



# रितान्त

March 2018  
Volume 5 Issue 1

Memoirs of SIBM Pune

## FROM THE STUDENT PRESIDENT'S DESK

*The newly elected president shares his  
vision for his tenure*

## THE 21ST CENTURY WORK CULTURE

*The implication of technological  
changes in HR*



# INSIGHT



**TEJAS KUMAR**  
**PRESIDENT, STUDENTS' COUNCIL**  
**2018-19**

“ The journey up till now has brought me closer to each one of you & I am grateful to all of you for having considered me a worthy representative of the student body. Also, I take this opportunity to thank everyone for the support that they have shown & the trust that they have bestowed upon me.

I am deeply honoured & privileged by the post of the President & it will be my constant endeavour to ensure that I put in all my efforts towards the betterment of this institute & its students. Steps are being taken & will continue to be taken to bring about long-lasting changes in the system to enhance the overall quality of our MBA experience.

Looking forward to having a great year with all of you.”



## From the **Co-ordinator's Desk**

**O**ur team is proud to present the 1st issue of the 5th volume of VRITAANTA – the memoirs of SIBM Pune.

It gives me immense pleasure to inaugurate this particular issue of Vritaanta, as it has an all-new simplistic and flexible design that captures the essence of the vision that our team has for the future of Vritaanta. The theme of the current issue is 'In Hindsight', it focuses on the achievements of the students of SIBM Pune, events that were a highlight in the second half of the academic year, and words of wisdom from the graduating batch.

The magazine is divided into four sections, the first section is 'Suits & Ties' which focuses on the happenings at SIBM Pune primarily through the corporate lens, the second section 'The A game' covers the various events organised on campus, the third section 'Pedagogy' features a write up by the students in collaboration with a faculty member, while the last section, 'Zeitgeist' provides the reader with a student's perspective about their life at SIBM.

This issue also showcases and bids adieu to the

batch of 2016-18. This year our students earned multiple laurels in corporate competitions and extracurricular activities which have been portrayed in this issue.

The students of SIBM Pune are known to be driven and ambitious individuals, the institute prepares them to be leaders and visionaries with all-round personalities geared up to shape the future of the corporate world. Continue reading to find out what creates and nurtures the MBA graduates of our prestigious institute, what drives us to be successful in all the endeavors we undertake and what motivates us to keep pushing our limits to be better every day.

I take this opportunity to thank all our contributors on behalf of my entire team for sharing their views, insights, and stories and helping us put together this issue of Vritaanta.

*Prachi Kamble*

*Co-Ordinator*

*Information Systems & Media Relations Team  
(iSMaRT)*

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A special thanks to Prof. Deepika Pandita for her contribution.

# A Message to the Mane

*This article looks into the journey of an SIBM Pune student, Preet Mehta, as he recalls his experiences and learnings from the past two years of his life.*

The skies were blue. The sun resembled a priceless gem. The valley – serene and scenic – echoed with the mellow yet melodious symphony of the birds’ chirps. And then the harmonious text message tune got my attention and pulled me to reality.

“You’ve made us proud son. Don’t let anything hold you back. You’ll do great. It is written in the stars.”

My mother’s text. I remember every single detail of that very moment – the text, the emotions that I went through as I realized it was my first day at SIBM Pune, and the terrifying and nerve-wrecking thought that there are two whole years to go before I can have the same life I had prior to arriving here.

“It’ll never be the same.” I told myself as I walked past the Aqua Point, dubious of the decision I’ve made, dejected by uncertainty and the thought of failure.”

Seasons went by, and boy, were they grim! It always starts with some actions that seem innocuous – remember the time when you were surfing the channels and ended up getting hooked on Taylor Swift’s Love Story? And how it got you in an awkward state at your school because you could never openly admit it? Until after you realized everyone is going through the same and it’s not weird anymore? And the fact that this love-hate continued till you discovered Akon and Hip-Hop? Rings a bell?

I am certain that it does, and the reason why this is so apt is because we all faced the same at SIBM. It starts with the student body selections, and the gruelling rounds of shortlists, tasks and interviews. You seldom wonder if it is worth it? But in all fairness, all the teaching happens outside of classrooms at a business school. Teamwork, tenacity, and adeptness – amongst other attributes, are what a person develops in the student body.

But the real challenge was yet to arrive. Summers! The thing we all dreaded, yet wanted. As this season arrived on us, we were forced to introspect, and nobody is fond of what they see inside. The unpreparedness, the lack of knowledge, and the pressure of intense competition – a perfect recipe for a nervous breakdown. Not to forget, the academic stress of multiple subjects, numerous evaluations, and student body activities. One might wonder – have I stepped into Lucifer’s Kingdom, where Sam and Dean Winchester spent their time? And to be fair, everything from a phone’s buzz to a



Gmail notification as well as the ‘thud’ of the Economic Times at your doorstep every morning reminded you of these times to come.

Agreed. It is tough. It is arduous. It might be the most difficult time you’ve ever faced in your life. But you are baptized by fire. There’s no end to how much one can learn from these demanding times, about oneself, about the world, before one realises it sets you up for the future. Corporate competitions, business challenges, mind-bending case studies, presentations, projects, the list is endless. The watch never stops ticking. But these experiences and the soft skills one develops over the course of the same propels one towards excellence.

It is this doggedness to never give in, it is this malleability to adapt to trying circumstances and deadlines, which are seldom ungodly, and this immunity towards unconstructiveness that shapes a SIBM student, differentiating him or her from the chaff, catapulting one during the internships. This is the period where theory meets practicals, and you understand that everything you’ve learnt so far stands for not!

These learnings from the internship give one a real feeler of what the world awaits and expects. And in a way, it hastens up some neurons in the brain that one may never have discovered before. Maybe that’s how Dwayne “The Rock” Johnson feels when he discovers a new muscle every other day, that doesn’t really exist in every human’s body. Just another day in the “People’s Champion’s” life!

Reading case studies isn’t like reading Latin, business problems don’t seem like decoding the end of Nolan’s Inception. It begins to make sense, piece by piece, bit by bit. And one realizes the true power of collaboration. And before you know it,

you’re cracking competition after competition, and reveling in short-lived gusto and glory as season 2.0 is fast approaching.

But this winter isn’t as cold and dreary as the last one. Perhaps you’re a year older, but a decade wiser. Submissions at the ghost’s hour? 4-hour sleep cycle? I sure can handle it. As the season ends, you realize that you’re finally free, and probably free for the last time, as the real-world beckons. Making new memories every day, rejoicing and indulging in fitness, cricket, sports, food, and the city. The options are limitless, the time isn’t.

As I walk past the Aqua Point after almost two years since my first day on campus, I can’t help but be overwhelmed with emotion.

The silent breeze, the whistling leaves, the solace of the green, it’s been like a dream.

I look up with the same teary eyes as I did on my first day, and I see the sparkly stars. And I can’t help but wonder:

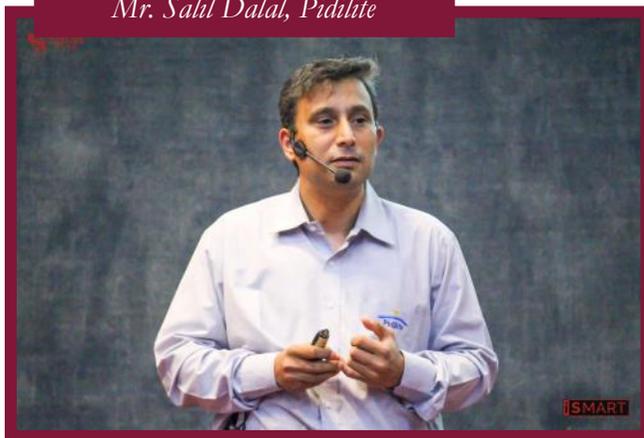
**“ IT WAS WRITTEN IN  
THE STARS,  
MILLION MILES AWAY,  
A MESSAGE TO THE MANE.  
SEASONS CAME AND WENT,  
AND I TOTALLY CHANGED,  
NOW, I AM ON  
MY WAY. ”**

# Corporate Connect

*SIBM Pune prides itself on the talent it attracts for the MBA course. However, the talent it attracts from the industry and other institutions is even larger and facilitates wholesome learning for all*

**M**r. **Salil Dalal**, *President – Sales and Marketing*, Fevicol Division at Pidilite Industries Limited delivered a leadership session on Sales and Distribution at SIBM Pune. Mr. Dalal provided a deep dive into how retail works in consumer marketing by providing real-life examples of interaction he and his team has had with retail partners to showcase the diversity in the thought that goes into a distribution channel. Mr. Dalal concluded the session with ways to succeed at the summer internships that students undertake and advised them to make the most out of the opportunities made available over the course of the internship.

*Mr. Salil Dalal, Pidilite*



The students of SIBM Pune had the privilege of being addressed by **Shri. Govindbhai Dholakia**, **Founder and Chairman, Shree Ram Krishna (SRK) Exports Pvt. Ltd.** The session was arranged by Prof. Vimal Babu in order to provide students with an entrepreneurial perspective on 'How businesses work'. Shri. Govindbhai Dholakia spoke about his

experiences at SRK Exports and the way of life where he believes 'I am nothing but I can do anything'. This motto is followed by their every employee.

*Mr. Govindbhai Dholakia, SRK Exports*



Shri. Govindbhai Dholakia also spoke about factors that restrict an individual from achieving, some of them according to him were Ego and Respect.

**Mr. Varun Raina**, India Marketing Head, **Airbnb** from the 2008 batch, interacted with the students of SIBM Pune as part of 'AlumSpeak'. Mr. Raina structured his session around 'Storytelling: the Airbnb way', wherein he addressed the common misuse of the term 'start-up' by mentioning examples to prove his point. According to him, if you don't have a story to tell; people don't receive the right message, hence it's important to be a 'Brand Builder'.

In addition to the terminologies, Mr. Raina also provided in-depth insights so that the students could look at the bigger picture, citing eight major



*Mr. Varun Raina, Airbnb*

rules that he learnt over his career. Mr. Raina spoke in depth about various marketing methods utilised by multiple companies trying to establish themselves in India. He stated that companies, including Airbnb, couldn't ignore the Indian culture, a culture widely different from other countries.

We hosted **Mr. Abhay Srivastava**, Senior Vice President, HR, and **Ms. Prakruti Kodali**, People Strategy, Office of the GCPO, both from **Cipla Limited**, for a guest lecture on 'Leadership competencies for the 2020s'. The session mainly entailed insights into effective leadership keeping in mind the organisations of tomorrow.

He talked about how he realised that 'strategy' was the most used word in a corporate setting, although getting to the right 'strategy' is critical. Mr. Srivastava addressed the importance of leadership and stated that every industry should look for effective leadership to drive organisational goals smoothly.

During the session, Mr. Srivastava covered his six principles – be professionally humble, have an unwavering

commitment, think in 360 degrees, be intellectually versatile, be innately collaborative, and inspire leadership – that help develop an effective leader.

**Mr. Koichi Ikegami**, Managing Director, Senior Communications Officer, **Mr. Koichi Koda**, Executive Director, Business Development, and **Mr. Gaurav D Phukan**, Associate, **Nomura**, addressed the students of SIBM Pune.

Mr. Ikegami, in his address, enlightened the students about Nomura's rich history, the values of the company and shared the ways via which Nomura stays true to its tagline 'Connecting Markets East and West'.

Emphasizing the point that Nomura is a bridge between India and Japan, he shared that India, being touted as the largest consumer market in the world, is a key target for the company.

Mr. Koichi Koda and Mr. Ikegami addressed the questions of the inquisitive students on cryptocurrency, artificial Intelligence and hedge funds.

They encouraged the students to promote new ideas and inspired the audience by saying "Don't be afraid of failure, follow the new ideas."



*Mr. Koichi Ikegami, Nomura*

# Mettle Testing

*SIBM Pune holds an array of corporate competitions throughout the year. Here is a round up of some of these prestigious events.*

## Abbott Business Challenge 2.0

**S**IBM Pune was amongst the few chosen campuses by Abbott India to launch their coveted Business Case Challenge 2.0 - Grow with the Leader. The case study 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.

SIBM Pune's Team 'Monks In Peace' comprising of **Ayushi Gupta and Ajith K N**, were **declared as the National Winners** of Abbott Business Challenge 2.0.

The team was applauded for its in-depth research work and their marketing solutions. They were awarded a prize money of INR 1 Lakh and PPIs.

## Reliance - The Ultimate Pitch 3.0

The campus round of Reliance 'The Ultimate Pitch' 3.0 (TUP) was organized at the SIBM Pune, Lavale Campus. Ms. Aarti Jhingon, Head, Employer Branding & Campus Resourcing, Corporate HR, Reliance Industries Limited (RIL) along with Mr. Sparsh Bhagat, Management Trainee, Reliance Industries Limited launched the event. The judges for the campus round of the event were Mr. Amey Mashelkar, Head - Jio - GenNext and Mr. Ramki Subramanian, Head - Business Development, Reliance.

*Team 'Monks in Peace' Winners of Abbott Business Challenge 2.0*





*Team Bizmarks, Campus Winners, The Ultimate Pitch*

11  
 teams pitched their well thought of ideas to the panel and ‘**Team Bizmarks**’ were declared as the winners and were awarded a cash prize of Rs. 50,000, as they proceed to the National Finals of Reliance ‘The Ultimate Pitch’ 3.0.

**The Pitch 2018**

The Innovation Club of SIBM Pune organized “The Pitch 2018”, an exclusive B-Plan Pitch event for the students of MBA in Innovation and Entrepreneurship. Students at various stages of their start-ups took part and 13 teams made it to the final round which took place at the SIBM Pune Lavale Campus on January 22, 2018.

The top 3 ideas were awarded with cash prize



*Winners of The Pitch 2018*

worth Rs.1,50,000 which will be given to the enterprise that they create. The winning ideas were in the field of Subscription Boxes, Logistics and Education. The panel, which included two people from the Start-up Domain, Mr. Yashodhan Joshi, Founder of Pixlent and Mr. Sandeep Suryavanshi, Founder of AideExpert also provided their feedback to students along with judging the ideas.

The competition was won by First prize Sanjana Pai, with Manan Jambusaria and Deepak Digga being first and second runners up respectively.



*Team Wildcards, Winner of Vodafone Voyage*

**Vodafone Voyage 2018**

**Pooja Mohta and Prateek Bansal** from SIBM Pune won the **National Finals of Vodafone Voyage** and won a cash prize of Rs. 1 Lakh. The team presented their case on the future of IoT in the form of Business proposals. The winners got stiff competition from teams from top B-Schools across India. Enroute their enthralling victory, the team had to first go through a grilling campus round held at SIBM Pune in which they had to submit their one-page ideas related to implementation of IoT in various sectors such as healthcare, smart cities & smart connected homes etc..

# SIBM Pune Premier League

*SPL is one of the most anticipated event each year. This year, SPL returned with its biggest ever avatar as it completed a decade of spreading sporting spirit at SIBM Pune.*

**S**IBM Pune Premier League (SPL), the flagship event of the Sports Management Team, has always been one of the most awaited and followed events in the history of SIBM Pune. In its 10th year, the students of both the years were excited for the event, with all teams attaining a massive following through the days leading to the start of the tournament.

This year, SPL 10 started on the 22nd January 2018 with the Captain's Auction followed by the Player's auction on 24th January 2018. The captain's auction was a good round of show with the investors getting to make their clear bid to ensure that they get the captain of their choice. This auction was followed by the Players' Auction with

Garvit Bhandari being the highest bid player of the tournament.. With the event starting on 13th February 2018, all the teams were seen practicing day in and day out.

**Team Dragons** played stellar cricket and won the championship of SPLX by 6 wickets, with Abhijeet Vyas, Captain of Team Dragons, declared as man of the tournament. Emerging Player of the tournament was Abhijatya Bhadana, Value for Money award was given to Pritam Abhishek, Best catch award went to Krishna Chaturvedi, Best Brand Ambassador was awarded to Ishita Grover, Fair play Award to Team Cobras, Best Batsman was given to Animesh Rathore, Best Bowler was awarded to Kapish Wangoo.

*Team Dragons, Winner of SPL X*



# Senate 2018

*SIBM Pune is known for hosting a number of corporate events that provide a platform to discuss path breaking ideas and concepts put forth by industry experts. Senate is a prime example of one such event.*

The Corporate Interface Team of SIBM Pune organized 'Senate 2018', the flagship management conclave wherein the students got the opportunity to interact with various thought leaders and pioneers from the industry.

The conclave commenced with a keynote address by **Mr. Kulmeet Bawa**, Managing Director, India and South Asia, Adobe Systems. Mr. Bawa spoke about the theme and provided his perspective on innovation. He threw light upon how India as a country has always been innovative and also discussed world statistics as to how organizations have now realized the importance of innovation, embedding it into their work culture.

The topic for the first panel discussion was Finding New Horizons: Growing Inclusively. The panel included **Mr. Avnish Sabharwal**, Managing

Director, Accenture Ventures and Open Innovations, Accenture India, **Mr. Pankaj Gupta**, Head of India Strategy and Sales Operations, Google India, **Mr. Sudarshan Sarma**, Industry Lead - Automotive Sector, Facebook, **Mr. Satyarth Priyedarshi**, Head of Product Marketing, JioChat, and **Mr. Prodipto Roy**, Founding Director, Crimson Consulting was the moderator.

This panel discussion was highly informative as the panelists put forth their learnings from years of experiences that they had. The discussion ended with 'Where will the next innovation in India will come from?' a question raised by one of the panelists that got many in the audience to put on their thinking caps.

The panelists for the second session were Mr. Avinash Parhi, Senior Director, Marketing, ShopClues.com, Mr. Kashyap Vadapalli, Chief Marketing Officer, Pepperfry.com, & Mr. Pradeep Kumar, Head of Ecosystem and Outreach, PayPal. The panelists discussed how customers have changed over time and how competition in the country amongst various organizations has led to innovative solutions. Big data and technological inferences that can be drawn out of extensive networks were at the crux of several discussions.



# The PR Battle

*PRoelio is one of the biggest PR competitions in India known for testing the crisis handling skills of the future managers.*

The Information Systems and Media Relations Team of SIBM Pune organised PRoelio 2018, on 23rd January 2018. PRoelio is a national level public relations case-study competition, wherein participants present a PR strategy for a situation and face a mock press conference where they are questioned by the judges and audience.

This year's finale was contested between a total of 6 teams from institutions like Indian Institute of Management (IIM), Raipur, Institute of Management Technology (IMT), Ghaziabad, Mudra Institute of Communications (MICA), Ahmedabad, Mumbai International School of Business (MISB) Bocconi, Mumbai, and Symbiosis Institute of Business Management Pune battling it out at the PR showdown. The judges were Ms. Sangeeta Chacko, Head of Corporate Communications at Percept Limited and Ms. Aditi

Kapoor, Marketing Head at ENIL (Radio Mirchi). As part of the event, a meet & greet was organised with RJ Ira, one of the most popular voices on Radio Mirchi, during the event. She interacted with the students and handed over goodies to those who volunteered to exhibit their talents.

The final round tested the team's ability to defend their client in a public setting, wherein they faced a live crisis. During the press conference that happened after the crisis, the teams had to respond to the questions put forth by the journalists convincingly and also maintain their stance accurately. Coordination, presence of mind and effective communication were elements that played a massive role in this round.

Team '**Expecto Patronum**' with members Rohit Tandekar, Swapnil Wardhane, and Tejas Kumar from **SIBM Pune** emerged as the winners of PRoelio 2018 and team '**Global Gyan**' from **IMT Ghaziabad** were declared the runners-up.

*The winners and runners up of PRoelio 2018, along with the Information Systems and Media Relations Team*





# Rage in the Cosmos

*A glimpse of the annual cultural and management fiesta organized by the Co-Curricular Team.*

**T**rascend 2018- Flagship annual management and cultural fest of SIBM Pune was organized as a three-day grand event which culminated on 29th January 2018. The larger than life event had a series of management and cultural competitions with a massive participation of 8300+ participants from across 70 colleges in 18 events.

This year the theme for the mega-event was ‘Rage in the Cosmos’, symbolizing the embodiment of aptitude and recognition of flair and skill to embark on a journey towards the fulfilment of aspirations.

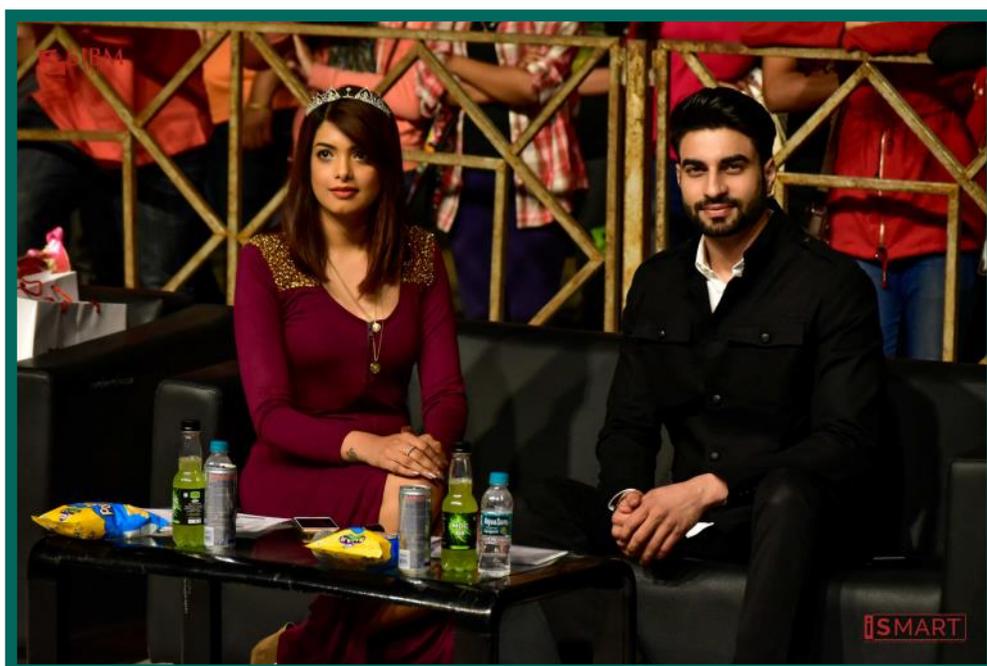
The Festival was inaugurated by industry stalwarts like Mrs Kanisha Raina, who also gave the keynote speech. This was followed by the rib-tickling stand-up act by Mr. Abhishek Upamanyu. In the Evening, SIBM Pune played hosts to the Campus Princess and the Battle of Bands, which

was judged by the famous band Xubaan.

The second day's highlight was an unforgettable performance by stand-up comedian Rahul Subramaniam. This was followed by Acoustica, a solo singing competition and Rampage, which was a ramp walk modeling contest.

Apart from the impressive line-up of competitions, the entertainment industry pumped up the energy levels with a series of celebrity performances.

Transcend 2018 s hosted Suraj Jagan of “Give Me Some Sunshine” fame as the headliner. The singer





had beguiled the audience with a captivating performance and made the audience groove endlessly to his beats.

The third day the glamour quotient even more with Sunburn Campus coming to Transcend 2018 and Ritviz performing at the EDM night. The night also had War of the DJs and Swing in the Sync- the group dance competition, which enthralled the audience.

Along with the cultural competition, management events such as Marketshastra, For the Greater

Greed, cHRysalis, Opstrat, Barter Master, Let's talk business and Mock Stock challenged the participants.

Gunika Bahal, from XLRI Jamshedpur, won the flagship event 'Last Man Standing' after making her way through 72 hrs of strenuous and mentally excruciating tasks.

Transcend 2018 was presented in association with major brands, such as Mother Dairy, Harley Davidson, Mercedes Benz, IBM, Red FM, Hindustan Times, Inshorts, Tony & Guy, etc.





# BATCH OF 2018

The most important source of learning in SIBM is from your peers. Be open to learn from anyone: your senior, your batch or even your junior.  
- Prateek Gupta

SIBM provides the most authentic taste of corporate flavour in a B school. The chance to interact with industry stalwarts is a once in a lifetime opportunity. Make those worthwhile  
- Yogesh Lakhiwal

Make the most of this opportunity. With good networks, curriculum and faculty, SIBM provides every resource that can help one become an entrepreneur. Give your best efforts and you will get more results than your efforts. You are the future of this country  
- Rahul Patil

"Either you run the day, or the day runs you" My only piece of advice would be to not let the latter happen to you.  
- Vivek Swaminathan

Whatever happens, happens for the good  
- Abhishek Shrivastava

SIBM Pune offers many opportunities to grow oneself be it academically or in extra curriculums. So just grab each & every opportunity that comes your way & don't get bogged down by the work load because in the end it all pays off really well.  
- Saanya Mehra

Stretch your muscles, tone up your mind, Embrace the challenges, ace the opportunities, conquer excellence. Transform your life, make it large. Through this Journey of a Lifetime.  
- Aman Kapoor

To make the best out of these 2 years, you should prepare to push yourself beyond your limits. The exposure & opportunities for self development offered here are immense & unparalleled which comes in the form of competitions, summer internships, networking and various other activities.  
- Akash Sultania

Positive attitude & continuous efforts will be helpful during crucial times like placements & competitions.  
- Bhupinder Singh

If you wait to give your best in the opportunity that may come tomorrow than the one at hand today, you'll miss out on most of your chances to shine. Do your very best. But start now.  
- Sarbari Bhakta

MBA in SIBM is like driving an F1 car. Except that you don't start at gear 1, you start at gear 5. You either overtake or get overtaken. Be prepared to work twice as hard as you can  
- Aamir Arfin

Let the coming two years be that time in your lives, where you did everything that your mind stopped you from trying in the past. Give your best & you shall see the benefits.  
- Krishna Chaturvedi

Make it a point to connect with as many people as possible to grow your network. Never worry about what people may say, because in the end, what really matters is you & your startup.  
- Sanjana Pai

# In Findsight

Words of wisdom from the batch of 2018

# Prerna 7.0

*A glimpse of Prerna, an initiative by SECC to provide vocational training to a number of beneficiaries by Perna Toshnival*

The Social, Entrepreneurship and Consulting Cell (SECC), a student-run body at Symbiosis Institute of Business Management (SIBM) Pune, through their initiative, Prerna, aims at spreading knowledge and smiles among people.

Launched in 2011, the objective of Prerna is to teach, instil and create awareness about basic life skills among people. This year, Prerna focused on providing all around awareness about life skills to its beneficiaries. The student body successfully concluded the initiative on the 21st of January.

A total of 5 sessions were organised over a span of one month. The first two sessions were held at SIU Hilltop Campus, Lavale for the housekeeping staff on the 19th of December 2017 and 6th January 2018 respectively. In these two sessions, topics covered were Basic English, how to operate features of a Mobile Phone, filing an F.I.R by means of a role-play, basic first aid and basic hygiene tips.

The topics for the session were chosen based on the request of the housekeeping staff after having multiple interactions with them.

More than 80 housekeeping staff attended both the sessions and a team of 50 student volunteers facilitated the training. The staff found the sessions very effective and enriching. They appreciated the efforts of the students

and look forward to more sessions like these in the future.

The third and the fourth sessions were held for the residents of Ambervet village on the 14th and 20th of January respectively. More than 30 adults and 50 children attended these sessions and a group of 45 students facilitated the training by means of skit and reference material, which the residents could retain for future reference. The residents learnt how to use an ATM card, steps to file an F.I.R and Basic English words with their Hindi and Marathi equivalents. Children were made to learn various topics in Science, Geography and Math through fun activities and role-plays.

Prerna concluded with its final leg at Ghotawade village on the 21st of January. This session revolved around similar topics taught earlier such as how to file an F.I.R, basics first aid and an interactive session with the children. More than 80 individuals benefitted from the session.



*Educational Sessions being held at a village by SECC*

# Budget Symposium

*This article talks about an event that hosted eminent personalities from the industry who spoke about their vision of the Union Budget 2018.*

The Research and Scholastic Development Team (RSDT) of SIBM Pune organized 'Budget Symposium – Union Budget 2018' on 17th February 2018 to acquaint the students about the trajectory set by the Union Budget.

SIBM Pune hosted many reverent personalities from the industry to share their vision and solutions for the contemporary economic scenario. The session began with the keynote speech by **Dr. Soumya Kanti Ghosh, Group Chief Economic, State Bank of India** shared his insights and facts related to the budget with respect to Tax Revenue, Govt. borrowings, Tax Proposals, Disinvestment Target, Expenditure and Fiscal Policy stance. A panel discussion comprising of eminent personalities from the finance, corporate, academia and public sectors were invited as panellists for the occasion.

The esteemed guests were –**Mr. Aashish**

**Chandorkar**, VP and India Head, Capgemini Consulting, **Mr. Sandip Garg**, IRS (Batch 1992), Commissioner of Income Tax, **Mr. Navneet Kothari**, Director, Tax & Regulatory, PwC India, **Ms. Bhusana Karandikar**, Agro Economist and Dy. Comm of Sales Tax (Ex), Govt. of India, **Mr. Ajaya Sharma**, Head, Research- Markets and Anchor, ET NOW moderated the session.

The panel discussion included rural aspects of the Budget and its effective implementation plan considering the future aspects of the nation's growth. The discussion took in account the increase in taxpayers in the country and analysed the current scenario from a corporate level. The panellists considered union budget innovative, pragmatic and market oriented.

The discussion also brought in various other aspects such as Long-Term Capital Gains, its implementation and the overall summation of the budget.

*Budget Symposium 2018 in progress*



# Council Times

*This article looks into the evolution of the MBA degree over the years, and also puts forth a brief overview of SIBM Pune's contribution to the MBA community.*

**2**017 was a highly energised and experiential year on various fronts for the students of SIBM Pune. Looking at it from the student-driven aspect, the calendar was packed with multiple thought-provoking while at the same time extremely engaging events organised by the student's council. Here's a look at some of the events conducted this year

## Coffee With SIBM

The 12th Edition of 'Coffee with SIBM', was successfully conducted by the Aspirant Relations Team of SIBM Pune. This year, SIBMz Pune students visited a total of 14 venues across 11 Indian different cities between 8th - 10th December.

The event saw participation from a large number of SNAP aspirants who attended these sessions in

*Aspirants at Coffee With SIBM 2018, Indore*



order to get their doubts, regarding the exam and the SIBM Pune admission process, cleared over a cup of coffee.

## Super Selector

iSMaRT in association with the Sports Management Team organised 'SPL X Super Selector', a fantasy league wherein the participants had to create their own virtual teams with SPL players and earn points as the players performed in real time during SPL X. The virtual battle was won by Vivek Agarwal, Jugal Solanki, and Snehil Nigam, winning the first, second, and third positions respectively.

## iConclave

iConclave 2018, an event organised by the Innovation Club at SIBM Pune was held on the theme: Emerging Business Opportunities and How to Leverage Them. The Guest Speakers for the event were Mr. Sharad Sagar, Founder, and CEO, Dexterity Global, Forbes 30 Under 30, Mr. Amol Chaphekar, MD, Strata Group, Top 10 Innovators in India - NDTV Profit, Ms. Sarita Chand, Co-Founder & Director, EduPristine, India's Leader in Finance Training. Thoughts about a wide variety of entrepreneurial topics ranging from financing, why entrepreneurship, the use of



*Mr. Sharad Sagar, Founder, and CEO,  
Dexterity Global*

jargons, contextual differences were discussed throughout the highly interactive event.

### **Ridges and Furrows**

The QUOD - The Quizzing & Debating Society, SIBM Pune conducted their Flagship Quizzing Contest - 'Ridges and Furrows'. It was a General Quiz comprising of two rounds and saw participation from over 60 teams. The Quizmaster, Mr. Mayank Majumdar, put up mind-boggling questions to the teams in the first round. 6 teams made it to the final round in which participants had to bet on their scores while answering a few questions. After facing stiff competition, Chinmay Tadwalkar and Apratim Mukhopadhyay emerged winners.

### **Umang**

The Social wing of the Social, Entrepreneurship, and Consulting Cell (SECC) organised 'Umang' wherein they celebrated Christmas with the children of an orphanage under Make A Difference (MAD) Foundation, Pune.

With the generous donations from students, staff,

and faculty, more than 40 children experienced the joy of playing a variety of games and felt special this Christmas. The team bought gifts for the children from the funds-raised, as per their wish list, which was given to them a week earlier. The gifts included books, toys, remote control cars, dictionaries, watches, stationery, and mats.

### **The Bus at 3 AM**

The Information Systems and Media Relations Team of SIBM Pune organised 'The Bus at 3 AM', a treasure hunt wherein the participants had to solve a series of clues to reveal the perpetrator.

This event marked the launch of PROelio, one of India's biggest PR case study challenge. The event was won by, Chinmay Tadwalkar, Abhinav Bhargava, and Bhaskar Jha.

### **Consulting Fair**

The Social, Entrepreneurship & Consulting Cell, SIBM Pune organized the Consulting Fair 3.0 on the 25th of November 2017. This event was designed to create an opportunity for the students to work on real-life business challenges and

*Students at the Consulting Fair 3.0*





*Cake cutting ceremony at Encore South 2018*

enhance their management skills.

The fair was a one-day event wherein numerous start-ups and companies from across the country were invited to the Lavale campus, to interact and get onboard students to work on their consulting assignments.

This year, 19 companies offered 29 profiles to students across all disciplines. The impressive line-up for the day included companies like OYO, Jio, Count Magic, Ease India, and many others. The Consulting Fair 3.0 received a total of 153 applications out of which 106 got shortlisted for the second round and finally, 66 students were offered consulting assignments.

### **Marc-o-Polo - Hourglass**

Mark-O-Polo, organized HourGlass, a national level case study competition, wherein the teams that registered were given an hour to crack a case study. The event was won by Akash Rughani and Aakanksha Joshi.

### **Vitarka - Whiplash**

Vitarka, the HR Society of SIBM Pune organised Whiplash 3.0, an IR based case study competition where the teams that registered were given 3 hours

to solve the case study. The case study competition was won by Vibhav Bisht, and Rewati Kachhwaha.

### **Expresso 2.0**

Caf-Fin - Finance Club, SIBM Pune, conducted Expresso 2.0, a Mock Parliamentary Debate at the Lavale Campus. Two teams representing the Parliament and the Opposition respectively were pitted against each other and debated on the Topic "The government is proposing a bill to abolish tax exemption for religious organisations." The event was judged by Dr. Mahima Mishra. The opposition comprising of Bibhav Singh, Kaushal Munshi and Swapnil Wardhane emerged as the winners.

### **Joy of Giving**

The Social, Entrepreneurship & Consulting Cell of SIBM, Pune commenced the celebration of Joy of Giving starting from the 14th February to 21st February 2018. The event mainly entailed the act of giving something back to the society by the students of SIBM Pune. The students participated in huge numbers and donated in cash and kind.

### Encore

Encore South 2018, the all batch reunion meet for SIBM Pune, was held on 24th February at Le Méridien Bengaluru. The event organized by the Alumni Team, SIBM Pune is an endeavor to reach out to its Alumni community in various regions. This year the Alumni Team touched base in Southern India and the event was a grand success. Alumni who passed out of SIBM Pune from 1981 to 2017 joined the alumni meet. Insights into what the institute has done and the strides it has made in the past few years, with its achievements and accomplishments were shared with the alumni. A fun and engaging trivia quiz about the Bengaluru city itself was conducted which had everyone riveted to their seats.

### Flag Day at SIBM Pune

On the occasion of Armed Forces Flag Day, SECC student team organized an event on 7th December 2017, to provide the students of SIBM Pune an opportunity to connect with armed forces personnel. The session was graced by Retd. Col. C.V. Mohan, Senior Campus Administrator, Symbiosis, Viman Nagar Campus. He shared interesting incidents of his days in the armed forces and made the students aware of the importance of this day for any Indian citizen through quotes of Indian army officers like Sam Manekshaw.

His talk struck the chords of patriotism and respect for the Indian Army and the sacrifices they continuously make for people of the country. The attendees took back something enriching from the session.

### Chai With Entrepreneur

MBA ( I& E ) students of SIBM Pune hosted the first edition of their signature event 'Chai With

Entrepreneur'. This is an event designed to expand



*Mr. Shamindra Shinde, Founder Healthy Home India*

the knowledge of aspiring entrepreneurs in an informal discussion over a cup of tea.

The event was graced by Mr. Shamindra Shinde, founder of Healthy Home India, a start-up founded in 2016 which offers membership based medical healthcare services at the patient's door-step. Mr. Shamindra is an alumnus of the Innovation and Intrapreneurship (I2) Batch of 2016, SIBM Pune. He shared his journey of launching his start-up after graduating from here, the challenges he faced and how he worked his way around them.

### Winter is Coming

Social, Entrepreneurship & Consulting Cell took up a social initiative of distributing blankets to the needy people on the streets of Pune. This initiative was to help some of those who cannot afford to buy a blanket for this winter.

The initiative was called "Winter is Coming" and the students distributed 150 blankets across the streets of Sivaji Nagar, Pune Railway Station, Municipal Office Area, ganesh temple and other areas of Pune.

# The 21st Century Work Culture

*‘With the changing dynamics, HR as a function holds more responsibility to appreciate, and reinstate the change within the organisation.’ This article throws light on the implication of technological changes on HR.*

The era of disruption, as we call it, is here and standing at the threshold of 4th industrial revolution, the interpretations and implications of technology are changing. The paradigm of business ecosystem is shifting, and workplaces are no exception to the change. Till the last decade, we saw more of a hierarchal corporate culture, with vertical organizations following a top-down command and functions. Networks have always existed around us. And now corporations are striving to break down silos, to encourage

collaboration. With companies like Uber, Netflix, Tesla, Airbnb, entirely changing the concept of business, hierarchies are bound to fail and what will emerge is an amalgamation of teamwork and networks at all levels of an organization.

Today there is a strong commitment towards technology and a constant need to innovate. Due to this, manual human labour is becoming obsolete. It is also accompanied by downsizing where middle management jobs are being reduced. There is a trend of adoption of the Japanese style of working of lean manufacturing. Lean production involves





using technology and reorganizing jobs and production processes to produce more with less labour and few resources. In simpler words, the aim is to achieve maximum output with minimum labour and resources. Also, there is a rising need at the individual level to broaden their job scope and make work intense.

The vertical hierarchy has been the basis of businesses organizations since the beginning of industrial revolution. The concept of Horizontal organizations is well explained by Frank Ostroff in his book, “The Horizontal Organization” where he provides a first implementable alternative to the existing vertical alignment.

As opposed to the top-down approach of vertical organizations, horizontal organizations follow a bottom-up approach. In broader terms, it means – a flatter structure, with a lesser degree of anarchy. But, just elimination of middle managers for a flatter structure does not give rise to a horizontal one. In practice, the work of middle managers essentially is to collect and analyze data, to ensure that the mission vision statement of the company is met and take care of relevant decisions.

With the changing dynamics, HR as a function holds more responsibility to appreciate, and reinstate the change within the organisation. The priorities of HR itself are shifting and are emphasizing on overall development and career enhancement of employees in addition to the routine activities. HR as a function should

understand the business requirements, the variables in play in the environment which are affecting interactions, communications, and collaboration.

Teams no longer work in silos, and it would be wrong to measure performance based on ordinary methods of performance management systems, with just the inputs of the team. The workplace is now more integrated with cross-functional exposure.

Teams and collaborations now and in future would be on a temporary basis. With a bunch of people coming in for the required work and then disbanding after a specific time. So, the smooth association, dissociation, and functioning are also important.

In conclusion, a horizontal structure allows greater worker empowerment and simplifies the task of communicating vision throughout the company.

A flattened organization believes in creating a cross-functional culture, requires comparatively fewer managers and is less bureaucratic.

It may appear easy in theory, but in reality, it faces a lot of challenges and constraints, mainly associated with resistance to change. But it is the organization structure which is achievable and relevant for businesses and public sector for the future. The visionary organizations of tomorrow would be Employee centric, customer-centric, thriving on teamwork and placing a lot of importance to the workplace culture. Hyper connected, flat, global, data-based decisions, and with improved business intelligence.

In this age of abundance of knowledge and technology, the workplaces have to be designed in such a way which promote cross-pollination of ideas, integrated, encouraged risk-taking and built on trust and openness.

# My Council Journey

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*A look at the council Journey at SIBM Pune and the learnings thereon by Srinath Bharadwaj.*

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People say that a million thoughts cross an MBA aspirant's mind when one begins his/her journey at a premier institution. I just wanted to do well in my two years here, learn the art of Marketing, secure a plum job and then probably head out to fight the rat race. But then again, I was mistaken. One learns more out of class than in it. The biggest learning curve for me stems from being part of the Executive Council - 2016-2018.

I was fortunate enough to be part of the Alumni team for two years and interact with Alumni as senior as from the 1981 batch to my immediate seniors. Each and every one of them have left an indelible mark on me. Their stories, guidance, opinions and ideals have helped shape my perspectives towards life and broaden my horizons during guest lectures, panel discussions and all other events that we organized.

Each and every council team and Special Interest Groups (SIG) may never always be batch facing, but in the background, each and every one of those members is forever at work with at least 80-100 separate events throughout the year. There are skills such as Time Management, Team-Work, Multitasking, Decision making skills, Initiative and Independence which one learns here in such a practical scenario which will define us later when we head out in the corporate world.

In addition to the above, I was part of a very diverse team that, over the span of two years, had a

bunch of 25 very different personalities. We worked hours together, stayed in the team room, decorated it, had long meetings, even longer event planning discussions - all for the sole purpose of ensuring that the rich legacy of SIBM Pune as with regards to their Alumni was maintained. (At the end of every event, we even partied like crazy, because such were the sweet fruits of our labour.)

I will be the first to admit that the journey was not always hunky dory, but my team ensured that it was a fabulous time for me, nonetheless.

The MBA course is designed to make us all able managers. Working for any council team or SIG or a group here, with the intent to make a positive difference to SIBM Pune as a whole, will definitely ensure that.

I wish for all the forthcoming students to continue this tradition and ensure that the flag of SIBM Pune continues to fly high.



# College Days

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*Here is how Abhishek Srivastava pens down his thoughts about the last few college days!*

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*Everything is changing so fast,  
Nothing it seems would last.  
I want to pen down my emotions quickly,  
So that these thoughts could live on infinitely.  
In the beginning, I wanted time to pass,  
But now I just want to be in that marketing A class.  
Place where we laughed, fought and sometimes studied,  
Just a whisper of flip class made us relieved.  
I loved my time sitting in my room's balcony,  
Sometimes so windy, sometimes so sunny.  
Here I watched river of clouds flow by,  
Or unstoppable rain, that would fill up the whole sky.  
Now I don't know what to do,  
To let time pass or do something new.  
Though start of a new journey is exciting,  
Yet I hope these memories be everlasting*



# Confessions of an Entrepreneur

*This article throws light on the confessions of a student entrepreneur by Gaurav Gyanchandani*

“I think I have to change my start-up idea”, a friend of mine once barged into my room suddenly while I was enjoying a delicious bowl of Maggi and was binge watching my favorite series.

I stopped as I realized that it was one of those concerns which needed to be addressed as fast as possible. The concern was ‘Self-doubt’.

There are moments in our life when we fall deep in self-doubt and lose our confidence, when we are at our worst. And being an entrepreneur myself, I

know there are several such moments that one has go through when trying to start something new.

I went through the same cycle when I was running my own small venture back in my under graduation days and honestly, I am going through the same cycle now. Every day I interact with my fellow entrepreneurs who are all trying to start up their own venture, some of whom have just begun while some are already profitable.

But still all of us go through this same cycle irrespective of what stage our start-up is at. And I think it is my responsibility to address some of



these concerns and here I am sharing with you the confessions of a student entrepreneur.

### **Confession 1 : We doubt our idea**

The journey of an entrepreneur is surely exciting but it is painful, sacrificing and full of doubts too. I guess this is not the image that comes to our mind when we hear the word 'Entrepreneur'. The image is more of a millionaire with private jets and super cars. But self doubt is a part of the life of every entrepreneur.

We act confident, we present our idea confidently to the world but at the heart of reality, we doubt ourselves more than often. We question, "Is our product really worth it?" "Will customers buy it?" "Am I really solving a problem?"

We deal with these questions every day. This is due to various reasons like sometimes the type of feedback we get makes us feel disheartened, while the other times we are not able to figure out the answers we're looking for and just feel lost.

### **Confession 2: Job or Start-up**

Although we are sure that we want to run our own venture, we do get tempted by the high packages and perks that a job brings. But we too want the security of a job and yes we do keep wondering if I should build my CV and get ready to take up a job or ignore everything and just concentrate to make the start-up work.

### **Confession 3: Our Ego**

Sometimes we are so involved in our idea that we get blindsided by the realities around us. By this I mean there are times when we believe in our idea so much that we are not ready to hear what others have to say. We can't accept that our idea maybe not be feasible and there may be a fault with it.

Deep down we know what is right or wrong but we

find it difficult to challenge our own beliefs and accept that maybe just maybe I am at fault here.

Also there are times when we get tired by saying everything is fine with a smile on the face, when it's not. Because while things are good they're not always fine.

I don't know what is the end goal that I am trying to achieve by writing this, but I know that someone else is also struggling with the same challenges that I am. But more than anything I think it is about accepting.

All of these are the struggles faced by each one of us every day. And I believe that's okay. It's okay to doubt, to feel down but we should not let it bring us down and affect us in the long run. It's ok to take a hit.

**"EACH OF US RUNS OUR OWN RACE. AT OUR OWN PACE. FOR OUR OWN REWARDS. AND IT IS JUST FINE."**

**- PRABIR JHA, PRESIDENT & GLOBAL CHIEF PEOPLE OFFICER, CIPLA**



# From the President's Desk

*SIBM Pune has elected its next Student President for the year 2018-2019. Presenting, Tejas Kumar's vision for his tenure.*

**W**ith SIBM Pune entering into its 41st year of existence, all of us have multifarious reasons to be proud of being associated with this institute and the brand the institute resembles in the industry. Be it winning corporate competitions, both national and international or be it the exceptional performance of our students in various live projects or the trust bestowed upon us by esteemed organizations for the talent we produce. We all are part of a legacy, which very few are fortunate to have.

Being a SIBM Pune student means associating oneself with a huge brand that gives great power in our hands and “With great power comes great responsibility”. Each one of us has the responsibility to maintain the sanctity of the SIBM Pune brand and it is for us to take it ahead in the right direction. Being a student-driven institute, our collective efforts and hard work is our biggest strength which we need to channelize to undertake initiatives that bring about a long-lasting change in the system.

Many initiatives have already been taken and many are in pipeline in order to bring about a

positive change in the institute. All these initiatives have come in some form or the other through students and faculty combined hence if there are any of us who have ideas and suggestions then all I want them to know is that - here is your time to come forward and voice your opinion, here is your time to be a part of the change.

My vision is - To promote and encourage student participation and contribution in all the initiatives taken to make SIBM Pune and all its stakeholders proud.

This vision is based on the mission of strengthening the 4 pillars of our foundation namely – Students, Academics, Council teams & SIGs and Alumni & Corporate relations.

My message to all the students is – Your journey at SIBM Pune is going to be both exciting as well as a tough. These experiences - you will carry with you wherever you go.

So now it is up to you to build memories that you will forever remember and that will substantially shape you and your personality in a big way. The power is in your hands and what you do with it will determine your future to a large extent.

*“May the Force will be with you. Always.”*



# *Bidding Adieu to the Senior Editorial Team*



*Puneet Sachdeva, Rahul Grover, Preet Mehta, Srijita Sarkar,  
Sampada Joshi, Prachi Kamble, Anjali Hamirwasia, Dlxit Jaiswal*



# *Junior Editorial Team*

*R Prakash, Rashmi Pillai, Vibhav Bisht, Craig Pinto,  
Rewati Kacchwaha, Ishita Grover*

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