

### 7.2.1\_SIBMPune\_Best Practice\_2017-2018

Sr. No.	Name of the Event
1	Nestlé 4 P's Challenger
2	Nestlé Ingenium Case Study Competition 2017

**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

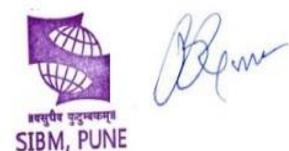
pre-placement offers or pre-placement interviews as one of the incentives of the competition. These students are provided exemptions from attending class when they travel or participate in the competition. In addition to this, they are also provided reimbursement when they win.

**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.



**LIST OF PARTICIPATION INEVENTS (NATIONAL/INTERNATIONAL)**

Sr. No.	Host Institute /Company	Event	Description	Participant	Position Secured
1	SIBM Pune	Case Study Competition	Winner, MockStock, SIBM Pune, 2018	Aashna Pallav	Winner
2	SCMHRD Pune	Case Study Competition	Winner, Moneyball, 2017	Gaurav Patil, Vikin Shah	Winner
3	IIM Indore	Case Study Competition	First Runners Up, Foresight, IIM Indore, 2017	Mukta Rajwade, Dhruv Gupta	Runners-up
4	ICICI Bank	ICICI Bank - Beat The Curve	Case Study	Ruby Rauniyar	Campus Winner
5	Bajaj Finserv	Bajaj Finserv Atom	Case Study	Shreyasi Paul	Campus Winner
6	Aditya Birla Group	Case Study Competition	National Finalist, Headstart, 2017	Soumyadeep Ghosh, Rohit Tandekar, Amita Majumdar	Finalist
7	Yes Bank	Yes Bank Transformation Series	Case Study	Soumyadeep Ghosh, Rohit Tandekar	Campus Winners
8	Reliance	Reliance Jio Har Lamha AV Campaign Competition	Case Study	Rohit Tandekar	National Winners
9	ITC	ITC Interrobang	Case Study	Soumyadeep Ghosh, Rohit Tandekar, Sushma Muthireddi, Upasana Sinal	National Runner Up
10	SIBM Pune	PRoelio	Case Study	Rohit Tandekar	National Winners
11	Nirma University	Lynx, Perspective Richter 10	Case Study	Soumyadeep Ghosh, Rohit Tandekar	National Winners
12	Nirma University	Rasprava, Perspective Richter 10	Case Study	Soumyadeep Ghosh, Rohit Tandekar	National Winners
13	Nirma University	Bizzine, Perspective Richter 10	Case Study	Soumyadeep Ghosh, Rohit Tandekar	National Winners
14	Abbott	Case Study Competition	National Winners, Abbott Business challenge 2.0, 2018	Ayushi Gupta, Ajith Neelkanthan	Winner
15	Hindustan Unilever Limited	Case Study Competition	Campus Winner, Carpe Diem, HUL, 2017	Nirmal Kumar, Rohit Kumar Navagare, Shweta Ramteke	Winner

16	Hindustan Unilever Limited	Case Study Competition	Campus Winner, Carpe Diem, HUL, 2017	Vibhav Bisht, Rewati Kachhwaha, Abhishek Gupta	Winner
17	Loreal	Case Study Competition	Regional Finalists, Brandstorm, 2017	Ishita Grover, Aakanksha Joshi, Himanshu Jindal	Finalist
18	Godrej Industries Ltd.	Presentation	National Winner, Godrej LOUD, Godrej Industries Ltd, 2017	Viraaf Heerjee	Winner
19	Vodafone	Case Study Competition	National Finalist, Vodafone Voyage, Vodafone, 2017	Bibhav Singh and Arvind Gopakumar	Finalist
20	KJ Somaiya	National Retail Summit	Winner, Brandomania, KJ Somaiya, 2017	Shail Nagarkar, Mounica Upadhyayula, Kenil Mehta, Vikalp Nagar	Winner
21	KJ Somaiya	Case Study Competition	First Runners Up, Kurukshetra, 2017	Ishita Grover, Tushar Chib, Himanshu Jindal	Runners Up
22	Colgate-Palmolive	Colgate Transcend	Case Study	Vibhav Bisht, Shweta Ramteke, Tejas Kumar	National Winners
23	Mahindra & Mahindra	Mahindra War Room	Case Study	Rishabh Kapoor, Dipanwasha, Vipul Sejwal, Tejas Kumar	Campus Winner
24	Business Line	BLoC Boardroom Challenge	Case Study	Ajith K N, Vipul Sejwal, Tejas Kumar	National Finalists
25	Hindustan Unilever	HUL Premier League	Case Study	Tejas Kumar	National Finalists
26	RPG	RPG Blizzard 2018	Case Study	Sandeep Kumar Yadav, Prateek Agarwal, Pranita Nagrale	National Finalists
27	Tata Steel	Steel - a - Thon	Case Study	Sandeep Kumar Yadav, Kushagra Goyal, Rishabh Kapoor, Ujjwal Tewari	Campus Runners Up
28	ICICI	ICICI Bank - Beat The Curve	Case Study	Sandeep Kumar Yadav	Campus Winner
29	Reliance	Reliance Jio Har Lamha AV Campaign Competition	Case Study	Nandita Borgaonkar, Apoorva Tahlan, Saurabh Singh, Poulomi Mandal	National Winners
30	RB	RB Global Challenge 2018	Case Study	Abhinav Bhargava, Ayshu Varsha	National Winners
31	Zoomcar	Zoomcar Drift	Case Study	Sandeep Kumar Yadav, Sudip Issac Sam	Campus Winners

32	Bajaj Finserv	Bajaj Finserv Atom	Case Study	Pranita Nagrale, Pratish Soman, Gajula Manas	Campus Winners
33	SIBM Pune	PRoelio	Case Study	Tejas Kumar	National Winners
34	Nirma University	Lynx, Perspective Richter 10	Case Study	Sankalp Kumar	National Winners
35	Nirma University	Rasprava, Perspective Richter 10	Case Study	Sankalp Kumar	National Winners
36	Nirma University	Bizzine, Perspective Richter 10	Case Study	Sankalp Kumar	National Winners
37	IIM Kashipur	Case Study Competition	National Winner, Operatius, 2017	Sapan Bansal, Deepak Jain	Winner
38	IIM Udaipur	Case Study Competition	National Winner, OpsEnigma, 2017	Sapan Bansal, Deepak Jain	Winner
39	SIBM Bangalore	Case Study Competition	Winner, Opsathena, 2017	Sapan Bansal, Deepak Jain	Winner
40	SIOM Nashik	Case Study Competition	Winner, Pirate's Chain, 2017	Sapan Bansal, Deepak Jain, Parth Parkhani	Winner
41	SIOM Nashik	Case Study Competition	Winner, Ainigma 2.0 - Drishti, 2017	Abhishek Hansrajani	Winner
42	Yes Bank	Yes Bank Transformation Series	Case Study	Shruthi Viswanathan	Campus Winner
43	RB	RB Global Challenge 2018	Case Study	Vipul Mehta	National Winner
44	SIBM Pune	PRoelio	Case Study	Swapnil Wardhane	National Winner
45	Nirma University	Lynx, Perspective Richter 10	Case Study	Shruthi Viswanathan	National Winner
46	Nirma University	Rasprava, Perspective Richter 10	Case Study	Shruthi Viswanathan	National Winner
47	Nirma University	Bizzine, Perspective Richter 10	Case Study	Shruthi Viswanathan	National Winner

## Report

### SIBM Pune students win the National Final of Nestlé 4 P's Challenger

SIBM Pune congratulates Team 'A Team has no names' from SIBM Pune comprising of [Preet Mehta](#), [Saakshi Kothari](#) and [Pooja Mohta](#) who were declared as the National Winners of [Nestlé 4 P's Challenger](#) which was held on 13th November 2017 at the **Nestlé House, Gurgaon**.

Nestlé 4 P's Challenger is a case study competition for the Marketing students from select B Schools. 5 Teams, one each from XLRI, SP Jain, FMS, IIM Indore and SIBM Pune made it to the finale, where 'A Team has no names' emerged as the winners. They were rewarded a prize money of 1 Lakh Rupees.

### Photo



### SIBM Pune students win the National Final Nestlé Ingenium Case Study Competition 2017

SIBM Pune has won the National Final of the Nestlé Ingenium Case Study Competition.

Three students (Purba Das, Sohana Kamath, and Abhineet Tyagi) specializing in HR from #SIBM Pune won the final.

Nestlé Case Study Competition is aimed at presenting challenging business scenarios to the young talent and engaging them in a stimulating exercise to apply their knowledge and creativity to live business problems. This also gives them a flavour of brand management as practiced at Nestlé and a sneak peek into their ways of working.

Many leading business schools like IIM (Ahmedabad, Bangalore, Lucknow, Indore, Kozhikode), NITIE, IIT – SJMSOM, SPJIMR, XLRI, TISS, SIBM Pune, etc. participated in the competition this year.

The teams from SIBM Pune, XLRI and TISS made it to the national final, and SIBM Pune emerged as the WINNERS of Nestlé Ingenium Case Study Competition 2017.

