd & 3 rd August, 2019
Imperio 2.0	27 th September, 2019
Mahindra War Room Campus Finale	29 th September, 2019
HR Conclave	9 th November, 2019
Imperio 3.0	11 th January, 2020
Senate 2020	31 st January & 1 st February, 2020

Total number of Corporates Hosted: 30

MAIN EVENTS



IMPERIO

2019

CREATING EXCELLENCE

IMPERIO

Imperio is a series of guest lectures aimed at providing opportunities for students to interact with stalwarts from the corporate world. The series tries to bridge the gap between theory and practice, understand the success stories of thought leaders and garner insights of the driving principles and rationales of contemporary business. Moreover, Imperio also serves as a platform for in-depth training in specific domain areas of students' interests by industry experts.

 <p>CREATING EXCELLENCE 16th June 2019</p>  <p>Mr. Amit Sethiya Chief Marketing Officer SYSKA Group</p> <p>SYSKA</p> <p>A marketing strategist with a penchant for creating and establishing regional and FMCG India brands across segments like Food, Real estate and consumer electronics segments over the last 15 years. He has a passion towards influencing customers mindset across national and international markets by being a creative and business chair for generating optimal brand equity using traditional and digital media. Radio jockeying, writing, training and teaching are the other interests on the personal front that prove up skill sets pertaining to customer understanding, story-telling, project planning, team building and training are eventually adding up to the functional activities.</p> <p>SIBM PUNE</p>	 <p>CREATING EXCELLENCE</p>  <p>DHRUV TALWAR General Manager Head of Brand Strategy</p> <p>Godrej Properties</p> <p>Dhruv Talwar, Head of Brand Strategy at Godrej Properties & a proud SIBM Pune alumnus (MBA 2013), is presently in charge of creating communication strategies for the masterbrand across all marketing mediums. He has been a part of Marketing Guru Seth Godin's prestigious aIMBA program. He is also a 'Godrej Fellow' and has been instrumental in Godrej Properties being recognized across various forums as the premier real estate developer of the country. Mr. Talwar is also a celebrated LinkedIn influencer and renowned guest speaker, having addressed audiences across top B-schools in India.</p> <p>SIBM PUNE 27th September, 2019 SIU Auditorium</p>	 <p>CREATING EXCELLENCE</p>  <p>PRANAB PANDEY nielsen Associate Director</p> <p>Mr. Pranab Pandey (MBA, PMP) is currently Associate Director, Nielsen, where he leads Technology strategy to implementation for Nielsen Global Consumer Insights. Mr. Pandey is a seasoned leader with 14 years of professional experience in Technology Strategy and Operations.</p> <p>Prior to this, Mr. Pandey worked as a Senior Manager for Business Process Improvements at the Centre for Study of Insurance Operations in Toronto, Canada. He completed his MBA in Finance, Consulting and Technology from the Smith School of Business at Queen's University (Canada) in 2012.</p> <p>SIBM PUNE 11th January, 2020 SIU Auditorium</p>
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IMPERIO 1.0

This first edition of Imperio for the academic year 2019-2020 was hosted on 16th June 2019.

Speaker: Mr. Amit Sethiya, Chief Marketing Officer, Syska Group

Topic: Breaking Marketing Myths and the Role of Digital Platforms



Mr. Sethiya shared his experiences amassed over the years in steel, real estate and consumer electronics with the students. His candid discourse on breaking marketing myths and the role digital platforms play in shaping our perceptions made an impression on the audience. The students gained diverse insights during an interactive Q&A session with Mr. Sethiya post the event.

IMPERIO 2.0

This second edition of Imperio for the academic year 2019-20 was hosted on 27th September 2019.

Speaker: Mr. Dhruv Talwar, Head, Brand Strategy at Godrej Properties Limited

Topic: Evolving Brand Strategies and Humanizing Brands



Mr. Dhruv Talwar discoursed on evolving branding strategies in today's changing business ecosystem and the importance of humanizing brands. He highlighted the use of technologies to integrate different mediums by citing intriguing advertisement examples. He also shared his insights on tapping our potential by living like a linchpin and quietening the lizard brain. These interesting takeaways certainly helped the students broaden their horizon and gain a different perspective.

IMPERIO 3.0

This final edition of Imperio for the academic year 2019-20 was hosted on 11th January 2020

Speaker: Mr. Pranab Pandey (MBA, PMP), Associate Director, Nielsen

Topic: Emerging Trends in Market Research



Mr. Pandey discussed at length about the emerging field of market research and shared insights into distribution, pricing, merchandising and promotion. He also explained how Nielsen deploys consistent quality data to derive Insights from syndicated studies of Retail Measurement Services. Students learned about the significance of relevant data in market research, which would be immensely helpful to them in their upcoming summer internships.

Arcturus

The Leadership Conclave 2019

ARCTURUS 2019

Theme: Digitalization: People, Technology and Services

Arcturus, the brightest star of the celestial equator is the eponymous star of one of the nakshatras of the Hindu astrology. The nakshatras are related to the most prominent asterisms in their respective sectors. SIBM Pune successfully got many Arcturus to campus.

Corporate Interface Team, SIBM Pune hosted its flagship event Arcturus 2019 - The Leadership Conclave on 2nd and 3rd August.



With the onset of the Fourth Industrial Revolution, it was imperative that students understood how evolving technologies are going to affect their businesses and careers. Keeping this thought in mind, the theme was titled 'Digitalization: People, Technology and Services'.

Distinguished experts and industry stalwarts engaged in insightful and enriching discussions on themes such as Phygital Channels and The Digital Workplace. 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.



Arcturus Day 1: 2nd August, 2019

Keynote Speakers:

1. Mr. Sumeet Verma - Director Strategy, Intel India
Keynote Topic: Innovation for India's digital economy
2. Mr. Steven Murray - Global Head, Recruitment & People Development, Zomato
Keynote Topic: In a fast-paced world, how to avoid becoming redundant

Panelist Speakers:

1. Mr. Mehul Damani - Growth Enabler, DO&P & EOT, Retail-CPG-MFG, Wipro Digital Operations and Platforms
2. Mr. Sankar Sastry - Vice President - HR, Sr HR Business Partner for Technology Shared Services, Vodafone
3. Ms. Prerna Bagga - Director, Special Initiative, Shuttl
4. Mr. Sandeep Bhattacharya - Head of Corporate Relations & Faculty, SIBM Pune (Moderator)



Panel Topic: The Digital Workplace

Arcturus Day 2: 3rd August, 2019

Keynote Speakers:

1. Mr. Manish Anandani - Vice President Sales and Professional Marketing India and South Asia Regions, Johnson & Johnson
Keynote Topic: Impact of Innovation on Sales
2. Mr. Kapil Vardhan - Sr. Director, Human Resource, Flipkart
Keynote Topic: Digitalisation in the age of evolving markets

Panelist Speakers:

1. Ms. Simple Juneja - Director, Venturing & Emerging Brands, The Coca-Cola Company
2. Ms. Prachee Sonchal - General Manager, HRBP – GoAir
3. Mr. Abhishek Misra - HR Leader, Rockwell Automation
4. Mr. Sampark A. Sachdeva - Head Sales, OYO
5. Mr. Umesh Krishna K - General Manager, Brand Marketing, Swiggy
6. Mr. Gaurav Pandey - Founder and CEO, Gaurav Pandey Media Company (Moderator)



Panel Topic: Designing the User Experience through Phygital Channels

MEDIA COVERAGE OF ARCTURUS 2019

New technological advancements discussed at “Arcturus 2019” conclave

“Arcturus 2019,” the flagship leadership conclave of Symbiosis Institute of Business Management (SIBM) was hosted by the corporate interface team on August 2 and 3 at its Lavale campus. The two-day summit aimed to serve as a platform for engaging panel discussions by leaders who are at the forefront of business transformation. This year’s edition was knit, seeking to explore and understanding how today’s technological advancements and the 4th industrial revolution are affecting businesses and the society. Hence, the theme of Arcturus 2019 was ‘Digitalisation-people, technology and services’. The occasion was graced with the presence of eminent personalities from the corporate world and successful entrepreneurs.

hindustantimes

Daily newsletters from Hindustan
Times

Senate

Management Conclave 2020

SENATE 2020

Theme: Recasting the Indian Economy: The Millennial Effect

Symbiosis Institute of Business Management (SIBM), Pune, organized its annual flagship management conclave, 'Senate 2020' from 31st January to 1st February, 2020 facilitated by the Corporate Interface Team.

Senate 2020 focused on the theme of 'Recasting the Indian Economy: The Millennial Effect' to highlight how industries identify and respond to the evolving millennial trends through disruptive business strategies.

The conclave hosted business stalwarts and thought leaders across industries from esteemed organizations like McKinsey & Company, Reliance Jio, L&T Financial Services, Sony Pictures Networks, Mondelez International, among many others. Moreover, the speakers also included the likes of distinguished authors and venture capitalists so as to add a 360o dimension to the discourse. The two-day event comprised of formats including Keynotes, Panel Discussions and Masterclass workshops.

The discussions provided key insights on how firms re-think and change their conventional framework to adapt to the 'VUCA world' and align their operations with the decision patterns and consumption behavior of the new age consumer. India's consumer segment has witnessed a major transilience over the last decade. Industry experts shared their views on how changes in the determinants of consumer spending are impacting the dynamics of the economy.

The event is a showcase of SIBM, Pune's commitment to promote holistic management education by bridging the gap between industry and academia through extensive corporate connect and providing its students exposure to broaden their management perspectives.

Senate Day 1: 31st January, 2020

Keynote Speaker:

1. Mr. Abhinandan Chatterjee - Solutions Leader, India and APAC, McKinsey and Company

Keynote Topic: Two Truths and a Lie

The CEO Outlook:

2. Mr. Dinanath Dubashi - CEO and MD L&T Financial Services

Keynote Topic: Spending and Saving, the millennial way

Power Speech:

3. Mr. Ashwin Sanghi - Author

Keynote Topic: Business Lessons from India's Ancients



Senate Day 2: 1st February, 2020

VC Talk:

1. Mr. Vikas Chaudhary - President Reliance Jio/ Pivot Ventures
Keynote Topic: Disruption is the mother of innovation

Masterclass:

2. Mr. Sunit Mukherji - Associate Director, Plant and Transformation Lead
Mondelez Keynote Topic: Digitization of Supply Chain and the VUCA world


Panelist Speakers:

1. Mr. Janak Malkani - Executive Director, Advisory & Transaction Services, India CBRE
2. Mr. Nitish Sharma - Head - Insights and Research, Sab, PAL, Movies & Music Sony Pictures
3. Dr. Kushal Sanghavi - Business Head Reliance Entertainment
4. Mr. Ankur Tiwari – AVP, Growth and Marketing Urban Clap
5. Mr. Amit Verma - Director and Head, Growth Marketing Zoomcar
6. Mr. Prodipto Roy - Founding Director Crimson Consulting (Moderator)



Panel Topic: Trends redefining India's consumption story.

MEDIA COVERAGE OF SENATE 2020



Ne

india cities coronavirus opinion world cricket entertainment #WFH education trending videos tech podcasts health ...


Home / Brand Post / SIBM Pune's Senate 2020 focused on 'Recasting the Indian Economy: The Millennial Effect'


SIBM Pune's Senate 2020 focused on 'Recasting the Indian Economy: The Millennial Effect'

The Senate hosted business stalwarts and thought leaders across industries from organizations like McKinsey & CO., Reliance Jio, L&T Financial Services, Sony Pictures Networks, Mondelez International and others.


BRAND-POST


 Updated: Feb 03, 2020 16:32 IST








This year it was a two-day event which was held on January 31, 2020 and February 1, 2020 at SIBM Pune's campus located at Lavale, Pune.(Digpu)

 The Corporate Interface Team (CIT) of Symbiosis Institute of Business Management (SIBM), Pune, organized its annual flagship management conclave, Senate 2020. This year it was a two-day event which was held on January 31, 2020 and February 1, 2020 at SIBM Pune's campus located at Lavale, Pune.









With a rich legacy of over 41 years, SIBM Pune has been at the forefront of inspiring the minds of future business leaders through valuable corporate engagements. Taking this trend forward, Senate 2020 focused on the theme of 'Recasting the Indian Economy: The Millennial Effect' to highlight on and understand 'How industries identify and respond to the evolving millennial trends through disruptive business strategies?'. Divyansh Singh, Coordinator, Corporate Interface Team, said "SIBM Pune's Corporate Interface Team aims to bring together diverse thought leaders who can acquaint the students with the key facets of change and also guide

CAMPUS CONNECT EVENTS



Godrej LOUD, Season 8

The Corporate Interface Team successfully launched Godrej LOUD, Season 8, at SIBM Pune on 23 July 2019.

Esteemed guests for the event were Ms. Vandana Scolt, VP, Communication Design and Campus Recruitment at Godrej and Mr. Anubhav Gupta, Executive VP, Business Head Vikhroli, Chief Design Officer, Head CSR and Sustainability, Godrej Properties Limited.

The team was given a grand Maharashtrian style welcome by the students who exhibited their individual talents through a face off and a group dance session.

The Godrej team began the event by interacting with the students with the all-time favorite game “Two Truths and a Lie”. This was followed by an inspiring talk by Ms. Scolt, as she shared her life journey and her inspiring career at Godrej with us. Mr. Anubhav Gupta also shared his challenges and how he overcame them. Furthermore, he elucidated how Godrej Properties’ transformation enables sustainable design.


We also had the pleasure of hosting Ms. Rajvi Shah, Employer Brand Manager, Godrej Industries Limited and Associate Companies; Ms. Sandhini Nagvekar, Manager, Campus Relations, Corporate HR; Mr. Punit Thakkar, Senior Manager, Brand Alliances and Brand Communications at Godrej Properties Limited and Mr. Viraf Heerjee, Digital Marketing Manager, Godrej Properties Limited.

Students were addressed by our esteemed alumni Mr. Punit Thakkar (SIBM 2015) and Mr. Viraf Heerjee (SIBM 2019), on the work culture at Godrej and the Godrej LOUD application process, respectively.

We also engaged the Godrej LOUD team in a small tree plantation drive in accordance with their “Good and Green” initiative.


The entire event witnessed enthusiastic and passionate engagement from the students, as they interacted with the Godrej Team for the successful campus launch of Godrej LOUD 2019.




LOUD
AWARDS 2019

THE LOUD AWARD FOR
LOUDEST WELCOME

GOES TO



SIBM & IIM - T


LOUD
AWARDS 2019

THE LOUD AWARD FOR
SOCIAL MEDIA STARS

GOES TO



SIBM

MAHINDRA WAR ROOM, Season 12



The Corporate Interface Team hosted the launch and the campus evaluation round of the 12th Season of the Mahindra War Room. The Mahindra War Room challenge provides B-school students a platform to tackle compelling business problems, pitch their ideas to Mahindra stalwarts and receive their feedback.

The event was kicked off with a launch by the Mahindra team on 27th July, 2019. Dignitaries included our esteemed alumni Dr. Prince Augustin (Executive Vice President, Group Human Capital & Leadership Development), Mr. Prakash Wakankar (Head of International Operations, Farm Equipment Sector & CEO, Two-Wheeler Business), and Ms. Anisha Saluja (Head, GMC Program & Mahindra War Room), along with Mr. Sriram Chandrasekaran (Founder and CEO, Broadvision Group of Companies). The leaders discussed at length about the Mahindra Group and the companies that form a part of it, to give the students a background on ways to approach the challenge. The theme for the challenge was titled "Design to Disrupt", focused on generating ideas that can transform and disrupt various business units within Mahindra.

The Campus Evaluation Round for Mahindra War Room was held on 29th September, 2019. The event was presided by Ms. Nidhi Seksaria (Head of Strategy, Mahindra Lifespaces) and Mr. Ghanashyam Hegdekatte (Head of HR, Mahindra Trucks & Buses Division), who were part of the judging panel from Mahindra. We also had the chance to host our alum, Ms. Garima Nagpal (MBA 2016), who is a Manager (Strategy), Mahindra Life Spaces.

Three teams made it to the second round: PPO Please!, Camels of Thar and Phi-Iter Co-phi.
Team PPO Please managed to emerge as National Finalist of Mahindra War Room Season 12.



 HR CONCLAVE 3.0
SIBM PUNE

HR CONCLAVE 2019

The HR Conclave 3.0 hosted on 9th November 2019 at the Sofitel Hotel in Mumbai, and witnessed a wide array of eminent industry speakers speaking on the topic ‘Embracing Agile HR – Responding to Disruptive trends.’ 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 conclave saw three keynote addresses on Augmenting Human Capabilities in the Age of Artificial Intelligence and Balancing HR and Technology: Gearing up for the Future from Ms. Anita Pai, Chief Operating Officer, Yes Bank, and Mr. Amit Malik, Chief People, Operations

& Customer Services Officer, Aviva Life Insurance India Ltd., respectively, and an ending keynote by Mr. Subhankar Roy Chowdhury, CHRO, Lenovo.

The conclave also had two panel discussions on ‘Best people practices to create competitive business & Building an Agile organization through Agile HR with a multitude of industry professionals expressing their opinions and insights’.

The event was also been featured in Hindustan Times, Business Standard, Yahoo News and ANI.



SOCIAL MEDIA ENGAGEMENT AND RESPONSE

Vandana Lisa Scolt • 1st
Building a purposeful Godrej
8mo • Edited • 🌐

For us, #godrejloud in many ways is about sparking conversations about things that matter deeply - to the many students we meet, to us as Godrej and also, importantly, to us as communities and a planet. What I loved the most about our Symbiosis Institute of Business Management, Pune tour yesterday was how they wove this in. I loved that they picked up topics that mattered to them and us - and built on it. So thank you **Corporate Interface Team, SIBM Pune** for the sapling plantation drive, for the conversations around water conservation and mental health. And of course, the mini rock concert and all the excellent performances 🙌🎶 You really do have the power to build us a stronger and better world, so go out there and make it happen! A big thank you from all of us! **Anubhav Rajvi Sandhini Punit Viraf Sumit Godrej Consume Products Limited Godrej Properties Limited**
#legacy #internship #people #betterworld #findyourwhy #engagement #employerbrand #purpose #godrej #thegodrejway #makeithappen #dreams #together Sande Bhattacharya Ramakrishnan Raman

Viraf Heerjee • 2nd
Marketer | Analytical | Passion for Tech | I create winning...
8mo • 🌐

Thank you so very much, Sir for having us and being there today! Indeed a fabulous job done by the **Corporate Interface Team, SIBM Pune** with the arrangements. Superb show of enthusiasm by the first year batch.

Sandeep Bhattacharya • 1st
Head - Corporate Relations, MBA Faculty, Strategy/Consul...
8mo • Edited • 🌐

It was an absolute pleasure to host the Godrej team **Vandana Lisa Scolt, Anubhav Gupta, FRICS, Rajvi Shah, Punit Thakkar, Sandhini Nagvekar, Viraf...** see more

Viraf Heerjee • 2nd
Marketer | Analytical | Passion for Tech | I create winning...
8mo • 🌐

Since the past three years, I have witnessed how much LOUDer **Symbiosis Institute of Business Management, Pune** gets. This year, it was off the hook! The **Corporate Interface Team, SIBM Pune** has played a central role in the success of the launch of Godrej LOUD at SIBM Pune each year, and this year, the team have left all of us awestruck! We so look forward to seeing some brilliant applications from SIBM Pune, this year too!

Corporate Interface Team, SIBM Pune
Building value through corporate interactions
8mo • 🌐

The Corporate Interface Team successfully launched Godrej LOUD, Season 8, at SIBM Pune.... see more

Dhruv Talwar • 1st
Brand Strategist | Guest & Keynote Speaker | CMO Asia's...
3mo • 🌐

Nothing, but gratitude.

For all the learning, memories, experiences, and precious habits - thank you **Symbiosis Institute of Business Management, Pune**.

It was a pleasure to be back on campus to talk about empathy, generosity, and honesty as pillars of brand building.

Thank you **Corporate Interface Team, SIBM Pune** and **Divyansh Singh** for inviting me :)

444 8 comments

Anshuman Magazine • 2nd
Chairman & CEO - India, South East Asia, Middle East & Africa at CBRE
1mo • 🌐

CBRE India
5,673 followers
1mo • 🌐 + Follow

#CBRECampusConnect

Janak Malkani at Symbiosis Institute of Business Management, Pune #management conclave #Senate2020 highlighted '#Millennial trends redefining #India's consumption story'

We look forward to more such interactions with bright-minded students at #SIBMPune

#CITSIBMPune

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Janak Malkani at Symbiosis Institute of Business Management, Pune #management conclave #Senate2020 highlighted '#Millennial trends redefining #India's consumption story'

We look forward to more such interactions with bright-minded students at #SIBMPune

#CITSIBMPune



38

4 comments

CLOSING NOTE

The academic year 2019-2020 was marked by tremendous success as the team facilitated a wide range of dynamic corporate engagements which added to the business acumen of the students. Moreover, through our efforts to interact with some of the leading business houses in the country, we were able to preserve and further establish brand SIBM as home to some of the most ignited business minds in the country.

Going ahead, we aim to host companies previously unengaged by the college, from diverse sectors and industries, for the academic and professional progress of the students. We also strive to build on this in the next year, with a focus on being innovative in our approach, ensuring an enhanced connect between industry and academia and further building value through corporate interactions.

We also extend our gratitude to Director Dr Raman, Deputy Director, Prof. V.V. Ravi Kumar, Head – Corporate Relations & Adjunct Faculty Professor Sandeep Bhattacharya, Administration Head Mr. Anand Singh, all faculty and staff in administration and associated functions for their constant unwavering support to our endeavors.



Corporate Interface Team

Telephone: +91 20 39116078 | Email: cit@sibmpune.edu.in

Symbiosis Institute of Business Management, Pune
Constituent of Symbiosis International (Deemed University)

Symbiosis Knowledge Village, Gram: Lavale Via Sus Road, Tal: Mulshi,

District: Pune, Maharashtra - 412115

ANNUAL REPORT

Academic Year 2019-2020



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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 endeavor to add more value to a student's life and give them an opportunity to express themselves. The Team believes in celebrating every occasion.

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

Our aim is to challenge you to your limits and create a demanding environment in which you as a participant or organizer can exercise and indulge in your creative and competitive urges to the maximum. That is why we do not just indulge in rhetoric but back ourselves by inimitable actions, WE DO!

3. SIBM PUNE-BRAND PROPAGATION

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend 2020

4. VALUE ADDITION TO SIBM PUNE STUDENTS

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

5. THE TEAM

SENIOR TEAM		JUNIOR TEAM		INTERIM TEAM
1. Aditi Garsa		1. Anshumaan Pratap Singh		1. Anshumaan Pratap Singh
2. Ameya Prabhudesai		2. Archit Sinha		2. Anjali Sharma
3. Krutarth Amin		3. Ayush Bhargava		3. Ajay Jadhav
4. Neel Chokshi		4. Gargi Baweja		4. Ayush Bhargava
5. Rigzin Deldan		5. Kartik Jajoo		5. Gargi Baweja
		6. Latika Agarwal		6. Kartik Jajoo
		7. Rahul Mukherjee		7. Latika Agarwal
		8. Surbhi Jain		8. Rahul Mukherjee
				9. Surbhi Jain



ACADEMIC CALENDER FOR THE YEAR 2019-20

6. B-SCHOOL AND CORPORATECOMPETITIONS

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 (22nd August 2019)

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 'Yin & Yang'. All the teams presented their own interpretations of the theme. SIBM's performance portrayed how contrary forces complement each other.

The performance was a very effective amalgamation of music, dance and drama and left the audience spellbound. SIBM received immense appreciation in the form of loud cheer and applause.



2. COLOSSEUM 2019 (19th & 21st JULY 2019)

Continuing with the tradition, the 2019 edition of inter-batch event Colosseum was more intense than ever. The theme 'Kurukshetra- Battle of Batches' rallied MBA 1 and MBA 2 to fight for supremacy. The event, spread over two days, 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 "Open Mic" garnered a lot of participation.

Day 1 of Colosseum held competitions like “Ask the Chitragupt” - Management Quiz, “Chakravayuh”- Case Study and “Tark-Vitark” - Extempore and gave an opportunity to budding professionals to bring their skills to the fore. Day 2 hosted Cultural competitions like - “Raasleela” - Dance, “Soor-ma”- Music and “Kalakriti”- Fashion Show. The cultural event amassed enthusiastic participation from students.

The venue was jam-packed with attendees, who savored every moment and had a memorable evening. Colosseum 2019 ended on a successful note with MBA 1 claiming the coveted trophy.



3. GARBA NIGHT 2019 (7th October, 2019)

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 organize ‘Garba Night’ on October 7th. The event that was organized within the campus premises began at 8 pm and witnessed enthusiastic participation from over 400 students from the various institutes.



4. TRANSCEND 2020 – LAUNCH (25th NOVEMBER 2019)

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.

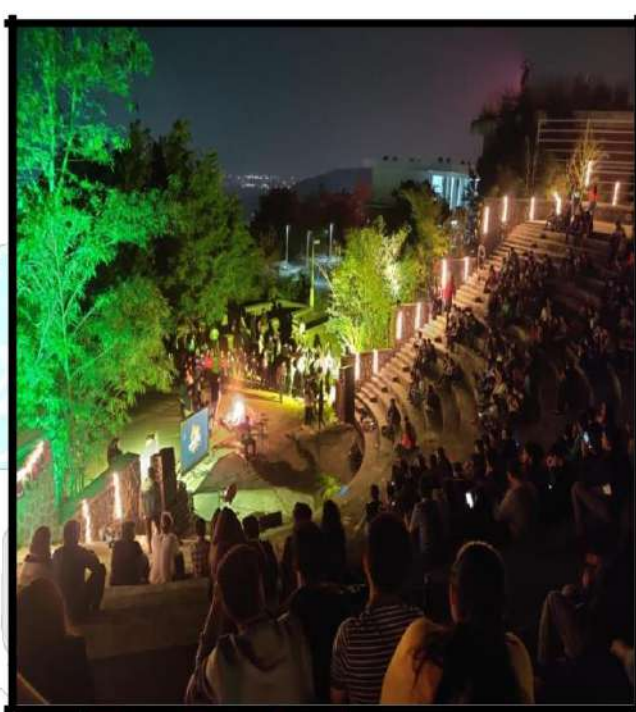
This year the theme for Transcend 2020 was **Magnum Opus**. Hence, to resonate with the theme, the Co-Curricular team organized an exhilarating and breath-taking stunt show in collaboration with **Team iStunt**. It was an hour-long spectacle with people from the Symbiosis family being thoroughly entertained.



5. TRANSCEND BUZZ EVENTS

- **BONFIRE NIGHT 2019 (16th December 2019)**

Bonfire Night 2019, the first buzz event of Transcend 2020 was organized on 16th December 2019 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.



- **MOVIE NIGHT 2020 (16th JANUARY 2020)**

The second buzz event of Transcend 2020 was Movie Night. Students from Symbiosis family had a wonderful experience at the screening of “Yeh Jawaani Hai Deewani”.



- **SUPREE VAN SHOW 2020 (20th - 22nd January 2020)**

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



6. TRANSCEND 2020 (23rd – 25th JANUARY 2020)

With a legacy of over 30 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 organized across three days.

The theme for this year was **Magnum Opus**. As comedy in India is up-and-coming, Transcend 2020 saw an addition of a new segment **“The Punchline 1.0”** that was dedicated just for comedians. Its first edition saw the likes of Anubhav Singh Bassi, Kumar Varun and Nishant Suri. Transcend 2020 associated with business stalwarts such as IKEA, Canara Bank, Marsh & McLennan Companies, Budweiser NA, Mother Dairy, Bank of India, JioSaavn, Coca-Cola, Max Fashion, HDFC Credila, Radio City, Grapevine, Youth Incorporated, etc.

Transcend was inaugurated with the presence of our chief guest – **Ms. Anisha Agarwal** – An alumna of SIBM Pune – **Currently the Country Media Lead at IKEA India**. This was followed by a riotous stand-up act by **Mr. Anubhav Singh Bassi**. The evening saw several cultural competitions unwind in the SIU Auditorium and on the main stage like **“Acoustica”** & **“Spotlight”**. The launch of **“Last Man Standing”** – one of the two flagship events of TRANSCEND also started off on Day 1. A performance by **The Yellow Diary** culminated the first night.



Day 2 witnessed events like “Nukkad Natak”, “Battle of Bands” & “Gamers of Transcend”. A workshop on “**Design Thinking for Innovation**” was also conducted by Mr. Deepayan Sensharma (Director – HR at Marsh and McLennan Companies) and Mrs. Brahmjyot Dhillon (Head - Knowledge Services and Innovation at Jardine Lloyd Thompson Limited). The night was concluded with a performance that tickled everyone’s funny bone, by **Mr. Nishant Suri** – Winner of Comicstaan – Season 1. It was followed by a power packed performance by **DJ Zaeden**.





The final day saw the conclusion of “Last Man Standing”. “Swing ‘N’ Sync” – A group dance event and “60 Seconds to Fame” were also conducted on Day 3. The final night featured one of India’s most beloved comedians – **Kumar Varun** whose jokes were relatable and hilarious. To end the event on a grander scale, SIBM Pune and TRANSCEND were privileged to host one of India’s most famous singers, **Benny Dayal**.



The three days of Transcend experienced perpetual energy and zest while management events like Mindz, Marketshastra, For the Greater Good, cHRySalis, Opstrat, Inside Edge, B-Plan, and Ultimate CEO Challenge engaged the students to put their best foot forward intellectually. The flagship event Last Man Standing was won by Vash Gosalia from NMIMS Mumbai after making his way through 72 hours of strenuous and mentally excruciating tasks.



With Transcend 2020, 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.



CELEBRITIES GALORE AT TRANSCEND 2020

Day 1 (23rd January)

- Anubhav Singh Bassi, Standup Comedian
- The Yellow Dairy, The Band

Day 2 (24th January)

- Nishant Suri, Standup Comedian
- Lost Stories, Sunburn Campus

Day 3 (25th January)

- Kumar Varun, Standup Comedian
- BENNY DAYAL

VENUE: SIBM PUNE SIU, LAVALE

TRANSCEND | 2020 MAGNUM OPUS

DAY 1 23 JAN

ANUBHAV BASSI
1 PM
SIU AUDITORIUM

THE YELLOW DIARY
7:30 PM
NEW CONVOCATION GROUND

DAY 2 24 JAN

NISHANT SURI
7:30 PM
NEW CONVOCATION GROUND

KUMAR VARUN
1 PM
SIU AUDITORIUM

DAY 3 25 JAN

BENNY DAYAL
7:30 PM
NEW CONVOCATION GROUND

FLASH THE JIO SAAVN APP AT THE GATES FOR FREE ENTRY (FOR BENNY ONLY)

FOR FREE ENTRY, REGISTER VIA IAMIN APP

BUSES FOR COMMUTE FROM SB ROAD -> SCMHRD -> BALEWADI HIGH STREET -> SIBM WILL BE AVAILABLE ON 23RD, 24TH & 25TH 5 PM & 6:30 PM

SPONSORSHIP FOR TRANSCEND 2020

SPONSOR LIST 2020	
<i>Title Sponsor</i>	<i>IKEA</i>
<i>Brought to you by</i>	<i>Marsh & McLennan Companies</i>
<i>Powered by</i>	<i>JioSaavn</i>
<i>Co-sponsors</i>	<i>Canara Bank, Bud NA, Mother Dairy</i>
<i>Associate Sponsor</i>	<i>Bank of India</i>
<i>Cravings Partner</i>	<i>Rolls King</i>
<i>Beverage Partner</i>	<i>Coca-Cola</i>
<i>Youth Partner</i>	<i>Grapevine</i>
<i>Fashion Partner</i>	<i>Max Fashion</i>
<i>Mall Partner</i>	<i>Westend Mall</i>
<i>Radio Partner</i>	<i>Radio City 91.1</i>
<i>Youth Media Partner</i>	<i>Youth Incorporated</i>
<i>Good Times Partner</i>	<i>Bar Stock Exchange</i>
<i>Online Gaming Partner</i>	<i>LYVE Games</i>
<i>Education Loan Partner</i>	<i>HDFC Credila</i>
<i>Sports Bar Partner</i>	<i>Aufside @ Hotfut</i>
<i>Pet Care Partner</i>	<i>Petentials</i>
<i>Print Media Partner</i>	<i>Sakal Times</i>
<i>Wafers Partner</i>	<i>Budhani Bros</i>
<i>Artist Partners</i>	<i>Kreative Keeda & Tribevibe</i>

TRANSCEND 2020 PARTICIPATION

Number of Participation: 4000+

Number of Teams: 2500+

Number of Participating Colleges: 200+

Prizes worth: 12 Lakhs

Major Participating Colleges

<i>IIM Calcutta</i>	<i>IIM Bangalore</i>
<i>IIM Indore</i>	<i>IIM Raipur</i>
<i>XLRI Jamshedpur</i>	<i>S. P. Jain Institute of Management and Research</i>
<i>MDI Gurgaon</i>	<i>Jamnalal Bajaj Institute of Management Studies, Mumbai</i>
<i>IIFT Delhi</i>	<i>NITIE Mumbai</i>
<i>Tata Institute of Social Sciences, Mumbai</i>	<i>SCMHRD Pune</i>
<i>SJMSOM, IIT Bombay</i>	<i>TAPMI Manipal</i>
<i>DMS, IIT Delhi</i>	<i>IMI Delhi</i>
<i>Goa Institute of Management</i>	<i>NICMAR</i>
<i>IBS Hyderabad</i>	<i>FLAME Pune</i>
<i>MICA Ahemdabad</i>	<i>NMIMS Mumbai</i>
<i>Vinod Gupta School of Management, IIT Kharagpur</i>	<i>K.J. Somaiya Institute of Management Studies and Research</i>
<i>DBS Dehradun</i>	<i>SIBM Nagpur & Hyderabad</i>

7. BRANDING OF TRANSCEND 2020



The official poster for Transcend-2020's line-up on Facebook reached out to over 48,000 people.



SIBM PUNE

IKEA

PRESENTS
TRANSCEND | 2020
MAGNUM OPUS

POWERED BY
Jio saavn

CO-SPONSORS

BROUGHT TO YOU BY
MARSH & McLENNAN COMPANIES

ASSOCIATE SPONSOR
Bank of India

OFFICIAL CRAVINGS PARTNER
ROLLS KING

OFFICIAL BEVERAGE PARTNER
Coca-Cola

OFFICIAL YOUTH PARTNER
GRAPEVINE

OFFICIAL FASHION PARTNER
max

TICKETING PARTNER
in

OFFICIAL RADIO PARTNER
RADIO 93.5 FM

OFFICIAL YOUTH MEDIA PARTNER
youth incorporated

GOOD TIMES PARTNER
barstockexchange

OFFICIAL ONLINE GAMING PARTNER
Games

OFFICIAL MALL PARTNER
WESTEND

OFFICIAL EDUCATION LOAN PARTNER
HDFC CREDILA

OFFICIAL SPORTS BAR PARTNER
AUPSIDE

OFFICIAL PET CARE PARTNER
POTENTIALS

OFFICIAL PRINT MEDIA PARTNER
SAKAL TIMES

WAFERS PARTNER
BUDHANI BROS WATERWALA

ARTIST PARTNERS
KREATIVE KEEEDA, TribeVibe

OPSTRAT PARTNER
ISCEA

CHRYSLIS PARTNER
Digitian Hub

FTGG PARTNER
The Money Roller

FOOD PARTNERS
Bubsterr's, SUBWAY, Rasna BUZZ, Food Park

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THANK YOU

ANNUAL REPORT

2019-20

INFORMATION SYSTEMS & MEDIA RELATIONS TEAM



SMART
INFORMATION SYSTEMS AND MEDIA RELATIONS TEAM

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About iSMaRT

Colloquially known as iSMaRT or the PR Team, the Information Systems and Media Relations Team strives to promote the SIBM Pune brand through extensive coverage across online and offline media. Evolved from the erstwhile IT Team, iSMaRT is also responsible for managing the IT infrastructure of the institute, which is vital for knowledge sharing between students, the placement team, faculty and college administration.

Some of the main activities undertaken by us are:

1. Content generation, mainly in the form of articles, posters, videos – meant to be viewed by all stakeholders including students, faculty, alumni, corporates and aspirants.
2. Video Interviews of Corporates coming on Campus for various events.
3. Organizing events focussed on importance of positive Public Relations
4. Managing IT infrastructure
5. Exclusive coverage of all major events of SIBM Pune - guest lectures, leadership talks and other council events.
6. PR and Promotional activities for the institute.

Team

The members of iSMaRT bring in a wide array of skills to the table. Each term, the team is reconstituted after a rigorous selection process.



Senior Team Junior Team Interim Team

Aayush Modi (Coordinator)
Akshay Wankhede
Apoorv Vohra
Harshit Chaudhary
Sayali Chandwadkar

Anshula Mohapatra
Hem Shah
Madhusree Prakash
Shashwat Bachchan
Suneet Kandulana
Suzanne Viju Cherian
Tripti Sagar

Anshula Mohapatra
Hem Shah
Manvi Chawla
Shashwat Bachchan
Shruthi Moorthy
Suneet Kandulana
Suzanne Viju Cherian
Tripti Sagar

SIBM Pune's Online Presence

iSMaRT reinforces the SIBM Pune brand by ensuring a robust online presence through its official website and social media handles. The team works round the clock and uses these platforms to announce or share any important updates and happenings related to the institute. Over the years, the team has grown in the digital marketing space and has impressed the netizens with quality content. The team also sends out congratulatory posts acknowledging the achievements of not only the students and faculty members of SIBM Pune, but also of the alumni – fostering a lasting relationship between the them and their alma mater.

The social media handles of SIBM Pune that the team manages -



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE



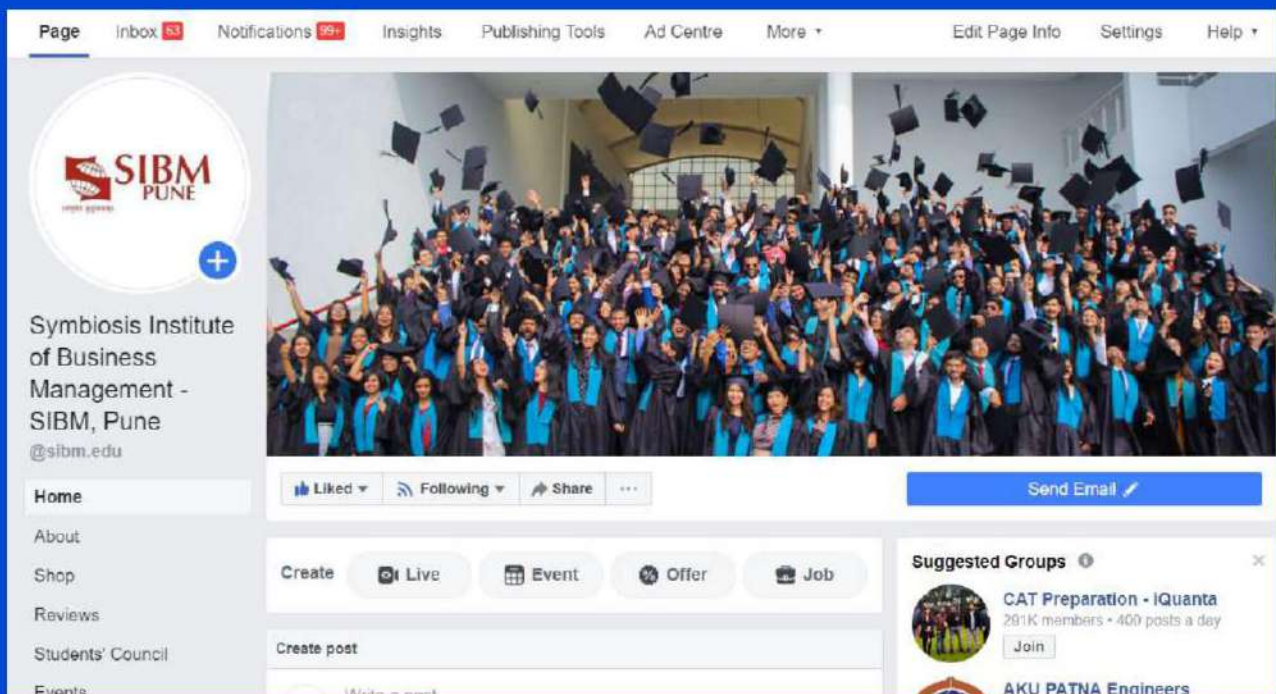
TWITTER

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 60,437 likes as of March 2020. We plan to continue working on increasing the reach and followers of this page in the next academic year.

7.5 lac+
IMPRESSIONS

69K+
ENGAGEMENT



Twitter

The Twitter handle of SIBM Pune has been recognized as the official and verified handle by Twitter. Our Twitter presence consists of 37,505 followers as on March 2020. 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.



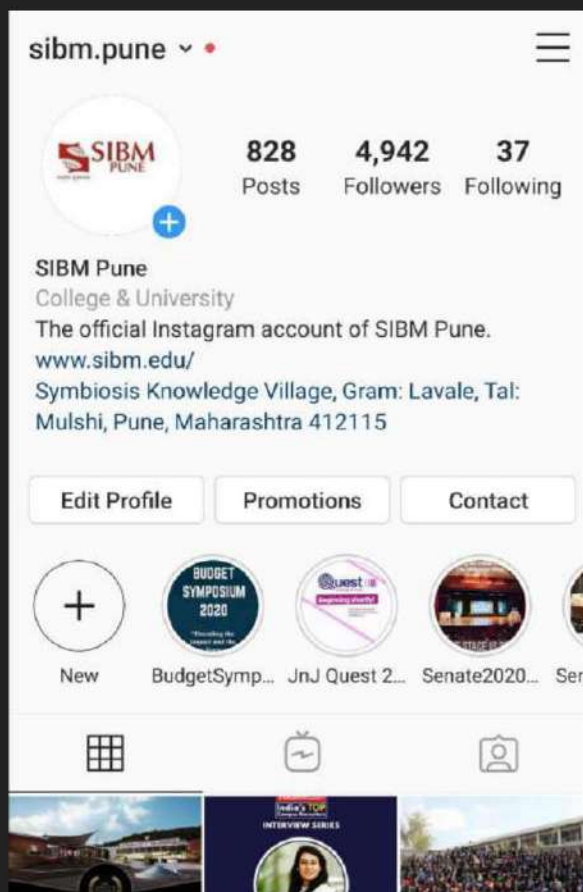
The image shows a screenshot of the SIBM Pune Twitter profile. The profile is verified and has 3,157 tweets. The profile picture is a circular logo with the SIBM Pune text and a globe icon. The bio states: "Official Twitter Handle of Symbiosis Institute of Business Management, Pune." The location is Pune, India, the website is sibm.edu, and it was joined in July 2009. The profile has 149 following and 37.5K followers. The navigation tabs are Tweets, Tweets & replies, Media, and Likes. A tweet from March 25 is visible at the bottom, stating: "We are excited to share that SIBM Pune has been ranked as the 6th Most".

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 2384 to 4942 (107% increase) followers in March 2020. The team plans to increase the same in the coming year.

iSMaRT Instagram Handle

In the year of 2018, iSMaRT launched its own Instagram handle for the promotion and PR related activities of the team. The handle has 300+ followers. We aim to engage the audience by means of regular post celebrating festivals and creating different campaigns.



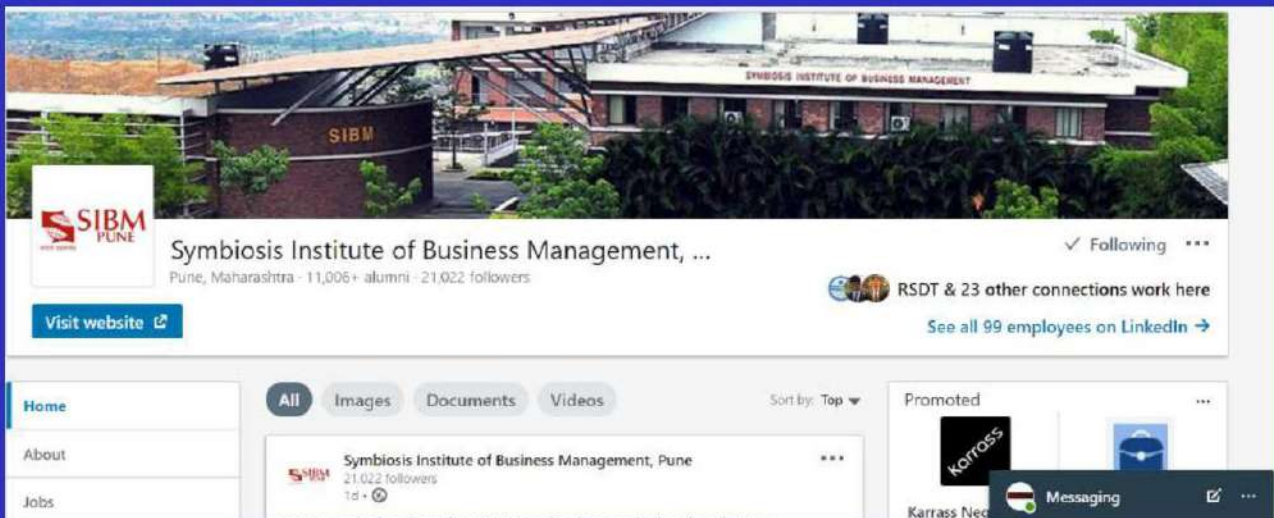
SIBM Instagram Handle



PR Team Instagram Handle

LinkedIn

SIBM Pune's LinkedIn account has 21,022 (32% increase from last year) followers and has helped connect with 11,000+ 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.



34K+

PROFILE VISITORS

5K+

FOLLOWERS INCREASED

Partnering with Online News Portals & Offline Media

The team believes that it shows greater authenticity when SIBM events are covered by credible news organizations. We have maintained relationships with online news and education portals such as InsideIIM, HTCampus, YourStory, etc. The growing relationships with these portals can be seen 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 expand the online presence of the institute and also connect with a 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. The team is also in the process of engaging the print medium for coverage of events and news.



In AY 2019-2020 , the team collaborated with insideIIM to collect more than 200 articles written by the first year students as their submissions for ABGLP Woo Me Challenge.

10

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 launched the official Alumni blog of SIBM Pune. It's a platform where our alumni will share their special moments and life lessons learnt at SIBM Pune. Through the blog, the Alumni fraternity can pass on their pearls of wisdom to the current students.

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SIBM PUNE
सिबीएम पुणे

HOME ALUMNI BLOG STUDENT BLOG ARCHIVES LOGIN REGISTER

LATEST NEWS Dare2Compete has ranked B-Schools on the basis of the students' performance Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group

Today's Featured

Dare2Compete has ranked B-Schools on the basis of the students' performance
MARCH 25, 2020

Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group
MARCH 19, 2020

Workshop on Technical Analysis by Mr. Akshay Chinchalkar, CMT, South Asia Head of Corporations Workflow at Bloomberg LP
MARCH 19, 2020

Session on IMS by Ms. Mukti Garg Kumaran GM - Mahindra Group

Author: DR. R RAMAN - MARCH 25, 2020

Dare2Compete has ranked B-Schools on the basis of the students' performance

Author: DR. R RAMAN - MARCH 19, 2020

Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group

Director's Blog

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SIBM PUNE
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HOME ALUMNI BLOG STUDENT BLOG ARCHIVES LOGIN REGISTER

LATEST NEWS students' performance Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group

Category Archives: Student Blog

Life at SIBM Pune

After a year of gruelling preparations, cracking the entrance examinations, and another three months of nervous anticipation, every incumbent batch, enters the Hilltop campus at Lavale with a heavy heart...

READ MORE

Share [Twitter](#) [Facebook](#)

Dare2Compete has ranked B-Schools on the basis of the students' performance
MARCH 25, 2020

Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group
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Login

Login Register

SIBMPune

We are excited to share that SIBM Pune has been ranked as the 6th Most Competitive B-school by Dare2Compete Awards... <https://t.co/9n1HT0LJjD>
3 days ago 13 Retweeted

It is a matter of great delight to share that Zladd, a startup co-founded by our alumnus Mr. Harish Amritkar, has r... <https://t.co/sM4BTH9MA>
7 weeks ago 15 Retweeted

Introducing the D2C Top 10 College

Student Blog

About Author / Privacy / Contact

SIBM PUNE
सिबीएम पुणे

HOME ALUMNI BLOG STUDENT BLOG ARCHIVES LOGIN REGISTER

LATEST NEWS B-Schools on the basis of the students' performance: Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobil

Category Archives: Alumni Blog

MBA (I & E) students of SIBM Pune at Deshpande Foundation Hubli and Sandbox Hubli

As a part of experiential learning initiative, MBA (Innovation & Entrepreneurship) Students of SIBM Pune visited Deshpande Foundation Hubli and Sandbox Hubli. The purpose of this visit was to understand how...

Author: DR. R RAMAN - OCTOBER 1, 2018

Dare2Compete has ranked B-Schools on the basis of the students' performance
MARCH 25, 2020

Session by - Ms. Elisha Tanya Pereira, Product & Demand Strategy- Electric Mobility, Mahindra Group
MARCH 19, 2020

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Login

Login Register

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3 days ago 13 Retweeted

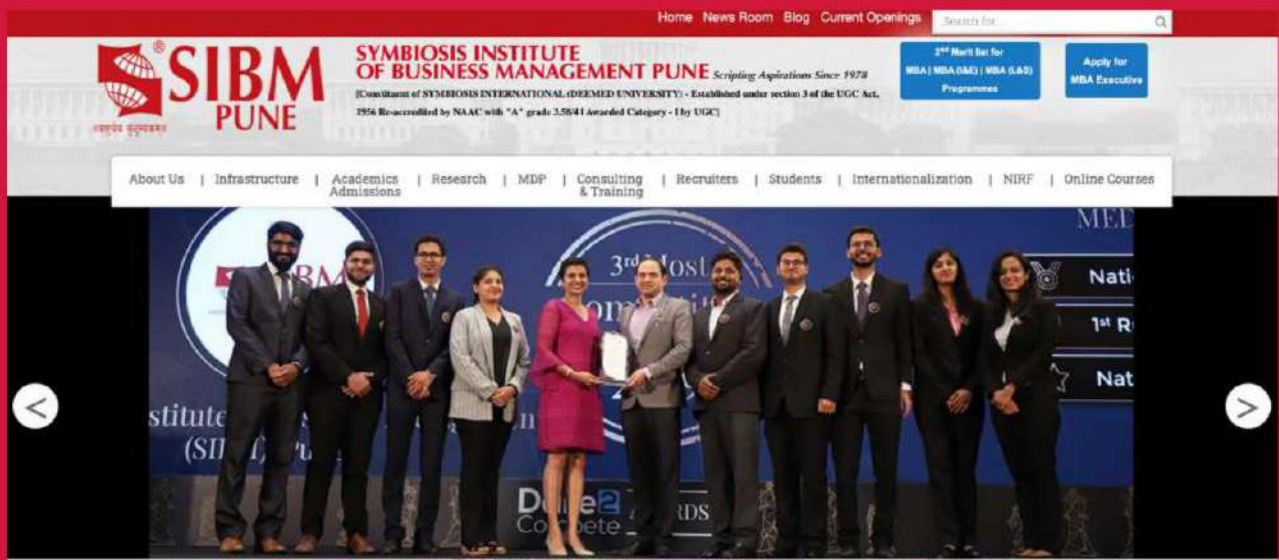
It is a matter of great delight to share that Zladd, a startup co-founded by our alumnus Mr. Harish Amritkar, has r... <https://t.co/sM4BTH9MA>
7 weeks ago 15 Retweeted

Introducing the D2C Top 10 College

Alumni Blog

SIBM Pune Official 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.



Content Creation

For Corporate & Social Awareness

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.

RB Global Challenge video : The team created a short film depicting the importance of RB products in daily lives. The work was well-appreciated by the organization and was shared from their social media handles during the launch of RB Global Challenge 2019.

ABG video : The team released a series of videos as submissions for ABGLP Woo Me Challenge 2019 on behalf of SIBM Pune. In these videos, the creators attempted to convince Aditya Birla Group to come for Campus Selections.

World Mental Health Day Campaign: A carousel was created showing 8 ways to look after mental health. An initiative to spread awareness, the posts on social media received major appreciation.

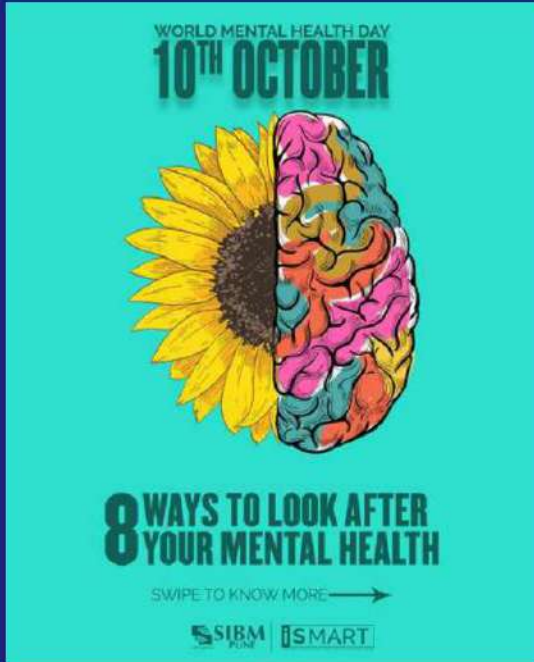
International Men's Day Campaign : This carousel honoured the male staff and labours who work for SIBM Pune on International Men's Day.

New Year Resolution Campaign: This series captured the priceless resolutions of some of the students during new year through attractive

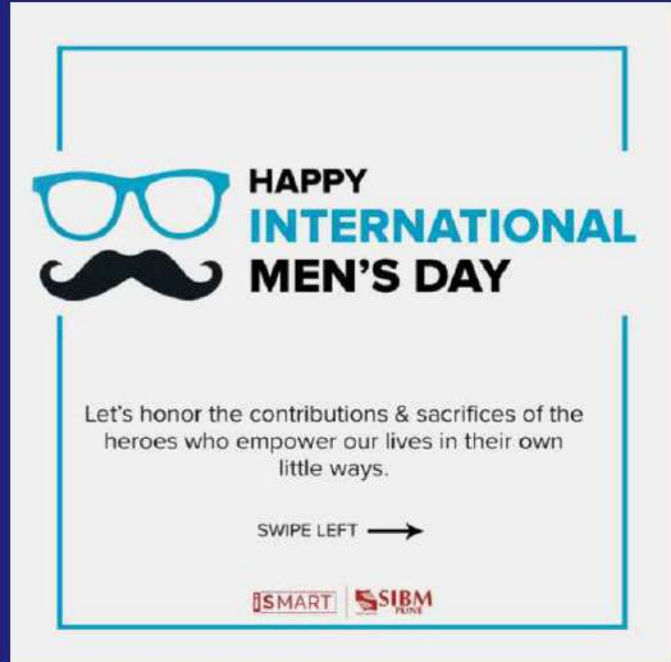
creatives.

Content Creation

For Corporate & Social Awareness



World Mental Health Day



International Men's Day



RB Global Challenge Buzz Video

Event Coverage

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

Following is a non-exhaustive list of events covered by iSMaRT in AY 2019-2020.

Competition Launch

Johnson & Johnson Quest Season 8

Reliance TUP 5.0

Tangram : The Piramal Challenge

Mahindra Logistics : Logiquest

Pepsico : Dare To Do More

ITC Interrobang Season 9

Bajaj Finserv Atom Season 2

Optum-Stratethon

HUL Lime Season 11

Mahindra War Room Season 12

Nestle 4P

Godrej LOUD

RB Global Challenge

HSBC IB League Challenge

Mega Events

Budget Symposium 2020
Transcend 2020
Senate 2020
Gravitas 2020
Innovation in Healthcare - Roundtable
Eclectica 2019
Legacy 2019
HR Conclave 3.0
Arcturus 2019
Entrepreneuership Summit 2019
Economic Conclave 2019
Rink Football and Box Cricket 2019
Independence Day 2019
Convocation 2019
Transcend Launch



A YEAR IN ISMART

Major Event Coverage

January

Transcend
Gravitas
Senate



February-March

Admissions
SPL

June-July

AlumSpeak
E-Conclave



August-September

E-Summit
Arcturus
Encore

October-November December

HR Conclave
Proelio
Legacy
Perna



Interview of Corporates

The Interview Series featuring Senior Industrialists who come on campus for Leadership Talks and Conclaves is a headliner venture of the PR Team. The guests engage in insightful conversations with the interviewer (one of the team members), which are captured and broadcasted on all platforms accessible to iSMaRT. The interviewees share their knowledge and expertise through these videos and they are documented for everyone to see.

Some of the personalities interviewed in AY 2019-2020 are:

- Ashwin Sanghi, Author, Entrepreneur
- Rajiv Singh, Head Digital Ad Sales & Monetization, SonyLIV
- Prodipto Roy, Founding Director, Crimson Consulting Technologies Pvt. Ltd.
- Nitish Sharma, Head of Insights and Research at Sony Pictures Networks India
- Abhinandan Chatterjee, Solutions leader , India and APAC - McKinsey Academy - Accelerate
- Vikas Dimri, Director, Head - SME, Trade & Working Capital Finance at Deutsche Bank
- Bijendra Vats, Director - HR, MSD Pharmaceuticals India Pvt. Ltd.
- Dhruv Talwar, General Manager, Godrej Properties Ltd
- Vamsi Dasetty, Associate Director - Rewards and HRBP,
- Ola Rajiv Batra, CFO, Cummins India Ltd
- Steven Murray, Global Head, Recruitment & People Development, Zomato
- Gurucharan Singh Gandhi, Head HR, Aditya Birla Fashion and Retail
- Ranjit Jose, General Manager & Head of Talent Engagement, DIAGEO India
- Anand Khot, HR Leader, IBM India Pvt. Ltd.
- Sundaram R M, Senior V.P. and Head - University and Schools

PRoelio 2019

Battle of Perceptions

The annual flagship event of iSMaRT, presents a unique opportunity to bring out the inner wit of the students and experience the adrenaline rush one faces in a press conference. This year the journey began with a one-of-a-kind treasure hunt, “Truth About Lies” where teams participated to unravel the mystery which gripped the hilltop in the month of October. The teams raced against time in search of the truth and were greeted with the launch of the PR Battle. Following the launch, the 3-levelled process commenced with participation from premier B-schools from across the country. Around 170+ teams from reknowned B-schools such as TISS, SIMSR, IIM Bodhgaya, Welingkar Institute, IIM Nagpur, IIM Raipur, KREA University, IIM Lucknow, IIM Udaipur, NMIMS, TAPMI and many more, enrolled for the National Level Preliminary Quiz Round held on the 20th of October 2019. 20 teams made it to the Case Study Round. After a series of eliminations the top 6 teams made it to the finale. The process culminated in a day-long event on the 13th November 2019, where the audience was graced with enthusiastic participation and the presence of illustrious corporates from the world of media and communications. Ms. Palak Malhotra, Marketing Specialist at Cognizant, Ms. Richa Bakshi, Head of Marketing, India at Loylogic and Ms. Varsha Marathe, Founder Director of Aspire PR & Strategies Pvt. Ltd adjudged the teams from the premier B-schools across the country. The participants were marked on their wit and quick thinking with incessant questions being fired at them by the enthusiastic panel of pseudo-

journalists.

THE TRUTH ABOUT LIES
A TREASURE HUNT

**AAYEGA NA?
DAREGA TO NAHI?**

5 PM, ACAD BLOCK

THE TRUTH ABOUT LIES
A TREASURE HUNT

TRUTH
DAYS TO GO!

REGISTRATIONS OPEN!

SMART | SIBM

REGISTRATION KE LIYE
APNE DOST KE BHAROSE
MAT RAHO
KYA PATA WOH DOST
AAPKE BHAROSE BETHA HO

NAWAZ BHAI

LAST DAY TO REGISTER

THE TRUTH ABOUT LIES
A TREASURE HUNT

(FUN)ANCIAL ACCOUNTING 101
FOLLOWING THE RULES OF REAL ACCOUNT
DEBIT WHAT COMES IN, CREDIT WHAT GOES OUT

TRIAL BALANCE
IN THE BOOKS OF MBA 1
FOR OCTOBER 2019

DATE	PARTICULARS	DEBIT	CREDIT
14 th OCTOBER 19	Fun	✓	
	Tension		✓
	Intrigue	✓	
	Stress		✓
	Exciting Prizes	✓	
	Sherlock Mode On!	✓	

THE TRUTH ABOUT LIES
A TREASURE HUNT

THE TRUTH ABOUT LIES
A TREASURE HUNT

**DARE TO FIND THE
ULTIMATE TRUTH**

SIBM | SMART

SMART PRESENTS

THE TRUTH ABOUT LIES
A TREASURE HUNT

THE TRUTH ABOUT LIES
A TREASURE HUNT

MR. VIKRAM OBEROI
MLA CANDIDATE

CHALLENGE YOUR
CONSCIENCE
#GUILTYORINNOCENT
SHOULD I VOTE FOR
ELECTORAL PHILANTHROPIST?

SIBM | SMART PRESENTS

THE TRUTH ABOUT LIES
A TREASURE HUNT

EXCITING PRIZES AWAIT YOU!

WHEN
14th OCT 2019
TIME
5 PM
WHERE
ACAD BLOCK

FOR REGISTRATION
Surinder - 91-88621-29564 | Mohanraj - 91-77968-73378



PROELIO 2019

BATTLE OF PERCEPTION



PROELIO 2019
NOVEMBER 13
BATTLE OF PERCEPTIONS

[SMART] PRESENTS PROELIO 2019

CAN YOU STAND YOUR GROUND IN THE FACE OF TRIBULATION?

EXCITING PRIZES AWAIT YOU!
REGISTRATIONS OPEN ON D2C

FOR QUERIES
Suzanne: +91-82103-99650 | Hem: +91-98250-24383

SIBM PUNE

ONLINE QUIZ
OCTOBER 20, 2019

CASE SUBMISSION
OCTOBER 27, 2019

GRAND FINALE
NOVEMBER 13, 2019

SCAN TO REGISTER



ROUND 1
ONLINE QUIZ

30 

MINUTES TO GO

PROELIO 2019

[SMART] SIBM

PROELIO 2019

INDIA'S BIGGEST PR SHOWDOWN



OUR PARTNERS & SPONSORS

YOUTH MEDIA PARTNER: **youth incorporated**

INTERNSHIP PARTNER: **HELLO INTERN**
THE GLOBAL INTERN EXPERT

GIFTING PARTNER: **The Sealed Store**

ROYALTY: **INSTA FOOD** **MEAT ME HERE!** **SUBWAY**



Vritaanta

Bimonthly newsletter of SIBM Pune

A quick bi-monthly recap of the ongoings that take place at the picturesque hilltop campus at Lavale. “Vritaanta” which in the Hindi literature translates to a narrative version of the events, provides the students, administration, alumni and corporates with a light read of the plethora of events and accolades that are bestowed on the legacy we know as SIBM Pune. The four-leaved newsletter is available on the official website of SIBM Pune and Issuu – the digital publishing platform to make it available to our readers around the world.

The first edition of Vritaanta was published in August 2019 in online and print media. Subsequent editions were released in October and December 2019.

SIBM PUNE Vritaanta THE NEWSLETTER Aug 2019 001 ISSUE

ECONOMICS CONCLAVE 2019
Gathering of the best and brightest minds

ARCTURUS, THE LEADERSHIP C...

SIBM PUNE SCOOPS PRESTIGIOUS ACCOLADES

HIGHLIGHTS

Mr. Varun Marketing campus.

Various N Competit SIBM Pune

SIBM Pune Internship Reports.

SIBM PUNE Vritaanta THE NEWSLETTER Dec 2019 003 ISSUE

HR CONCLAVE 3.0

EMBRACING AGILE HR

SIBM PUNE Vritaanta THE NEWSLETTER Oct 2019 002 ISSUE

ENTREPRENEURSHIP SUMMIT 2019-SYNERGY OF MINDS

ECLECTICA 1.0

PRIDE AND PASSION

EXCLUSIVE EVENTS, PRICELESS MEMORIES!

HIGHLIGHTS

Industry Stalwarts at SIBM Pune Pg2

Students making their mark in the Biz World Pg3

Summer Internship & Institute achievements Pg4

001

24

HR Conclave

The HR Conclave 3.0 was hosted at Sofitel, BKC on the 9th November 2019. The Junior and Senior Team of iSMaRT assisted the Executive Council for the impeccable planning and smooth execution of the event. The third edition of HR Conclave hosted by SIBM Pune saw the coming together of eminent personalities with exemplary achievement attached, from the corporate world who engaged in a vibrant discussion on “Embracing Agile HR – Responding to Disruptive Trends”. Associates from our team, worked closely with the Media Team of HRC 3.0 to keep the audience updated from the SIBM Pune Official Social Media pages across platforms. On the day of the event, the Voice of SIBM Pune actively live-streamed the event on all platforms, and captured a plethora of pictures of pivotal keynote addresses by the panellists. The guests were given customized photo frames as a token of gratitude for their indispensable experience.



Batch Photoshoot



The annual batch photoshoot of the outgoing batch of MBA grads comes under the purview of iSMaRT. This academic year it was held on the 22nd of January 2020, with every student of the senior batch in full attendance. Invites were sent out well in advance for the Batch of 2020, giving them ample time to prepare the best attire for the fun-filled day. The team clicked memorable moments of the entire Student Council at locations throughout the campus. The agenda consisted of the official administration, faculty and class photographs as well. The PR team went out on a limb to cover the candid shots of the students who were reminiscing at how the two-year journey was just about to end. With over 2000+ pictures clicked on the day of event, the students were provided with a basketful of memories to cherish forever.

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 the 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.

Achievers' Database

SIBM Pune is known for the tenacious and meritorious students who incessantly participate in management competitions and events organized by the corporates, B-schools. They have also been known to excel at extra-curriculars which is supported by the various accolades that is brought home by the students. Each year iSMaRT collects, collates and verifies achievement data of students for that particular academic year. The data is collected via online forms throughout the year. It is used by the administration, faculty and the director for multiple uses. One of the primary uses of the database is for finalizing the various award winners declared on the Annual Management Day, these awards include Best Student Achiever, Researcher of the year, Sportsman and Sportswoman of the year etc. The data is also used by the administration to participate in various National B-School Surveys. This year we received more than 90 achiever entries from both the MBA and MBA I&E batches.



Collaborations

Being the PR Team of SIBM Pune, iSMaRT works in tandem with all other councils for the smooth and vast coverage of their events that are held all year round. In the year 2019-20, iSMaRT has taken various initiatives and collaborated with other council teams, to ensure adequate PR and exposure is provided for SIBM Pune. The association begins with the coverage on the day of the event, followed by presenting customized photo frames to the illustrious guests. We aim at providing our students with a window into the corporate world by interviewing the esteemed panelists who take out time from their hectic schedules to enlighten us with their unique perspectives.



Testimonials

“

Testimonials describe what has been,
and is a promise of what is to come

”



"Over the last one year, the work done in improving your social media presence is commendable." - during Godrej LOUD 2019
Vandana Lisa Scolt VP and Head, Godrej Consumer Products Ltd.

"There is tremendous improvement in how the college is showcasing itself in the outside world. As an alumnus, I feel proud to call SIBM Pune my alma mater."

Abhaya Sharma Country Marketing Manager, Davidoff Cigarettes, SK Products



"You guys are too good in Digital Marketing. The level of marketing is brilliant"

Jay Shah Field Marketing Manager, Vertiv

Thank you!



We take this opportunity to thank Dr. R. Raman, Director SIBM Pune, Dr. V.V. Ravi Kumar-Dy. Director SIBM Pune, Mr. Anand Singh – Head of Administration at SIBM Pune, and the entire faculty and staff of SIBM Pune for their unwavering and unconditional support towards the Information Systems and Media Relations Team throughout the academic year. Through their unending guidance and treasured expertise we were able to accomplish our milestones with ease. 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.



BATCH OF 2018-20

**CAMPUS
RECRUITMENT
PROGRAMME
2019**



020-28116071/ 73 

placements@sibmpune.edu.in 

BATCH PROFILE

The well-balanced batch comprises of professionally experienced individuals as well as freshers, among both the genders, coming from various domains such as Arts, Commerce, Engineering, Management, and Medicine leading to a more conducive learning environment.

AVG. AGE: 24.50 Years

AVG WORK EX: 25 months



ACADEMIC BACKGROUND

- Commerce – 9%
- Engineering – 69%
- Management – 11%
- Science – 4%
- Others – 7%



PROFESSIONAL BACKGROUND

- Analytics – 7%
- BFSI – 7%
- Engg./ Mnfg. – 11%
- IT/ ITES – 36%
- Sales/ Marketing – 6%
- Others – 33%



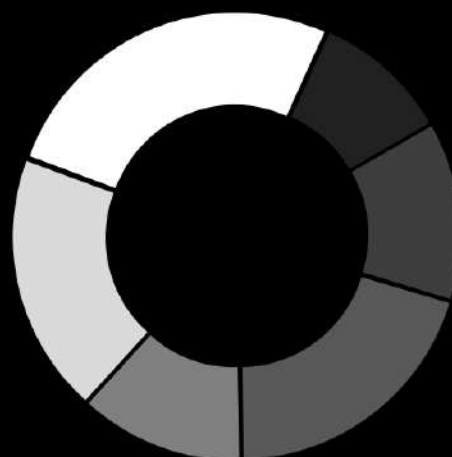
WORK EXPERIENCE

- Freshers – 29%
- 1-12 Months – 10%
- 13-24 Months – 27%
- 24+ Months – 34%

69% MALE

31% FEMALE

The management students of SIBM Pune had a spectrum of roles to choose from across functions such as Analytics, Consulting, Sales and Marketing, General Management, Finance, HR, Operations and Strategy.



- Auto/ Mnfg. – 13%
- BFSI – 20%
- Consulting – 12%
- FMCG/ FMCD – 19%
- IT/ ITES – 26%
- Others – 10%

RECRUITERS' PROFILE

CRP 2019 HIGHLIGHTS

₹ 34.26 LPA
HIGHEST
CTC

87
PRE-PLACEMENT
OFFERS

₹ 20.27 LPA
AVERAGE CTC OF
FEMALE
STUDENTS

▲ 15.21%
₹ 20.14 LPA
AVG CTC

₹ 20.08 LPA
AVERAGE CTC OF
MALE
STUDENTS

90+
RECRUITERS

186
OFFERS

28%

OFFERS IN FORTUNE
LISTED COMPANIES

₹ 18.50 LPA
MEDIAN
CTC

AVERAGE CTC

₹ 27.18 LPA

₹ 23.59 LPA

₹ 21.44 LPA

OF TOP OFFERS

TOP 50

TOP 100

TOP 150

CORPORATE COMPETITIONS – 2019-20

 HR Case Study NATIONAL WINNERS	 Campus Innovathon NATIONAL WINNERS	 LOUD NATIONAL WINNERS	 Over The Wall NATIONAL WINNERS	 4Ps Challenger NATIONAL WINNERS
 Stratethon NATIONAL WINNERS	 iCreate NATIONAL RUNNERS-UP	 HR Live Project Championship NATIONAL RUNNERS-UP	 Hustle NATIONAL RUNNERS-UP	 Global Challenge NATIONAL RUNNERS-UP
 logiquest NATIONAL RUNNERS-UP	 Canvas NATIONAL FINALISTS	 BLoC Boardroom Challenge NATIONAL FINALISTS	 Carpe Diem NATIONAL FINALISTS	 WIRED NATIONAL FINALISTS
 Interrobang?! NATIONAL FINALISTS	 War Room NATIONAL FINALISTS	 Ingenium NATIONAL FINALISTS	 The Catalyst NATIONAL FINALISTS	 CEO Challenge NATIONAL FINALISTS
 Steel-a-Thon NATIONAL FINALISTS	 The B.U.D Challenge NATIONAL SEMI-FINALISTS	 T.U.P NATIONAL SEMI-FINALISTS	 Transcend REGIONAL FINALISTS	 ATOM REGIONAL FINALISTS
 E^3 REGIONAL FINALISTS	 L.I.M.E. REGIONAL FINALISTS	 E.D.G.E. REGIONAL FINALISTS	 MindRover REGIONAL FINALISTS	 Research Challenge ZONAL FINALISTS

OTHER PROMINENT CORPORATE COMPETITIONS ON CAMPUS

 HeadstaRt II Stratos	 Ace Challenge	 Business Case Challenge	 The IB League	 Ideation Challenge
 Brandstorm	 Campus Connect Challenge	 Dare To Do More	 ThinkUp Challenge	 Transformation Series

MARKETING

A focussed course structure equips those interested in this field with the skill set needed to understand, interpret and apply marketing concepts in live corporate scenarios. The students learn the practical applications of marketing principles through case studies, seminars, workshops, guest lectures and research projects.

₹ 34.26 LPA

HIGHEST
CTC OFFERED

46%
STUDENTS
OFFERED
PPOs

Abbott

accenture

adani

ADITYA BIRLA
FASHION & RETAIL

AMERICAN
EXPRESS

ARMSTRONG

asianpaints

ASPECT
RATIO

ATHER

AVIVA

AXIS BANK

BAJAJ
THE WORLD'S
FAVOURITE
INDIAN

BAJAJ
FINSERV

BD

BRIDGEi2i
INFORMATION - INSIGHT - IMPACT

BRIDGESTONE
Your Journey, Our Passion

BrowserStack

Capgemini

CISCO

cleartax

COMPASS
GROUP

comviva

Cummins

Dabur

DCM SHRIRAM
Growing with trust

DELL EMC

DIAGEO
INDIA

Flipkart

Godrej

groupm

HDFC BANK

Henkel

HEXWARE

HT Media

IDM

ICICI Bank

ICICI PRUDENTIAL

Enduring Value

KALZOOM
ADVISORS

kotak life

KPMG

LTI
Let's Solve

L7
L7 Technology Services

Lenovo

Mahindra CIE

MARUTI SUZUKI

METRO

ninjacart

Pidilite

Piramal

praktice.ai

rb

Reliance
Industries Limited

Shell

signify

TATA
GLOBAL
BEVERAGES

TATA STEEL
We Also Make Tomorrow

Tech
Mahindra

TITAN

TRAFIGURA

Varroc
EXCELLENCE

vedanta
transforming elements

Whirlpool

wipro

ZYCUS

HUMAN RESOURCES

₹ 34.26 LPA
HIGHEST
CTC OFFERED

24%
STUDENTS
OFFERED
PPOs

This course provides students with the skills required for successful human capital management. It familiarizes them with current corporate practices in the line. The course focuses on interpersonal, Talent Management and people management skills, to enable students to transcend the scope of Human Resource Management.



FINANCE

This specialization is designed to provide students with a strong base in applied financial management. It helps them in sound financial decision-making, providing a deep understanding of the financial aspects of the economy and the corporate world. The quantitative and analytic skills of the students are enhanced in the process.

₹ 20.00 LPA
HIGHEST
CTC OFFERED

48%
STUDENTS
OFFERED
PPOs



OPERATIONS

Supply Chain Management, Logistics and Distribution networks have become huge differentiating factors for an organization as it competes in the market. The course structure at SIBM Pune ensures that technological knowhow in these lines is integrated with current industrial practices to equip students to deliver beyond standard service levels for the businesses to grow further.

₹ 23.00 LPA

HIGHEST
CTC OFFERED

32%
STUDENTS
OFFERED
PPOs

accenture

AMERICAN
EXPRESS

ABInBev

ASPECT
RATIO

AVIVA

BAJAJ
FINSERV

birlasoft
BIRLA GROUP

BRIDGEi2i
INFORMATION-INSIGHT-IMPACT

Capgemini

CISCO

COMPASS
GROUP

Cummins

genpact

IBM

ICICI Bank

ICICI PRUDENTIAL
LIFE INSURANCE

KALZOOM
ADVISORS

kotak life

KPMG

LT
LT Advisory Services

MARSH & MCLENNAN
COMPANIES

METRO

ninjacart

Reliance
Industries Limited

SAR

Tech
Mahindra

UPL

vedanta
transforming elements

verroc
EXCELLENCE



Whirlpool

wipro

ZYCUS

nd
BATCH
9-21



SUMMER
Placement REPORT

placements@sibmpune.edu.in ●

020-28116071/ 73 ●

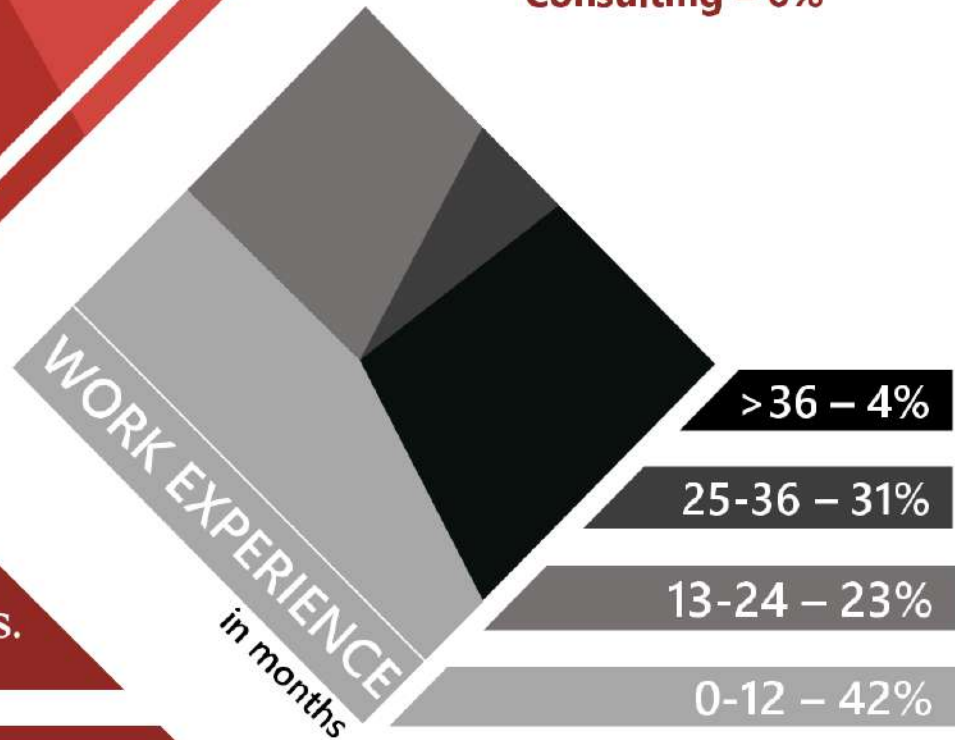
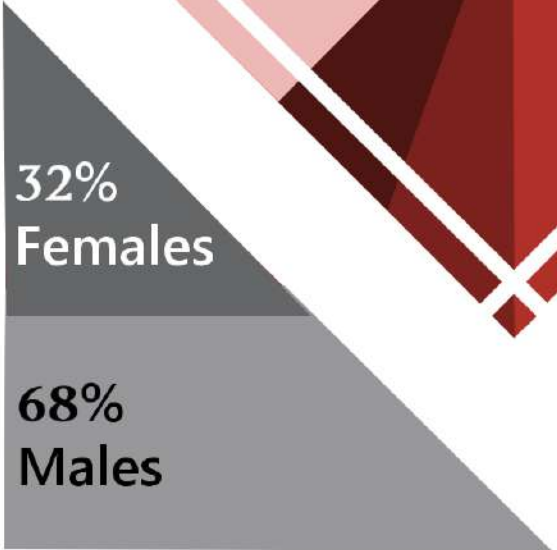
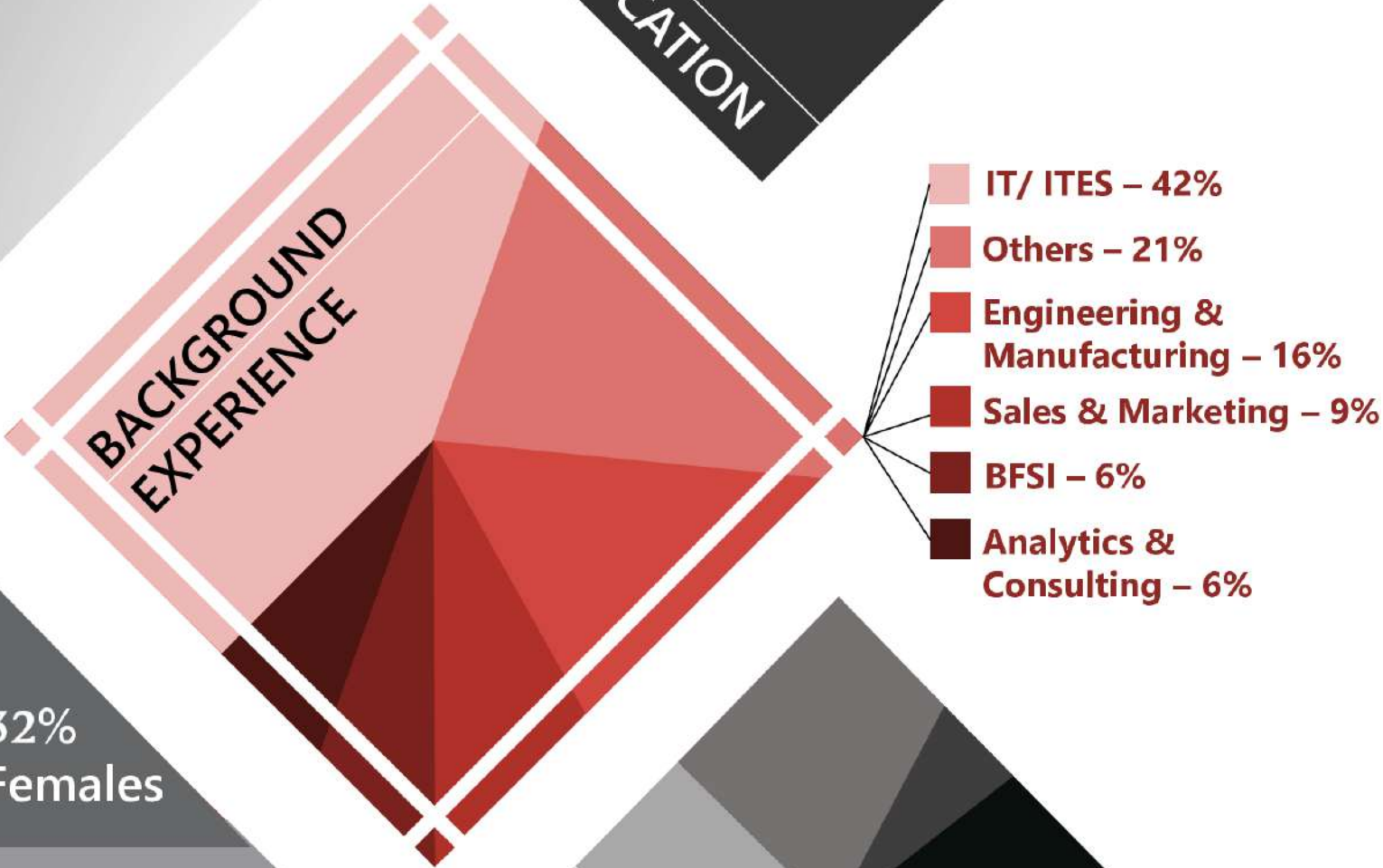
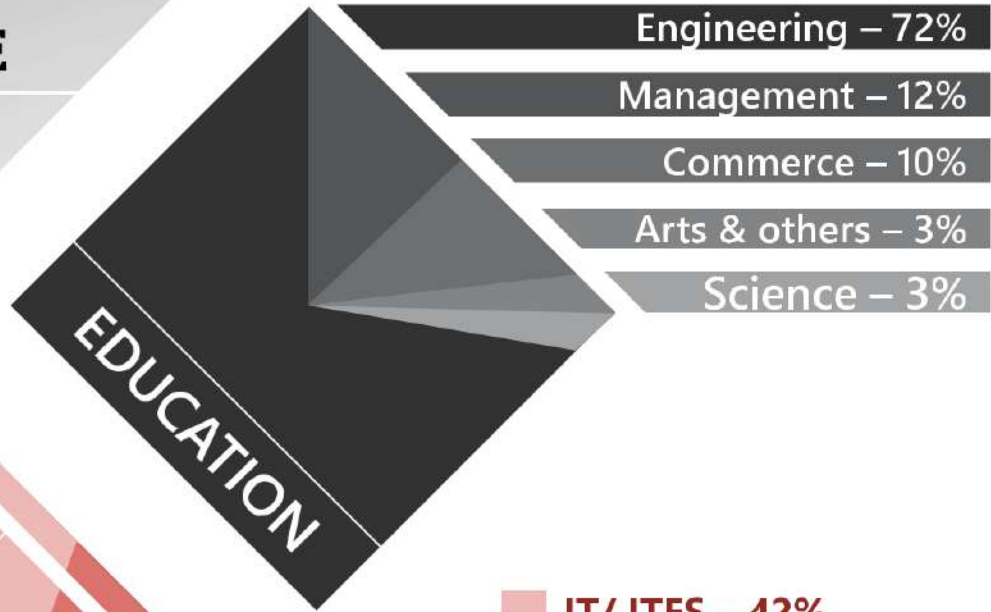
FOREWORD

is with great pride that SIBM Pune announces the successful completion of the Summer Internship Recruitment Programme 2019 for its **42nd MBA Batch (2019-21)**. Being the first premier B-School in the country to have completed the process, the institute had the privilege of hosting some of the biggest brands in the industry. Continuing the strong upward trend over the past few years, it has, yet again, set a new milestone by clocking in one of the most successful summer placements with **average stipend crossing the 2 lakh** benchmark for the two-month internship.

We would like to thank our recruiters for evincing faith and confidence in the caliber of the students of SIBM Pune and express our heartfelt gratitude for the unparalleled support and assistance shown by our distinguished alumni. **Over 65 organisations** were a part of the process and spanned across a miscellany of sectors including Automobile, BFSI, Consulting, FMCG/FMCD, Information Technology, Infrastructure, Manufacturing, Pharmaceutical, Retail and Telecom inter alia, making **195 offers to over 180 students** across domains. The average stipend for the process stood at **INR 2.01 Lakh** with an increment of **21%** over the last year. SIBM Pune had the opportunity to host some of the most coveted brands in the industry for the very first time such as Anheuser-Busch InBev, Aon Consulting Pvt. Ltd., Compass Group India, Diageo India, Lear Corporation, Ninjacart, Nutanix Technologies India Pvt. Ltd., PepsiCo India, PricewaterhouseCoopers US Advisory, Sanofi and more. We are extremely grateful for the immense confidence reposed in us by our regular recruiters Bajaj Auto Ltd., Godrej Industries and Associate Companies, ITC Limited, Mahindra and Mahindra Ltd., Pidilite Industries Ltd., Reliance Industries Limited and many more.

We would like to congratulate the students for their phenomenal performance in the process that has led to the institute adding another feather to its cap.

BATCH PROFILE



AVERAGE AGE : 23.85 Yrs.

AVERAGE WORK EX. - 24.17 Months

3.0

HIGHEST
STIPEND
in lakhs

2.01

AVERAGE
STIPEND
in lakhs

21%

RISE IN AVG.
STIPEND
over last year

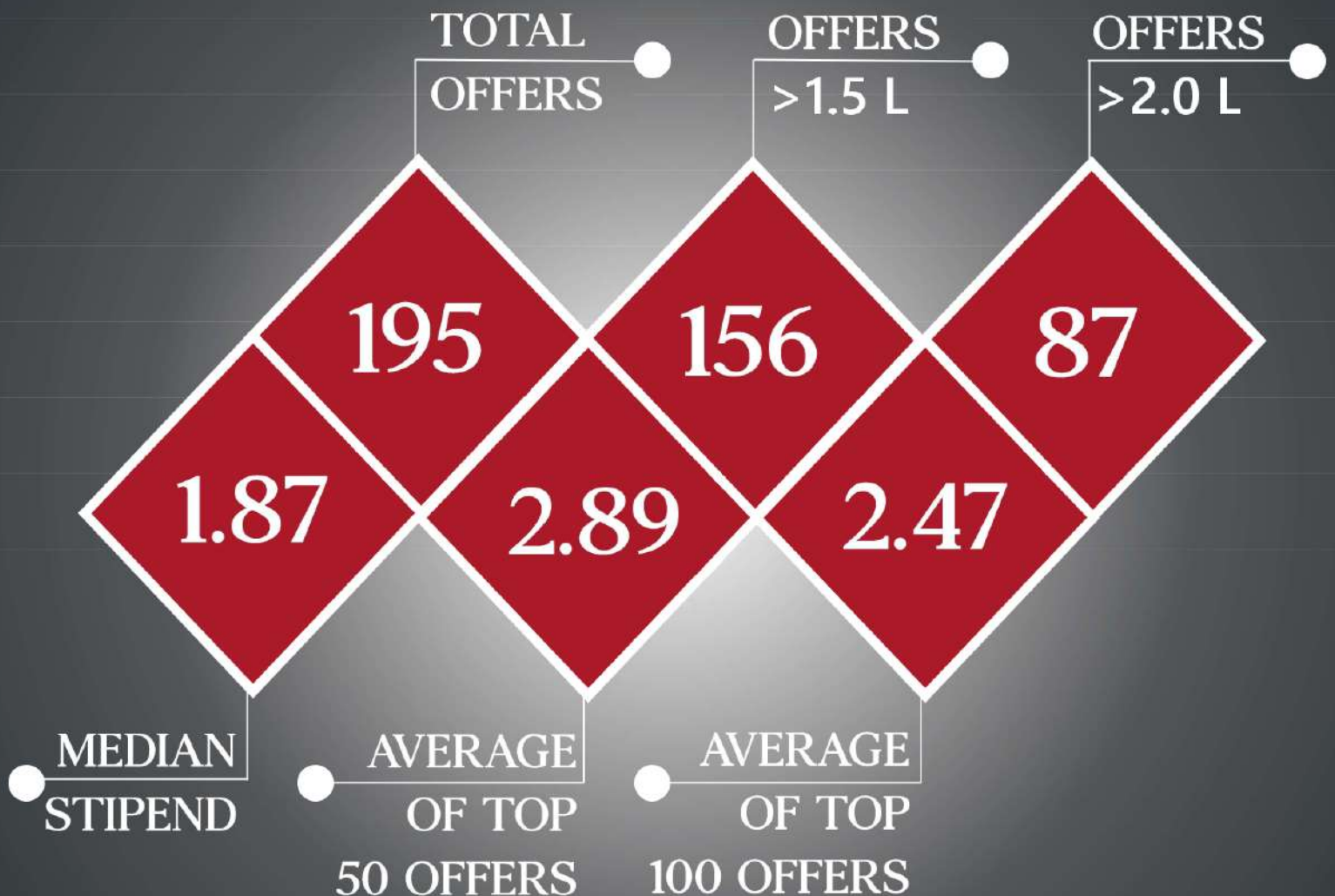
Record-Breaking

03

Days Process

HIGHLIGHTS

OF SUMMER PLACEMENTS 2019



All stipend figures are in INR (lakhs)

SECTOR-WISE HIGHEST STIPEND OFFERED

AUTO/ MANUFACTURING / 2,50,000

BFSI / 2,00,000

CONGLOMERATE / 3,00,000

CONSULTING/ IT/ TECHNOLOGY / 2,00,000

FMCG/ FMCD / 3,00,000

HEALTHCARE/ PHARMACEUTICAL / 2,50,000

OTHERS / 1,50,000

43.8%

Students placed in the
Fortune Global 500
Companies

HIGHLIGHTS OF SUMMER PLACEMENTS 2019



OUR RECRUITERS

AUTO/ MANUFACTURING



The organisations from the Automobiles and Manufacturing sector which visited the campus for the summer process included the likes of Bajaj Auto Ltd., Becton Dickinson India Pvt. Ltd., Cummins India Limited, Exide Industries Ltd., Lear Corporation, Tata Steel Limited and Texas Instruments (India) Pvt. Ltd. The institute continued to harness its relationship with regular recruiters while adding new brands to its palette.

BFSI



The Banking, Financial Services and Insurance sector saw participation of reputed organisations such as Aviva Life Insurance Company India Ltd., Bajaj Finserv Limited, Credit Suisse Services Private Limited, Fidelity Business Services India Pvt. Ltd., HSBC Ltd., J.P. Morgan Chase and Co., Marsh & McLennan Companies and Nomura Services India Private Limited. These organisations have placed immense trust in the institute and offered various key roles to the students from the batch.

OUR RECRUITERS

CONGLOMERATES



Large conglomerates that have placed trust in our institute through the years and have visited the campus this year are Godrej Industries Limited and Associate Companies, ITC Limited, Mahindra & Mahindra Ltd. and Reliance Industries Limited.

CONSULTING/ IT/ TECHNOLOGY



The IT and Technology sector saw the presence of Accenture Solutions Private Limited, Capgemini Technology Solutions India Limited, Cisco Systems India Pvt. Ltd., Genpact, Honeywell Technology Solutions Lab Pvt. Ltd., Lenovo India Private Limited, Nutanix Technologies India Pvt. Ltd., Ola, Vodafone Idea Limited, Vodafone Shared Services India and Wipro Limited were also a part of the process. Students were also offered key roles by top consulting firms like Aon Consulting Pvt. Ltd. and PricewaterhouseCoopers US Advisory.

OUR RECRUITERS

FMCG/ FMCD



A host of marquee recruiters from the FMCG/FMCD sector such as Anheuser-Busch InBev, Dabur India Limited, Diageo India, Hindustan Unilever Limited, Marico Limited, Nestle India Ltd., PepsiCo India, Perfetti Van Melle India Pvt. Ltd., Pidilite Industries Ltd., Procter & Gamble, Signify India and Tata Global Beverages Limited visited the campus for summers this year.

HEALTHCARE/ PHARMACEUTICAL



The Pharmaceutical and Healthcare sector saw participation from leading organisations such as Abbott Healthcare Pvt. Ltd., GE Healthcare, GlaxoSmithKline Consumer Healthcare Ltd., GlaxoSmithKline Pharmaceuticals Ltd, Philips India and Sanofi, establishing the growing recognition of the talent pool in the institute.

OTHERS



Other eminent organisations include Aditya Birla Fashion and Retail Limited, AkzoNobel India Ltd., Compass Group India, METRO Cash and Carry India Pvt. Ltd., Ninjacart and Shell India Markets Pvt. Ltd.

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 new heights in the time to come. A special mention to the ex-members of the Placement Advisory Team for their continuous guidance and support."



**NOTE
FROM THE
DIRECTOR**

- DR. R. RAMAN

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- Team Members _____ 1

Overview | RSDT 2019-2020

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The **Research and Scholastic Development Team** is the research and business consulting cell of SIBM Pune. The team pioneers the preparation of research publications of SIBM Pune, equips students for placement processes, brings about scholastic development of students through thought-provoking events and workshops, and identifies and executes 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)

Abhishek P.	Marketing
Aditi Agrawal	Finance
Anushka Srivastava	Human Resources
Rahul Banerjee	Operations
Rohit Sahay	Marketing
Shivani Saxena	Marketing
Shrijoo Kanoria	Marketing
Sujith C. Ninan (Co-ordinator)	Marketing

Junior Team (MBA-I)

Ankita Singh	Human Resources
Henish Kanani	Marketing
Nidhi Garg	Marketing
Nini Nimisha	Operations
Rujuta S. Arondekar	Finance
Sancy Isaac George	Marketing
Shakul Srivastava	Finance
Soham Khansaheb	Finance

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: Bosch Ltd., 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 2019

RSDT organized 'The Economics Conclave 2019', on 28th July 2019, 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 Road Map to India's 5 Trillion Dollar Dream**". The occasion was graced by Mr. Rajiv Batra, CFO, Cummins as the key-note speaker and Mr. Hari Hara Mishra, Director, UV ARC Ltd., Mr. Bipin K. Deokar, Senior Deputy Director, Economic and Political Weekly Research Founder and Dr. Nirakar Pradhan, Director and Asia Pacific representative for PRMIA as the esteemed panellists who enlightened the audience with their thoughts on the current financial crisis, need for structural changes in the system, infrastructural developments, GST implementation and growth trajectory and macroeconomic drivers of the Indian economy.



BUDGET SYMPOSIUM 2020

RSdT conducted the 'Budget Symposium, 2020' on 22nd February 2020, wherein an analysis and discussion on the Union Budget 2020 was hosted at SIBM Pune. The panel discussion comprised of eminent industry stalwarts and economists who shared 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. TN Arun Kumar, Interim CEO/ Executive Director, CARE Ratings Ltd. which was followed by a panel discussion. The esteemed guests for the panel discussion were Mr. Ashish Kulkarni, Assistant Professor, Gokhale Institute of Politics and Economics, Mr. Vijay Dhingra, Partner, Deloitte Haskins and Sells LLP and Ms. Ruta Chitale, Chairperson, Western India Regional Council, ICAI. The discussion was moderated by Mr. Yogesh Joshi, Deputy Bureau Chief, HT Media Ltd.



ACADEMIC ENDEAVOURS

The new academic year saw various initiatives being taken by RSdT with a heavy focus on overall academic growth of the students.

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 2019

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 2019

The 'Beacon Sector Special 2019' provided an in-depth review of

- Banking
- Manufacturing
- Pharmaceutical
- Telecom
- Automobile
- IT & ITES
- Real Estate and Logistics
- E-commerce
- 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 2019. 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 2019. In addition to the CVs, RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews. The mentors from MBA-II were mapped with juniors having a similar academic and professional background to add more value to the exercise.

BEACON SUMMERS 2019

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 to provide preparatory help on specific specializations as well as on topics of current and general importance. Further,

RSDT also facilitated a session where the MBA-II students were mentored by illustrious industry alumni of SIBM Pune to aid in their preparation for the final placement process.

WORKSHOPS

RSDT facilitated a workshop on **Tableau Training**, **MS Excel Training** and **Technical Analysis** 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:

- Soumya Das – Category Head, Commuter Motorcycles, Bajaj Auto Ltd., on ***Making the most of your MBA journey***
- Saurabh Nath - Associate Director, Marketing, Motherbrand Portfolio, Kellogg on ***Culture and Consumer Behaviour Management***
- Aabhar Dadhich - Head - Subscription Revenue, ZEE5 Global on ***Marketing of Services***
- Shubham Agarwal - Chief of Strategy, Edelweiss Financial Services on ***Banking sector in India***
- Rajan Kasture - Leadership Assessment & OD consultant, L&T on ***Talent & Leadership***
- Vivek Gadgil - Chief Executive & Managing Director, L&T Metrorail on ***Principles of Project Management***
- Justin Paul - Professor of MBA & Phd. Program at University of Puerto Rico, USA on ***Masstige Marketing***
- Mukti Garg Kumaran - GM West- MEC India, GroupM on ***Media Planning***
- Elisha Tanya Pereira - Product & Demand Manager, Glyd - A Mahindra Initiative on ***Industry Insights on Market Research***

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 and LinkedIn, shares insightful articles on strategy, business, consulting, Human Resources, 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

2019-2020

This document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2019-2020

SECC Annual Report 2019-2020

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. Instill 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 2019-2020 are:

Entrepreneurship:

- Chai with Entrepreneur
- Entrepreneurship Summit 2019
- Social Entrepreneurship Workshop

Consulting:

- Winter Internship
- Consulting Fair 5.0

Social:

- Cleanliness Drive
- Walk for Freedom
- Winter is Coming
- Prerna 9.0
- Umang
- Swachhata Pakhwada
- Sanitary Napkins Distribution Drive
- Joy of Giving

Chai with Entrepreneur (June 2019)

Chai with Entrepreneur is a discussion platform where we invite new and young entrepreneurs to talk about their success stories and take up questions by our students. The discussion is primarily focused on how to think like an entrepreneur and follow one's passion with focus on one's success journey. This year the session was graced by **Ms. Ritu Goyal, Founder of Ease India Travel** and **Mr. Deepanker Attri, Social Media Manager & Content Writer at Ease India Travel**. The interactive session involved a list of curated questions and open house. It included insights regarding start-ups offering customized services, funding and juggling between work and family. The session was appreciated by the batch with great zeal and enthusiasm.

Entrepreneurship Summit (August 2019)

The Entrepreneurship Summit 2019 (E-Summit), flagship event of Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune was held on **9th, 10th and 11th of August 2019**. E-Summit was one of the significant **Business** and **Entrepreneurship** focused event hosted on campus.

The **Title Sponsor** for this year was **Bajaj Auto Pvt. Ltd.** With a participation of **100s** of students from across the country, in the **15+** different competitions and a footfall of **1000+**, E-Summit gave the students a live experience of the entrepreneurial synergy and a hands-on of the various corporate competitions. Accolades worth **5+ Lakhs** were distributed as the prize money to the winners and the runners up across all the events.



Pride & Passion

The Guest Speaker Session was one of the most widely anticipated and successful events. The guests for the day were: **Mr Mahantesh G K**, Founder, Managing Trustee at **Samarthanam Trust** for the Disabled. **Mr Yeshwanth**, the Founder of The **ThickShake Factory**. The esteemed speakers addressed an enthusiastic audience and shared their life stories with them. The event was graced by **Prof. Sandeep Bhattacharya**, Head - Corporate Relations, SIBM Pune.



Eclectica 1.0

The discussion conclave was another event added to the cohort of the events under E-Summit this year. Eclectica 1.0 was graced by some of the Industry stalwarts from the Pharma sector. The theme for this year was -**The Road Ahead for the Pharmaceutical & Healthcare Industry in India - A Talent Landscape Perspective**. A keynote speech was delivered by **Mr. Abhay K Srivastava**, Chief Talent Officer & Sr. Vice President - HR, Cipla followed by a panel discussion on the topic- **How do we strengthen the industry-academia scenario in the Pharmaceutical & Healthcare Industry?** The discussion gave the students an insight into the world of Pharma and apprised them of the digital innovations and initiatives being taken up in the Pharma sector.



Udaan

The Business Plan Competition was an event where the Executive Summary entries by the participants were first screened by **Mr Arjun Panchal**, an Entrepreneur- Author & Founder of PapaZapata and **Prof. Vimal Babu**, Faculty at SIBM. In the Final Round, the participants were evaluated by an esteemed panel of judges comprising of **Mr Vishal Kumar**, Founder of Learning and While Travelling and **Mr Nishant Tikekar**, Head-Health Tech SCEI, SIU. The participants were judged on their scalability, feasibility and originality of their business ideas, amongst other factors. The participants were also given air tickets to Singapore to participate in the **World Entrepreneurship Summit**, sponsored by Learning While Travelling.



Prayaas

It is a socio-entrepreneurship case study competition which gave an opportunity to the participants to test their business acumen. This year's case study challenge was presented by I Gift Life, an organ donation non-profit organization. Dr Niraj Mankad, Assistant Professor - Operations Management, FLAME University and Dr Vimal Babu, Associate Professor of Negotiation and Entrepreneurship, SIBM Pune were the esteemed judges for this event. The participants also benefitted from the valuable insights given by industry experts.

Runbhoomi

RunBhoomi is a Virtual IPL auction in which the participants are given a virtual kitty. They had to spend the money wisely and pick their team from the basket of players provided and make the best team possible, earning the maximum number of points. It was a thrilling event which concluded in a nail-biting finish where the teams contested closely till the very last round.



Jugaad

Jugaad is a fund raiser event where each team is given a product for which they prepare a pitch and then sell in a real market. The teams prepared the pitch overnight and were then taken to Pune city along with an organizing team member where they sold their products at inflated prices! The team with maximum profit won the competition.

Merge It

It is a case study based on Mergers & Acquisitions. The case was based on the Merger and Acquisition Scenario of a Company in a simulated real-world business Environment. 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 Mr Shailesh Rastogi, Associate Faculty, SIBM Pune and Mr. Nilesh Gokhale esteemed faculty at SIMC.

Revive and Thrive

This was a brand-new event under the E-Summit banner. It gave an opportunity to the participants to work out solutions for the given case study which was based on the idea of reviving a failed startup by coming up with a solution.

Entrepreneurship Summit 2019 also witnessed the **Special Interest Groups (SIGs)** of SIBM collaborate and organize various national level competitions. They are as follows:

MindSpark

Mark-O-Polo, the Marketing Society, organized the final round of its flagship National Level Case Study Competition. The participants were given a live business problem for which they had to suggest strategies. The presentation was judged by an experienced panel comprising **Mr Shashi Kumar** (CEO, GVR), **Mr Swayam Dash** (MD, GVR) and **Mr Abhay Kardeguddi** (CEO, NIVA growth consultants). Impressed by the quality of presentations and competition, the panellists and the participants left great feedback for SIBM.

Case-latte

Caf-fin, the Finance Club conducted a national level presentation competition called **Case-latte** on Stressed Assets. The case was based on the presentation and interpretation of the recent hostile takeover of MindTree by Larsen & Toubro. The event was presided over by **Mr Ritesh Khatwani**, Assistant Professor, SIBM Pune.

SynOpsis

Hosted by **Opcellence** – Keep it Lean, was a national level online operations management and current affairs-based quiz followed by a live case study competition. The participants were provided with 2 hours to solve the case study and prepare a presentation on its solution. They were required to present it to a panel of judges which comprised of **Dr. Rahul Altekar**, Director – Supply Chain Solutions at SAP and **Dr V. V. Ravikumar**, Deputy Director at SIBM Pune.

HReplika

The live HR business simulation competition organized by **Vitarka**, the HR and IR Club, as a part of E-Summit, tested the business psychology of the participants. It challenged the contestants through four rounds of role-plays, simulations, case studies and the ultimate face-off. The judges for the event were **Mr Vikramjeet Singh** -Head HR, Tata Green Batteries. **Ms Akansha Sane**, Senior Director and Head HR, PTC and **Ms Anjali Shinde**, HR Manager, Radisson Blu.

Corporate Czar

The Quiz and Debate Society (QUOD) conducted **Corporate Czar**, was a closely fought quiz competition.

Entrepreneurial Development Module

Innovation Club collaborated with **The Enterprise** to organise, Entrepreneurial Development Module, an event that brought the energy of 20 young, determined entrepreneurs and the experience of 7 industry experts under one roof. Entrepreneurial Development Module gave the students a lucrative platform for learning, network and connecting.

SymbiHaat

The most popular attraction during the three-day the event was, however, the **SymbiHaat** – Symbi’s own flea market. With ten food stalls and four non – food stalls for participants, students and attendees had an area to eat, relax and have fun. Some of the food served were pizzas, burgers, momos, waffles, shawarma, chaat and sweets. There were also some exciting games and merchandise stalls which was a refresher for the students. The event went on for all three days and the team also organized **Haat Nights** that included, Live match screening, DJ Night and musical nights to keep the attendees entertained.

With such a diverse range of competitions, the Entrepreneurship Summit helped inspire and spread the culture of entrepreneurship among the students present at the Lavale campus.



Cleanliness Drive (October 2019)

We successfully hosted a cleanliness drive on **Gandhi Jayanti, 2nd October 2019**. This event was conducted in collaboration with SCOPE and SCWRM in Malkhed village.

The cleanliness drive encouraged and educated villagers on the ban of single-use plastic and how they can take steps to care for the environment. The event was hosted by SECC and invited both regular and I&E students to take part in this initiative.



Walk for Freedom (October 2019)

SECC represented SIBM Pune in **Walk for Freedom** - a global event that raises awareness against human trafficking through a public walk in over 50 countries organized by **A21** (an international non-profit organization) on the **19th October 2019**.

Winter Internship (November 2019)

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 aspects pertaining to effective functioning of NGOs

The internships were for a period of 2 weeks in the month of November 2019. Some of the NGOs that came on board across India are:

- Samarthanam Trust for the Disabled (*Bangalore, Mumbai, Kochi, Secunderabad*)
- Sarvahitey Foundation (*NCR region*)
- Sneh Foundation (*Pune*)
- Smile Foundation (*NCR region*)
- Deasra (*Pune*)

Winter Is Coming (November 2019)

On the **20th of November 2019**, members of SECC distributed blankets to the underprivileged people on the streets of Pune. By doing this, SECC helped them endure the cold nights during this winter season.

One hundred blankets were distributed across the streets of **Kasba peth, Babajan chowk, Bhuddawar peth, Pune railway station, Swargate bus terminal and Chattursinghi temple**. The funds to sponsor this initiative were raised through Jugaad; the fundraiser event of Entrepreneurship Summit 2019



Consulting Fair 5.0 (November 2019)

The Consulting Wing of the Social, Entrepreneurship and Consulting Cell (SECC), SIBM Pune organized the Consulting Fair 4.0 on the 24th of November 2019. 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 fifth edition of the Consulting Fair, **12** companies were hosted on campus that offered various roles to students across all disciplines. The impressive line-up for the day included companies like **Ebro India, Innobytes, Ease India Travel, Inspacco** and many others

The Consulting Fair 5.0 received a total of **65** applications out of which **54** got shortlisted for the second round and finally more than **20** 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 (December 2019)

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.



Swachhata Pakhwada (January 2020)

Activities spreading awareness about Swachh Bharat were organized by the students of the Social council of SIBM(SECC), under the Swachhata Pakhwada program guided by UGC. A Swachhata Pledge was taken by the students and various sessions were organized highlighting the harmful impact of single use plastics.

Prerna 9.0 (December 19-March 20)

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**. This year SECC held 5 sessions under the bigger umbrella of Prerna, these sessions extended from **24th December 2019 to 5th March 2020**.

The theme for this year was *Joining Hands for A Better Tomorrow*. Some of the components that were covered during the five sessions were as follows:

1. *Financial Literacy*
2. *Fake News Awareness*
3. *Single-Use Plastic and its harmful effects*
4. *Menstrual health and hygiene*
5. *Government Initiatives*

The first session of Prerna was conducted within the campus with the mess staff. Around 80 mess staff members attended the session which threw light on *Financial Literacy* and *Fake News Awareness*. Our student volunteers interacted with the mess staff and solved their queries and doubts regarding the topics discussed.

The second session of Prerna was conducted in a school in a nearby village (Nande) where we mentored students on *Single-Use Plastic and its harmful effects*. Our student volunteers interacted with about 100 students of Nande Public school to make them more socially aware

The third session of Prerna was conducted in another nearby village (Amberwed) where the residents were guided on the topics of *Financial Literacy and Single-Use Plastic and its harmful effects*. It was an interactive session that the residents enjoyed and appreciated; the sarpanch of Amberwed village also felicitated Volunteers with a Coconut as a token of appreciation.

The fourth session of Prerna was conducted with campus security guards where we shed light on *Government Initiatives and Fake News Awareness*. This session gave the security guards a chance to clear their doubts and learn a little more about the topics discussed.

The last session of Prerna was conducted with female students of Nande public school where our student volunteers interacted with these girls in small groups to teach them about *menstrual health and hygiene*.

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, Nande 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

Social Entrepreneurship Workshop (February 2020)

The "**Social Entrepreneurship Workshop**" was held for the first-year students of Innovation & Entrepreneurship on 7th February 2020. This workshop was organized in collaboration with **Confederation of Empowerment Initiatives (CEI)** which is an International Development agency. CEI specializes in Social entrepreneurship and grassroots empowerment projects. The workshop was conducted under the guidance of **Ms. Shubhra Chakraborty**, Brand Manager, Phillips Healthcare. The workshop gave the students a chance to do a **Winter Internship** where they could handle end-to-end business projects at the **grassroots level**.



Sanitary Napkins Distribution Drive (March 2020)

SECC collaborated with **The Pink Box - India**, a menstrual hygiene startup to distribute Sanitary Napkins to the girl students of Nande on the eve of **International Women's Day**. Students were explained the importance of Menstrual Hygiene and the usage of Sanitary Napkins was promoted amongst the girl students. Lectures were also arranged for the students on the Topic of Good Touch and Bad Touch. It was a successful event, with the students taking back some valuable learnings. We had total outreach of 100-120 students. The Principal of the school congratulated and thanked us for our efforts.



Joy of Giving (February-March 2020)

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 **24th February 2020 to 15th March 2020** as End of the Year Collection Drive. Donations were received in large numbers. The proceeds from this initiative were donated to **Goodwill India Foundation, Pune**.



The Team

S Team

Arfa Afsar
Atishay Sinha
Budhaditya Roy
Poojit Popli
Sahil Vats
Simran Nasir
Sourabh Chatterjee
Sreshtha Agarwal

J Team

Harsha Hemnani
Manikanth Dharmavarapu
Nikhil Bagree
Pankaj Taneja
Shelina Dharani
Twinkle Pajiyar

I Team

Ashit Agarwal
Dhwani Sahdev
Harsha Hemnani
Manikanth Dharmavarapu
Nikhil Bagree
Rahul Rathee
Shreya Sharma
Twinkle Pajiyar



SPORTS MANAGEMENT TEAM ANNUAL REPORT

2019-20



S Team 2019-20

Adarsh Agarwal

S Team 2020-21

Anmol Ratan Harshil



About the Team

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.”

— Nelson Mandela

Founded on the Pillars of “Parampara, Pratishtha, Anushasan & Jugaad “, The Sports Management Team at SIBM believes in the objective of inculcating team spirit, bringing out leadership qualities & encouraging students to participate in sports in order to harness a healthy mind into 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.

Above all, we hope to provide a distraction from the rigors of MBA life at SIBM and give everyone a chance to unwind and just have a little fun!

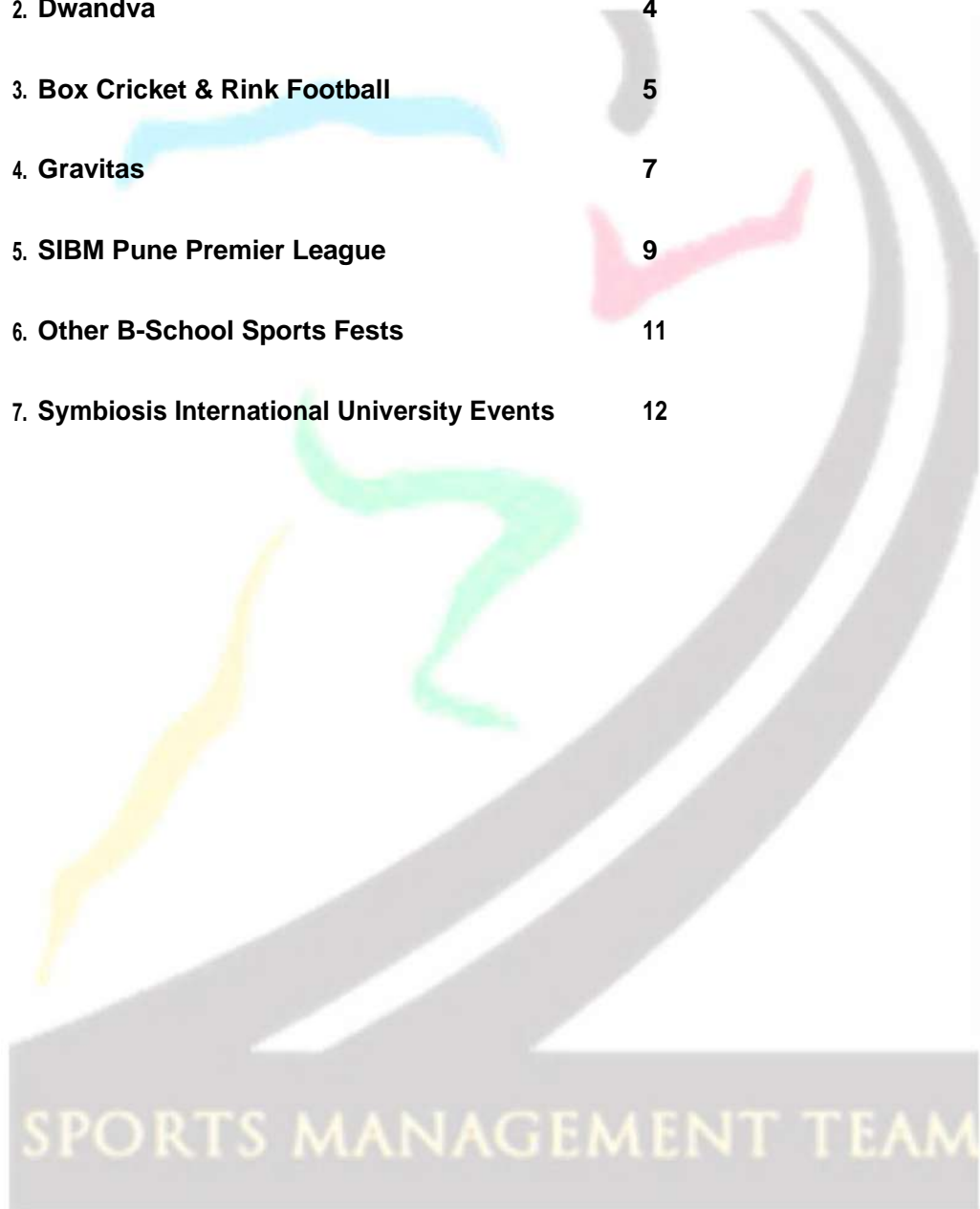


SPORTS MANAGEMENT TEAM



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Hoopster

Hoopster is the first event organised by the Sports Management Team in the academic year. The aim of the tournament is “ice breaking” or getting the first and second years to know one and other. The format of the tournament is a three on three half court basketball game with a slight twist. Each team must contain a minimum of one junior, one senior and one girl. This ensures that all juniors get to interact with at least one senior & breeds a spirit of comradery within the batch.

Hoopster 2019 was scheduled between the dates of 11th & 13th July. The finals however were played on the 14th because of brief spells of inclement weather throughout the tournament. The tournament saw 99 registrations which were split into 33 teams. 32 matches were carried out over 4 days. Although it rained on & off throughout the tournament, the safety of the players was of paramount importance. The Sports Management Team made sure that the court was dry at all times and postponed games if the weather got out of hand. The Sports Management Team is also extremely thankful to the senior members of the SIBM Pune Basketball team who refereed the games and made sure all games were played fairly.

The finals were very closely contested with the Captain of the SIBM Basketball team (Vidhyut Bhavnani) coming up against two of his teammates. In the end, the team consisting of Nishchhal Shresthta, Surya Rao & Pooja Kharat emerged victorious over Vidhyut, Yatin Batra & Vedika Goenka. This was followed by the prize distribution ceremony by the interim members of the Sports Management Team.



Dwandva

Dwandva is an all sports battle held between the MBA 1 & MBA 2 batches. It features the best of each batch competing over 10 sports, namely Basketball, Carrom, Pool, Chess, Squash, Badminton, Table Tennis, Tug of War, Swimming & Volleyball. The event is aimed at keeping the spirit of competition & team work intact between the two batches. It also acts as a healthy distraction from the pressures of MBA life at SIBM Pune which have begun to mount up by this point in the semester.

Dwandva'19 was scheduled to take place between the 28th of July & the 1st of August, but was eventually concluded on the 3rd because of inclement weather conditions. The event was spread across 7 days of exhilarating and breath-taking sporting feats which gave a sense of relaxation to the students from their daily academic schedules. Table Tennis was the first sport of the tournament where MBA 2 clean swept MBA 1 in both the men's and women's divisions. In Badminton MBA 2 emerged victorious in the Men's division whereas in the woman's division MBA 1 was victorious. Day 2 was utilized for the conduction of Chess and Carrom wherein men's chess was dominated by MBA 1 and MBA 2 was victorious in women's chess. In carrom, MBA 1 won the women's match and MBA 2 took the match in the men's division. Day 3 and Day 4 were kept for Swimming and Pool, where MBA 1 stole the show in swimming and MBA 2 was victorious in pool. The overall score line at the end of 4 days stood at 8-4 where MBA 2 emerged as the final rightful champions of Dwandva'19. The event was a huge success, but due to inclement weather conditions, three sporting events had to be cancelled which included Volleyball, Basketball and Tug of War. Dwandva'19 was concluded with the presentation of the "Winners Shield" to the winning captains from MBA 2.



Box Cricket & Rink Football

Box Cricket and Rink Football is the first event hosted by the Sports Management Team in the Junior term. It takes place post the gruelling Summer Internship Recruitment Process and is a time when the college as a whole unwinds slightly. Cricket & Football are the most popular sports of our age group & thus this is an event that sees a lot of participation from the batch. Box Cricket is a six a side game where a minimum of one girl is compulsory in each team whereas Rink Football is a 5 a side game. The Rink Football tournament is conducted for Men & Women separately. The tournament is in its essence an inter section tournament. Teams can be made from only within a section. This tournament also acts as an opportunity for the senior batch to scout the junior batch for the SIBM Pune Premier League that takes place later in the year.

The 2019 edition of Box Cricket & Rink Football witnesses the participation of 16 Men's teams and 2 Women's teams in the Rink Football Tournament and 28 teams in the Box Cricket Tournament. Lots were drawn on 8th October at the MNC in front of an enthusiastic crowd to decide on the fixtures and maintain transparency.

The #CHULLCHALL challenge was also launched in the build up to the tournament which encouraged the batch to shake a leg and helped boost the popularity of the event.

The next 10 days were characterized by a total of forty-four exciting and competitive matches held at the main ground. Football & Cricket matches were held side by side in the evenings which drew a large number of spectators. The students spent their evenings taking in the great skills and sportsmanship put on display by their batchmates.

The Men's Rink Football Semi Finals & Finals were held on the 17th of October. The teams "Now You See Me" (MBA 2 – Marketing A) & "Royston's Royals" (MBA 2 – Marketing B) battled it out in Semi Final 1 while "Nothing but Net" (MBA 2 – FinOps D) & "Soccer Studs" (MBA 2 – I & E) battled it out in Semi Final 2. This led to an epic showdown in the final between "Nothing but Net" & "Royston's Royals" where the former emerged victorious. The MBA 2 Regular team captained by Richa Grover emerged victorious in the Women's division.

The Semi Finals & Finals of the Box Cricket tournament was held on the 18th. "Grovers Gully Gang" (MBA 2 – Marketing B) emerged victorious against "Sarcastic Retards" (MBA 1 – Marketing A) in the first semi final while "Ekka Ke Ikke" (MBA 2 – Marketing A) were able to defeat "Sakth Launde" (MBA 2 – FinOps F) in the second. This set up a hard fought final where "Grover Gully Gang" were able to prove their mettle and emerge as deserved winners with the last ball of the game.





Gravitas

Gravitas is the flagship event of the Sports Management Team. It is SIBM's annual Inter B-School sports festival. Colleges from all over the country are invited to participate. The event consists of 10 sports namely; Cricket, Football, Basketball, Volleyball, Badminton, Squash, Table Tennis, Carrom, Chess & Pool.

Gravitas'20 was launched on the 21st of November in AH2. The evening started with a short video of appreciation, featuring moments from the past events like Hoopster, Dwandva and Box Cricket and Rink Football and thanking all those who had supported the Sports Management Team throughout the year. We saw captains of various SIBM Sports Teams talk about their experiences in the previous year as they urged the audience to participate and support their home team during the course of the event. The Student President, Mr. Rahul Pant also spoke a few motivating words to the audience about the importance of sports and what GRAVITAS meant to him. Later in the evening, two of our batch mates, Shubham Dubey from MBA I&E and Tejasv Chharri from MBA 1 Marketing performed stand up comedy on stage. The highlight of the evening were the three stand-up comedians from Mumbai namely Praveen Pandya, Sourabh Bothra and Rejoy Joseph who entertained the audience with their humour.

Keeping up with the legacy of unveiling a mascot every year, the mascot "FELIX THE TIGER" along with the theme for Gravitas'20; "SAGA OF THE SENSES". The official poster and video for Gravitas'20 were unveiled as well. The event also featured a sports quiz which was conducted in association with QUOD. As the event neared its end, we concluded on a high as the audience left the room with a huge smile on their face which was an indicator of the successful completion of the GRAVITAS Launch.

A multitude of sponsors were associated with Gravitas as well. GNC was onboarded as the official Nutrition Partner. The Souled Store was brought on board as the official gifting partner. RIO Drinks agreed to be the Energy partner for Gravitas and Mufasa was brought on as a beverage partner.



Gravitas'20 was held between the 17th & 19th of January. It featured participation of close to 400 students from 9 colleges namely; SP Jain, NITIE, NMIMS, KJ SIMSR, IIT Bombay, MICA, SCMHRD, SIIB & SIBM. The colleges battled in out across 16 competitions. The 3 days featured non stop sporting activities with 83 matches being played across 4 arenas that kept the college buzzing and the students actively involved. None of this would've been possible without the support of the Gravitas Event Managers who made sure that the functioning of the event was smooth and seamless.

Colleges were awarded 2 points for finishing first in an event and 1 point for finishing second. KJ SIMSR won most of the outdoor sports as they picked up winners medals in the Men's Cricket, Football & Volleyball Competitions. NITIE & SP Jain picked up a winners trophy each in the Chess &

Men's squash tournament respectively. NMIMS swept the Table Tennis tournaments and also won the Men's basketball tournament. They were runners up in the Chess & Cricket Tournaments. Gravitas saw active participation from MICA as they picked up Winners medals in the Women's Volleyball, Basketball & Squash tournaments as well as Runners Up medals in the Men's Football & Women's Football & Badminton tournaments.

In spite of tough competition from the other competing colleges, SIBM Pune emerged as eventual contingent winners by winning the Badminton, Pool & Carrom tournaments and the Women's Football tournament. We were also Runners Up in the Volleyball, Basketball, Table Tennis & Squash Tournaments. The event was concluded with a presentation ceremony at the main ground.



SIBM Pune Premier League

The SPL is the last major event of the academic year. It is the event that the entire batch looks forward to and remembers even after they leave this beautiful Lavale Campus. The SPL closely mirrors the format of the Indian Premier League. 8 teams participate every year. These teams as well as their captains and their players are bid for in two breakneck days that feature the Teams / Captains Auction & the Players Auction that typically run into the wee hours of the morning.

The auctions were conducted on the 2nd & 3rd of February this year. They were conducted in the AH2 where the entire college was invited to come and view the proceedings. A total of 175 students registered for the tournament. By the end of the bidding, 8 teams had been formed and had been split into two pools. Pool A consisting of Devils, Dragons, Bisons & Spartans while Pool B consisted of Wolves, Panthers, Sharks & Stallions.

The next 15 days were filled with practice matches and anticipation as the entire batch worked really hard in order to lift the coveted SPL trophy. Some highlights of the tournament included 2 of Akash Kamble's fifties for the Dragons against the Spartans and Devils which were scored in 21 and 41 balls respectively. Some great batting performances were on display from Saket Agrawal as well for the Devils as he ensured they went unbeaten throughout the group stages. Some great bowling was on display as well from Vasu Tada for the Bisons as he took 6 wickets for them with a brilliant average of 3.3. Due to unforeseen circumstances the Men's tournament had to be called off before the knockouts.

The event was concluded on the 4th of February. The Executive Council of SIBM faced off against the Faculty & Staff in the morning with the Faculty & Staff coming out on top with ease! A friendly match was also organized between the Mess & Security Staff of the Campus in the afternoon. The last act was the Women's MBA 1 v/s MBA 2 match which featured some swashbuckling performances from Richa Grover, Tejasvi & Dhvani Sahdev. The Women's MBA 2 team ended the night victorious and the tournament ended with a poignant moment shared between the MBA 1 & MBA 2 girls teams who had played together for almost a year.





Other B-School Sports Fests

The Sports Management Team also facilitates SIBM Pune's participation in other B-School Sports Festivals. These events act as bonding opportunities for the respective teams as they are usually 4-5 day events where the teams spend most of their time with each other. It is also a great way to network with MBA students from other colleges and make some new friends!

This year SIBM Pune participated in two college fests :

SPRINT'20: Sprint is SP Jain's annual Inter B School Sports Festival. SIBM returned with 2 Golds and 4 Silvers. We emerged as Winners in the 400m & Squash tournaments and Runners Up in the Thowball, Basketball, Pool and Futsal Tournaments.



SAMAR'20: SAMAR is MICA's annual sports festival. Our teams dominated the sports festival winning the Men's & Women's Football competitions, the Men's Basketball Competitions & the Women's Throwball competition. We were also Runners Up in the Women's Basketball & Men's Volleyball tournaments. These victories powered SIBM to the Contingent Trophy and helped create a healthy rivalry between MICA & SIBM which we hope will be continued at Gravitas next year.



Symbiosis International University Events

The Symbiosis International University hosts inter SIU sporting competitions for every sport in association with the Department of Sports, Recreation & Wellness (DSRW). The DSRW enlists the help of 1 college per sport to conduct the tournament.

SIU Basketball

This year SIBM was given the responsibility of organising the Basketball tournament. The tournament was organized from the 17th to 20th of September and saw the participation of 23 Men's teams and 18 Women's teams from all over the country. The event was fraught with challenges as the teams were staying far away from the arena and it was raining throughout the tournament. The tournament ended with SLS Hyderabad winning the Women's division with SLS Pune & SCMS Pune the 1st and 2nd Runner Ups respectively and Symbiosis School of Sports Science winning the Men's Division with SLS Pune & SLS Hyderabad the 1st & 2nd Runner Ups. This event was especially memorable for the us as well as it in some ways set the foundation for the Senior Team or the year 2020-2021.



SIU Badminton : The Inter SIU Badminton Tournament was held in July 2019. The tournament saw the participation of 56 colleges. The SIBM team ran out winners of the contest spearheaded by the partnership between Satyajeeet & Harsh Jagdhane.

