

# VRITAANTA

THE NEWSLETTER

## CATAPULT WOMEN LEADERSHIP SERIES

### The Lustre of Broken Glass Ceilings



From L-R: Row 1 - Dr. Vidya Yeravdekar, Ms. Swati Jain, Ms. Esha Ganguly Ahuja, Ms. Anju Jumde, Ms. Richa Uprit, Ms. Sahana Shetty  
Row 2 - Ms. Roopa Khatri, Ms. Anju Beniwal, Ms. TL Alamelu, Ms. Anupam Trehan, Ms. Tiny Sengupta, Ms. Supriya Bendre  
Row 3 - Ms. Vandana Lisa Scott, Ms. Rishma Alagh, Ms. Stita Misra, Ms. Parul Pandey, Ms. Devika Tandon, Ms. Vibha Salaria  
Row 4 - Ms. Nimisha Das, Ms. Tiyash Mazumder Bagchi, Ms. Aarti Srivastava, Ms. Aparna Shailen, Ms. Shricha Jha, Ms. Aditi Pareek  
Row 5 - Ms. Madhavi Lall, Ms. Sebatl Iyengar, Ms. M Kala, Ms. Sucharita Singh, Ms. Suneela Thatte, Ms. Ruma Rao

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The Women Leadership Series was introduced with the goal of broadening the minds of the students as they got the opportunity to learn from the wise words and experiences of women leaders across different sectors and industries. Despite the strides being made, a void still exists when it comes to understanding, acknowledging and appreciating the role of women in the corporate world. The future is defined by inclusivity and The Women Leadership Series is a manifestation of that as it was a result of the faculty and administration addressing the requests of the students to be an audience to more women industry stalwarts. We are grateful to have been an audience to women leaders who represent eminent organizations for sharing their perspectives and experiences.

# MANTHAN 2021

A HEALTHCARE, BFSI, CONSULTING AND TECHNOLOGY PERSPECTIVE

## In the footsteps of industry stalwarts, the future visits SIBM Pune

The esteemed panelists from the healthcare industry engaged in discussions revolving around the complexities of the global pharmaceutical market, key pharma industry business segments and delved into the value chains of the healthcare sector. The regulatory framework in the country was highlighted along with the need for driving new-gen innovation in the sector, especially with the use of AI was discussed. The conversation also circumvented the ripple effects of the pandemic and its implications on the healthcare domain.



This chapter of Manthan helped students gain insights on risk management, the change in the outlook of the insurance industry, the future of Fintech, bridging the urban and rural divide, and a vast array of other topics. The conversations were driven in the direction of the many aspects of financial trends, financial awareness, Insurtech's path ahead, the state of Cybersecurity, regulatory challenges, cloud computing, learning agility, digital IQ and more ideas in the arena of finance. There was also a slice of the 'human element' as HR industry experts also got together and discussed advancements and future trends.

The Consulting conclave saw experts traversing different paths to arrive at a consensus about the state of the consulting and technology domain in the years to come. The discussions revolved around frameworks such as the CBCV model, the significance of technology as a facilitator of optimal productivity in all verticals and future-proofing the businesses to adapt to the changing ecosystem. The diversity of intellect that the panelists offered served as a masterclass for the students.





# PROLIFERATING PERIPHERIES



Mr. Arindam Mukherjee



Mr. Ashish Mishra



Mr. Harshit Singhal



Ms. Monica Jasuja



Mr. Marty Cagan



Ms. Namrata Keshwala



Mr. Naveen Athresh



Mr. Pranav Chug



Mr. Pranav Saxena



Mr. Rajesh A



Mr. Sameer Bora



Ms. Shalini Sankarshana

The inaugural edition of **Genesis - The Product Management Conclave** was organized by the Corporate Interface Team on 29th August 2021. The novel initiative bolstered the legacy of SIBM Pune to offer unparalleled learning opportunities and industry exposure to its students. The conclave hosted the Founder of Silicon Valley Product Group and an eminent thought-leader Mr. Marty Cagan and esteemed industry stalwarts from Adobe, Google, Uber, Amazon, Flipkart, Make My Trip, PayU, Comviva, NextLeap, Broadridge and HashedIn by Deloitte. The conclave offered an invigorating discourse on various facets of product management from principles and strategy to trends and future scope of the field. It also served as a unique platform where students could get a sneak-peak into the domain and become cognizant of the required values and skill sets one needs to become a successful product manager. The interactive sessions which were presented in a bouquet of formats including keynote address, masterclass and panel discussions, complemented by the thought-provoking questions by the students, left an indelible mark. The efforts and ingenuity behind the conclave coupled with the sheer prowess of our distinguished guests stood out and helped our students in making informed career decisions in the field of Product Management.



Samavesh  
Public Policy  
Conclave '21



Mr. Abhijeet Sinha



Mr. Arpit Chaturvedi



Mr. Ashutosh Chadha



Mr. Avik Sarkar



Mr. Gopal Iyer



Mr. Manash K Neog



Mr. Mukesh Bisht



Ms. Urvashi Prasad



Mr. Piyush Gupta



Mr. Sanjeev Nandwani



Ms. Smriti Sharma



Mr. Tushar Kanade



Mr. Vivian Sharan



Mr. Yash Agarwal

**Samavesh 2021 - A Public Policy Conclave** was organised and hosted by the Social Entrepreneurship and Consulting Cell, SIBM Pune. The captivating conclave helped the students understand the significance of effective Public Policies in nation-building and exposed the eager business minds to this vast and ever-evolving domain. The conversations revolved around Public Policy Making and Public Policy Consulting and its use in building data privacy laws, a robust healthcare system, and its integration with different functions. Through informative panel discussions and thought-provoking Keynote Speaker Sessions, the eminent speakers strengthened the knowledge base of the students on topics such as education policy, unified work culture, data engineering and collaboration between the private and public sector for implementation of policies. Public Policies are regarded as the mechanism for developing economic-social systems that determine the future that is built on such stimulating conversations.

# LEADERSHIP TALK SERIES - CATAPULT



**Mr. Ashish Anand**  
SAR Group of Companies



**Mr. Dinesh Mishra**  
Abbott



**Mr. Gaurav Sahgal**  
HSBC



**Mr. Girish Venkataraman**  
Media.net



**Mr. Madhav Sheth**  
realme



**Mr. Nilam Patel**  
S&P Global



**Mr. Nitin Varshney**  
UnitedHealth Group



**Mr. Sreekanth Chundi**  
DCM Shriram LTD



**Mr. Srinivas P.M.**  
Procter & Gamble



**Mr. Sumit Sethi**  
Kincentric



**Capt. Pranav Prasoon Thakur**  
Renault India Private Limited



**Mr. Venkatraman Prabhu**  
Reliance Industries Limited



**Ms. Vijaya Rao**  
Techvio



**Mr. Arvind Ambo**  
A.P. Moller - Maersk



**Mr. Rakesh Agrawal**  
Apttio



**Mr. Amit Prakash**  
Marico Limited



**Ms. Ranjeeka Sachdev**  
Pernod Ricard India



**Mr. Rajat Mathur**  
Morgan Stanley



**Mr. Krishnamohan Narayan**  
BASF India Limited



**Mr. Karthik Krishnamurthy**  
Conduent



**Mr. Saravanakumaran Duraisami**  
Edelweiss Tokio Life Insurance



**Mr. Kaushal Javadekar**  
Veritas Technologies LLC



**Mr. Sachin Saxena**  
Innovaccer



**Mr. Sajan Murali Puravangara**  
Turtlexw India



**Mr. Amit Chincholikar**  
Tata Consumer Products



**Mr. Delton D'Souza**  
Bajaj Consumer Care



**Mr. Abhishek Misra**  
Rockwell Automation



# CONCOURSE - Gateway to Industry Perspective



## SIRP 2021: SIBM Pune reaches new heights

### SUMMER INTERNSHIP RECRUITMENT PROGRAMME FOR THE BATCH OF 2021-2023

SIBM Pune is proud to announce the successful completion of its Summer Internship Recruitment Programme 2021 for the MBA Flagship Batch of 2021-23

<p>INR <b>2.33</b> Lakhs Average Stipend</p>	<p>INR <b>2.31</b> Lakhs Median Stipend</p>	<p>INR <b>3.50</b> Lakhs Highest Stipend</p>	<p><b>75+</b> Recruiters</p>
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### NEW COMPANIES HOSTED THIS YEAR


# WHAT'S BUZZING AT SIBM PUNE?

## AI Seminar Series - II

The seminar series II is a collaboration with Swansea University that serves as a platform to discuss the emerging perspectives on AI, Blockchain and IoT for our Digital Future. These technologies bestow more actionable insights, govern data usage, and build a trustworthy and transparent data economy. The seminar series brings experts from around the country and the world who have played an essential role in contributing to transposing dynamics between Human-Computer interactions.



**The Digital Future for Business and Society: Emerging Perspectives on AI, Blockchain and IoT**



**Dr. Vimal Kumar M**  
Indian Institute of Management,  
Vishakhapatnam



**Prof. Agam Gupta**  
Indian Institute of  
Technology, Delhi



**Dr. Divya Sharma**  
OP Jindal Global University



**Dr. Denis Dennehy**  
School of Business and  
Economics  
NUI Galway, Ireland



**Prof. Keng Siau**  
Department of  
Information Systems  
City University of Hong Kong



**Prof. Dr. Sven Laumer**  
Friedrich-Alexander University  
Erlangen-Nuremberg, Germany

## Illumo - An Interview Series



SIBM Pune has taken the initiative to spark conversations with its alumni base that will serve as a north star to aspiring managers by introducing the Illumo Series, a video interview series of one on one interactions with our esteemed alumni. This collaboration of the Alumni Team, Research & Scholastic Development Team and Information Systems & Media Relations Team is a step towards a more medium agnostic method of learning. Illumo captures erudite conversations with industry leaders across various specializations and domains. The alumni weave their knowledge, expertise and anecdotes to answer questions that spring from the curiosity of young students who have just got their foot in the door of the corporate world. Illumo is a platform that gives students and learners an opportunity to be future-ready while also giving the alumni a chance to give back to their beloved Alma Mater.



**Mr. Arijit Chakrabarti**  
GroupM



**Mr. Nishant Malhotra**  
The Middle Road

[Click here to watch the ILLUMO interviews](#)

## From The Horse's Mouth - Winners breed Winners

The Special Interest Groups of SIBM Pune Mark-O-Polo, OpCexcellence, Caf-Fin & Vitarka have collaborated to launch the series - From the Horse's Mouth in order to help students learn the tips, tricks, and get insights that will assist them in B-school and corporate competitions and learn how to maneuver through the uncharted territories from those who have not just walked the mile but also achieved success.



# FACULTY ACCOLADES

## Entrepreneurship In India

The book 'Entrepreneurship in India' is a culmination of the brilliance of writers such as our esteemed faculty members Dr. Madhura Bedarkar, Associate Professor at SIBM Pune and Mr. Yogesh Brahmkar, Assistant Professor at SIBM Pune along with Dr. Alexander Newman and Dr. Andrea North-Samardzic of Deakin University, Australia.

This erudite work of research examines the history of entrepreneurship in India, different entrepreneurship models adopted, the entrepreneurial ecosystem and looks at the future of entrepreneurship in the country.



## The Maths of Gossip



An article by Prof. Manasi Phadke, Assistant Professor, SIBM Pune, titled "The Maths of Gossip", had been featured in The Hindu Business Line where, in a lucid and digestible manner, Ms. Phadke explains the mechanisms used by social media platforms to store and disseminate information. The article narrows down on the term "Gossip Protocols" and highlights how distribution networks spread information quickly. The conversational manner of sharing informative and thought-provoking ideas are well-reflected in the article, making it an interesting read.

## A phenomenological study involving SFBs

The paper '**Are small finance banks acting as catalysts for financial inclusion in India? A phenomenological study**' was published by esteemed members of our faculty and aims at investigating whether small finance banks (SFBs) in India are working towards financial inclusion through qualitative studies. The findings of this detailed study are capable of posing global benefits to microfinance organizations of a similar scale across the world to achieve financial inclusion and business improvement that aids the overall growth of the organisation.

emerald insight



**Mr. Girish Joshi**

Research Scholar at SSE & Visiting Faculty at SIBM Pune

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# HEAR FROM THE COUNCILS

## Alumni Team



**Inicio** is a new initiative aimed at hosting multiple alumni who share the same organization but handle responsibilities in different domains. The panel discussions seek to appreciate the operative mechanics of the domains, the organization and the sector as a whole. The other talk series such as the **Alum Speak**, **Alum Konnect** and **Leadership Talk** all work towards not just helping students understand the corporate world but also strengthening the bond that the esteemed Alumni Network shares with its alma mater.

## Aspirant Relations Team

**Advent '21** prodded MBA-1 students to break the ice and interact with their fellow batchmates. The theme was 'The World of Cartoon Network- Keep the child within you alive.' **Ascend 2021** saw the team reach out to MBA aspirants from various cities all across the country through their coaching centers. The prime objective of the initiative was to provide the aspirants with guidance in their preparation journey and give them a platform to interact with current SIBM Pune students. In **A Day at SIBM**, aspirants got a glimpse into the rigour of the B-School life through guest lectures by distinguished faculty members, workshops, case study competitions and an exclusive session with SNAP toppers.



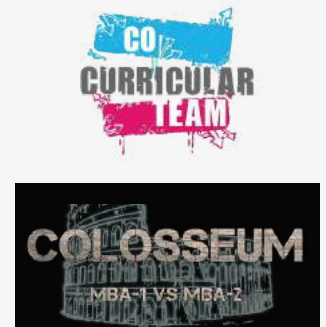
## Corporate Interface Team



**Imperio** - The guest lecture series hosts business leaders from prominent organisations to drive corporate interaction and aid practical learning. Students witnessed the dissection of emerging trends and challenges of the business world through the lens of industry stalwarts. Sessions are held on diverse themes to help aspiring managers broaden their horizons.

## Co-Curricular Team

The team organised the "**Colosseum**" following the lore of the annual inter-batch competition. The theme was "The King's Gambit" and the two-day event was filled with spectacular performances from both batches. The event provided a platform to display talent in the realms of Management and Culture. The **Talent Show** was conducted for the freshers where they could showcase their multiple talents. It drew in substantial participation and provided a great stage for the students for interacting and unfold their inner selves. "**Sunset Suggestions**" is a series where students dedicate songs to anyone within SIBM Pune which are posted every Sunday evening on their Instagram handle.



## Information Systems and Media Relations Team



The **Catalyst** saw the MBA 1 students toot their creative horns by showcasing their photography and writing skills. The **Teacher's Day Campaign** saw active engagement from various stakeholders that weaved together an emotional outlet of memories, experiences and advice. iSMaRT was the **Official Media Coverage Team** of conclaves that hosted illustrious thought leaders. End to end coverage on different platforms was done for Manthan, Genesis and Samavesh along with that of Leadership Talk Series - WLS, Catapult and Concourse.



# HEAR FROM THE COUNCILS

## Research and Scholastic Development Team



**Lumière** is a guest lecture series, consisting of our renowned alumni and industry stalwarts, which is meant to increase the intellectual capital of our student community and provides insights beyond the learning from the curriculum. **Beacon** is a preparatory publication series that helps students gain a comprehensive perspective on various industries and stay abreast with the latest economic and industry happenings. The council also brings **live projects** from well-established companies and startups to give students an opportunity to gain experience where they can apply their prowess and connect with the Business world.

## Social Entrepreneurship and Consulting Cell

**Chai with Entrepreneur** is a guest lecture series where seasoned entrepreneurs have a candid discussion with the students. The event is a window into the personal and professional entrepreneurial journey of entrepreneurs from various domains. The event is preceded by a competition that fuels intrigue - The **Schbang It** and **Hello Hygiene** Competitions brought out the creative and innovative side of the students. The **Skill Up Workshop Series** helps build practical knowledge for the entrepreneurial minds of SIBM Pune. The **Symbol of Hope** session was organised to raise awareness about Organ Donation.



### Chai with Entrepreneur

## Sports Management Team



Project **Milaap 2.0** was an exciting online game show. Spread across three days, the event witnessed teams from both batches participate in a multitude of challenges, the event facilitated bonding and interaction between the batches. **Hilltop Hustle** was a series of cricket, volleyball, basketball and football inter-college matches organized amongst six colleges. It was a refreshing opportunity for students to flex their skills on-ground after a long hiatus of learning from home. SMT also organized **Symbattle** and **Arcadia**, two frolicsome online competitions that received enthralling participation in popular games like Battlegrounds Mobile India, CSGO, Chess, and more.

## Consulting and Strategy Club

**Continuum** - The Consulting & Strategy Club hosted eminent speakers under its Continuum series that gave students a window into the consulting world. Through highly engaging workshops, the students learned how to deal with case interviews and guesstimates. The case discussion workshops such as **Rubric** for MBA 1 and **Resolve** for MBA 2 were extremely fruitful. A product management competition was also conducted in collaboration with PM School.



**STRATX** **CONINUUM**

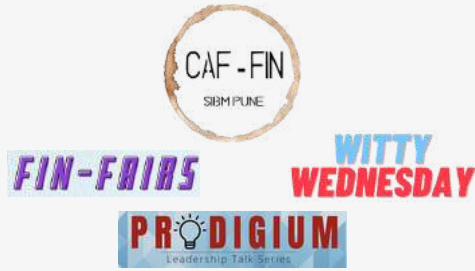
## Innovation Club



The Innovation Club organized its flagship guest session series- **Maverick** which hosted distinguished guests who shared their insights on a myriad of themes. **Iced Tea with IC** was an icebreaking event organized to give a hearty welcome to the new batch with a series of exciting games and challenges. **Prep, Not Pep Talk**- a guest lecture series was also introduced to help and motivate students in navigating their entrepreneurial and academic journey. IC also launched the inaugural edition of **Beyond 9-to-5**, a session to ignite the intrapreneurial spirit among students. **Idearoom 6.0** was also organized which served as a unique platform for students to pitch their innovative ideas to their seniors in the field of entrepreneurship.

# HEAR FROM THE COUNCILS

## Caf-Fin



**Prodigium**, a flagship speaker session was conducted by Caf-Fin, which invites industry stalwarts for the students to gain insights into what lies in the corporate world. **FinFairs** is a social media series posted weekly which elucidates finance-related recent current affairs to upgrade peers' understanding in the field of finance. **Witty Wednesday** posts on social media aim to elaborate on concepts of finance, which are helpful for the readers and viewers and guide them in getting accustomed to the jargons of the industry.

## Mark-o-Polo

**Brand Charades** was a two part competition that first tested the marketing knowledge of the participants and the second round saw the finalists flex their crafty muscles and contrive a hilarious marketing pitch. **Kaleidoscope** served as a means for second year students to share their lived experiences with the first year students. **Kotler Konzept** series is aimed at culminating the trends and concepts of the ever-changing world of marketing and its nuances from all around the world.



## Opcellence



Opcellence organized **Jigyasha 2.0**, a series designed to bridge the gap between corporate and academics. The initiative was aimed at helping the students in deciding their specializations and enlightening them about the field of operations by sharing insights from the operations students of the MBA 2 batch. **Inscribe**, a National Level Article Writing competition, was organized by the group that served as a platform for all enthusiasts to express themselves on the theme of new-age developments in the field. **Efficacy**, the case study series was also launched with the aim to introduce students to different types of case studies and how to approach them.

## Vitarka

The event '**Char'iculum Vitae** engaged the incoming batch by giving them an opportunity to be creative and funny by making a CV for fictional characters. **aHRticulture** was a national level article writing competition where participants could pen down their thoughts and their views revolving around the HR domain. **HR Fusion 5.0** was released, which is the Annual HR magazine of SIBM Pune and helps students gain knowledge and depth of the HR happenings around them with the help of articles on the latest HR themes and insights from the students, faculty and industry professionals.



## Quizzing and Debating Society - QUOD



The **JAM Event or Just A minute** - served as a wonderful interaction between the students as they put on their creative hats in an enthralling event. **Compendium** is a magazine that provides readers with the current happenings, aimed at equipping them with important facts and figures about ongoing events, especially in the business world. The topics are curated in a way to enlighten everyone on both sides of the coin.



# HALL OF FAME



**NATIONAL WINNER**  
Nitya Bhardwaj



**LOUD CATALYST 2021**  
Pragati Adak



**NATIONAL FINALISTS**  
Team Hilltop Artists



**CAMPUS WINNERS**  
Himanshu Grover  
Rishabh Mehendiratta



**NATIONAL FINALISTS**  
Team Apollo



**NATIONAL FINALISTS**  
Team L'Oréal Laurels  
Team Tinted Troupers



**NATIONAL SEMI-FINALISTS**  
Team Trailblazers



**NATIONAL RUNNER-UP**  
K Namrata



**NATIONAL SEMI-FINALISTS**  
Team Vision on a Mission



**CAMPUS WINNERS**  
Team The Acers



**NATIONAL FINALISTS**  
Team Elixir  
Team Sustainablers



**SECOND RUNNERS UP  
CAMPUS ROUND  
(WILDCARD CAMPUS)**  
Team Hill Top Acers



**CAMPUS RUNNER-UP**  
Team Neutron



**NATIONAL SEMI-FINALISTS**  
Team Team of Steel



**CAMPUS WINNERS**  
Team Mystic Force

# HALL OF FAME



## AMONG TOP 50

Team Analysis Paralysis  
Team A-Square-U  
Team Battlestars  
Team Cahoots  
Team Fevicol  
Team Mazboot Jodidaars



## NATIONAL SEMI-FINALISTS

Team Worker Bees  
Team Buckbeak



## CAMPUS WINNERS

Team Monk  
Team Rocket  
Team Bulls



## NATIONAL SEMI-FINALISTS

Team Vantage Point



## NATIONAL FINALISTS

Team Shakedown



## CAMPUS WINNERS

Team Ignitors  
Team Amigos  
Team The Incredibles  
Team Tri-Umphant



## NATIONAL WINNER

Shradha Thani



## NATIONAL FINALISTS

Team Blackpearls

[Click on the badges for more details about the achievements](#)

## EDITOR'S NOTE

SIBM Pune has been scripting aspirations since its inception. This year brought with it a multitude of opportunities to continue adding chapters of achievements to the institution's rich legacy. The student-driven culture fuelled by the hard work of the many student bodies coupled with the constant support of our key stakeholders helped weave an iridescent tapestry of milestones, accolades and unparalleled experiences.

It's been over a year of living life through pixelated screens. Despite the odds, SIBM Pune has seen its stakeholders stride towards greater heights. A nexus of amity binds the students, faculty, administration, alumni and organisations making it possible to create an environment conducive for collaboration, co-creation and edification. This is the beauty of being a part of such a prestigious institution.

We bring to you, '**Vritaanta - The Newsletter**' and sincerely hope that this snapshot of Life at SIBM Pune finds you in good health.

**Thank you.**

