

7.2.1_SIBMPune_Best Practice_2018-2019

Sr. No.	Name of the Event
1	Dare2Copmete
2	RB Challenge
3	Abbott-Business Case Challenge 2.0

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 3rd 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 (NATIONAL / INTERNATIONAL)

Sr. No.	Host Institute /Company	Event	Description	Participants	Position Secured
1	GODREJ	Godrej Loud	Presentation	Satyajeet Jagdhane	National Finalist
2	SCMHRD	Money Matters, NEEV	Case Study	Shubham Bansal	National Winner
3	IMI, Delhi	Finertia V2.0	Case Study	Anurag Paroha	National Winners
4	PIRAMAL	Piramal Tangram	Case Study	Simran Nasir	National Runners - Up
5	ADITYA BIRLA GROUP	ABG HeadstaRt	Case Study	Sagnik Dasgupta, Amneet Kaur, Pallavi Singh	National Winners
6	GODREJ	Godrej Loud	Presentation	Arshdeep Kaur, Shantanu Chakraborty, Joyce Khanna	Special Invitee
7	IIT Bombay	Avenues '18	Case Study	Amit Awasthi, Utsav Vatsayan, Akshay Bhat	National Runners - Up
8	SPJIMR	Sahyog	Case Study	Arshdeep Kaur, Anushka Srivastava, Harshit Chaudhary	National Runners - Up
9	SIBM Pune	Whiplash	Case Study	Arshdeep Kaur, Anushka Srivastava	National Runners - Up
10	SIBM Pune	HReplika	Case Study	Arshdeep Kaur, Anushka Srivastava	National Runners - Up
11	SIOM Nasik	Clash of Innovators, Drishti	Case Study	Arshdeep Kaur	National Runners - Up
12	SIOM Nasik	Enigma, Drishti	Case Study	Arshdeep Kaur, Harshit Chaudhary	National Winners
13	K. J. Somaiya Institute of Management Studies and Research	RANNITI	Case Study	Akshay Bhat	National Winners
14	PIRAMAL	Piramal Tangram	Case Study	Shrikanth Kunthipuram, Richa Grover, Nidhi Choudhary	National Runners - Up
15	TITAN	Titan Elevate 5.0	Case Study	Aseem Mahajan, Kunal Gupta	National Finalists
16	GODREJ	Godrej Loud	Presentation	Vaibhavi Thakur, Nidhi Choudhary	National Finalists
17	GODREJ	Godrej Loud	Presentation	Richa Grover	National Winner

18	GODREJ	Godrej Loud	Presentation	Apoorv Vohra, Satyam Thakur, Kinjal Goel, Rhythm Tyagi	Special Invitee
19	NMIMS, Mumbai	Hangyo Ice Creams Case Study Challenge	Case Study	Suparv Jain	National Winners
20	SCMHRD	Money Matters, NEEV	Case Study	Suparv Jain	National Winners
21	SIBM Pune	PROelio	Case Study	Shivam Aggarwal Mansi Mukhija Rohit Sahay	National Winners
22	SIBM Pune	Jugaad	Case Study	Mitali Ambaskar, Abhijeet Gangurde	National Runners - Up
23	NMIMS Hyderabad	Razz Matazz	Case Study	Aarzo Dashti, Darshan Mehta, Royston Nazareth	National Runners - Up
24	SCMHRD	Kotler Kaun	Case Study	Shivani Saxena, Siddharth Barchha	National Runners - Up
25	K. J. Somaiya Institute of Management Studies and Research	RANNITI	Case Study	Sunny Koul, Naman Agarwal	National Winners
26	PIRAMAL	Piramal Tangram	Case Study	Fazal Ahmed	National Runners - Up
27	SPJIMR	Hall of Fame, OJAS XI	Case Study	Alex Reginald Natal, Aayush Modi, Shubham Trivedi	National Winners
28	SCMHRD	Chakravyuh, NEEV	Case Study	Rahul Banerjee, Virajkumar Mogha	National Winners
29	SIOM Nasik	Battle of Commanders, Drishti	Case Study	Aayush Modi, Anshul Bhadouria	National Winners
30	SIOM Nasik	Clash of Innovators, Drishti	Case Study	Aayush Modi, Akshaykumar Wankhede	National Runners - Up
31	SIOM Nasik	Enigma, Drishti	Case Study	Aayush Modi	National Winners

SIBM – Pune tops the list where the country’s best brains are recognized for their work and spirit by Dare2Compete!

The Dare2Compete has Dare2Compete Awards Ceremony 2019 in association with CNBC TV18, where the country’s best brains are recognized for their work and spirit

All B-School students who won competitions organized by companies and open to at least 5 distinct B-Schools have been awarded and Top 100 Competitive Business Leaders 2019 have been identified

I am extremely happy to share that SIBM- Pune tops the list!

Name of the Institution	Number of Competitive Business Leaders
SIBM-P	10
IIM-K	9
IIM L	8
IIM-B	7
MICA	7
IIM-A	6
IMT	6
IIM-C	5
IIM-R	5

7.2.1 SIBMPune Best Practice 2 – Photo of receiving award





B-Schools have been ranked based on the performance of their students in competitions organized by companies and open to at least 5 distinct B-Schools. All the team members get medal/stars. However, their B-Schools get only one medal/star for the whole Gold Medal has been awarded for secured winning position (National/International) in a competition Silver Medal has been awarded for secured 1st runners-up position (National/International) in a Bronze Medal has been awarded for secured 2nd runners-up position (National/International) in a Shining Star has been awarded for National/International Finalists in a competition.

Ranking are based on medals and shining stars they have been awarded.

RANK	B-SCHOOL NAME	NATIONAL WINNER(S)	FIRST RUNNERS-UP(S)	SECOND RUNNERS-UP(S)	NATIONAL FINALIST(S)	TOTAL
1	Indian Institute of Management (IIM), Kozhikode	4	3	5	9	21
2	Xavier School of Management (XLRI), Jamshedpur	1	8	3	8	20
3	Symbiosis Institute of Business Management (SIBM), Pune	8	2	-	9	19
4	Indian Institute of Foreign Trade (IIFT)	2	3	3	11	19
5	SP Jain Institute of Management and Research (SPJIMR), Mumbai	6	5	-	5	16
6	Indian Institute of Management (IIM), Ahmedabad	4	4	-	8	16
7	Narsee Monjee Institute of Management Studies (NMIMS), Mumbai	4	2	2	8	16
8	Institute of Management Technology (IMT), Ghaziabad	3	2	1	10	16



SIBM Pune @ Global Finale of RB Challenge held at London

Reckitt Benckiser Group plc (RB) is a multinational British company in the field of consumer goods-health, hygiene and home products. The company had grown steadily over the years under the guidance and leadership of its visionary leaders. Post liberalisation RB entered into many emerging markets where it had to face continuous competition from various other players into the same business. To tackle this RB has resorted to student engagement Initiative like **RB Mavericks** to bring the best minds and young talents under its wings. **RB Mavericks Case Challenge** was first launched in the year 2014 and the 5th edition of the competition was held in the year 2018. Mavericks Case Challenge 2018 was open to both 1st and 2nd-year MBA students across many B-schools.

The competition was open to students pursuing a full-time degree (Bachelors or Post-graduate) at the following Indian institutions: IIM Ahmedabad, IIM Bangalore, IIM Calcutta, IIM Indore, IIM Kozhikode, IIM Lucknow, IIM Shillong, IIT Bombay, IIT Kanpur, IIT Kharagpur, IIT Madras, IIT Delhi, IIT Guwahati, IIT Roorkee, Indian Institute of Foreign Trade (IIFT), Delhi, Indian School of Business (ISB), Hyderabad, Indian School of Business (ISB), Mohali, Institute of Management Technology, Ghaziabad (IMT), Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai, Management Development Institute (MDI), Gurgaon, MICA, Ahmedabad, Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, SP Jain Institute of Management and Research (SPJIMR), Mumbai, Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune, **Symbiosis Institute of Business Management (SIBM), Pune**, Tata Institute of Social Sciences (TISS), Mumbai, Xaviers Institute of Management (XIMB), Bhubhaneshwar, Xavier's Labour Relations Institute (XLRI), Jamshedpur, BITS Pilani, and Faculty of Management Studies (FMS), Delhi,

For the National winners the award was INR 10 Lac and for the National Runners- up the prize money was INR 5 Lac . RB Mavericks Challenge is an opportunity to present your social impact ideas on an international platform, bring them to life, and contribute towards a real difference within your country. Vipul Mehta, Ayshu Varsha and Abhinav Bhargava, **second year students from Symbiosis Institute of Business Management, Pune emerged as the National Winners of RB Global Challenge.**



The students went on to the **Global Finale at London** for the where they had to compete with teams from **18 countries.**



The students from SIBM Pune emerged as Global Runners up in RB Challenge 2018

The students presented to the jury their product – ‘Mortein Wands’ which is a water soluble sticks to kills mosquito larvae in stagnated water.

Dr R Raman

Director – SIBM Pune



And Dean – Faculty of Management – SIU



SIBM Pune was one among the chosen campuses by Abbott India to launch their Business Case Challenge 2.0 – Grow with the Leader. The case study competition was aimed to unlock the direct to consumer potential of Abbott’s dermatology portfolio. It was an intensive three-round competition with the top 7 teams making it for the final round at the Abbott Headquarters in Mumbai.