

## **ANNUAL REPORT 2014 - 2015**

**Information Systems and Media Relations Team, SiB Pune**

INFORMATION SYSTEMS AND MEDIA RELATION TEAM

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## 1. Vritaanta

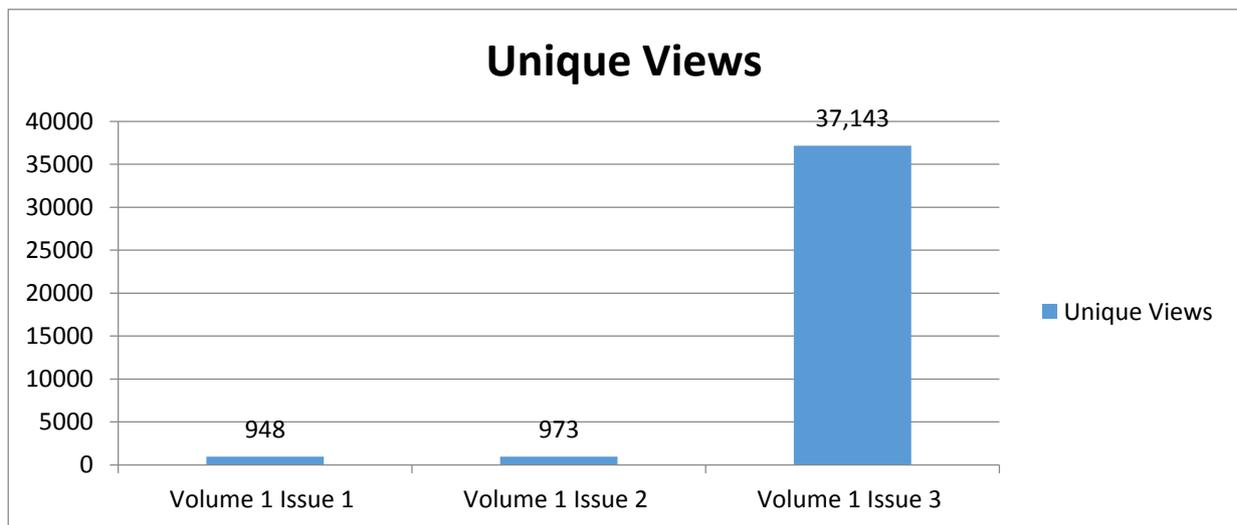
iSMaRT has conceptualised and designed SIBM Pune's campus magazine *Vritaanta*. The magazine serves many purposes. It acts as a conduit for campus and competition related news. It creates out-of-classroom interaction between faculty and students. It is also a forum which celebrates the creativity of the student body.

This is the first year of *Vritaanta*. A channel through which communication happens between students, faculty, and the business world, *Vritaanta's* inception has been a unique step forward for SIBM Pune.

*Vritaanta's* primary purpose is to create a platform for engagement. Secondary and tertiary purposes include creating an archive of student achievements as well as showcasing the efforts of the student body to corporate.

## Reach

### Digital copy – Page Views



**Volume 1 Issue 4:** In the pipeline; to be produced by end-February

**The phenomenal improvement in number of page views for the third issue of *Vritaanta* shows**

- Higher visibility created for stories regarding student achievements, news on campus, etc., across stakeholder groups
- An improvement in the acceptance of the magazine by readers over time
- Vritaanta* gaining traction as an effective method for aspirants and recruiters alike to catch up on the latest news, achievements, events and updates from SIBM Pune

Print issue

1. **Volume 1 Issue 2:** 60 copies printed; reached major recruiters through 30 copies given to Placement Advisory Team and 30 copies given to Alumni Team in addition to faculty and students
2. **Volume 1 Issue 3:** 400 copies printed; increasing its reach through 150 copies shared with PAT and ART also to large corporate houses through 30 copies shared with CIT in addition to faculty and students.

Another set of 30 copies were used in media promotions in PRelio during Transcend 2015.



## VRITAANTA

The magazine was imagined as a platform for connecting those who are, were, and will be a part of this great family.



### Benefits for students

- Aid for branding of SiBM Pune
- Helps corporate and alumni to know about SiBM Pune
- Platform for students to contribute
- Platform for faculty to enlighten students
- Useful and engaging read for everyone

### Timeline

**AY 2014-15:** Four issues have been brought out; Two each in Semester I and Semester II

**Resource Requirements:** 4 senior team members + 6 Junior Team Members

**AY 2015-16:** Six issues per year

**Resource Requirement:** 2 senior team members + 6 Junior Team Members + 4 Volunteers

### Budget

|                 | AY 14-15 | AY 15-16        |
|-----------------|----------|-----------------|
| Allocated       | 141500   | Proposed 191100 |
| Used(Till Date) | 57000    |                 |

Since the no. of copies printed for the third edition were more there was a significant reduction in unit price. The price has been calculated at the unit price of Rs. 208 which is scheduled to reduce during AY 15-16 as well.

## 2. P<sup>RO</sup>elio

Conducted during Transcend 2015, *P<sup>RO</sup>elio* was a Public Relations related case study competition open to all B-schools across India. The aim of the competition was to promote a greater understanding of the public relations function.

The competition is the first of its kind for SIBM Pune.

The competition was a resounding success with campus finalists from NITIE, SIMC, GLIM and SIBM Pune. The Press Conference Round was especially well received by participants and audience members alike.

### Benefits for students

- Greater understanding of the Public Relations function
- Chance to showcase media savvy during a simulated press conference
- Engage students from other B-schools




## Timeline

**AY 2014-15:** Once a year

**Resource Requirements:** 4 senior team members + 7 Junior Team Members

**AY 2015-16:** Once a year

**Resource Requirements:** 4 senior team members + 6 Junior Team Members

## Budget

The **non sponsored** component was used from the transcend budget for AY 14-15. The **sponsored** component of **Rs. 50000** was generated from **Effingud Brewworks**.

For AY 15-16 this shall be a part of the workshop to gain more traction in media circle of Mumbai region in print and online mediums.

Proposed Non sponsored budget = Rs. **105523**

Proposed sponsored budget = Rs. **50000**

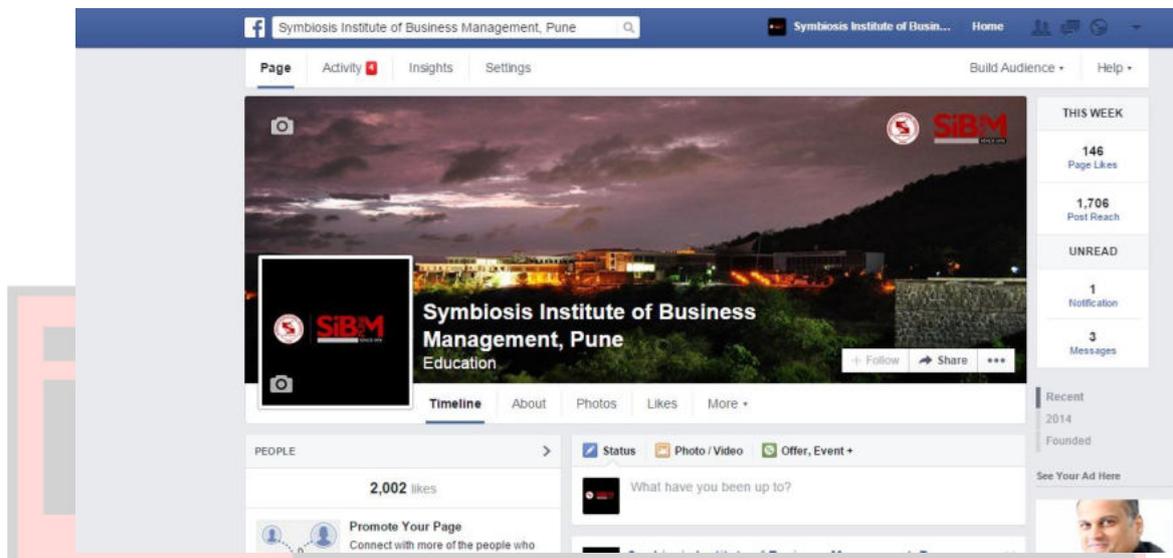


### 3. SIBM Pune's Online Presence

iSMaRT controls the official Twitter, YouTube, Facebook, LinkedIn and Flickr accounts of SIBM Pune. These pages have become the face of online presence on SIBM Pune. We will grow our online presence by continuously posting the achievements of the students as well as the events happening on campus.

iSMaRT also works closely with the other Council Teams to conceptualise a digital promotion strategy for the aforementioned events. In addition this year, iSMaRT has taken upon itself the job of internal coverage. This has led to extensive coverage for all campus events and competitions in the online edition of *Vritaanta* as well as several video interviews of industry leaders post events like Arcturus and Blueprint which are available for viewing on SIBM Pune's YouTube page.

#### Facebook



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The SIBM Pune official Facebook Page was launched at the start of the 2014-15 Academic Year. Through the year, iSMaRT has put in the effort to cover every triumph and achievement of students of SIBM Pune. Updates of activities taking place at the institute, in addition to News of the Institute, covered within *Vritaanta* and in third-party news agencies (online and offline) is shared via the Facebook page on a regular basis.

As a result of the Team's constant efforts, the reach of the official SIBM Pune Facebook page has risen from **0** Likes in August (on the new SIBM Pune Facebook page) to a healthy **2,002** Likes as on February 1, 2015.

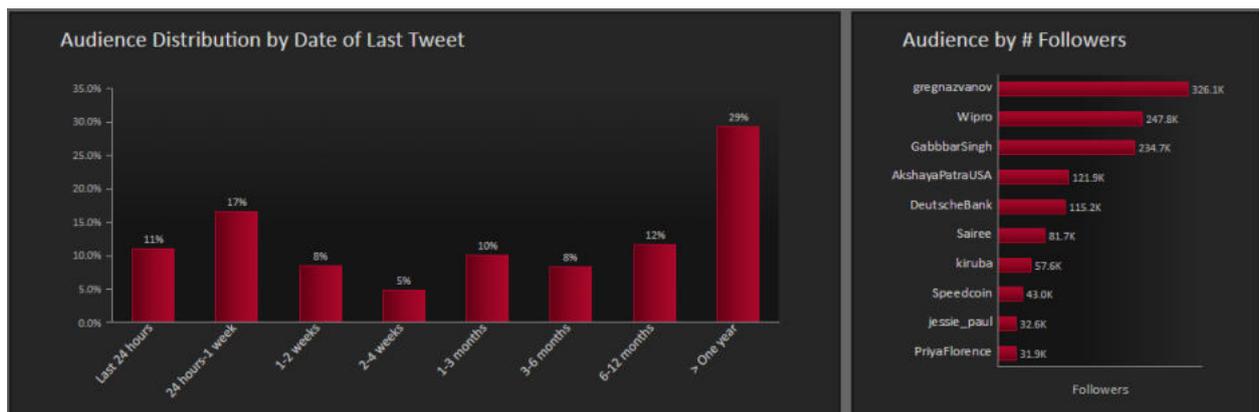
Such highly successful hashtag campaigns as #ProudAlmaMater and #WeLikeYouToo have helped improve the reach and range of the Facebook Page among interested parties.

| Overview                            | Outbound                                | Community Health               | Optimization  | Content Details |
|-------------------------------------|---|--------------------------------|---|-----------------|
| <b>OUTBOUND</b>                     | <b>COMMUNITY HEALTH</b>                 | <b>OPTIMIZATION</b>            | <b>CONTENT DETAILS</b>  |                 |
| 13 Brand Posts                      | 2,002 Total Page Fans                   | Most Engaging Content Type     | Most Engaging Post  |                 |
| 214 Total Engagement on Brand Posts | 5 Avg. People Talking About This (PTAT) | Photos                         | "InsideIIM covers Prerna 4.0, a social initiative of imparting education http://insideiim.com/prerna-..." |                 |
| 16 Engagement/Post                  | 0.2% Avg. PTAT as % of Fans             | Top Day/Time For Engagement    | 47 Interactions (2.9x average)  |                 |
|                                     | 10.7% Engagement as % of Fans           | Wednesday<br>6:00 AM – 7:00 AM |   |                 |

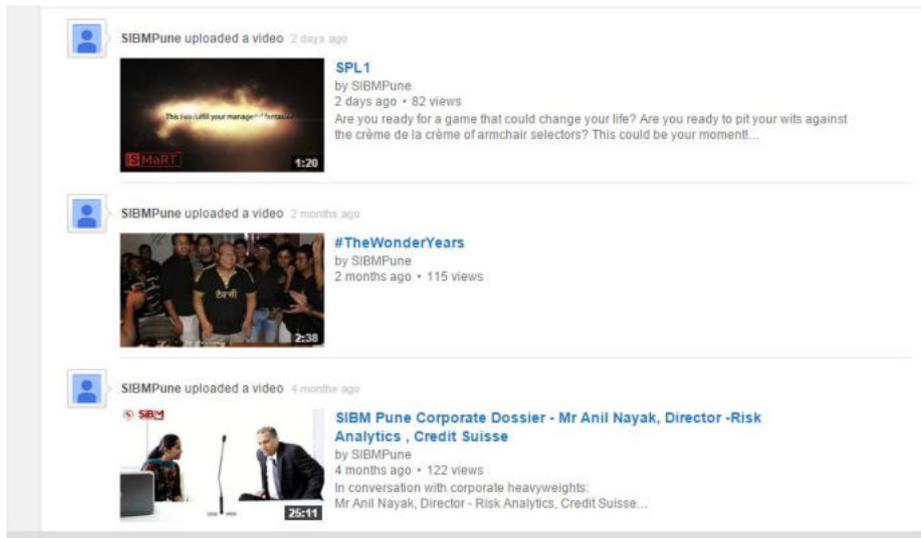
## Twitter

We have a strong presence on Twitter with **2,726** followers. Our followers include large number of Alumni and Corporates. There is huge engagement on the platform.

The tweet regarding winners of **Mahindra War Room 7** was retweeted more than 50 times including by **Mr. Anand Mahindra**.



YouTube

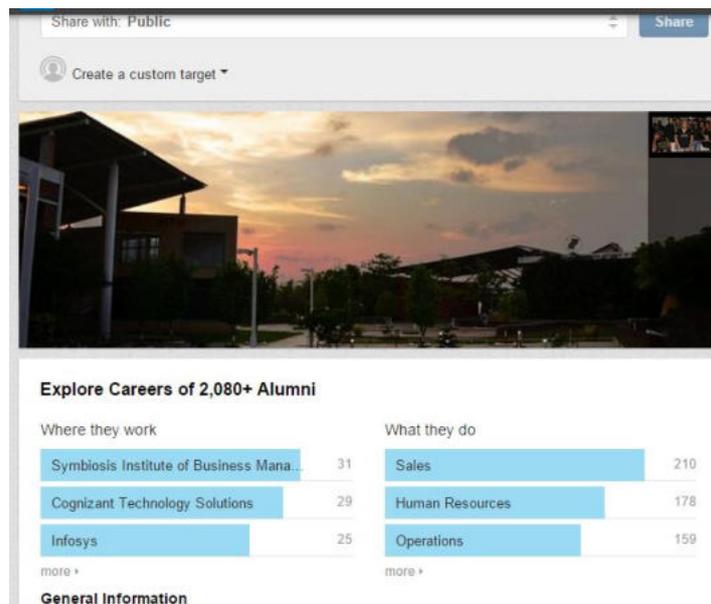


YouTube channel of SIBM Pune streams the interviews with various eminent personalities that visit campus around the year. It further covers major three aspects as

- i) Corporate Interviews
- ii) Alumni Interviews
- iii) Internship Interviews
- iv) Promotional videos for other events

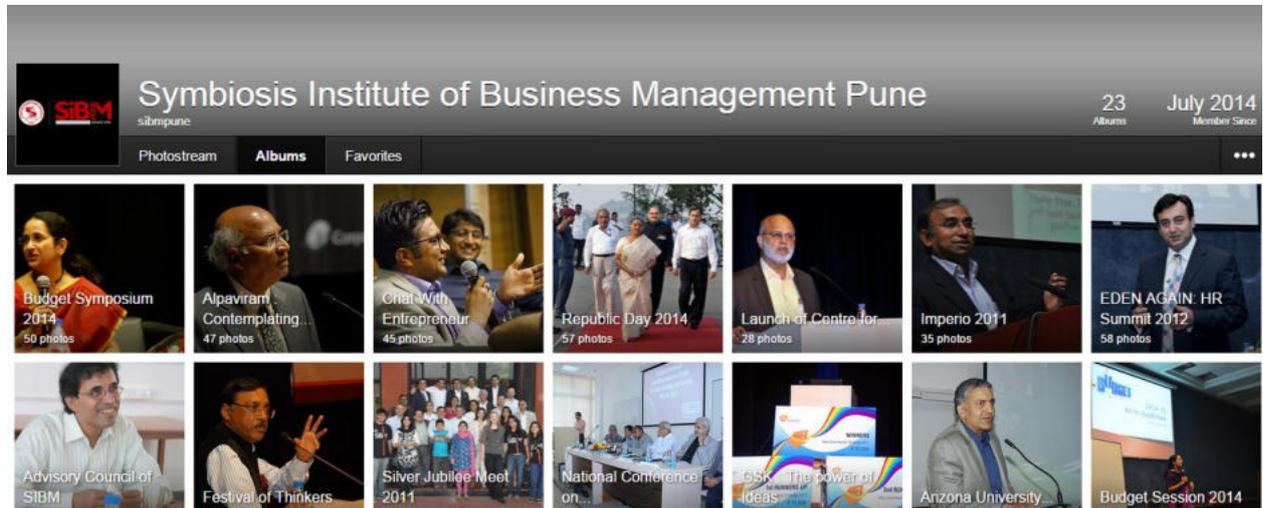
LinkedIn

SIBM Pune’s LinkedIn account has a huge fan base of 4,000 followers. Most of the followers are alumni of the institute. Also, the reach extends to all the people connected to the network of the institute.



## Flickr

It is the online photo portal for all the events that take place in the institute. It is being updated on regular basis and same is shared on various social media platforms.



## Timeline

Year Round Activity

## Budget

The costs involved in consolidation and content creation till now have been zero in AY 14-15.

For AY 15-16 the content charges in form of studio fees to high quality content needs to be factored in.

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#### 4. Integration with online news platforms

On a regular basis, articles and news on campus activities are sent out to online news platforms such as InsideIIM.com, HTCampus, Career Anna, etc. Articles are published on these platforms on weekly basis. These articles include all around activity on the campus and related to the institute outside the campus as well.

Our focus is on developing sound relationships with these online news platforms. We have achieved success with HTCampus, a subset of Hindustan Times, whose campus journalists are now willing to come on campus and cover our events and laurels won. A Campus Journalist is also due to interview the Director over telephone at mutual convenience.

We believe that it shows greater authenticity when our events are covered by a third party, especially online where unauthentic sources of information are rife. For this reason, we have focussed on these online resources as a credible alternative for coverage.

Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals.

We are now in the continuous process to engage with the print medium as well, for the coverage of the events and news.

These featured articles helps us to expand our online presence and to connect with our huge audience base in India and abroad.

Furthermore, an online search for SiBM Pune would throw up many related articles which add immense value to the brand image of the Institute, and are hosted on completely neutral third-party websites. This adds further credibility to the claims made by the institute.

[InsideIIM.com SiBM Page](#)

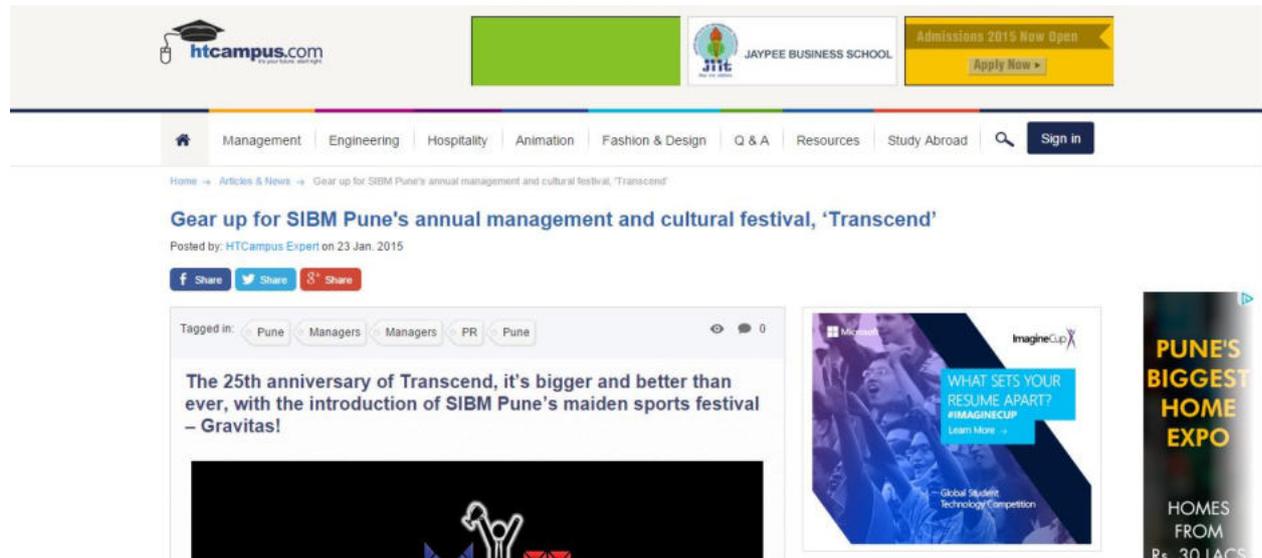


The screenshot shows the InsideIIM.com website interface. At the top, there is a navigation bar with the MISB Bocconi logo and the text "Your Gateway to Global Leadership - PGPB Admissions Open, Round 1 Deadline - 31st January". Below this, the InsideIIM.com logo is visible along with a search bar, a login button, and a "Test Prep" dropdown menu. The main content area features a "My Stories" section with three articles:

- Advice from a Finance Professional: Mr Anil Nayak, Credit ...**  
Mr. Anil Nayak, Director – Risk Analytics, Credit Suisse, addressed the students of SIBM Pune during the second session of Blueprint 2014. We caught up with him after  
By SIBM Pune | Website: [sibm.insideiim.com](#) | 1 day, 7 hours ago
- Encore West 2014: Keeping in touch with Alumni!**  
Encore is an event organised by SIBM Pune for its alumni, unique in various respects. It combines the formal setting of an alumni meet with the informal environment of a  
By SIBM Pune | Website: [sibm.insideiim.com](#) | 4 days, 8 hours ago
- Showcasing Talent**  
Commemorating the centennial of the inception of the iconic Coca-Cola contour bottle, which comes up in the year 2015, Coca-Cola launched Showcase this year for students  
By SIBM Pune | Website: [sibm.insideiim.com](#) | 4 days, 8 hours ago

On the right side, there is an "Upcoming Events" section with the text "No upcoming events" and an "Interact" section with a "Login to reply" button. At the bottom of the page, there is a red navigation bar with links to various categories: Academics | Campus Life | Recruiter Rankings | Exchange | Placements | Industry | Entrepreneurship | Admission Process | Executives.

## HTCampus.com News Coverage



The screenshot shows the HTCampus.com website interface. At the top, there are logos for htcampus.com, JAYPEE BUSINESS SCHOOL, and a banner for 'Admissions 2015 Now Open'. The navigation menu includes Management, Engineering, Hospitality, Animation, Fashion & Design, Q & A, Resources, Study Abroad, and a Sign in button. The main content area features an article titled 'Gear up for SIBM Pune's annual management and cultural festival, 'Transcend'' posted on 23 Jan. 2015. Below the article title are social sharing buttons for Facebook, Twitter, and Google+. A social media post is embedded, showing a Facebook post with the text: 'The 25th anniversary of Transcend, it's bigger and better than ever, with the introduction of SIBM Pune's maiden sports festival – Gravitas!'. To the right of the article are two promotional banners: one for 'ImagineCup' with the text 'WHAT SETS YOUR RESUME APART? #IMAGINECUP' and another for 'PUNE'S BIGGEST HOME EXPO' with the text 'HOMES FROM Rs. 30 LACS'.

### Timeline

**AY 2014-15:** Year-round activity

**Resource Requirements:** 2 senior team members + 2 Junior Team Members

**AY 2015-16:** Year-round activity

**Resource Requirements:** 2 senior team members + 4 Junior Team Members

### Budget

In AY 14-15 the budget requirements were zero as the events like **Prolieo** gave us the leverage to strengthen our association with these platforms.

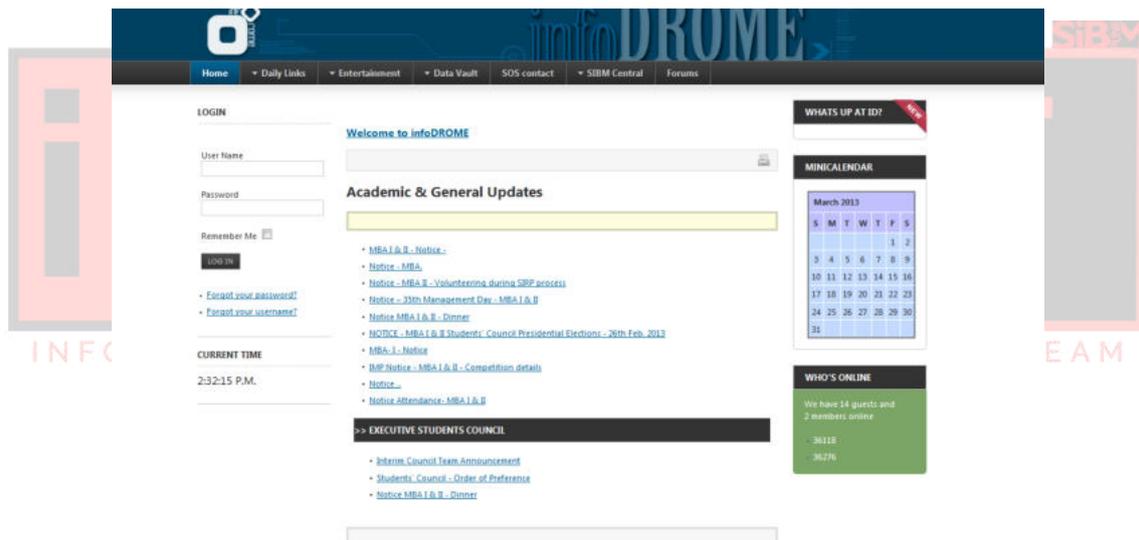
In AY 15-16 the **workshops that were proposed last year** and the **event specific media coverage** would help us penetrate online and print channels more effectively.

## 5. Infodrome

'Infodrome', the lifeline of SIBM Pune's administrative functioning is an intranet portal aimed at equipping the students with a platform which facilitates easy functioning of their day to day activities. These various functions include maintaining attendance, lecture timings, assignment details and schedules, faculty updates and daily notifications thereby enabling an efficient paperless environment. The collaboration at all levels between the staff, faculty and students ensure smooth functioning of the entire academic process.

The notifications and news articles add to the incentive of visiting the site, so much so that logging into Infodrome before starting the day has become a habit for students. The operational efficiency of SIBM in terms of student-faculty interaction, knowledge-sharing, paperless administration, and speed of communication has increased through Infodrome.

To ensure that technology does not become obsolete, any robust application needs to conform to the latest technological trends. Hence, to make Infodrome more secure and reliable, a transition process is underway to upgrade it to the next version. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience. The upgrade would include revamp of the wired section of Infodrome so that a rich repository could be generated to aid the student.



### Timeline

**AY 2014-15:** Year-round activity

**Resource Requirements:** 2 senior team members + 2 Junior Team Members

**AY 2015-16:** Year-round activity

**Resource Requirements:** 2 senior team members + 2 Junior Team Members

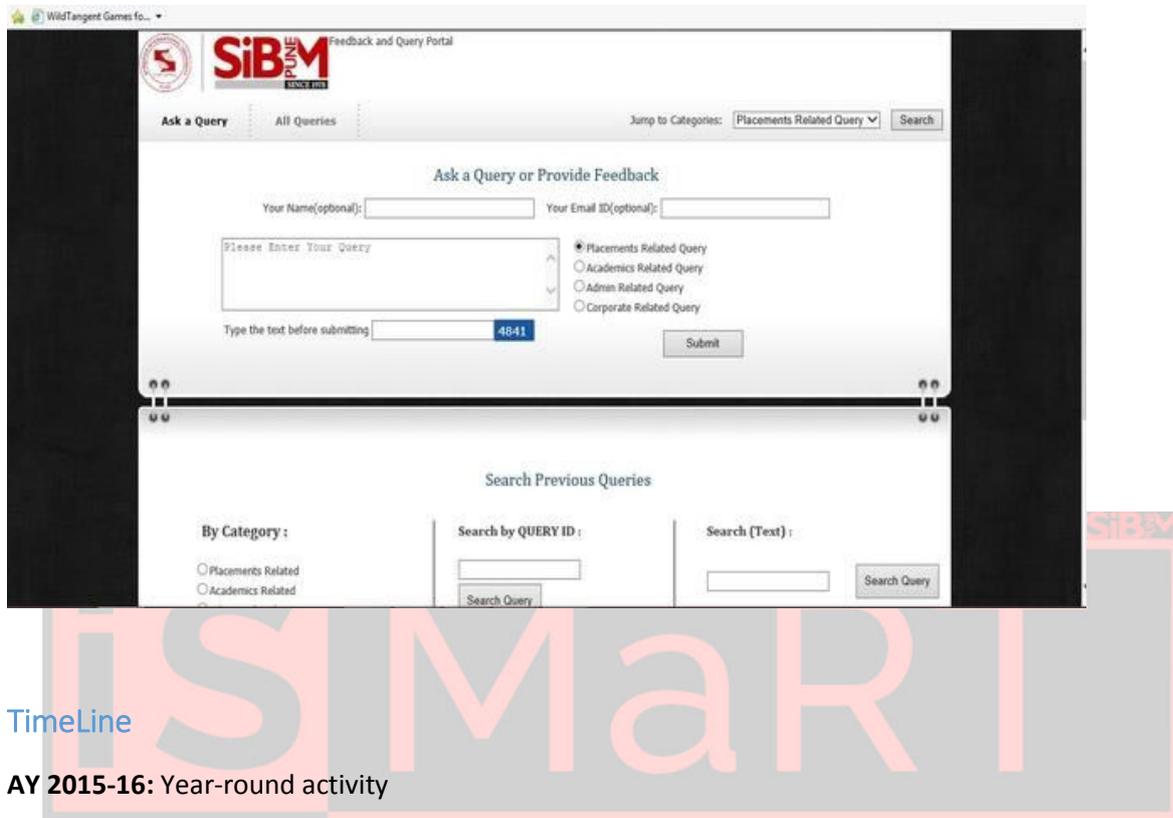
### Query Portal

The Query Portal has been developed by Evonix Technologies and is managed by the ISMART team. The purpose of the portal is to raise a query or gather feedback from the students related to Placements, Academics, Admin or Corporate. It is available under the Daily Links tab on the

Infodrome for quick access. The queries can easily be searched through required text or specific id's assigned to them.

## Budget

### SIBM IT



The screenshot displays the 'Feedback and Query Portal' for SIBM. The main heading is 'Ask a Query or Provide Feedback'. It includes input fields for 'Your Name(optional):', 'Your Email ID(optional):', and a large text area for 'Please Enter Your Query'. Below the text area is a CAPTCHA field with the number '4841' and a 'Submit' button. To the right, there are radio buttons for query categories: 'Placements Related Query' (selected), 'Academics Related Query', 'Admin Related Query', and 'Corporate Related Query'. At the bottom, there is a 'Search Previous Queries' section with three search criteria: 'By Category' (with radio buttons for 'Placements Related' and 'Academics Related'), 'Search by QUERY ID', and 'Search (Text)'. Each search criterion has an input field and a 'Search Query' button.

## TimeLine

**AY 2015-16:** Year-round activity

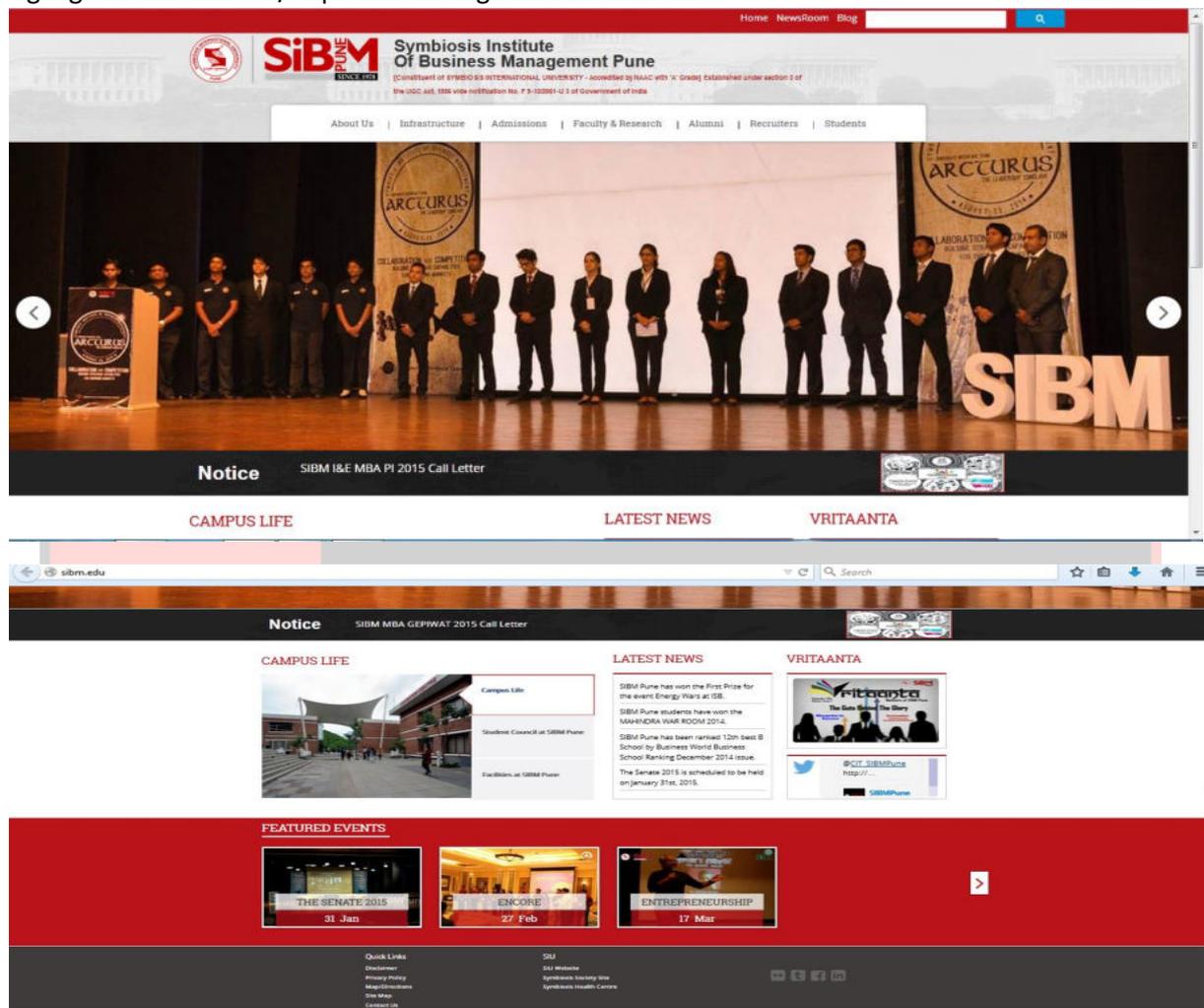
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## 6. Website

One of iSMaRT top priorities was the redevelopment and redesign of the SiBM Pune website. In this regard, iSMaRT worked with an outside developer, *Evonix Technologies* to re-establish the official SiBM Pune website from the ground up. Both user interface and the content was changed to customize it for desktop and mobile platforms.

Various new additions to the website included *Featured Events*, *Vritaanta*, *Student Blog*, *NewsRoom*, *MBA (Innovation & Intrapreneurship)* etc. were conceptualized and created for the very first time.

The website was also tailored to integrate with a variety of social media including SiBM Pune's official Facebook page, Twitter Handle, LinkedIn Profile as well as Flickr Landing page. 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.



## Timeline

November 2014-January 2015

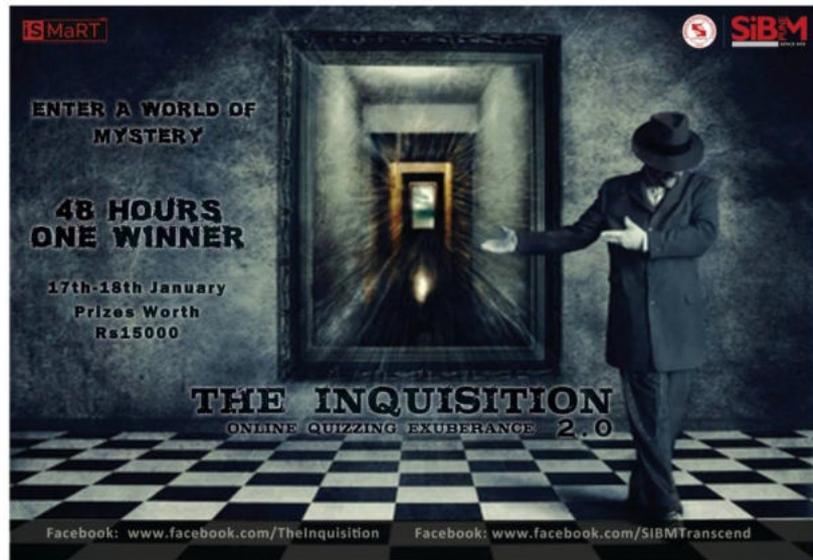
**Resource requirements:** 2 senior team members + 4 junior team members

## Budget

SiBM IT

## 7. Inquisition

iSMaRT conducted an online treasure hunt as part of Transcend 2014, the event hosted on platforms and it was property created in house. It received huge enthusiastic response from students belonging to various institutes across the country. A continuous 48 hour quizzing extravaganza which culminates with the start of transcend is one of IT Teams annual events.



### Timeline

Once a year during Transcend

**Resource requirements:** 2 senior team members + 3 junior team members

### Budget

Rs. 15000 towards prize money to winners from Transcend + Promotional expenses Rs. 3000

## 8. SPL Super Selector

iSMaRT has developed an online platform to enhance the experience of Symbiosis Premier League. The event gives students a chance to select teams and players during SPL and earn points based on their performance in live matches. Developed on the lines of ESPN Super Selector, the portal has seen wide participation and generated a lot of excitement.



### Timeline

One Month

**Resource requirements:** 2 senior team members + 3 junior team members

### Budget

Promotional and Stationary Expenses Rs 3000.

Prize Money in form of vouchers from Sponsors.

## 9. SIRP and CRP

- SIRP and CRP Process – iSMaRT assists the Placement Advisory Team in the smooth functioning of SIRP and CRP process by online submission of resumes and implementation of SIRP and CRP CV codes module on Infrodrome in a timely manner.
- SIRP wiki and CRP wiki repositories were formed in alliance with the Placement Advisory Team to help students refer to processes and testimonials of the previous batches.



The screenshot shows a login interface for the Placement Advisory Team (PAT). At the top, there are three logos: SiB PUNE SINCE 1975, PAT, and iSMaRT. Below the logos, there are two input fields: 'UserID' and 'Password'. A 'Login' button is positioned below the password field.

### Timeline

Year round activity

**Resource requirements:** 2 senior team members + 2 junior team members



## 10. PR and promotions for other councils

We have been constantly working in collaboration with other student councils at SIBM Pune where we provide event coverage and event promotions to various other teams through various PR channels like Vritaanta (college magazine), Facebook (SIBM Pune page), Twitter (SIBM Pune account), online platforms. We have carried out promotions for various events like Pride and Passion, Gravitas, Transcend, Coffee with SIBM etc. organised by other student councils

### Timeline

Year round activity

**Resource requirements:** 2 senior team members + 2 junior team members



## Budgets

Consolidated Budget AY 14-15 submitted to Mr. Anand Singh.

| <b><u>Consolidated Costing for iSMaRT AY 14-15</u></b> |                                   |                       |
|--|-----------------------------------|-----------------------|
| <b>Expenses:</b>                                       |                                   |                       |
| <b>S. No.</b>  | <b>Description</b>                | <b>Amount (in Rs)</b> |
| 1  | Media Coverage                    | 34800                 |
| 2  | Newsletter                        | 141460                |
| 3  | Media Day                         | 52550                 |
| 4  | Digital Media Management Workshop | 26060                 |
| 5  | Brand Management Workshop         | 10090                 |
| 6  | PR Conclave                       | 52550                 |
| 7  | Facebook Promotions               | 4340                  |
|  | <b>Grand Total</b>                | <b>321850</b>         |

Consolidated proposed budget AY 15 – 16

| <b><u>Consolidated Costing for iSMaRT AY 15-16</u></b> |                    |                       |
|--|--------------------|-----------------------|
| -  |                    |                       |
| <b>Expenses:</b>                                       |                    | <b>Amount (in Rs)</b> |
| 1  | Newsletter         | 191100                |
| 2  | Prachaar           | 52800                 |
| 3  | Workshop-1         | 44102                 |
| 4  | Workshop-2         | 105523                |
| 5  | Promotions         | 10340                 |
|  | <b>Grand Total</b> | <b>403865</b>         |