

2023-24

ANNUAL REPORT

vitaraka
The HR & IR Club

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Introduction

Vitarka, the HR and IR Club is a Student Interest Group (SIG) at SIBM Pune. 'Vitarka' is the Sanskrit word for ideation, deliberation and application of concepts, the ethos that also drives the official HR & IR club of the institute. The group activities are all initiated by its student members who are ardently passionate about HR and work tenaciously to arouse interest in different aspects of Human Resource Management within the student body. This year Vitarka conducted a number of successful learning initiatives in online, offline and hybrid mode, along with organizing National Level B-School competitions and workshops which saw a huge participation from B-Schools across the country.

Vision

To carve Human Resource professionals out of MBA students, through ideation, deliberation and application of concepts, in pursuit of excellence.

Mission

- Train MBA students by facilitating various lectures, group discussions, reading content, interviews, and competitions.
- Conduct in-depth analysis of established and upcoming HR trends to curate material for academic purposes.
- Provide an inclusive platform for all HR enthusiasts to explore the vast ocean of HR knowledge and share the latest developments in HR.
- Develop team-building spirit and interpersonal skills needed in the corporate world among students through their active participation.

It's Personnel

Vitarka organised the first session of the academic year, 'It's Personnel', a fun and interactive ice-breaker session with the super seniors! The session was organised over MS Teams for the incoming batch to alleviate their apprehensions about "MBA life" by letting them interact with their super-

-seniors, the recently graduated students who have all the knowledge to share about the "SIBM Life"! The session was specifically curated to help them understand the nuances of the two year journey that they had embarked on and how they could make the best of it.

June 2024

The poster is for an event titled "IT'S PERSONNEL" organized by Vitarka and SIBM Pune. The theme is "EXPERIENCE THE MBA JOURNEY OF THE BATCH OF 2023". It features two speakers: Darshna Verma and Vasudev Adiga. The tagline is "UNLEASH YOURSELF FROM CONFUSION TO CLARITY". The event is scheduled for Saturday, June 24, at 19:15 hours.

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IT'S PERSONNEL


SIBM
PUNE

“**EXPERIENCE THE MBA JOURNEY OF THE BATCH OF 2023**”

DARSHNA VERMA

VASUDEV ADIGA

UNLEASH YOURSELF

FROM CONFUSION  **TO CLARITY**

Join us on:

SATUR DAY	JUNE 24	1915 HRS
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Prep-shaala

Vitarka organised a series of lectures with the support of the senior batch on various topics in the subject of HR to equip the juniors with the basic HR knowledge required for the rigorous Summer Internship Recruitment Programme. Crucial and relevant HR topics like Organisational Behaviour,

Learning and Development, Talent Management, and Labour Laws were covered extensively during the classroom sessions. The sessions were followed by a small quiz on the topics taught in the class to ensure maximum learning and engagement from the students.

July 2024



Case Catalyst

Vitarka joined forces with other SIGs to present 'Case Catalyst' sessions. These sessions showcased MBA-2 students who had excelled in corporate case competitions. Sharing invaluable insights, strategic methodologies, and thought processes, they mentored MBA-1 students on mastering these competitions. 'Case Catalyst' fostered a collaborative learning environment, emphasizing the exchange of knowledge and the cultivation of essential skills. By providing tips, tricks, and strategies for success, the sessions empowered students to navigate the intricacies of case competitions effectively.

July 2024



Mark & Polo | ApCekence | vitarka | SIBM PUNE
CASE CATALYST
Abhishek Agarwal
 Human Resources
MONDAY
 14 AUG, 2023



Mark & Polo | ApCekence | vitarka | CAF-FIN | SIBM PUNE
CASE CATALYST
T.U.P. BE THE NOW!
 #TheUltimatePitch
Rohan Kulkarni
 National Winner
 Reliance T.U.P. 8.0
5 DECEMBER, 2023
 9:30 PM
 ONLINE (MS TEAMS)

aHRticate

Vitarka successfully conducted its Annual National Level Article Writing Competition "aHRticate" on Unstop with the message "Compose.Create.Conquer". It gave an opportunity for students to pen down their thoughts related to the HR domain and beyond. The competition was organized across all the MBA colleges of India. "aHRticate" was designed to bring out the cognitive writing skills in the

HR domain. The event provided participants a platform to make a mark with their wit and delve deeper into the emerging concepts of HR. It involved a short listing of final topics based on the current relevance on which participants prepared articles. The best articles were published Vitarka's annual magazine 'HR Fusion', and won prizes up to ₹15000.

August 2024

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aHRticate

Compose Create Conquer

National Level
Article Writing
Competition

Submissions open until
15.08.2023
23:59

REGISTER NOW!

Cash Prizes
* 1st Prize - ₹7000
* 2nd Prize - ₹5000
* 3rd Prize - ₹3000

vitarka@sibmpune.edu.in
Mitali Gha: +91 9818374716
Vaibhav Singh: +91 8427266630

ReHRsal - MOCK GD-PI

Vitarka successfully organised 'ReHRsal', a mock GD-PI process for the HR batch, to further supplement their preparation for the Summer Internship Recruitment Programme, specifically from the Human Resources perspective. Multiple panels consisting of seniors were constituted to ensure the smooth process of parallel interviews. Post the mock interviews, students were given feedback immediately, woven together with valuable industry insights. They were given tips on how to improve their answers and what resources to use to hone their knowledge. For mock GDs, students were split into groups

and assigned contemporary topics. They were given time to put forward their own points and then discuss as a group. The panel observed their behaviour and provided feedback based on their interactions.

August 2024



Experts' aHRchive

Experts' aHRchive was conducted in September 2023 and comprised of online interviews with a series of HR leaders & professionals from Headout and WNS. The industry stalwarts shared their experiences, career journeys, insights on industry trends, how they see the workforce evolving and gave industry specific inputs which enriched our knowledge and awareness about the landscape. The interviews were transcribed and published in Vitarka's magazine HR Fusion 7.0.

Sept 2024



HR Fusion 7.0

The annual HR magazine - HR Fusion 7.0, was published in October 2023 with the objective of helping the students of the HR specialization to develop an understanding of the best industry practices while gaining a forward-looking perspective in the world of Human Resources Management and Industrial Relations. The publication included transcripts of a live interview series with HR leaders and professionals “Expert’s aHRchive”, where industry leaders candidly shared their experiences and their opinions regarding future trends in the industry. Award winning articles from Vitarka’s National Level Article Writing Competition “aHRticutate” were also included in the magazine

so as to create an environment of peer learning amongst the students. The Interim team of Vitarka comprising the students from MBA 1 also contributed articles about the various facets of HR including Collaborative and Competitive Learning culture in Organisations, LGBTQ+ Inclusivity at Work, Role of Emotional Intelligence in Modern Organizations, Role of HR in bridging the skill gap in the world of GenAI and Unionization's Resurgence.

Oct 2024



HRecall 9.0

HRecall 9.0 carried forward the tradition of compiling crucial topics from the domains of Human Resources and Industrial Relations for the students of MBA 2 , in order to effectively equip them for the Campus Recruitment Programme 2023. This compilation was aimed towards ensuring the students would be able to excel in the Group

Discussions, Case Discussions and Personal Interviews during the recruitment process. It included upcoming HR trends, a compendium of HR concepts, updated Labor Laws and best HR practices - a comprehensive collection of the literature which a student would need to gain an overall understanding in the domain of Human Resource Management.

Oct 2024

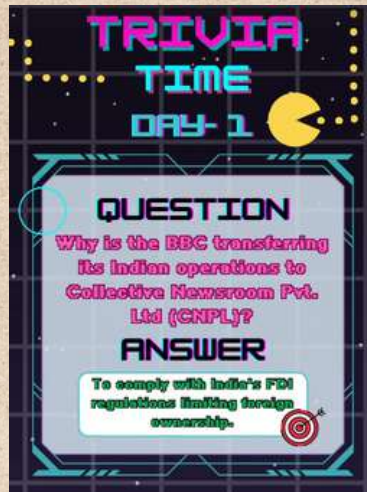


Trivia Challenge

The HR Trivia Challenge was conducted over a 5-day duration in December 2023 on Instagram for all the students of SIBM Pune from the Flagship as well as the I&E program. It was an online treasure hunt, involving a daily dose of trivia questions posted on the Vitarka

Instagram page and a cash prize of ₹500 for each of the daily winners. The Trivia Challenge saw enthusiastic participation from the students, which enhanced their HR and Current Affairs knowledge.

Dec 2024



cHRysalis

cHRysalis 2024 was a national-level HR and Space themed case study competition organized during Transcend '23, the Annual Management and Cultural Fest of SIBM Pune. The case competition was hosted on Unstop and had over 20000+ impressions and 350+ registrations from B-schools across the country. It tested the HR knowledge and skills of the participants through multiple rounds such as the online quiz, the case study submission and the final on-campus round where the final Changers visited the SIBM Pune campus, participated in a very unique simulation round, wherein a skit was enacted in front of them, highlighting problems faced by employees belonging from various alien species in an organisation based in space.

Participants had to then question the employees to gain further insights into the issues faced by them and present their solutions in front of our esteemed panelists.

Jan 2024



Finish My Tale Fiesta

"Finish My Tale Fiesta" was an enthralling story completion competition which was organized in collaboration with the Social and Governance Cell (SGC) under the grand umbrella of 'Saarang: the Social Fiesta'. The event created a platform to blend the intricacies of human resources and the broader canvas of social responsibility.

In this, participants were tasked with a unique challenge of completing a part of the story and unleashing their imaginative prowess. Participants completed the story in the context of HR and Social Consciousness. The competition saw participation from top B-Schools across the nation and won prizes worth ₹5000.

Jan 2024



caHRnival

Vitarka successfully conducted caHRnival - its flagship annual national case competition, with an unconventional twist of cricket this year. The competition was based on the Indian Premier League and involved a real-world cricket-inspired case statement which would revamp the HR strategy of an imaginary cricket team, Regal Champions Bangalore. Conducted in March 2024 and hosted on Unstop, caHRnival witnessed over 19500+ impression and 368 team registrations from premier B-schools across the country. It was held in three rounds: Round 1 was Powerplay (the Online Quiz), Round 2 was the Superovers Round (Brief Case Solution), and Round 3 involved the Finalists to present their detailed solutions to the judges.

Our esteemed faculty Dr. Sonal Shree and Dr. Sujoy Sen guided the participants through the process by providing valuable insights and direction as panelists. The rewards for the winners included a prize pool worth ₹45000.

Mar 2024



Internship Hackathon

The Internship Hackathon 2024 organized in March 2024, saw the students from the MBA 2 HR batch stepping forward to share their internship experiences with their juniors from MBA 1 for a series of 4 candid sessions. The series invited the outgoing HR batch to talk about their summer internship journey while working in various sectors such as Fin-Tech, FMCG as well as IT. They

described their experiences while providing tips and tricks to excel during the Summer Internships. The highly interactive sessions provided an opportunity for the juniors to resolve their doubts about their upcoming summer internships while connecting with the seniors about how to make the best of the internship experience.

Mar 2024



Social Media Engagement

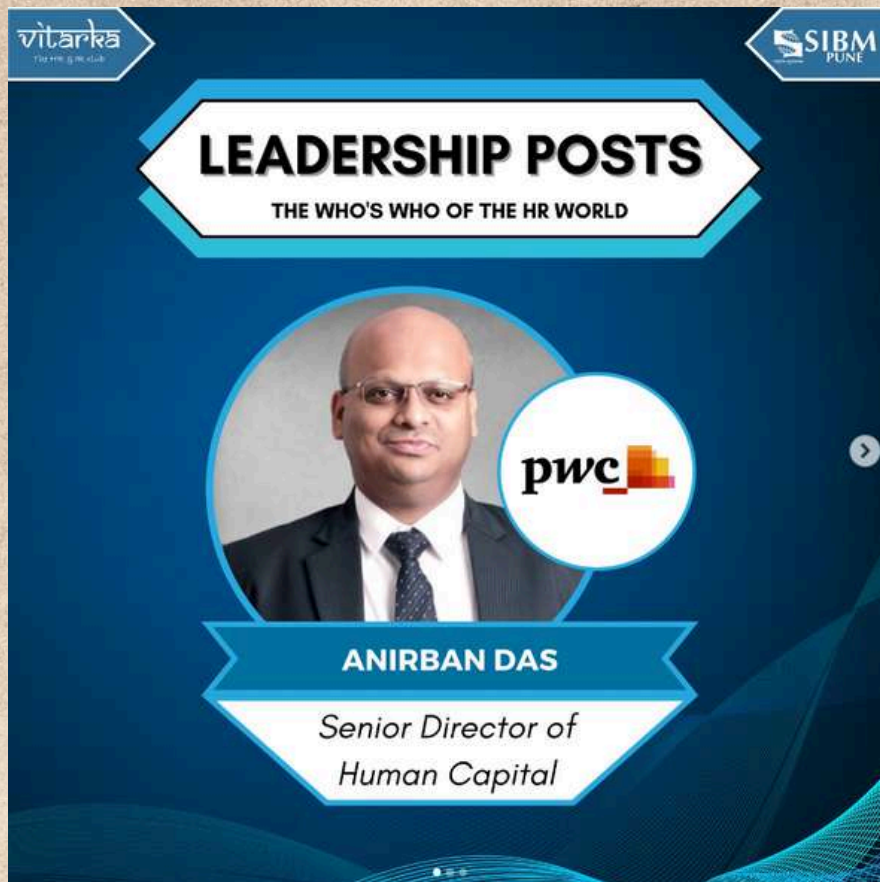
GK Review and HReview

Regular posts on the official Vitarka Instagram page include HReview while GK Review was forwarded to the MBA Core and I&E batch via our weekly newsletter. They aim to keep the students of SIBM Pune as well as our peers across other B-schools updated with the current happenings across the world and events of importance pertaining to HR. The content is intensively researched and curated, and presented to the students in a crisp and creative format to ensure engagement and learning.



Leadership Posts

Regular content about industry stalwarts in the field of Human Resources and their achievements on the official Vitarka LinkedIn and Instagram page aimed to inspire the students by introducing them to role models who have achieved great heights in their careers. It also helped the students to familiarise themselves with the who's who of the HR world.



Presenting Facts as Facts (PFAF)

The Presenting Facts as Facts (PFAF) series on the Vitarka Instagram page has been successful in equipping the students with relevant data points to substantiate their points of view during Group Discussions, debates, Case Competitions as well as Personal Interviews. The weekly series attempts to increasingly add value to the students' knowledge in the form of facts and figures gathered from various trusted sources.

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PFAF



PRESENTING FACTS AS FACTS


An alarming **74%** of office workers' time is unproductive, leaving only 2 hours and 53 minutes for productive tasks. HR must focus on strategies that yield results: boosting engagement (linked to **21%** higher productivity, **79%** reduced turnover), increasing motivation (**12%** productivity increase), and promoting well-being (**50%** higher well-being). Regular assessments and diverse tactics are essential, alongside continuous monitoring for effectiveness.

Source:
Novo Resume


HR Lingo

In an effort to acquaint the students of SIBM Pune with new and old HR terms and jargon, HR Lingo is a weekly series that breaks down and explains the meaning of these terms in a simplified way. This accomplishes the dual purpose of introducing students of all specialisations to the basic HR concepts, while helping to expand the students' vocabulary of HR terminologies.





HR LINGO

Red Circle Rate 

Red Circle Rate is typically used to reward employees who have exceptional skills or experience, or who are in high demand.

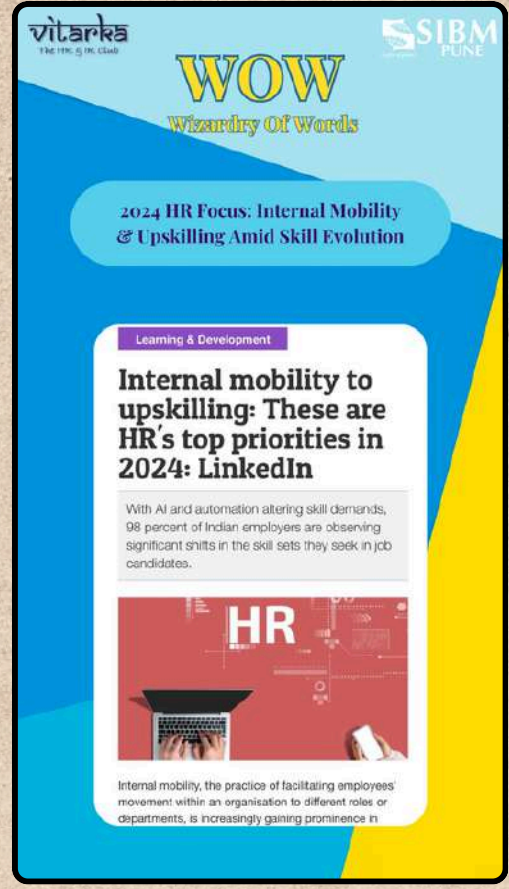
This practice can help organizations maintain a competitive edge in the job market and motivate exceptional employees to stay with the company. However, it should be used judiciously to ensure fairness and maintain internal equity within the organization.

Wizardry of Words

An important part of the weekly engagement through the LinkedIn page of Vitarka is the Wizardry of Words (WoW) series, which involves sharing articles and posts about the latest trends and news in the domain of Human Resources and Industrial Relations across the world. This series is an attempt to expose the students to new initiatives in the industry and how these initiatives result in evolving workplace dynamics. There is a large amount of information available across various social media platforms and publications, and the WoW series attempts to curate this information to ensure the students do not miss out on important happenings in the HR and IR domain. The series covers articles from well-known HR

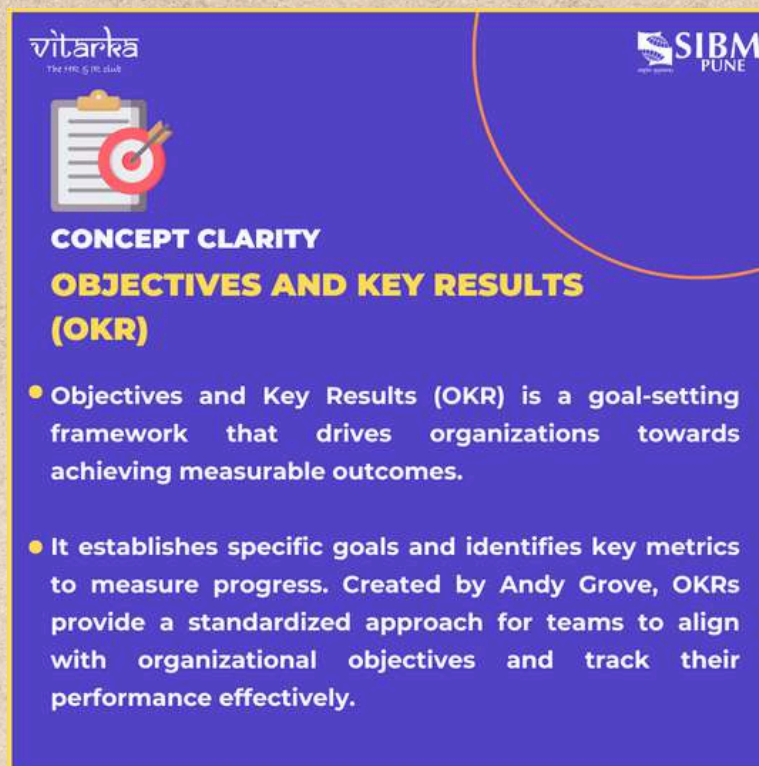
media platforms such as People Matters and HR Katha, in a wide range of HR-specific subjects including Learning and Development, Industrial Relations, Talent Management, Performance Management, Compensation and Benefits, Organizational Behaviour, HR Analytics and others.



Concept Clarity


Concept Clarity was a novel initiative launched by Vitarka, aimed to streamline complex HRM topics for students, enhancing their understanding for both SIRP and CRP endeavors. This initiative simplified intricate concepts using accessible language, providing examples tailored for

both academic and professional comprehension levels. By breaking down concepts into relatable scenarios, Concept Clarity fostered a deeper understanding among students and professionals alike, fostering a more robust foundation in HRM principles.



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CONCEPT CLARITY

OBJECTIVES AND KEY RESULTS (OKR)

- Objectives and Key Results (OKR) is a goal-setting framework that drives organizations towards achieving measurable outcomes.
- It establishes specific goals and identifies key metrics to measure progress. Created by Andy Grove, OKRs provide a standardized approach for teams to align with organizational objectives and track their performance effectively.

Weekly Newsletter

A compilation of the information published throughout the week is shared with the students of SIBM Pune in the form of a weekly newsletter. This weekly publication clubs together the news shared via HReview and GK Review for each week and also contains embedded links to the original news articles for

more detailed information. The aim of these weekly publications is to help the students to gather a repository of relevant data to refer to in their attempts to gain more general and HR-specific knowledge in preparation for the Summer and Final placement processes.



Outgoing S-Team



From left to right:

**Natasha Rajyaguru, Cherry Patwari, Parth Ranade,
Eesha Singh**

Incoming S-Team



From left to right:

**Vaibhav Singh Maan, Mitali Ojha, Ibakordor Dop Majaw,
Ananya Polisetty**

Interim and Junior Team



**Ananya
Polisetty**



**Ibakordor
Dop Majaw**



**Mitali
Ojha**



**Vaibhav
Singh**



**Vaishnavi
Kamble**

Senior Team



**Cherry
Patwari**



**Eesha
Singh**



**Natasha
Rajyaguru**



**Parth
Ranade**