

# VRITAANTA

THE NEWSLETTER

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**002**  
ISSUE

## ENTREPRENEURSHIP SUMMIT 2019-SYNERGY OF MINDS

### ECLECTICA 1.0

THE PHARMACEUTICAL AND HEALTHCARE CONCLAVE

SIBM Pune was privileged to host **Mr. Abhay K Srivastava**, Chief Talent Officer and Senior VP - HR at Cipla and our alumnus from Batch of 1996, as the keynote speaker for Eclectica 1.0. The panel discussion was moderated by **Mr. Bijender Vats** - Director, HR for MSD India Region. Our esteemed panelists were - **Mr. Ashish Mahajan**- Strategy and Marketing Excellence Lead at AstraZeneca, **Mr. Sanjay Srivastava** - HR Director, Boehringer Ingelheim, **Dr. Sukanta Bhatt** - Head, University/Clinical Programs at Philips and **Mr. Dinesh Mishra**- Director HR, Abbott Healthcare Pvt. Ltd.



From Left to Right (Top):  
Mr. Abhay K Srivastava, Mr. Mahantesh G K, Mr. Yashwanth Nag Mocherla  
From Left to Right (Bottom):  
Mr. Sukanta Bhatt, Mr. Dinesh Mishra, Mr. Sanjay Srivastava, Mr. Ashish Mahajan,  
Mr. Bijender Vats

### PRIDE AND PASSION

The Social Entrepreneurship and Consulting Cell kick-started the Entrepreneurship Summit 2019 with Pride and Passion, an interactive session where we had **Mr. Mahantesh G K** - Founder & Chairman, Samarthanam Trust for the Disabled, Bangalore and **Mr. Yeshwanth Nag Mocherla** - Founder, The ThickShake Factory sharing their inspiring entrepreneurial stories with us.

### EXCLUSIVE EVENTS, PRICELESS MEMORIES!



## HIGHLIGHTS

Industry Stalwarts at SIBM Pune Pg2

Students making their mark in the Biz World Pg3

Summer Internship & Institute achievements Pg4

A plethora of events took place including 'Jugaad', 'Merge It', 'Prayaas' along with inter B-school competitions like 'Udaan', 'Corporate Czar', 'Revive and Thrive', 'MindSpark', 'HReplica', 'Case Latte', 'Synopsis'. The palpable excitement of the food connoisseurs and shopping enthusiasts could be felt throughout the campus as the finale saw nuances in the deals being offered at Symbi Haat.



# INDUSTRY STALWARTS ON CAMPUS



**Mr. Yash Sanghvi** - General Manager, Supply Chain Transformation, Reliance Industries Limited, and our alumnus from the Batch of 2014, came back to his alma mater for an "Off the Record" session. He talked about his journey at SIBM and the different milestones in his career. He emphasized on developing analytical skills and building on one's core competencies.



As part of an engaging Lumière session, **Mr. Saurabh Nath**, - Associate Director, Marketing, Motherbrand Portfolio at Kellogg Company, spoke passionately about how deeply culture dictates consumer behaviour. He cited reasons for the importance of customised campaigns in different regions and emphasized on the need scope archetype adding immense value to the incumbent batch of SIBM Pune.



Focusing on the nuances in Service Marketing and the role of technology, **Mr. Aabhar Dadhich**, Head - Subscription Revenue, ZEE5 Global and our alumnus from the Batch of 2009, explained how the market landscape has changed over the years. He pointed out the enormity of Digital in our lives by walking the students through the "Internet Minute" and shared valuable insights on the marketing and operational aspects of OTT platforms.



SIBM Pune was delighted to host **Mr. Serge De Vos**, Director Global Finance, Commercial and People Operations, MD Global Capability Center and **Mr. Dinesh Khanna**, Head - Talent Attraction of Anheuser-Busch InBev India for a guest lecture on the integration of analytics in Operations. Mr. De Vos shed light on how a team needs to equip itself with both generalists and Industry 4.0 specialists.

SIBM Pune had the opportunity to host **Dr. Gajanan Panchal**, PhD, Assistant Professor at Aston Business School, UK, for a guest lecture on Trends in Global Supply Chain Management. Mr. Panchal holds a Ph.D. from IIT Delhi and has worked as a Research Fellow at The Logistics Institute Asia-Pacific, the National University of Singapore before joining Aston. He specializes in the fields of Last-mile logistics, Urban transportation system, Supply chain vulnerability analysis, and Supply chain resilience analysis.



We had the proud privilege to host **Dr. Rajat Roy**, Associate Professor at Bond University, Australia and one of the Distinguished Professors at SIBM Pune. Dr. Roy delivered a couple of interactive lectures to the MBA students of Marketing specialization on Consumer Behaviour and Insights. Dr. Roy specializes in the area of Consumer Behaviour and has published several papers in leading academic journals including the European Journal of Marketing, Journal of Consumer Psychology, Marketing Intelligence and Planning.

We had the pleasure of hosting **Mr. Dhruv Talwar**, GM - Head of Brand Strategy at Godrej Properties Limited and an alumnus from the Batch of 2013 as guest speaker for Imperio 2.0. Imperio is a lecture series organized by the CIT, SIBM Pune that provides a platform for students to interact with stalwarts from the corporate world. Mr. Talwar engaged the students in an alluring talk on being a linchpin and shared his learnings about brands, marketing, and personal brand building.



Citing Life and Career as a Game of Tetris, **Ms. Deepshikha Mahajan**, Senior Director and Head - People Development and Culture, Nutanix and our alumnus from the Batch of 2000, emphasized on striving to strike a balance between personal and professional lives. She encouraged the students to develop their appetite to read as it enhances perspective.

## WORDS OF WISDOM

**IF WE DON'T CHALLENGE  
THE CONVENTIONAL,  
WE WON'T DISRUPT!**

**SUSHIL BORDE**  
VP - INNOVATION, RIL

*On the importance of Innovation*





# SIBM HALL OF FAME



**NATIONAL WINNER**  
SHUBHAM MANOCHA



**CAMPUS WINNER**  
TEAM WIZARDS  
AT WORK



**NATIONAL FINALISTS**  
THE GERM BUSTERS  
THIRD DEGREE



**CAMPUS WINNER**  
TEAM INVINCIBLES



**NATIONAL FINALISTS**  
(TEAM MEMBERS)  
GEETESH MAKKAR  
NIKHIL SHUKLA  
SHIVAM AGGARWAL  
SHIVANI DESHMUKH



**CAMPUS WINNER**  
TEAM SHORT CIRCUITS  
**CAMPUS RUNNER UP**  
TEAM UNICORNS



**CAMPUS WINNER**  
TEAM THE  
USUAL SUSPECTS



Leveraging the power of data storage and cloud computing, IoT bridges the gap between the physical and digital world. Endorsing the innovation and entrepreneurship endeavours, SIBM Pune proudly presents the brainchild of **Mr. Mangesh Thokal** and **Mr. Saumaya Chaudhary**, students of MBA I&E, where they make use of IoT to create applications such as Dustbin level indicator and Controlling bot through Hand motion sensor.



**CAMPUS WINNER**  
TEAM BIZDOM (BUSINESS CHALLENGE)  
TEAM HRUMANS (HR CASE)  
**CAMPUS RUNNER UP**  
TEAM UNICORNS  
(BUSINESS CHALLENGE)



**CAMPUS WINNERS**  
CAMELS OF THAR  
PHI-LTER CO-PHI  
PPO PLEASE



**FINALISTS**  
NIFTY NERDS  
HILLTOP HUSTLERS  
SILENT SENTINELS  
SHOOTING STAR  
WEEKEND WARRIORS



We are happy to share that six of our students from MBA (Innovation and Entrepreneurship) batch have bagged scholarships to study abroad for a semester after a rigorous selection process. While **Saumaya Chaudhary**, **Sharika Sanjay**, and **Abhyudaya Swamy** will be joining Leeds Beckett University, **S S Amrutheshwari**, **Sonal Garg**, and **Yash Sanghavi** will be joining Université Paris Dauphine. SIBM Pune heartily congratulates the students and wishes them the best in their journey ahead!



**CAMPUS WINNER**  
TEAM UNICORN



**CAMPUS WINNER**  
TEAM VODAFONE VIKINGS



**CAMPUS WINNER**  
TEAM NUCLEUS

CFA Institute  
**SIBM PUNE STUDENTS OUTSHINE IN CFA EXAM**



**GAURAV KANADE**  
CFA  
LEVEL 2



**SAMARTH GUPTA**  
CFA  
LEVEL 1



**SHUBHAM BANSAL**  
CFA  
LEVEL 1

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# SIBM PUNE SHINES

## SUMMER INTERNSHIP REPORT

SIBM Pune takes immense pride in being **one of the first premier B-schools** across the country to complete the Summer Placements for MBA batch 2019-21. 2019 turned out to be a record breaking year with the average stipend crossing **INR 2 Lakhs** mark for the first time.



## INSTITUTE ACHIEVEMENTS



SIBM Pune has been bestowed with the IDA Award for "Nurturing Employability and Entrepreneurship in Higher Education" owing to its continued efforts in delivering a rediscovered, redefined and reimagined teaching-learning process to its students. The award was received by **Dr. V V Ravi Kumar**, Deputy Director, SIBM Pune at the IDA Awards 2019 held at Didac India Exhibition in Bangalore International Exhibition Centre (BIEC) on the 24th of September 2019.



**Dr. Preetha Menon**, Head – Symbiosis Centre for Behavioural Studies and Assistant Professor at SIBM Pune has won a competition on 'Effective Use of e-resources for Teaching, Learning, and

Evaluation', conducted by the Symbiosis Teaching Learning Resource Centre. Dr. Preetha's topic for the contest was "Eyesight to Insight: Using Tobii Pro Eye-tracker to Cull Consumer Insights".



**FOR UNIVERSITIES, B-SCHOOLS AND ENGINEERING COLLEGES, TO REMAIN RELEVANT IN THE NEXT DECADE, IT IS IMPORTANT THAT THEY EMBRACE THE DIGITAL TRANSFORMATION.**

**DR. R RAMAN**  
DIRECTOR, SIBM PUNE

*in a conversation with The Pioneer*