



ALUMNI TEAM

Annual Report for the year 2012-13

*Submitted by
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Alumni Team



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

- Debasmita Dey
- Indira Srikant
- Joe Joseph
- Manoj Balasubramanian
- Nikhil Chitlangia
- Nikita Sarangi

2012-13 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 2012-13.

Encore North '12: Delhi Alumni Meet

The Delhi Meet was held on the 11th of August 2012 at ITC Sheraton, New Delhi.

Publicity for the meet was done through:

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

Official count for the meet was 140.

Beverage partners for the meet were UB and USL.

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:

- Atanu Chatterjee: Sr. Personnel and Administration Officer, Drake and Skull
- Anand Sundaresan: Corporate VP, CMS Infosystems
- Bharat Bhushan: Advocate
- Vivek Chandra: MD, Market Movers Exports (India) Pvt. Ltd.
- Ashish Bagga: CEO, India Today Group
- Srirang Altekar: Director, SCMS (Noida)





- Inna Khanduja: MD, Interec
- Chhavi Bajaj: Regional Director, Interweave
- Leena Sahijwani: Director - Compensation & Benefits, GE
- Harsh Trehan: Director – HR, BAE Systems
- Ashish Anand: Director – HR, Religare
- Thomas Vinoy: CFO, Shikhar Microfinance Pvt Ltd
- Navdeep Thandi: Associate VP, HDFC Life
- Sundeep Shenoy: COO – Laksh HR

Reflections:

A lot of effort was put into the Delhi Alumni Meet. Although we had 140 guests, the Alumni Team expected a higher attendance. While the Alumni Team does not look to give excuses for the lesser than expected turnout for the meet, the following points must be noted so as to avoid in the future.

- The previous Alumni meet in Delhi was held in the previous November, at the same location. While at times the timing of the Alumni Meet is determined by other requirements such as the placements, the Alumni meet at Delhi should not have been held at such an early time in the year and definitely should have been at a venue different from last years.
- The weekend when the Alumni Meet was held was a long weekend and this prompted many Alumni to make other plans. Such dates must be checked in advance.



Batch of '83 Reunion:

On October 13th Alumni from the Batch of 83 visited the SIBM Pune campus at Lavale. 14 enthusiastic members of the batch turned up for the day. Prof. Shirrang Altekar was the point of contact for the event, and played an important role in getting the Alumni to campus. The Alumni spent a day at the campus with lunch arranged at the guest house, Vashisht.

A new initiative that was started with the Batch of '83 Reunion was a batch interaction with the students. Both the students and the Alumni enjoyed this. 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 West '12: Mumbai Alumni Meet

The Mumbai Alumni Meet was held on the 1st of December 2012 at Hyatt Regency, Mumbai

Publicity for the meet was done by:

- 2 rounds of calling
- 3 round of SMS
- Personal mails from the Director
- 2 round of mails from Alumni ID
- Extensive use of Social media (Facebook and Linked-In)
- Advertisements placed in the Mumbai Mirror

Official count for the meet was 178.

Beverage partner for the meet was USL.

SIBM Pune was represented by:

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

The Executive Students Council was present at the meet.

Illustrious Alumni at the event were:

- Melwyn Rego: Executive Director , IDBI Bank
- Vinay Deshpande: Chief People Officer - Financial Services , Mahindra & Mahindra Ltd
- Prince Augustin: Exec VP - Group Human Capital, Mahindra & Mahindra Ltd
- Sunil Deshpande: VP - Human Resources , Reliance Industries Ltd
- Harpreet Kaur: GM – Corporate HR, Godrej and Boyce Mfg. Co. Ltd.
- Nachiket Naik: Executive Director , UBS Investment Bank
- Prashant Verma: Business HR Head - Wholesale Banking , ICICI Bank
- Sumantra Hore: Director - Human Resources , Kellogg Company
- Rohil Khanna: Director- Human Resources , Ernst & Young
- Devendra Chawla: President - Food & FMCG , Future group
- Andleeb Rabbi: Reliance Life Insurance
- Nitin Mankar: CEO, Aureole International
- Ashfaq-Ul-Ahmad: MD , People Edge
- Jai Balan: Head- Sales & Marketing , Marico
- Rishi Gaiind: Executive VP, Star India Pvt Ltd





- Rakesh Malaviya: Head – Human Resources , Reliance
- Sarosh Shetty: VP- Marketing , Mahindra & Mahindra
- Saurabh Gutgutia: VP-Human Resources, Accenture
- Suranjana Ghosh: Head- Marketing , Network 18

New Ideas Incorporated:

Achievers' Club Awards

The Alumni Team undertook a new initiative to recognize all Alumni achievers who have contributed immensely to SIBM Pune's 35 year old legacy. Encore West '12 saw the felicitation of the first batch of Alumni Achievers' Club. Awards were given to select Alumni who had done well in their chosen field of work. These awards were given first at the Mumbai Alumni Meet and subsequently at other forums of interactions with Alumni as well.

Pre promotion of the meet

The Alumni Team decided to make the online promotions for the Meet more aggressive than before. There was online interaction with the Alumni through Facebook, LinkedIn, Google Groups, etc. Old pictures from archives were posted, nostalgic memories were shared and the countdown for the meet was promoted. All this helped to build up the hype for the Meet.

Advertisements were put in the weekday edition of the Mumbai Mirror newspaper. This was a good move since quite a few inquiries came in due to the advertisement.

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

SIBM Pune merchandise stall was set up at the Mumbai meet. The stall received a fantastic response with over Rs 10,000 worth of merchandise being sold. 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 new initiatives were planned for the Mumbai Alumni meet. Without doubt, these initiatives did contribute to the increased number at the Mumbai 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.

Another point to note is the number of calls that are required for a meet of this stature. Every year with more and more Alumni being added to our network, it is getting tough to call all of them by members of the Alumni team alone. Perhaps some assistance must be provided by members of other councils for the calling.

Holding meets at good 5 star hotels like the Hyatt regency is quite expensive and at times unjustifiable to the authorities in charge of SIU accounts. Therefore, some thoughts could also be given to corporate sponsorships that could take away some of the financial burden from the institute.





Batch of '88 Silver Jubilee Meet

The Batch of '88 visited the Lavale campus on the 23rd of February for their Silver Jubilee. 17 members of the batch were present. The Alumni spent an entire day on campus. They were presented with Silver coins by the Director, SIBM Pune. The team also presented them with T-shirts and famous 'delicacies of Pune' for them to take home. The day ended with an interaction with a few students of the batch.

Yearbook 2013

This year too, the Alumni Team continued the tradition of creating a Yearbook for the passing out batch. Assistance was taken from the Information Technology Team for collecting data from the students. 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.

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 first step the Alumni Team took was to collect all the summer internship records from the Placement Advisory Team. Each intern during his internship had collated a list of Alumni at their organization. This list had their latest designations and contact information. The Alumni Team used this data to update the details on the portal.

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.





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.

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.



(From L to R: Indira Srikant, Nikhil Chitlangia, Nikita Sarangi, Manoj Balasubramanian, Debasmita Dey, Joe Joseph)