



Alumni Team

Annual Report 2013-14



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Alumni Team



The Senior Alumni team for the year consisted of the following members:

- Bipul Upreti
- Juhi Chauhan
- Karan Umralkar
- Neha Meshram
- Nikita Pugaonkar
- Yash Pal

2013-14 was an eventful year for the Alumni Team. Many new initiatives were undertaken and most of these bore good results. Special efforts were taken to improve alumni engagement at meets, increase personal connect with the Alumni and improve the quality of information on the Database.

Mentioned below are the activities carried out by the Alumni Team in the Year 2013-14.

Encore South '13: Bangalore Alumni Meet

The Bangalore Meet was held on the 24th of August 2013 at Taj Vivanta, Bangalore.

Publicity for the meet was done through:

- 2 rounds of calling
- 1 round of SMS
- 2 round of mails
- Extensive use of Social media (Facebook and Linked-In)

Official count for the meet was 95.

SIBM Pune was represented by:

- Dr. Vivek Sane : Director, SIBM Pune
- Mr. Anand Singh
- Mr. Sapan Shrimal
- Mr. Vinod Shastri

Illustrious Alumni at the event were:

- Vinoo Thimmaya, Director HR, Honeywell
- Pramod Mahatme, VP – Employee Relations, Wipro
- Samar Singh Shekhawat, Senior VP-Marketing, UB
- Vivek Kumar, Associate Director, IBM
- Shubhankar Roy Chaudhary, Executive Director, Lenovo
- Anupam Kumar, Director, Ericsson
- Vikrant Gupta, VP HR-Mergers and Acquisition, Accenture
- Sandeep Khulali, Vice President, Tanishq



- Vivek Subramaniyan, Director, Oracle
- Daniel Picardo, Compensation Lead India, HP
- Shefali Kacker, VP & Area Head. HSBC
- Anush Karthikeyan, Partner, People LYNX HR Solution
- Indrani Ghosh Chaudhary, VP, Istar Skill Development Pvt Ltd
- Prashant Dadu, Director Sales, Metro Wave Media

Achievers' Club Awards

The Alumni Team continued with the initiative to recognize all Alumni achievers who have contributed immensely to SIBM Pune's 35 year old legacy. Encore South '13 saw the felicitation of the second batch of Alumni Achievers' Club. Awards were given to select Alumni who had done well in their chosen field of work.

Engagement Activities at the Meet

The Team came up with an interesting idea to engage our audience at the meet better. For the first time, along with the formal presentations we had an exciting Pune quiz at the event which was a success. The alumni enjoyed it to the fullest.

Merchandise Sale

This year we designed merchandise for SIBM Pune. The merchandise that was designed was as follows:

- T-shirts : Black, Bottle Green and Grey
- Coffee Mugs : Old campus and New campus
- Caps : Standard SIBM Pune caps
- Achiever's Club Part I

SIBM Pune merchandise stall was set up at the Bangalore meet. The stall received a fantastic response with suggestion to include new items in the list of the merchandise. Consequently, merchandise has been sold at the convocation as well. Merchandise has also been gifted to Alumni visiting to the campus.

Reflections:

A lot of effort was put into the Bangalore Alumni Meet. We had 94 guests, which is in line with the number of attendees in this city in the past. This year we did not have sponsors for the event due to a new rule by GOI which does not allow part sponsorship of alcohol for events organised in hotels. This was a setback and ways to tackle this situation should be looked at, one being sponsorship for the event other than beverage partners.



Batch of '93 Reunion:

The weekend of 6th & 7th July was when Alumni from the Batch of 93 visited the SIBM Pune campus at Lavale. 30 enthusiastic members of the batch turned up for the day. Mr. Ganesh Balasubramanian and Mr. Vineet Nerurkar were the point of contact for the event, and played an important role in getting the Alumni to campus. For the first time the Alumni spent two days at the campus Guest House Vashisht.

The student's interaction with the alumni was a success which both the students and the Alumni enjoyed. The Alumni liked the interaction, because it gave them an opportunity to speak to the students and reminisce about their student life and their careers. The students enjoyed it since it gave them a free forum for open discussions and reflections with Alumni who had done well in the corporate world. Such an open platform to interact with corporate was a first for many of the students at SIBM Pune.

Encore North '13: Delhi Alumni Meet

The Delhi Alumni Meet was held on the 5th of October 2013 at ITC Sheraton, Delhi

Publicity for the meet was done by:

- 2 rounds of calling
- 1 round of SMS
- 2 round of mails from Alumni ID
- Extensive use of Social media (Facebook and Linked-In)

Official count for the meet was 83.

SIBM Pune was represented by:

- Dr. Vivek Sane : Director, SIBM Pune
- Mr. Anand Singh
- Mr. Sapan Shrimal
- Mr. Vinod Shastri

Illustrious Alumni at the event were:

- N Narasimha Rao, VP HR, Conagra Foods
- Sanjay David, Executive VP, HCL
- Amit Mathur, Senior VP, NIIT Ltd.
- Amit Kumar, Principal-Management Consultant
- Dinesh Mishra, Head HR, Abbott Vascular
- Ashish Anand, Director HR, Religare
- Amit Prakash, Associate VP, HCCB
- Amit Malik, Director HR, Aviva Life Insurance
- Yash Sinha, VP, GE



- Vikram Sharma, Head HR(CVBU, Pantnagar)
- Ashish Bagga, Group CEO, India Today Group
- Leena Sahijwani, Director Rewards, GE India
- Kumar Gautam, Head HR Business, Whirlpool of India Ltd.
- Chiranjib Banerjee, Country Manager, HP India Sales

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Engagement Activities at the Meet

The Team came up with an interesting idea to engage our audience at the meet better. For the first time, along with the formal presentations we had an exciting Pune quiz at the event which was a success. The alumni enjoyed it to the fullest.

Reflections:

A lot of new initiatives were planned for the Delhi Alumni meet. Without doubt, these initiatives did contribute to the increased number at the meet, however it must be noted that sustaining such high level of initiatives before a meet is quite taxing and is a huge task for the team working for the Alumni meet.

It is to be mentioned here, nonetheless, that such regional meets are of utmost importance and are a **hygiene** factor for every B-School of national repute. Not only do they provide a platform for our alumni to network among themselves as well as with the college, but approaching alumni for placement-related matters in such an informal setting is also much easier.



Holding meets at good 5 star hotels like the Hyatt Regency is quite expensive and at times seems unjustifiable to the authorities in charge of SIU accounts. However, campus meets and other such initiatives can never attract the sort of crowd that a regional Alumni Meet can, nor can they provide a large enough platform where alumni can interact among themselves. Alumni Meets are a basic hygiene event that must be carried forward if we are to be counted among the top B-Schools in the country.

Legacy 2013

This was a first-of-its-kind initiative of three teams, namely – Corporate Information Team, Placement Advisory Team and The Alumni Team to start a unique campus connect program. This event saw 11 alumni coming on campus to interact with students and sharing their views on current topics in different domains. This event got a fruitful response from all stakeholders – Students, Alumni and College.

The alumni who attended are as follows-

- Jatin Panchal, Head-key accounts & GM-Modern Trade, Godrej Consumer Products Ltd
- Prakash Wakankar, Senior Advisor, Mahindra & Mahindra
- Jitendra Paturkar, Learning and Development Leader-HR, Cummins India Ltd.
- Bobby Kuriakose, Director HR, Forbes Marshall
- Paneesh Rao, Sr. VP & Head HR-India & Middle East, Atos india Pvt. Ltd.
- G M Rao, Asst. VP & Head – HR, Cognizant Technology Solution
- Pramod Mahatme, VP-Business Relations, Wipro Ltd.
- Minocher Patel, Founder Director, Ecole Solitaire
- Vishwas Mahajan, President & CM, T.I.E. Pune,
- Nitin Prabhu, Senior Manager-Service Solutions, Cummins India Ltd.

Batch of '04 Decade Jubilee Meet

The Batch of '04 visited the Lavale campus on the weekend of 18th and 19th January for their Decade Jubilee. 25+ members of the batch were present. The Alumni spent two days on campus. They were hosted on S B Road at NCC canteen followed by lunch at Vashisht. For the first time, to give the alumni a feeling of being back to campus, they stayed overnight at the new hostel. They had a fantastic time and enjoyed a lot. Such events should be encouraged as it give the college an amazing opportunity to connect with batches individually and can be accomplished at a relatively low-scale budget. But the outreach is limited as we can only target one batch at a time, and generally it is only the alumnus in Mumbai and Pune who find it feasible to attend the meet. Thus such meets should be supplementary activities to events with a wider outreach.

Yearbook 2014

This year too, the Alumni Team continued the tradition of creating a Yearbook for the passing out batch. Pictures and memories of all the students of the batch were recorded, so as to be converted



in to a Yearbook. The Yearbook involves data collection, designing and editing. This is a considerable amount of work and hence assistance was taken from members of the junior batch, who joined the Yearbook team as volunteers. 215 copies of the Yearbook are to be printed. This initiative is an important one as it's the first step to connect with the graduating batch, but prioritizing the activities of the team and the efforts which are put in this projects are huge. The connect and goodwill that this initiative creates among the graduating batch with the institute is remarkable.

SIBM Pune Publications

This year, our college has managed to publish two alumni connect publications – Achiever's Club Part 2 and Jab we Met @ SIBM Pune. Project Managers were selected for these initiatives. We managed to connect with 50 alumni with the help of these publications which was of great help.

Project Managers-

Achievers Club Part 2 – Saswati Subhasmita and Sudhir Choudhary

Jab we Met @ SIBM Pune – Shilpa Minj and Yash Sanghvi

Jab we met @ SIBM Pune saw its launch on 14th February 2014 with 11 couples on campus and chief guest Dr. Mrs. Vidya and Dr. Rajiv Yervadekar. The event in line with its theme was a very warm event for students and alumni alike.

The launch of Achiever's Club was organized on 8th March 2014 – Management Day.

Some of the prominent Alumni we connected to through this initiative:

- 1) Narasimha Rao-Vice President HR at Agrotech Foods Ltd
- 2) Prince Augustin- EVP Group human capital and Leadership development at Mahindra & Mahindra
- 3) Prakash Wakankar- Senior Advisor at Mahindra Partners- Mahindra & Mahindra
- 4) Meena Jagtiani- Chief People Officer - Textiles, Overseas Spinning & Acrylic Fibre Business at Aditya Birla Group
- 5) Anil Jayaraj- Chief Marketing Officer Pidilite Industries
- 6) Jagdish Kini – Executive Coach PCC, Leadership coach PCC

Database Update Drive

A huge amount of importance this year was given to updating the database with latest Alumni details. Currently Alumni are reluctant to come onto the portal and register themselves or update their current information. The team has managed to compile data this year for a wider platforms. Starting with the list of the graduation batch collected during the Yearbook. List were also taken from the PAT which they used during calling to include new Alumni. Dedicating calling for updation of batch of 2004, 1989 and 1993 was also carried out.

Registration records of most of the older batches were obtained from the record room and names of all the Alumni for these batches were thus obtained. Using these names on social media and through



contacting known members from the batch, we tried to obtain their contact details. Further efforts to update the entire database of our alumni will be undertaken in the next academic year.

New Alumni Portal

This year the Alumni Team recognized the need for a new Alumni Portal and worked towards it. The current portal is outdated, has bugs and is not visited by our Alumni.

Major Reasons for a new Alumni portal are mentioned below.

- The website user-interface is not user friendly
- The job search module which is one of the main modules on the Alumni Website needs reworking
- Weekly logs need to be added for security purposes
- Various data handling facilities at the backend
- Page mentioning Illustrious Alumni / Achievers
- Social networking angle

The Alumni Team went through many 'Alumni connect websites' of both Indian and international educational institutes and came up with a list of requirements and ideas that we felt would enhance the website of SIBM Pune.

Selection of the right vendor:

For selection of the right vendor, the Alumni Team collaborated with members of the Information Technology Team, for their inputs. In addition to this Mr. Sapan Shrimal and Dr. Mallika Srivastava were present to oversee the entire procedure. Also, Mr. Rajesh Bagewadi, Sr. Network Administrator, SIBM Pune, provided inputs regarding various technical details.

The Alumni Team at SIBM Pune along with those mentioned above had demo sessions and interactions with the following website solution developing agencies:

- Saviance Technologies
- SRV Media
- Edreamz Technologies (Existing Vendor)
- Gaboli
- Sarabjeet Matharu (SIBM Pune)

Of these, the proposals of Saviance Technologies and Gaboli seemed most impressive to all the members, whom we advanced the talks and discussions with.

Due to paucity of time, difficulty in getting all the stakeholders to a common understanding and also since the Alumni Team had a very congested schedule this year, the portal could not be carried forward. However, it is imperative for a college of SIBM Pune's stature to have an impressive online presence through such a website/portal if it intends to get all its Alumni on a common online platform. Next year, the Alumni Team must try and get the portal up and running and this will ensure an increased interest in SIBM Pune from our Alumni.



Social Media: Facebook & LinkedIn

While attempting to connect to the Alumni, a huge impetus has been laid on online social media as well. This year huge efforts have been undertaken to get more Alumni on our Facebook and LinkedIn profiles.

For Facebook, individual groups have been made for all the batches that have passed out of SIBM Pune. Alumni have been encouraged to add their batch mates on these groups. Various topics of interest and events of the college have been mentioned on these groups so as to keep the Alumni interested and engaged. These groups have also been a great source of feedback for the Alumni Team.

Kshitij

The newsletter for the Alumni, 'Kshitij' had two editions this year, August and February. Prominent sections of the newsletter included Director's message, Alumni Team report, staff corner and interview with a prominent Alumnus. The newsletter was sent by e-mail to all our Alumni contacts. Hard copies of the newsletter are also displayed at meets and other forums of interaction with the Alumni.

SPARC

The initiative taken by Deputy Director Prof. Vinod Shastri was one of its kind. It involved creating clubs among alumni binding them in groups of common interests. Dr. Saugata Mitra also played a pivotal role in this initiative. Two events were ideated under this initiative – HR Conclave and CXO Conclave. The events could not be converted into practise due to external constraints.

The Alumni Team believes in the idea regarding engaging Alumni on mass appeal. If not common interests, small city meets should be encouraged to increase the Alma Mater bond and SIBM Pune Bonding.

In addition to all the activities mentioned above, the Alumni Team has this year attempted to work in all ways possible for the best interests in the college. The team has strived to offer its assistance to other council teams, especially the Placement Advisory Team. Members of the Junior Team have been encouraged to volunteer and support other council teams.

We the Senior Alumni Team, would like to thank the Director and SIBM Pune, for their continued support and encouragement. We hope that the Alumni Team in future would continue in their endeavour to nurture an alumni community where each and every member feels connected with the alma mater and with each member of the SIBM family.