



Annual Report

Co-Curricular Team

2013-2014

Submitted By

Co-Curricular Team

Date: February 28th, 2013

Events Conducted in 2012-2013

Event Name	Event Date
Aarambh	July 15,2012
Broadway	July 23,2012
Independence Day	August 15, 2012
Transcend'13	January 10-12, 2013
Farewell Party – Westin	March 5, 2013
Management Day	March 07, 2013

Mission

To enhance the brand image of SIBM while maintaining a balance between the academic rigor and co-curricular activities on campus.

Objectives

SIBM Brand propagation:

- Other top B-schools, especially the IIMs
- Undergraduate Colleges (prospective students of SIBM)
- Corporates
- Medium: Transcend'13

Value add to SIBM students:

- Enhance their knowledge, skills and talent
- To develop competitive attitude in students
- To maintain academic progress on the campus
- Revenue generation for the college through co-curricular events

Key Result Areas

B-school and Corporate Competitions

Kept the students of SIBM Pune informed about the competitions coming up in the Business Schools Area

Media branding of SIBM

- Two Releases in **Pune Mirror** Front Page
- Two Releases in **Economic Times** Front Page
- Two Articles About Transcend in **DNA**
- Radio one – Radio Announcements
- MTV – Television Ads

Outdoor Publicity

- Hoardings at **6 Prime locations in the City**
- Road Show with a **Supree van** covering major part of Pune city
- Road Runner Event with **over 50 bikes** dispersing in several locations promoting SIBM Pune

Online Promotions

- Website with sponsors logo displayed exceeding a traffic of **25000+**
- Facebook Page with 1600+ likes in a span of a month
- **Highest Registrations- 8000+** among all B-schools for management events for the year 2012-2013
(Source: www.Dare2compete.com)

Branding through Sponsorships

- VODAFONE
- GO Cheese
- NABARD
- State Bank of India
- GSK
- MTV
- Redbull
- FAD
- Ado Vision
- Kalyani Bharat Forge Ltd
- Corporation Bank
- Rio Drinks
- Body and Soul

Events

Broadway

An excellent platform for all students to showcase their talent as well an opportunity for everybody to let their hair down and enjoy a relaxing night. A DJ night was organized for the sole purpose of easing the tension amongst students and providing a short but sure relief from academic rigor.

Aarambh

July 23, 2011 saw the advent of Aarambh. A cultural fest which aimed at bringing the entire four sister institutions in the campus together to present a unified magnificent show. The auditions for the same were held and SIBM Pune put up a splendid show which was a beautiful blend of the diverse talent.

Mirchi Freshers:

The college witnessed Radio Mirchi Freshers which was a hunt for Mr and Miss Fresher. Anish Bhatnagar (MBA-1) won the Mr Fresher title and also went on to win the Mirchi Freshers for the entire state. Harshita Tugnawat (MBA-1) won the title of Miss Fresher from college and also bagged the title of Miss Smart & Savvy in the Grand Finale.

Independence Day

The entire function was organized and hosted by SIBM Pune for the entire Lavale campus. The flag was hoisted by ----- . The function was attended by the directors of all the four colleges of Lavale Campus.

Transcend 13' - Annual Fest of SIBM Pune

- Transcend is the premier B-school Management and Cultural festival in western and central zone of India
- Transcend'12 saw a prolific participation from more than 20 business B-schools including IIMs (A, B, C, L, K, I, S), SP Jain, MDI, IMT-G, XLRI, JBIMS, NMIMS, XIMB, TISS, SJMSOM, VGSOM and IITs (Bombay, Delhi, Kharagpur and Roorkee)
- Transcend'13 was a huge success and managed to add a lot of sponsors to our domain. There were 35 sponsors in all who were associated with the festival.

Objectives:

- Branding SIBM Pune to other B-schools, corporate, and undergraduate colleges
- To increase the participation for the management events from:
- IIMs and other top B-schools
- Corporate – lower management
- Graduation colleges for cultural events
- To budget entire Transcend through sponsorships and also earning a certain amount of revenue for activities throughout the year
- To display our campus to all our stake holders including the competitors

Features:

- Excellent branding exercise for SIBM Pune across the country
- Posters are sent to top B-schools to enhance participation
- Participants from top B-schools visit the SIBM campus from all over India
- Extensive branding exercise for SIBM across the Pune city
- Newspaper advertisements (Business Standard)
- Radio spots (Radio one)
- Hoardings in the city (SB Road, FC Road, Viman Nagar etc.)
- Flex banners and Posters across the city at major public locations
- Road show conducted across the city (B-schools, Graduate colleges, Malls, Public places)

Association with Sponsors

- Coveted industry stalwarts are associated with Transcend like Vodafone, ITC Classmate, SBI, NABARD, Bharat Forge etc.
- These long term associations can be of great help during the placements

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Target Audience

- Top 40 B-schools in India
- 50 colleges across Pune
- 40 Corporate Houses in and around Pune

Management Day

Management day is an important event for SIBM. It is celebrated every year. The event is organized by the Administration however Co-Curricular Team plays a very important role in handling the logistics and overall execution of the event.

Objective:

A lot of Alumni attend the Management day function. We can talk to them and pitch for different events happening in the college.

Some dignitaries from Symbiosis International University also attend the Management Day

function. We can also draw their attention towards the activities taking place in the college.