

### 7.2.1\_SIBMPune\_Best Practice\_2015-2016

Sr. No.	Name of the Event
1	National Winners of Godrej LOUD 2015
2	Region Winners of ITC Interrobang 2015

**Title:**

Best B-School Title by participating in maximum competitions

**Objective:**

The aim of SIBM Pune has always been to not only impart knowledge to its students but to make them industry leaders. In order to do so, we encourage our students to participate in B-school competitions and prove their mettle against their contemporaries from the older IIMs and other top b-schools in the country. This move towards creating industry-ready students has multi-fold objectives. They are as follows

- To create higher order thinking amongst SIBM Pune students
- To develop the skill of application of theory to the practical world
- To help them analyze problems related to corporate world and provide viable solutions for the same
- To leverage the capability of faculty with industry experience as mentors to competitions
- To win placement offered through these competitions
- To implement projects in organizations based on solutions they provide through these competitions

**Context:**

Despite the presence of large numbers of b-schools in India, industry has a dearth of skilled and able leaders. While most b-school graduates have bookish knowledge, their ability to apply them to real world scenarios on their job is lacking. Bridging this industry-academia gap has been a challenge for both academicians and practitioners. It has been raised as an issue in several forums and various stakeholders like industry, academia and even the government are trying their best to tackle this problem.

**Practice:**

As a strategic best practice, it is the culture at SIBM Pune to participate and win in corporate competitions. The Faculty at SIBM Pune often mentor students for these competitions. Through discussions, brain storming sessions and evaluation of student presentations, they help polish their work. Several competitions like Loreal Brandstorm and HUL Lime expect faculty members to do the first level of screening of student entries.

Most of the prestigious competitions are by invite. This is so, because the corporate spend a lot of time effort and money on these competitions and want to attract the best talent in the country. Students from SIBM Pune who participate in these competitions

and win them, have brownie points to add their CV. They also have a chance to win pre-placement offers or pre-placement interviews as one of the incentives of the competition. These students are provided exemptions from attending class when they travel or participate in the competition. In addition to this, they are also provided reimbursement when they win.

**Evidence of Success:**

Over the years, SIBM Pune has risen to one of the few private b-schools that are invited to prestigious b-school competitions in the country, namely HUL LIME, Mahindra War Room, Bajaj Off Road Challenge etc. We have been consistent winners and are the reigning 3<sup>rd</sup> Best Competitive B School in the country for 2019 in the prestigious Dare2Compete Awards. Every year our students participate on an average of 50 business competitions run by B-schools and corporates. Out of these competitions, almost 50 percent are corporate competitions

**Problems Encountered:**

Many a times, while students go out and win competitions, on return they do not submit copies of their certificate for our records. So, while their win is captured in mails and media, many a times it is a challenge to file their certificates for record.



A handwritten signature in blue ink, appearing to be 'Rajendra', is written to the right of the SIBM, PUNE logo.

### List of Participation in events (National / International)

SL NO	Host Institute /Company	Event	Description	Participant	Position Secured
1	Novartis	NA	National Winner, Novartis BioCamp, Novartis, 2016	Mamta Bhatia	Winner
2	Volvo Eicher	NA	Institute Finalist, Volvo Eicher Campus Connect, Novartis, 2016	Aman Agarwal	Finalist
3	Volvo Eicher	NA	Institute Winner, Volvo Eicher Campus Connect, Novartis, 2016	Rohan Jambhekar	Winner
4	Tommy Hilfiger	NA	National First Runner up, Tommy Hilfiger's IRF rising star, Tommy Hilfiger, 2016	Divya Bhardwaj	First runner up
5	LinkedIN, Accenture	NA	National Finalist, LinkedIN Accenture Hackfest LinkedIN, Accenture, 2016	Hitesh Paikra	Finalist
6	Novartis	NA	International Winner, Novartis BioCamp, Novartis, 2016	Mamta Bhatia	Winner
7	Marico	NA	National Finalist, Marico Campus Connection 2, Marico, 2016	Abbas Akbar	Finalist
8	Mahindra and Mahindra	Case Study	International Finalist, Mahindra War Room, Mahindra and Mahindra, 2016	Divya Bhardwaj	Finalist
9	L'OREAL	Case Study	International Finalist, L'OREAL BRANDSTORM, L'OREAL, 2016	Divya Bhardwaj	Finalist
10	TATA STEEL	NA	National First Runner up, STEEL-A-THON, TATA STEEL, 2016	Divya Bhardwaj	First runner up
11	ABBOTT	NA	National Finalist, ABBOTT CHALLENGE, ABBOTT, 2016	Divya Bhardwaj	Finalist
12	PEPSICO	Case Study	National Finalist, PEPSICO CHANGE THE GAME, PEPSICO, 2016	Divya Bhardwaj	Finalist
13	Asian Paints Pvt. Ltd.	NA	Campus Winners, Asian Paints Canvas, Asian Paints Pvt. Ltd, 2016	Vidushi Kajaria	Campus Winners
14	Godrej Industries Ltd.	NA	Special Invitee, Godrej LOUD, Godrej Industries Ltd., 2015	Vidushi Kajaria	Special Invitee
15	Titan Company Limited	Case Study	Campus Winner, Titan Elevate, Titan Company Limited, 2016	Preeti Chowdhury	Winner
16	SIBM P	Cricket	Institute Winner SPL 9, SIBM PUNE, 2016	Akshita	Winner
17	Loyola Institute of Business Administration	Case Study	National Finalist, cHRySalis , Loyola Institute of Business Administration, 2016	Temsumongba Samuel Pongen	Finalist
18	SIBM-Pune	Case Study & Presentation.	National Winner, PROelio, SIBM Pune, 2016	Manavi Mehendiratta	Winner

19	SIBM Pune	Blog Writing	Institute Second Runner up, SIBM Pune blog writing competition, SIBM Pune, 2016	Temsumongba Samuel Pongen	Second runner up
20	Godrej	Presentation	Campus Finalist, Godrej Campus Dream, Godrej, 2016	Temsumongba Samuel Pongen	Campus Finalist
21	ITC	Case Study	Campus Winners, ITC Interrobang, ITC, 2016	Kitty Basumatary and Navdeep Tuli	SIBM Pune Campus Winners
22	ITC	Case study	National First runner up, ITC Interrobang, ITC, 2016	Ishani Desai	First runner up
23	Future Group	Case Study	National Winner, Ground Zero, Future Group, 2016	Kitty Basumatary and Navdeep Tuli	Winner
24	Titan	Case Study	National Finalist, Titan Elevate, Titan, 2016	Navdeep Tuli	Finalist
25	IIM Ahmedabad	Case Study	National First runner up, Paroop – Amatheon, IIM Ahmedabad	Temsumongba Samuel Pongen	First runner up
26	ITC	Case study	National First runner up, ITC Interrobang, ITC, 2016	Rimsha	First runner up
27	GH Raisoni Institute of Management	B-Plan Competition	National Winners , R-Idea , GH Raisoni Institute of Management, 2016	Aman Khandelwal & Shubham Maheshwari	Winner
28	IMT Ghaziabad	B-Plan Competition	National Winners, B-Plan, IMT Ghaziabad, 2016	Aman Khandelwal & Shubham Maheshwari	Winner
29	BIMTECH Noida	B-Plan	First runner up, B-Plan BIMTECH Noida, 2016	Aman Khandelwal & Shubham Maheshwari	First runner up
30	BIMTECH	B-Plan	National Winners, Junior World Entrepreneurship Forum (JWEF) 5.0, BIMTECH, 2016	Aman Khandelwal & Shubham Maheshwari	Winner
31	School of Management & Entrepreneurship, Shiv Nadar University, Greater Noida	B-plan competition	National Winners, Empressario, School of Management & Entrepreneurship, Shiv Nadar University, Greater Noida 2016	Aman Khandelwal & Shubham Maheshwari	Winner
32	The Tech Portal	2-Mins Pitching Competition	National Winners, Pre-Pitch Off, The Tech Portal, 2016	Aman Khandelwal & Shubham Maheshwari	International Finalists
33	Start-up Istanbul	B-Plan Competition	International Finalist, Start-up Istanbul, Etoum, 2016	Aman Khandelwal & Shubham Maheshwari	Finalist

34	RBL Bank	Start-up Incubation	National Finalist, The Big Pitch, RBL Bank, 2016	Aman Khandelwal & Shubham Maheshwari	Finalist
35	IIT Bombay	Business Plan Competition	National Semi-finalist, Eureka, IIT Bombay, 2016	Aman Khandelwal & Shubham Maheshwari	Semifinalist
36	SCEI, Symbiosis International University	Startup Pitch Competition	National Finalist, Startup Competition, SCEI Symbiosis International University, 2016	Shubham Maheshwari	Finalist
37	IIM Ahmedabad	Business Plan Competition	National Finalist, Masterplan, IIM Ahmedabad, 2016	Shubham Maheshwari	Finalist

### National Winners of Godrej LOUD 2015



## SIBM Pune Wins ITC Interrobang

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