Annual Report

*Social, Entrepreneurship and Consulting Cell*

The document highlights the major events conducted by the Social, Entrepreneurship and Consulting Cell of SIBM Pune during the academic year 2015-16.
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Overview

The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM) Pune and one of the nine teams of the student council. The team functions under three wings - Social, Entrepreneurship and Consulting. The main aim of the SECC is to:

1. Bring about a change in the minds of students, inspire them to take up entrepreneurial activities, build the startup ecosystem in the campus and bring the students in line to the country’s startup culture.
2. Instill a social responsibility in the minds of the students and contribute their part to the society.
3. Assist budding startups through student consulting and thereby provide exposure to the students on various industries.

SECC conducts various events as part of their three wings over the year and works in the single intention to promote the student culture at SIBM Pune.

The major activities conducted as part of SECC during 2015-16 are:

Entrepreneurship:

- Entrepreneurship Summit
- Chai with Entrepreneur
- Canvazify B-Plan Workshop

Social:

- SIBM Pune Campus Cleaning Drive - Swach Bharat Abhiyan
- Winter is Coming
- Prerna 5.0
- Umang
- Nationwide Plastic Clean Drive
- Joy of Giving

Consulting:

- Consulting Fair 1.0
- Winter Internship

The academic year 2015-16 was a great year for SECC in terms of the number of activities conducted and its response and also the amount of contribution to the society and to the students of SIBM. There are many new sustainable initiatives which have been initiated in this academic year. We have also brought many industry experts and entrepreneurs, visited many NGOs and brought startups this year for the benefit of the students of SIBM Pune. The response from the students in terms of volunteers, participants and audience for all the events were high. SECC is also thankful to the management, director, faculties, admin staff and the student president for supporting at all times of need, without which the events would have not been possible. The document highlights few moments of the SECC’s academic year 2015-16.
Entrepreneurship Summit 2015
A wise man once said – “Twenty years from now, you will be more disappointed by the things that you didn’t do than by the ones you did. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.” There is a certain term which fits in perfectly to describe people who do this - Entrepreneurs.

The Social, Entrepreneurship and Consulting Cell of Symbiosis Institute of Business Management, Pune hosted one-of-a-kind event – Entrepreneurship Summit which is intended to provide a 360-degree perspective and a holistic platform for encouraging the entrepreneurship acumen of MBA students. The three-year young event has hosted numerous distinguished personalities from the field of entrepreneurship along with various events and competitions focused on the different facets of entrepreneurship. The event has seen participation from students of premier business schools and budding entrepreneurs across the country.

Entrepreneurship Summit 2015 hosted list of events over the two days (7th August 2015 and 8th August 2015) which included:

- Audacitee
- Chat with Entrepreneur
- Drive Case Study Challenge
- Symbiaaat
- HaatNites
- Pride & Passion
- Udaan - StartEz Workshop
- Udaan - The Pitch
- Panel Discussion
- Jugaad

Chat with Entrepreneurs
Chat With Entrepreneurs is an event which allows the students to learn from the insightful journeys of entrepreneurs and other masters of the field. Through this event we provided an opportunity to the students of premier institutes and budding entrepreneurs of Maharashtra to engage in detailed conversations with the speakers so as to gain in-depth knowledge from their experiences and life struggle in the quest of living their dreams. This edition of Chat with Entrepreneurs, named The Young Entrepreneur, focused on what it takes to start up early in life. The esteemed guests for the day were both young entrepreneurs who started up right after their education.

The first speaker for the session was Mr. Paavan Nanda, Co-founder, Zostel and Zo Rooms. Zostel is India’s first chain of branded backpackers’ hostel. With the same amount of motivation, Mr. Paavan Nanda co-founded Zo Rooms in September 2014. Zo Rooms is a brand that provides standardized budget rooms across India.

The second speaker for the session was Mr. Milind Sharma, Co-founder, NuvoEx and PepperTap. NuvoEx is a premium E-commerce focused reverse logistics company which is currently operational in 15 cities in India facilitating over 10,000+ transactions on a daily basis. PepperTap, started in 2014, is a mobile first, on-demand grocery delivery service, currently present in Delhi NCR, Pune, Hyderabad & Bangalore with plans of expanding soon to other areas/cities.
The sessions were both highly interactive and provided great insights into what it takes to be able to understand those necessary risks early in life. The talks led to inspired, motivated and well-thought out questions during the interactive sessions which are indicative of the effectiveness of these talks towards encouraging the latent entrepreneurial thinking of the students.

Audacitee – The Souled Store Tee Shirt Design Competition
Audacitee is an online Tee shirt design competition conducted by SECC as part of the E-Summit 2015 in association with The Souled Store, an online Tee shirt design company selling customized and creative tee shirts and other accessories. The online event invited participants from different parts of the country and from various colleges. Prakhar Agarwal and Kuldeep Kachari of Team Lavale Punditz won the event and got a chance to sell their tee shirt through The Souled Store website.

Symbihaat
Symbi Haat is a carnival where students of SIU - Lavale set up their enterprises under the categories of food, games or merchandise for 2 days organized as a part of the Entrepreneurship Summit 2015, on August 7 – August 8. It was conceptualized in order to give the students a chance to experience the thrill of running their own business for a short period of time. They were invited to apply for stalls by sending in their business plans. The stalls were then auctioned on 31st July to the registered teams. The auction was hosted by Mr Ritesh Khatwani, Faculty of Finance, SIBM Pune and the proceedings commenced at 15:30 hours on 31st July 2015 in the Assembly Hall II.

The event saw a huge footfall of students from all the hilltop campuses. Students had a great experience both visiting and owning the stalls. This year saw very unique ideas in the non-food category like temporary tattoos, customized accessories, etc.
Open Mic Nights
To make sure that students or stall owners make some profit after putting so much of investment and effort, SECC in collaboration with Co-Curricular Team organized open mic nights for both evenings. The open mic started around 6pm and went upto 10.30pm with people playing their musical instruments and singing. On 8th August, SECC screened the first match of Barclay’s premier league of this season. The screening was followed by a football quiz for which the winners were given coupons of askmebazaar.com. This was followed by another session of open mic. Students turned up in huge numbers to enjoy the evening and cherish some of the delicious food being sold by the students.
Drive – CarIQ – National level case study challenge

Drive is a national level case study competition launched by SECC in association with CarIQ, one of the hottest startups in India. A startup often has phenomenal ideas but faces roadblocks in implementing certain plans and CarIQ was no exception. CarIQ prepared multiple caselets linked to the business problems faced by them and SECC launched these caselets through various online portals and entrepreneurship cells of colleges across India. In the first round, participants were expected to solve any one of the given cases and submit an executive summary of their solution. Over 286 teams from various colleges participated and top ten teams were shortlisted by the founder of CarIQ, Mr. Sagar Apte himself, for the second round, which happened on SIBM Pune campus on 7th August, 2015.

The second round deliverable was a refined form of their proposed solution in the form of Powerpoint presentation, which was followed by a grueling question and answer session. In the end, Mr. Anand Roongta from SCIT emerged as the winner, and team Sorted Hats from IIM Lucknow led by Miss. Devika Prabhu came up as the first runners up. The event provided students a golden chance to work on real time problems faced by tech-startups in India and put the best brains to test.

Pride & Passion

As a part of the second day of Entrepreneurship Summit 2015 Pride & Passion, was an event witnessing two very passionate speakers talking on the topic of “Failing to Succeed”.

The first speaker for the day was Mr. Satish Mandora who is an alumnus of SIBM Pune from the batch of 1990. Mr. Mandora is a Success Coach and CEO of Square Circles providing training solutions for behavioral competencies, life skills, and leadership and management development. He talked about the fear of failure and how to overcome it. He also suggested techniques to make our daily life more productive. He brought in immense learning and motivation for the students.

The second speaker for the day was Mr. John Kuruvilla, Managing Director, GenNext Ventures. He was also the founder and advisor of Taggle.com and has had many interesting experiences in his life. Mr. Kuruvilla talked about his experience of living in the Amazon jungles and what he learnt about life and business through this experience. His comparison of the jungle and an entrepreneur’s life was thought provoking.
Udaan – The Pitch

UDAAN – The pitch was a first of its kind pitching event conducted by the Social, Entrepreneurship and Consulting Cell where budding entrepreneurs from across India battled it out to win the opportunity to pitch their ideas in front of real time investors. The first round was conducted in association with Startez, a startup that mentors budding entrepreneurs. For round one, Entrepreneurs had to go on Startez website and fill a form which in turn generated an Executive Summary of their business idea. There was a very good response for the event with around 80 registrations from all over India. The ideas came from varied fields such as Robotics, E-Commerce, Advertising, Consumer Electronics, Education, HR and automotive to name a few. Startez team filtered the top 5 teams from the applications and these top 5 teams were called for the on campus rounds. The top 5 teams were Endless Robotics, Phynart, Az, The ideators and Xlerate.
The on campus rounds took place on 7th and 8th of August in SIBM – Pune campus. Day 1, August 7th had multiple mentoring rounds wherein the top 5 teams were mentored on **Business value proposition by Prof. Yogesh Bhramankar**, **Financial Model by Prof. Nilesh Gadre** and **designing elevator pitch by prof. Sita Swamy**. Each round was a mentoring round where the professors mentored the students and provided feedback to the contestants to refine their ideas and make their pitch perfect and ready to be presented in front of the investors the next day.

The final round was held on 8th August 2015. **Ramesh Shah, Co-Chair, Harvard Angel Network; Mehul Shah, Founder, AMS Investments and Darshan Doshi, Head of Digital Services, Jumpshift** were the judges for the final pitching round. Each team was given a time of 20 minutes to pitch their idea to the investors followed by a Q&A round. After thorough question and answer session and much deliberation, team Endless Robotics from BITS PILANI emerged as the winners of the first edition of UDAAN – The Pitch competition.

**Panel Discussion**
SECC organized an investor panel discussion on the topic of what investors look for when they invest in an idea. Participating in the panel discussion were **Ramesh Shah, Co-Chair Harvard Angel Network India, Mehul Shah, Founder AMS Investments and Darshan Doshi, Head of Digital Services, JumpShift and moderated by Dr. Arvind Chinchure, Chair-Professor, Innovation & Entrepreneurship, SIU**.

The students witnessed the discussion among three of the top investors across the globe about the strategies of pitching in ideas for raising investments. Students were free to ask questions and indulge in the discussion which helped improve their knowledge of developing business models. The Q&A session saw a huge response from the students’ fraternity where the students asked the panelists many questions and got their qualms regarding pitching cleared.

**Jugaad- The FundRaiser**
Jugaad-The FundRaiser, is one of its kind selling events which provide students with an exciting opportunity to explore their selling skills in real world by applying classroom concepts. The event provided the participants a chance to showcase their selling skills and do their bit towards the society. SECC sourced goods produced by local artisans and craftsmen, to be given to the students, who set off into the city to sell them at inflated prices, the proceeds from which were donated to various NGOs in and around the city. An initial campus round was held wherein each of the participating teams of two members were asked to make a sales pitch centred on random articles to the judging panel.
The selected teams were each accompanied by an SECC volunteer to finally perform in the city for a day. The event witnessed a tremendous response from the participants as well as the public and succeeded in fostering the spirit of entrepreneurship and a sense of responsibility in the students, both of which are also the prime tenets of the SECC.

Jugaad – The Fund Raiser, E-Summit 2015
SIBM Pune Campus Cleaning Drive – Swachh Bharat Abhiyan

Swachh Bharat mission was launched throughout the length and breadth of the country as a national event in the year 2014. Symbiosis International University was one of the first institutes to have taken up this initiative and vouched towards making our campuses clean and hygienic. We have already started taking steps towards achieving our goal by employing various waste management activities, cleanliness drives etc.

SECC captured the various activities taken up by Symbiosis and our faculty contribution towards making Symbiosis a Swachh Bharat campus and visited the campus premises, including the faculty offices to show how our faculty is also the harbinger of change in the campus. As a first step towards this initiative, we invited all of the faculty to participate in the SIBM Pune Campus Cleaning Drive on 21st September, 2015 where each one of the faculty was requested to dedicate 1 hour to clean up just a 10 meters area around him/her and show his/her support to the Swachh Bharat Campaign towards the vision of a Clean India.
Chai with Entrepreneur

Chai with Entrepreneur (CWE) is a series of informal meetups of budding entrepreneurs of SIBM at the Amphitheatre once in every fortnight over a cup of tea. CWE is a great initiative which tries to bring a competitive and interactive startup ecosystem at the hilltop Lavale campus.

The pilot brainstorming session of CWE was a very exciting and an insightful discussion session which brought out a lot of ideas and comments from the students, based on which the other sessions were designed. Further sessions had an expert session on a particular topic related to starting up and an informal session to discuss on the same and clarify the students’ doubts. There were also many important initiatives like building of a forum for the students to clarify their doubts and to get mentoring from industry experts, alumni, faculty and seniors.

The first expert session was conducted by Amrit Singh of MBA II Innovation & Intrapreneurship batch on Product Development and Go-to-Market Strategy on 17th December, 2015. Students were enlightened by the perceptions and insights shared by Amrit, who is currently working on his venture. The next session was conducted by Najmuzzaman Mohammad, MBA II Innovation & Intrapreneurship on Business plan and Pitch deck preparation. Najmuzzaman is also one of the co-founders of Garagespace.co.in along with Amrit. He shared his live experience and that reached the students better.
Canvazify – B-Plan Workshop
Canvazify is an emerging startup based out of Pune, which provides a collaborative innovation platform for teams to collect, discuss and act on team ideas. They provide simple to use innovation templates to get your team focused on productive innovation. Canvazify conducted a workshop on B-Plan and Pitching to the students of SIBM as part of TiE Pune Pitch Deck, National Level B-Plan competition on 12th October, 2015.

Abhijit Mehtre, CEO Canvazify and Akshay Nahar, Business Development Head, Canvazify conducted the workshop highlighting the key aspects of a canvas business model and B-Plan. This workshop had participants from Innovation & Entrepreneurship batch of SIBM, few of whom interacted directly with the Canvazify team on their ideas and got benefited with their canvas model.

Winter Internship
SECC was responsible for helping students of MBA-I, Innovation and Entrepreneurship, to get placed in various NGOs for a two week winter internship from 16th November, 2015 to 28th November, 2015. The winter internship was introduced for them with an idea that as students of innovation, they should be exposed to real life problems in the country that the NGOs are trying to solve and should be able to provide innovative solutions to the processes of the NGOs so that they can work better. SECC successfully placed the students in their chosen domains and city preferences.
Winter is Coming

“Not all of us can do great things. But we can do small things with great love.” – Mother Teresa

Social, Entrepreneurship & Consulting Cell did one such small initiative on 24th November, 2015 by distributing blankets to the needy and to the people on the streets of Pune in order to help them endure the winter. **Winter is Coming** is a new initiative by SECC in which the core team members distributed 120 blankets across the streets of Sivaji Nagar, Pune Railway Station, Municipal Office Area, Shaniwar wada and other areas of Pune.

The Team raised funds through JUGAAD, THE FUND RAISER event of Entrepreneurship Summit 2015. SECC is happy and proud to be part of such small initiatives that contributes to the welfare of society and would also like to sincerely thank all the Participants and Judges of the Jugaad event (7th & 8th August 2015), who actually sowed the seeds for this great initiative.
Prerna 5.0
Prerna is an initiative started by the Social, Entrepreneurship and Consulting Cell of SIBM Pune, aimed at spreading knowledge and smiles among people. Launched in 2011, the objective of this event is not only to teach, but to instill in people a passion to learn new things. Every year, as part of Prerna, we teach and give vocational training to those who come from less privileged background but have a desire to learn.

This year the students of SIBM Pune came forward to teach the housekeeping staff of the Symbiosis International University, Lavale hill top campus. The housekeeping staffs were taught basic conversational English, personal hygiene, etiquettes and various Governmental schemes targeted for them. The event happened over a period of 6 continuous Sundays, starting from 20th December 2015 to 24th January 2016. 76 student volunteers came forward for the good cause of teaching the housekeeping staff. As part of the last week of Prerna 24th January 2016 the student volunteers participated in the National Volunteering week conducted by India@75.
Umang

SECC always celebrates Christmas with special people and makes their day a memorable one. This time we celebrated Christmas with the special friends at Navkshitij, a home for mentally challenged friends located at Marunji, Pune. There are around 50 students in Navkshitij from whom we received a wish list for Christmas. The amount for the gifts was then crowd sourced from the students of MBA 1 and MBA 2. There were generous donations from both the batches.

SECC along with 25 Volunteers, visited Navkshitij on Christmas with gifts and entertained the students by dancing, singing and conducting many games. The students of Navkshitij were all very happy with their Christmas gifts. This event really made up a memorable day to special friends of Navkshitij and a heart whelming experience to every Volunteer.
Consulting Fair 1.0

The Consulting Wing of SECC, SIBM Pune in association with RSDT, SIBM Pune and TiE Pune proudly organized first of its kind Consulting Fair in Pune. It was a one day affair where the startups from in and around Pune & Mumbai came to SIBM Pune, Lavale campus to identify the brightest minds of the country to work on their consulting assignments. This time 8 Emerging startups provided 15 different consulting assignments to the students across multiple disciplines - Marketing, Finance, Human Resources, Operations and Innovation & Entrepreneurship on the Consulting Fair day which was held on 26th January 2016.

The impressive line-up for the day included startups like Canvazify, Innobytes, Emseva, Engage4more, GoBananas, Lets Ride, CashRub and CREST.

The consulting assignment will be a business problem which these startup faces or any other project which the company will assign to the student groups who will be working on it for 4-5 weeks. Hence, this would create an environment and opportunity for the students of SIBM Pune who will be working on real business problems, applying their management education and gaining industry experience simultaneously.
Nationwide Plastic Free Campaign

SIBM Pune along with other colleges of SIU participated in the Nationwide Plastic free campaign, initiated by Environment Minister Prakash Javaedkar. The campaign was launched at Pune on 13th February and was implemented by the Pune Municipal Corporation. PMC along with other Government departments and educational institutions conducted the event where students collected plastics wastes from areas around their institution.

SECC on behalf of SIBM Pune assisted Symbiosis Centre for Waste Management and Sustainability (SCWMS) and SIU in organizing the event. More than 40 students from SIBM campus participated in the event.

The students were taken to S.B. Road campus where the students were provided with gloves and a bag to collect the plastic wastes. The students volunteered for a great cause and participated in a national event.
Joy of Giving

Joy of Giving instills in people the act of giving to others and ensures the experience of joy of giving. The event was conducted from 24th February 2016 to 29th February 2016. The event mainly entailed on the act of giving something back to the society by the students of SIBM Pune. The event had multiple ways to give back to the society – helping the visually challenged special friends selling their chocolates, raising money through selling donuts and donating it to the war widows association, collecting books and clothes and donating them to the needy.

To start off, SECC tied up with Niwant Andh Mukta Vikasalay to set up a stall selling chocolates made by Visually-Challenged children. Chocolate making is one of the vocational activities conducted at Niwant where visually Impaired students at NAMV make, wrap and sell the chocolates.

On Day two, MOD donuts were sold by the SECC members during the SPL finals. Students Celebrated Joy of Giving by buying a donut for their dearest one. The proceeds of the fund raised were donated to the War Widows Association. WWA works for the welfare of the war affected families.

From Day three onwards, Collection Drive was being organized. Donation boxes were set up at various places in the campus. Students came forward and donated their used/unused books, clothes and other valuables. The proceeds from the drive are collected and will be given to those in need.

“It’s easier to take than to give. It’s nobler to give than to take. The thrill of taking lasts a day. The thrill of giving lasts a lifetime.”
The Team

S-Team

- Anurag Dinesh
- Dikshant Mittal
- Jasmeet Dua
- Mohammad Najmuzzaman
- Pooja Ninan
- Vineela Vellanki

J-Team

- Akanksha Ganju
- Krutarth Dave
- Mahadevan SM
- Mudit Jain
- Pratik Gupta
- Ravi Vishwanath
- Remya Nair
- Yashwanth Agir

I-Team

- Akanksha Ganju
- Anant Ranka
- Krutarth Dave
- Mahadevan SM
- Pratik Gupta
- Remya Nair
- Tanuj Sharma