

### Social, Entrepreneurship & Consulting Cell

*The Social, Entrepreneurship and Consulting Cell (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM) Pune, the 35-year old flagship institute of Symbiosis International University. The team functions under three wings - Social, Entrepreneurship and Consultancy. It aims at fostering entrepreneurship, carrying out projects for the betterment of society and providing consultancy services for startup ventures which create a social impact and are commercially viable.*

In the year 2013-14, SECC hosted a one-of-a-kind event – **Entrepreneurship Summit'13 (13th – 15<sup>th</sup> August 2013)** which intended to provide a 360-degree perspective and a holistic platform for fostering the entrepreneurship acumen of MBA students. The three-day summit hosted events like Chat with Entrepreneur, Symbi Haat, Eureka (a Business Plan competition) and a Workshop focused on various facets of Entrepreneurship.

**Symbi Haat** was a carnival where students of SIBM Pune set up stalls under the categories of food, games or merchandise. It was conceptualized in order to give the students of SIBM Pune the chance to experience the thrill of running their own businesses. They were invited to apply for stalls by sending in their business ideas which were then shortlisted based on the idea. The stalls were then auctioned to the shortlisted teams. Some of the famous attractions included the sale of Glass bead jewelry, gaming, Mehndi designing, F5 with customized T-shirts, the delivery of flowers, brownies and chocolates on campus and so on. Food stalls did roaring business all day long with Chaat, Dosas, Burgers, Sandwiches, Kebabs, Biryani, Momos, Parathas, Chocolate Paan and Chinese leaving the customers spoilt for choice.

'**Chat with Entrepreneur**' is an event which allows the students to learn from the insightful journey of established entrepreneurs. Through this event we give an opportunity to the students to engage in detailed conversations with the speakers so as to gain an in-depth knowledge from their experiences and life struggle in the quest of living their dreams. The entrepreneurs hosted on CWE this year were Dr. Myshkin Ingawale, Entrepreneur, Co-founder of innovative med-tech company Biosense, Mr. Shashank Mehta, FAASOS, Mr. Vikrant Bhujbalrao, Co-founder and CEO - Dr. YOU, Founder - How's Life!, Mr. Datta Deshpande, Founder- Chairman, Pratham Technologies Pvt. Ltd., Ms. Arpita Darooka, Director, Surprises Occasion Management Pvt. Ltd, Mr. Khodu Irani, Founder, High Spirits, Partner – Olive Bistro, Mr. Nishant Parashar, Director, Engage4more, Mr. Mukesh Jha, Founder-CEO, Autowale.in.

**EUREKA** – Business Plan Competition - With the vision to foster innovative thinking and the challenge to transform it into a business plan, SECC initiated a business plan competition – “EUREKA” across all the business schools of India. The event aimed to inculcate the spirit of novelty followed by the passion and confidence to execute those ideas into reality. It was one of the main attractions of the Entrepreneurship Summit '13. The first round, which

included sending an executive summary of their business idea, saw close to 80 entries from top B-Schools across the length and breadth of the country. The final Campus round had 5 teams shortlisted from the initial round battling it out to be the champions of Eureka. With teams from IIM Bangalore, IIM Kozhikode, SIBM Pune, IMI Delhi and SIMS Pune presenting their ideas with specifics and detailed financials before a panel of esteemed judges, it turned out to be a very interesting afternoon. The judges of the competition, **Mr.Abhijeet Kumar** from Ah! Ventures, **Mr.Ashish Dave** from Mumbai Angels, **Mr.ParagMahajan** from BMC Software and **Ms.Vaishali Apte** from United Vision Academy Pvt. Ltd., were impressed by the range of ideas presented before them. By their own admission, this was the first time they had such varying ideas to evaluate. The winner of Eureka was the team from SIBM Pune, the Cogito, while the Phoenix, from IMI Delhi stood second.

An **Entrepreneurship Workshop** was organized to provide a bird's eye view of the entrepreneurial landscape to our students. The basic question of how to convert an 'Idea to a Business' was the driving point of this event. Students with high entrepreneurial aspirations gained immense knowledge from the workshop. The workshop was conducted by Mr.Mukesh Sharma CA, CFA, founder of Vija Capital, an incubation and start-up investing firm and a non-executive director on the board of Biosense Technologies Pvt Ltd. He spoke extensively about the need for understanding business models, validating problem-solution fit through live customer experiments, product-market fit and execution requirements. The session was very interactive, with questions being invited and answered at every step so that the students could gain valuable insight on entrepreneurship.

**Sympassion Day:** An initiative of giving back to the society its due. This event is organized with the intention of showering on children love, care and compassion which they are worthy of. The first event was organized on 15th August where 25 students from the Saraswati Anaath Shikshan Ashram orphanage, Dapodi, Pune and 15 students from Z.P. School Nande Village were invited to spend a complete day at the campus. The kids danced, played several games, watched a movie. Their prayers before meal, the exuberance on their innocent faces, the happiness and calmness in their eyes showed us a world completely independent of the all the worldly pleasures and that's when we all realized the true meaning of 'Independence'.

**Prerna** aims at empowering the students of Z.P School Nande village, a school adopted by SECC, through continuous English training programme, motivation classes, life art classes etc. On a weekly basis, we have volunteers from SIBM going to the school and conducting training sessions for various standards. The objective is to improve their lives by imbibing in them the importance of education to raise the social status of their families. PRERNA is one of those projects implemented by SECC which truly has a social impact on the society.

**Umang:** On the Christmas, the SECC Team along with a few other students of the SIBM Pune became 'Secret Santa' for the kids of Saraswati Ashram which is a small orphanage in Dapodi. The SECC Team made a surprise visit to the orphanage and lightened up the faces of

the kids, delighted them with different gifts. We also conducted various activities at the ashram which includes playing, dancing, Christmas cake cutting, having snacks together, distributing gifts etc.

**Joy of Giving Week:** The Joy of Giving Week was a soul-stirring initiative in the sylvan hills of Lavale. The following were the activities done

Day 1: Sale of chocolates made by Visually-Challenged Children of the organization Niwant Andh Mukta Vikasalay

Day 2: Visit to Prayatna, NGO for Mentally-Challenged people

Day 3: Visit to Shirdi Sai Baba Home for Aged Blind Women

Day 4: Prerna 3.0 | Special Edition

Day 5: A Day Dedicated to Expressing Gratitude - 'Thank You' cards given to all support staff on Lavale Campus

A donation drive was on for all these 5 days. Proceeds from the drive were split up among the above organizations.