Is proud to have hosted:

**Mahindra War Room:** Prakash Wakankar
Dr. Prince Augustin

**Godrej LOUD:** Parmesh Shahani
Sunil Kataria
Henry Jenkins

**ITC Interrobang:** Krishna Teja
Linu Susan Charles
**From the President’s Desk…**

It gives me great pride to write the editorial for this, the first issue of the second volume of *vritaanta* — a very special issue as we begin a new academic year at SIBM Pune.

This issue is dedicated to the opportunities this B-School gives us, and the students who have capitalised on them in the past and will continue to do so in the future. ‘Hilltop Heroes’ brings to you three of the many corporate competitions which were won by our students last year, and were therefore launched from SIBM-P’s scenic campus this month — Mahindra War Room, Godrej LOUD, and ITC Interrobang.

We’ve always prided ourselves on evolving with the times, and our curriculum is no different. Read about the latest updates to the syllabus in ‘An Evolving MBA’. This up-to-date curriculum draws to the institute a diverse and multifarious student population, featured in our story ‘Different Strokes, Different Folks’.

As we welcome our juniors on campus, we see that they have already begun to find their feet and win their own laurels. Faced with their first-ever corporate case study challenge, a team of first-years (Aravind B, Mahadevan S, Nitin Nandan) joined their more seasoned seniors as campus finalists. We feature their journey in this issue, alongside the National Runners-Up of the Henkel Innovation Challenge — Samantak Bhadra and Subrajit Saha (MBA II Marketing).

The Students’ Council at SIBM Pune is an institution in itself, and it is a matter of great pride to be selected as part of one of the nine teams that constitute the Council. Sparsh Bhagat (MBA I Marketing) brings you the experience, from the perspective of the applicants, of the selection process.

We also bring you some academic pieces, covering everything from branding and retail to matters of the economy. We strongly recommend the article by Prof. Manasi Phadke, SIBM-P's beloved Economics faculty, titled ‘Greece-wale Bailout Le Jayenge’. A hilarious take on the Greece crisis! It’s nicely punctuated by a comic strip on the same subject by Surbhi Prasad (MBA I HR), an Interim Team member of iSMaRT.

Ladies and gentlemen, without further ado, iSMaRT and the Students’ Council are proud to present the latest issue of *vritaanta* for your reading pleasure. We hope you enjoy it!

Vishad Chaudary

President, Students’ Council, SIBM Pune
White Collar
#Focus #Corporate #Alumni
#Achiever

Hilltop Heroes
Dreamers, winners and achievers
An evolving MBA
Changing needs of the corporate world.
Different strokes, different folks
SIBM Pune is a potpourri of students
Human Capital: Worth its weight in gold
Robinson Crusoe talks about the Indian industry’s perspective on important HR trends.

Ground Zero
#OnCampus #Events #Summits #Lectures

Pune’s got Talent!
Aarambh 2015
Induction Programme
The Induction process
25 years later
The Silver Jubilee Meet
In the Spotlight!
A tête-à-tête with some of our winners

Pedagogy
#Academic #Education #Professors
#DivergentViews

Greece waaile bailout le jayenge
A Bollywood take on the Crisis
Green is the new black
Prateek Kakkar, Vedant Ahir, Sahil Bhavnani
Reaching out to consumers
An article on Omnichannel
Fed feeds future powers
An article by Juhi Agrawal

Zeitgeist
#Students #HilltopHappenings #Life #FoodForThought

Don’t tell people your dreams.
Show them
Divya Bhardwaj, MBA I Marketing
Student driven college–experienced!
Sparsh Bhagat , MBA I Marketing
Perspective
Varun Rao
Simranpreet Kaur
Himadri Das

Last year this time, iSMaRT, the PR Team of SIBM Pune, started the initiative of bringing out a quarterly magazine showcasing this institute’s performances, achievements, and events run by our very own Students’ Council. It was namedritaanta — the Memoirs of SIBM Pune.

SIBM Pune has always been a student-driven institute, with students of both batches putting in their all to creating a holistic environment to learn, work and grow. ritaanta is a classic example of one such initiative — conceptualised and created, issue after issue, by students.

On our magazine’s first anniversary, iSMaRT and the Students’ Council are proud to look back at four issues and 128 pages of news, articles, achievements, and stories. Spotlight. Showcase. Memoirs. Triumphs and Creativity. All this and more...brought to you by ritaanta, the Memoirs of SIBM Pune.
Hilltop Heroes

SIBM Pune has consistently produced dreamers, winners and achievers... and the tradition is set to continue for years to come.

You thought getting into business school was hard? Just wait until you step onto this sprawling 300 acre, all-natural campus on a Hilltop.

Used to working 50 hour weeks? Start preparing for 90-100 hour weeks.

Graduated near the top of your class? So did most of the members of your cohort. In fact, I’m sure you’re probably muttering, “So much, so fast” after the first week. Let me just say this: the pace doesn’t relent, certainly not in the first gruelling year. One simply has to adapt to survive.

“The hardest part of business school is realising that everything you thought you knew about prioritisation, mental stamina or your relative level of intelligence is basically false. It’s humbling, but all too true. For instance I had to redevelop and adjust myself really quickly; all while being bombarded by the first round of coursework this semester”, says Shreyasi Mehta (MBA I, Marketing).

Needless to say this transition leaves many shell-shocked and riddled with doubt in the beginning. The sooner this realisation occurs, the better and faster can we learn to adapt to our changing circumstance — the first step in an education in business.

Saying No and Prioritising are Key

Heavy workloads and high expectations are just part of the pressure cooker for first years. The tempo can also be overwhelming – and it’s not just because of the academic load. “Little could have prepared me for the delicate academic, social, and professional balance that takes place at SIBM Pune. The number of activities and events happening during any week is astounding”, admits Vaibhav Gupta (MBA I, Innovation and Entrepreneurship). Indeed, saying ‘yes’ to most opportunities is a temptation that most MBAs succumb to – initially, at least. But one has to admit eventually that it takes a toll.

“Saying aye to everything though can eventually catch up and leave you stretched way too thin at times”, says Swati Gupta (MBA I, Marketing). To get by, many students make trade-offs – ones that prepare them for difficult decisions they’ll soon make when they return to work. After all every decision taken has an opportunity cost attached.

Having said that, participation in such events does indeed reap rich rewards. There are behemoths that provide the opportunities for India’s best and brightest minds ranging from improving their strategising skills in a simulated ‘War Room’ (Mahindra & Mahindra), daring to dream out ‘LOUD’ (Godrej Industries) and case-study competitions such as ‘Interrobang’ (ITC Limited).
The War Room by Mahindra & Mahindra

First commissioned in 2007, the campaign was spearheaded by Mahindra & Mahindra and rolled out to the top Business Schools in India to create excitement and transform perceptions, while attracting and engaging top notch B-school talent to creatively respond to live and realistic business issues through a fair and rigorous process of evaluation.

These problems, faced by the top managers of Mahindra & Mahindra, are developed into sector-wise case studies. Students form 4-member teams to solve these challenging case studies and generate realistic solutions in six months of intense planning and execution. The best team from each campus is flown down to Mumbai, where they present their strategies to a jury comprising Mr. Anand Mahindra, the Group Executive Board (GEB), and a distinguished guest list of eminent Mahindra & Mahindra managers.

While Mahindra & Mahindra’s Top Team was launching the Season 8 version of The War Room right from our very own B-School and campus, we caught up with alumnus Anisha Saluja (MBA 2013-15, HR) from the team that bagged the first prize last year called The Centurions and asked her if she had any advice to give the current batch, participating this year. She said, “Don’t just look at the caselet from a participatory angle; instead look at the feasibility and implement-ability of the solution you’re coming up with. That is what is important for any business. Mahindra & Mahindra gives caselets that are real business ideas and they can’t wait to implement all the ideas that come from the participants of The War Room.”

The gala National Finale is televised by CNBC TV 18, as a 3-part episode each year. This strategy contest has become a cult brand in India’s top B-school campuses, and students await the entire experience right from the launch till the Grand Finale.
Godrej LOUD is a platform that was set up for first year Post Graduate students from any recognised B-school in India, to help them live out their biggest personal dream. That's pretty much it. If you have a dream which you cannot afford for yourself at the moment, Godrej sponsors it. The only stipulation being that you won't receive more than Rs. 1.5 Lakhs... so the budget of your dream can't be too far beyond that!

Godrej has helped over 15 students achieve their dreams and hopes to do the same again this year. Among them is Amrit Karan Singh (MBA II Innovation and Intrapreneurship) who said “Godrej takes LOUD very seriously. I think the chances of getting selected as a finalist increases manifold if you genuinely have a dream and have been persistent in trying to fulfil it.”

Speaking about the initiative, Sumit Mitra, Head — Group Human Resources & Corporate Services said: “Godrej LOUD is an innovative campus initiative to identify passionate and creative young people who will be the next generation of Godrej leaders. We feel that encouraging dreams and partnering to bring them alive will be a win-win both for Godrej and these students. For the students, LOUD is not only exciting but also personally enriching; and for Godrej, it is a great way to create a talent pool of passionate potential employees for years to come.”

This is your chance to articulate that personal dream and then live it out. It’s a win-win deal. And get a pre placement internship offer to boot. Talk about two birds with one stone!
ITC Interrobang

Interrobang literally means a cool non-standard punctuation mark ‘?!’ – intended to express both the interrogative (?) and the exclamatory (!). ITC Interrobang is an annual case study competition open to final-year HR students. It is an initiative through which ITC engages with students on campus as students learn how to critically analyse real world scenarios.

Interrobang?! aims to provide students precisely this experience with ITC on campus — one where they can ask/interrogate our leaders to seek insights into our world class business practices and be assured of the ‘aha!’ moments through stories of challenges and successes. As a run-up to the event, ‘Interroquiz’, a daily online quiz is hosted on ITC’s talent page on Facebook.

An institution that prides itself on encouraging students to participate in various such corporate competitions, SIBM’s students have proven their mettle time and again. Last year, Interrobang?! was won by students from SIBM Pune. The members of Team Sparx, with their excellent presentation skills and evident knowledge of the ins and outs of the measures they had proposed. “We had divided the work early on, which ensured that we each had certain tasks to accomplish. I took on the role of facilitator, Shilpa Saraogi and Vrinda Khanna did the research and execution, while Saurabh Kumar was our Creative Head,” said Tarun Girdhar, our alumnus. (All four members of the team belong to MBA 2013-15, HR).

“There is no reward that is, so to speak, tangible,” says Jayati Narula (MBA II HR), “of the extracurricular and no-academic-credit competition. The intrinsic reward you get from knowing you did a job well done can be so much more powerful – that is the Number 1 thing I have learned.”

Is there a Formula for Success?

It is not one ingredient. It’s a combination of having dedicated students who are willing to make sacrifices and have the discipline to train, work as a team and to help each other and ultimately to care about winning.

“We have collaborated with industry and government to understand the types of skills they are seeking when students graduate,” said Dr. R. Raman, Director – SIBM Pune, “with programmes designed to cover all aspects of industry, including increasingly important issues such as working with multiple stakeholders.”

But the real value of such competitions is face-time with experts. We have extremely well-educated, well-positioned individuals in communities who are now speaking out about what they believe their neighbourhood should look like, bringing the value of their MBA to full use in the real world.

Take the Risk; Make The Most Of Your Time

Let it be said that in the end: They made the most of their time at SIBM Pune – and they helped their peers do the same. They transformed themselves, gained life-long friends, and landed their dream jobs.

Now it’s OUR turn to prove our mettle.

And it can be summed like this: Be someone; before someone else becomes you.
Dynamic is a word that defines the modern corporate world. What is trending today maybe usurped in an instant tomorrow. Thus it has been SIBM Pune’s credo to provide in depth insights into this constantly trans-morphing world by readjusting its curriculum ever so often.

The ‘Management Lessons from the Gita’ course is an attempt to bring new perspectives using the Bhagavad Gita as the main reference frame for drawing out ideas from ancient Indian wisdom. The electives were chosen by keeping the broad vision of growth of Indian economy and future scope of globalisation in India in mind.

If we look closely, the wisdom of the Bhagavad Gita contains many leadership lessons that are similar to contemporary leadership theories and practices. It provides, ‘all that is needed to raise the consciousness of man to the highest possible level.’ Most of the management concepts like vision, leadership, motivation, excellence in work, goal seeking, work ethics, nature of individual, decision making, planning etc., are discussed in the Bhagavad Gita. Effective management is not limited in its application only to business or industrial enterprises but to all organisations where the aim is to reach a given goal through a Chief Executive or a Manager with the help of a group of workers.

The elective, ‘Doing Business in India’ has been introduced in order to give an overview of key sectors of business in India and economic as well as environment challenges faced in them. The course syllabus also covers topics like employment law framework, socio-cultural dynamics of corruption and cronyism, entry modes and dynamics of Indian Markets.

‘Indian Film industry: A Business Perspective’, is an elective which describes the current scenario of Media and Entertainment Industry in India. The key opportunities and challenges faced in Indian film industry need to be studied with business oriented approach. There are a few threats like piracy in the Indian film industry, issues regarding copyright and cultural consonance which need be resolved with modern holistic strategies. This elective comprises all such strategies, taught through a case study method.

Apart from this, SIBM Pune has also adopted dual specialisation system from this academic year, where students can choose their major and minor specialisations based on their interest. It is SIBM Pune’s firm belief that a dual specialisation provides students with a more customised opportunity to learn and imbibe aspects of management that they are interested in.
Every year, thousands upon thousands of MBA applications are submitted to and processed by top MBA programs across the world. Many of these students will come from the field of business administration, commerce and engineering. In India, it is an observed trend that engineers are very likely to pursue an MBA – whether it’s to find a new career path and break away from the faceless clutter in the industry; or to tackle the problem of market saturation and oversupply of similar skills by adding more to their qualifications; while some just hit an early mid-life crisis!

A ‘traditional’ B-School applicant usually has a Management or an Engineering background, with work experience in their line of work and a clear plan for where they’re going. For them the process of settling into B-School and chalk ing out their career paths is certainly easier...it’s a logical progression in their careers.

Now there also exists the non-traditional B-School applicant. The applicant may be a lawyer looking for value addition, a designer ready to apply a creative spin to the workplace, a paramilitary officer with corporate dreams, a linguistic major with a passion to learn, a psychology or hospitality graduate seeking opportunities in a new field.

These examples are just a sample of the stories that make up the diverse student body at SIBM Pune. Students come here from various streams, including engineering, economics, arts, commerce and management, psychology and even law. The presence of ‘non-traditional’ MBA students amplifies the learning process, bringing in different perspectives on the subject matter. Adding to their own attitudes and opinions, and their own relevant skill-sets, their presence augments the learning experience for the ‘traditional’ students as well.

Engineers from Mechanical, Chemical, Computer Science, Electronics and Civil streams admit that the intricacies of programme coordination and growth, budgeting, funding and marketing elude them. They have chosen to pursue their MBA to improve their skills and prospects, to become functional and high-performing... not just in their work environment but in life.

Shashvat Mishra (MBA I Finance) is a practitioner of law in the real estate sector. He identified a need...
for managers who can analyse project viability beyond its legal aspect and understand the complexity of the financial language as well. He saw that pursuing an MBA would help create or find new avenues. Similarly, students who come from the stream of arts also look to venture into new careers and improve their job prospects.

Varun Dere (MBA I Marketing), a graduate in hospitality management says, “Coming from the hospitality industry gives me a more professional outlook towards work, presentation and grooming.” Shashvat Mishra points out that studying law provides the student with an improved analytical ability; after all, “Law involves studying the small details to see the whole picture.”

To a large extent, it’s a matter of perception – coming from a different career path and stream of education can be treated by the student as an advantage or disadvantage. One challenge that is clearly observable is adjusting to new subjects. Students agree that there is an initial struggle with subjects such as financial management, statistics and operations, but this can be overcome with hard work.

Some challenges are more unconventional. Gaurav Jain (MBA I Finance) is a Paramilitary officer and Marine Engineer. He finds coming to a civil college different as he is used to wearing uniforms day in and out. However, he appreciates the rules and discipline at SIBM Pune, they make him feel at home.

Akanksha Tyagi (MBA I HR), a psychology graduate, admits that she was impressed by the diversity of experience, intellect and perceptiveness at SIBM Pune. She sees her time here as a wonderful opportunity to build a professional network, through alumni and peer groups, to help her overcome the challenge that is navigating the business world.

Priyanshu Rana (MBA I Marketing), on the other hand, is a graduate in Fashion Technology. He is keen on gaining as much industry exposure as possible. So that one day, he may learn to apply it in new ventures.

Ultimately, it’s not about the course they’ve already studied – it’s about the drive, the zeal and eagerness to learn more that has brought these diverse students to SIBM Pune. These students are prepared to pursue their MBA, coming together and growing to become insightful leaders in their workplace and community.
Deloitte recently unveiled its *Global Human Capital Trends 2015* report, outlining the trends HR can expect to see – and handle – in the coming year. It is a beautifully written article and a must read for HR aspirants. I have added the Indian industry’s perspective on the important trends mentioned, to give students an idea of where the Indian industry currently stands.

**Leadership: Why a perennial issue?**

Training and preparing the future leadership of a company still seems to be a challenge for Indian companies. While, there exist many training programs, the focus and preparation has not evolved completely, with still a lot of scope of improvement.

**Learning and development: Into the spotlight**

The focus on L&D has certainly increased, with trainers for both behavioural and functional trainings as well as e-learning content developers increasing over the country. This focus on L&D is here to stay as we are venturing into newer domains and skillsets.

**Culture and engagement: The naked organisation**

In most Indian organisations, culture and engagement are considered as one time activity or intervention which are carried out periodically across the year as a calendar activity. A keen sense to develop and nurture the culture and engagement of a company is yet to be attained.

**Performance management: The secret ingredient**

We as an industry are slowly moving away from our focus on performance measurement to performance management. It is no more a bi-annual cycle of measuring an employee’s performance and potential for his/her hike and development. Rather, we have realised that a continuous development and performance plan is critical for a better performing workforce.
Reinventing HR: An extreme makeover

The need for HR to closely partner with the business has certainly increased over the years. Hence, it has become vital for the HR fraternity to not only understand but also add to the business of the company. As the organisations mature, so do their expectations from their functions, thereby enabling the employees to not merely accomplish their KPIs but learn and deliver on business KPIs as well.

HR and people analytics: Stuck in neutral

India is still in a primitive stage of data analysis. While we deal with an abundance of data in our day to day working, the real focus on utilising this data effectively is seen in very few industries. There are very few jobs which actually entail data analysis pertaining to an HR function. But, the attention on data analytics and its benefits to an organisation will certainly increase in the future.

Simplification of work: The coming revolution

We see a trend in the industry where the KPIs of employees are not only being reduced but also simplified. This results in not only better understanding and thus delivery on the KPIs but also reduces the load on employees who are chasing multiple KPIs. In the process of restructuring and resizing, complex jobs are being broken down into different JDs to establish simpler and similar JDs for employees. This trend is here to stay as the focus on workforce efficiency has been increasing in the past decade.

From the above trends, we can easily gauge where we stand vis-à-vis our global competition. There is a lot of progress which is required and expected in the HR space. And thus, here’s to hoping that you will be a change driver as well.

One Year Done!

It’s been a long time on the hill,
Life is rolling smoothly on a wheel,
We have begun again after half time whistle,
Having been through the midterm hustle.

The initial jitters are settled down,
Normalcy returns back to campus at dawn,
The year has started with a lot of trips,
Memories of summers on the lips.

The seniors have moved out to arena,
As we continue the legacy on ARIMA,
The new dreams and rigour joins us on campus,
Willing to work and excel amongst the mass.

The rest of the things remain the same,
The times ahead, along with hope came.
Things would soon start shifting towards celebration,
With new goals and new aspirations.

— Ravi Agarwal (MBA II HR)
Symbiosis International University saw a congregation of talent for the celebration of ‘Aarambh 2015’ on Saturday, July 11, 2015. It was an evening when the various institutes could come together under SIU’s ‘Vasudhaiva Kutumbakam’ or ‘The World is one Family’ dictum to showcase their talent and put on a show. Students from the sister institutes (SIBM, SITM, SIMC, SIT, SSBF & SSP) participated in the program that included skits, dances, group songs and homegrown musical bands.

Aarambh is a once-in-a-year welcome event at SIU’s hilltop campus that requires a mandatory mix of junior and senior students in a group performance. The participants of Aarambh are shortlisted from ‘Talaash’ which is a precursor selection round.

The event which was organised through the efforts of the Co-Curricular team of SIBM Pune and the various student teams from sister institute, was honoured by chief guest Dr. Vidya Yeravdekar the Principal Director of Symbiosis and Society and Vice Chancellor of Symbiosis University.

Performances from SIBM Pune included a Group Dance composed of first and second year MBA students and a Musical performance, both of which were well received by the crowd. The entire affair had seen a record attendance, the crowd poured from their seats and cheers were galore as the various teams battled it out for the coveted title.

Whether it is for the thrill of participation or earning the applause of the audience, the students of SIBM can unanimously agree that the participants put on a splendid show that showed the beautiful blend of diverse talent available at SIBM.

Needless to say, the audiences’ cheers were aloud regardless of, the institute a team belonged to. The event came to a close by 7pm, followed by a special dinner for the students of Symbiosis.

Pune’s Got Talent!

Aarambh – a cultural event constitutes an important part of the initiation process for 1st year MBA students.
Induction Programme

The induction process is a very significant part of the initial SIBM Pune experience.

The 3rd of June 2015 may not be a very important day for most, but for the 38th batch of SIBM Pune students, it was the day their new lives began. It was the day that the uninitiated fresh faces started their MBA. And they started it in a grand manner.

The 3rd began with an address by Padma Bhushan, Dr. S.B. Majumdar, the Founder and Chancellor of the Symbiosis Society. He greeted the new batch with an inspiring speech that bid them a heartfelt welcome. Slowly the anxious faces began to relax and a few smiles began to show. Dr. Majumdar’s speech was followed by speeches from Dr. Vidya Yervadekar, Dr. Rajni Gupte and the chief guest, Mr. Prakash Iyer. By the end of the programme, the students felt more at home, and indeed elated. The speech by Mr. Iyer had left them eagerly awaiting the next day.

The students became familiar with the college by the end of the first day. The next step was to get them to know each other. For this they were thrown into the fray. The students had to participate in two minute interactions with each other and then put up a skit in competing groups. Next, the groups had one night to set up a talent show production, which was presented on the third day. By then, many a lifelong friendship had been made and the talent show ensured the entire batch knew of each other.

The 6th of June was the fourth day of the induction. The students knew the college and each other so the next step was to get them to understand their specialisations. To that end, recently graduated alumni came in to speak and dispel illusions and give the students an idea about life after SIBM Pune. Varun Tejwani of the batch of 2010-12 began the address with his experience in Marketing. He was followed by Diksha Sodhi, batch of 2009-11, who spoke about Human Resources. Finance was handled by Tarun Bothra, batch of 2009-11. The Operations specialisation was spoken about by Hailey Kasbekar, batch of 2009-11. These speeches were very enlightening and reaffirming for many of those present.
After a few days off to regain their wits, the students were sent on industry visits, which were especially helpful for the freshers in the new batch. The students were sent to the factories of Piaggio, Coca Cola and Bisleri.

On the last day of the induction program, the 13th of June there was a test on Financial Accounting, IT for Management, Spreadsheets, Management Communication and Quantitative methods. The subject matter had been given to the students upon admission and these tests would be counted in their final grade.

The induction program was a streamlined affair that introduced the students to Symbiosis, one another, the MBA, the Industry and the subject matter, not to mention the pressure and precision of SIBM. All the students, who started out clueless, ended the induction program prepared to face the joys and rigours of SIBM.
25 Years Later

The Silver Jubilee Meet celebrated 25 years of glorious existence by hosting the batch of 1990 for two days of revelry.

On one day, in the midst of high activity, when your phone rings, you wonder which issue has cropped up now. Only to be surprised the moment the caller says “Hi, I’m calling from the Alumni Team, SIBM Pune”. Similar was the experience of the 1990 batch, when the Alumni Team @ SIBM Pune got in touch with them to invite them to the Silver Jubilee Meet – celebrating 25 glorious years.

It was undoubtedly a massive task, locating 60 people after 25 years of their graduation and getting everyone on board with the idea. The task would have been possible only because of Mrs. Namrata Pradhan and Mr. Satish Mandora who helped with the coordination.

All the anticipation came to a happy end when the “batch of the hour” arrived at Pune on July 3rd. Back in 1990, the SIBM Pune campus was located at S B Road. And so the event would have been incomplete without having the chance to walk down the same corridors that were once their own, and to sit in the classroom which they did everything to avoid back in their time.

The highlight of the evening was the close-knit dinner arranged with Col. George Judah, Director of SIBM Pune at that time, the man who knew each one of them and their mischief better than their parents did. That’s how day one ended, with memories being refreshed with every passing second.

Day 2 started on a serene rainy morning, through the city, towards the hills, straight to the top. The Alumni Team accompanied the batch of 1990 from S B Road to the Lavale campus at SIBM Pune. Back in the auditorium, the session began with a welcome address by the coordinator of the Alumni Team, Sasna Grace Varughese, followed by a formal address by the Director, Dr. R Raman, welcoming the alumni to feel at home and extending a very warm welcome. Then the floor was opened for interaction.

And the batch of 1990 surprised us. Instead of taking a formal stance on the stage, they sat on the stage, facing their gleeful audience. Questions flew from one corner to another, as did wisdom. All of them ensured that every question was answered with a twist of live examples and anecdotes.

The alumni batch felicitated two of the staff members of SIBM Pune, who were present at their time and are still very much a part of the SIBM family, Mr. Ankush Kolhe and Mr. Mukesh Thopte. They also felicitated the Director, Dr. R Raman, the Deputy Director, Mr. Vinod Shastri and the Head of Corporate Affairs, Mr. Sandeep Bhattacharya. This was...
followed by a vote of thanks on behalf of SIBM Pune by Mr. Bhattacharya, and felicitation of the batch of 1990. After a bunch of non-stop group pictures the alumni were taken to Vashishtha for a fun filled interactive lunch with a lovely cake and a sumptuous meal to end the two-day event.

They were called here to relive and refresh their memories, and they went back with many more in turn. With the hope of remaining in touch with their lost buddies, or the prospect of new adventures, it was an experience that each one of us passing out of our college must experience in life. Because no matter how old we become, we’ll always be crazy when we meet our friends. They get the best of you, out of you!
Henkel AG & Company, KGaA throws up the Henkel Innovation Challenge every year. In March 2015, two MBA II Marketing students, Samantak Bhadra and Subrajit Saha went on to become national runners up in the Henkel Innovation Challenge 8. We conducted and interview with them so they could share their experiences and advice.

**How did it feel to be national runners up for the Henkel innovation Challenge?**

**SB:** The Henkel Innovation Challenge is not the usual invite-only B-School competition. It is open to anybody, from engineering students to aspiring managers and that is why we weren’t expecting to make a mark in the competition, and yet we did! We felt amazed and this feeling of ecstasy hasn’t died yet!

**SS:** It feels awesome to be national runners up for the Henkel Innovation Challenge 8, to present in front of industry stalwarts. There were so many participants and we were the runners-up. It felt amazing.

**What was your idea?**

**SS:** Our idea for the challenge was in the laundry space, since Henkel is already a major player in the laundry segment. We tried to identify a gap in the market. So we have washing powders in the market but we identified that there were no products in the drying space.

**SB:** Hence we thought if we could come up with an innovative product that quickly dries clothes it would be something that would be very attractive to the consumer. Right now there is just the dryer, which takes time. So we came up with a machine that, with the help of a biodegradable product which we did a lot of research, would instantly and automatically get your clothes clean and dry. We called it InstaDry.

**What was your strategy for the final round?**

**SB:** The first thing we did was ensured that our presentation was minimalistic. There were very few words on each slide and there were cartoons and funny quips to ensure people didn’t get bored.

**SS:** We started the presentation with a role-play to demonstrate the product and catch attention.

**SB:** So the role-play was a very 70s-80s sort of thing, where a mother finds out that her son is covered in dirt and bloodstains and the boy is slowly dying and crying out “Maaaaa, maaaaa”. Then the mum comes in slow motion and holds the son, and then InstaDry...
comes in handy, it’s spilled all over the shirt and then all the pockets of dirt and blood get cleaned instantly. That’s how we started the presentation. Then to add some more flavour and wackiness to it, we added some musical elements. I played the ukulele and Subrajit was on percussions.

SS: We had made a few jingles to support our presentation and we kept our final slide “For the love of Vienna”, because the final prize was to get to go to Vienna.

**Marketer of the Year**

First year students at SIBM Pune were fresh into a B-School and thrust into the fray of a B-School competition, the XOLO-Snapdeal Marketer of the Year. All of the students competed... but one team in particular took the contest in their stride. The Rebel Alliance. The team comprised first year students Aravind Balasubramanium, Nitin Nandan and Mahadevan SM. Their specialisations were Operations, Operations and Marketing respectively. After clearing the first round and submitting their second round task, we caught up to them.

**How does it feel to qualify for the Second Round?**

AB: It feels great! A couple of days in and we got this huge win. It will give us a major confidence boost for all the following competitions. Also, it led to us becoming famous overnight!

**What do you think you did differently?**

NN: We had an idea but we got very focused after having a session with the Marketing Special Interest Group, Mark-o-Polo. They told us to concentrate on one idea or the presentation would get diluted. We did just that following the session, and explored all the facets of our idea, keeping our presentation detailed but focused.

**Tell us a little bit about your team.**

MS: Each of us had a different part to play. Aravind was the motivator and driving force. He registered the group, kept motivating us and contributed the most. Nitin came up with the idea. We are here because of Nitin. He would keep debating and deliberating with us and that led to the idea’s birth. I handled the presentations and the technical work. We stayed up nights, worked hard and thus we are here today.

**Give us a few details about your strategy.**

NN: The case said that a new product was being released and we had to find a market and a suitable campaign for the launch. We went all out on the rural market and online sales. We looked up Snapdeal’s expansion in the rural markets and came up with, if not a novel then at least a lesser researched method to promote our product.

**What advice would you give to others to help them in their endeavours?**

MS: Work hard, be diligent and burn the midnight oil. It is as simple as that.

*The Rebel Alliance has joined Xombies, the team of second year SIBM students Aabir Chatterjee, Arnab Chakraborty and Parth Doshi in progressing to the second round. Aabir is a part of the Special Interest Group for marketing, Mark-o-Polo, and all three have been successful in competitions throughout their first year. Perhaps their successors have arrived!*
Here is the ultimate block buster in Economics. Isme action hain, drama hain, austerity hain, reforms hain, growth hain, depression hain. There are scams galore and bro-mance to boot! How could Bollywood not move in to create a movie?

The dukhiyaaari Maa-stricht treaty, clad in white, with a dab of dirt (with a radius of exact 2 mm) on her right cheek and just relieved from her job of stitching clothes non-stop 24×7, is standing in the veeraan, sun -saan Kaali Mata temple, wondering why in eternity they got her here to write all the entry level criteria. “Damn, I hope I have connectivity. And this dark cave is spooky…how do the Indians get any of their jobs done” she mutters. “Hmm…The public debt ratio of a country wishing to join our big EU khandaan cannot be more than 40%” she thinks of writing when suddenly it becomes windy.

Whhhhhooooooo. The little light flame at the corner of the temple suddenly dies out. The bells suddenly start ringing around her, driving her crazy and one bell actually swings so wildly in that wind that it falls next to her hand and she pens “The public debt of a country wishing to join our big EU khandaan cannot be more than 60%.”

Music. The title of the film gets displayed. “Greece-wale Bailout Le Jayenge”.

Starring Alexis Tsipras. Angela Merkel. Francois Hollande. And in a special role, Dr. Manmohan Singh.

Cut to Greece. What! The public debt must be 60%! But ours is 80%! And we simply HAVE to enter the Eurozone. Nahitoh ye samajkyakahega, Maa-ji!

And so Greece approaches the other members and promises to deliver on the 60% target. “Doctor Saab, aap operation ki tayaari ki jiye, main paison ka intazaam karta hoon”.

Well, now that intazaam bit happened “Chupke chupke” when Goldman Sachs arranged some great derivative products to create better Government accounts where there were none. Nahiiiiiiii, cried the Maa-stricht, but the beta and alpha in Greece paid no heed to her.

In 2001, Greece is finally declared fit to enter the Eurozone. Chak de! In the next sattar minutes ahm, I mean, the next 70 months, from 2002 to 2006, it goes on a growth spree unlimited and is the second fastest growing economy in Europe. All fundamentals looking bright and wonderful. Its all new, muscular form causes wonder in the market. This Bhai
looks unbeatable. “Ek baar jo maine commitment kar li, phir main apne aap ki bhi nahi sunta.”

However, some problems are emerging already. Background score changes from major to minor chords, even as minor issues threaten to become major scams. The fiscal deficit is very high, tax revenue is dipping, CAD is emerging but the Euro is getting stronger. There are mutterings about these issues through the globe. But such worldly matters as people talking behind their back don’t upset our philosophical Greeks. Ramesh Babu says Pushpa...

“Kuch toh log kahenge, Logon ka naam hai kehena.... Kuch reet jagat ki aisi hain, har ek subah ki sham hui Tu kaun hain tera naam hain kya, Seeta bhi yahaan badnaam hui...”

2008-09

The sub-prime happens. Greece now in trouble. Ramesh Babu and Pushpa give way to Rahul and Anjali. Karan Johar sees an irresistible opportunity for a tear jerking moment in a crazily opulent country. After all, bade bade deshon main, aise chhoti chhoti baatein hoti rehti hain. Greeks are crying softly into their pink branded handkerchiefs because they got only a 123% raise in salary. Shah Rukh Khan and Kajol (dressed in an unbelievably gaudy sari with an 8 feet long pallu) fly out in a helicopter straight from the Colosseum, where they apparently live, singing..

“Sab hain tere karam, kabhi khushi kabhi ghammmmm....”

2009-11

EC comes in to offer a bailout package. Greece defiant. Amitabh-style, Greece says “Main aaj bhi pehe hue paise nahi uthata.”

Enter ECB and IMF, Munna and Circuit. “Tension nahi leneka, sif dene ka.”

Greece takes them literally. Only takes loans and gives sleepless nights to the others. Refuses to carry out austerity. Fundamentals worsen. “Arre, isse toh tej bookhaar hain!” Angela, torn between anxiety and fury, starts thinking of pushing Greece out of the Euro. “Driver, Gaadi roko!” George Papandreou, the PM of Greece now seriously upset and bugged. Belts out the classic “Maarne wale se jyaada, bachaanewalla kai jyaada bada hota hain, Angela behen.” Angela Merkel, having being called behen first time in her life, gets unhinged and is tempted to tie the rakhi and sob “Tum mooch haath dholkar aao, main khana lagwati hoon. Maine tumhaare liye gaajar ka halwaa banaya hain.” But the German discipline wins and austerity prevails.

2012-15

New PM Samaras tries the softer approach to woo the German lady. A bit of Ghazals can work wonders on the toughest of hearts, after all...

“Tum kodekhatoh ye khayalaayaa Jindagidhoop...tum ghanachaaya”

He would love to stoop over backwards to try the austerity that Angela is suggesting. But, aah, the khursi saga does not quite allow him the luxury...

“Aaj phir dil ne ek tamanna ki Aaj phir dil ko humne samjhaayaa....”

When asked harshly to get all fundamentals in order and repay back the Paanch Rupaiya Baaraa Aana, this Jagjit Singh offers...

“Hum jise gungunaa nahi sakte Vakt ne aisa geet kyun gaaya”

2015

PM Alexis Tsipras in a crazy situation. The man is voted to power believing that he will never push austerity on the Greeks. But the Troika wants commitment to austerity and won’t release funds. “Main kahaan hoon,” he mutters weakly, wondering how things ever got so crappy. Even when the Greek referendum reveals that people hate all kinds of austerity measures, Tsipras will
have to toe the line, else the banks face death. Merkel unrelenting. She says that not only will Greece have to push in reforms and austerity measures, but Germany will not be willing to write away any part of the debt at all. They will claim their entire pound of flesh, if Greece is to be given a chance to be an Euro member. What a poignant situation, one filled with helplessness and a sense of pathos. I only have Mirza Ghalib to offer in this Guru Dutt moment. I am sure even Ghalib would have never quite imagined how very apt his masterpiece would have been to describe this stalemate that Tsipras faces....

Tsipras to Angela...

हरएकबातपेकहतेहोतुमकीतूक्याहै
तुमहहॊकहोकेयेअॊदाज़ऐगुफ्तगूक्याहै?

On the zero capacity to repay the loan...

चिपकरहाहैबदनपरऱहूसेपैराहन
हमारीजेबकोअबहाजत-ऐ-रफूक्याहै?

(The clothes stick to my body thanks to the blood...
When the whole body is bleeding and hurting, is there a need to be worried about darning the torn pocket?)

On Merkel repeating again and again how she will NOT write off any of the debt...

जताहेजिस्मजहाँदिलभीजलमगयाहोगा
कुरेदतेहोजोअबराखजुस्तजूक्याहै?

Last scene. New Delhi. Greecewaaale Bailout Le Jayenge has released and has been declared to be a coup by Twitter. Dr. Manmohan Singh is watching Times Now in which Arnab is demanding answers from completely bewildered BJP leaders as to why Greece is in a crisis. On BBC news, Tsipras is entering the negotiations with a grim looking Hollande and Angela Merkel. CNBC shows Greek stocks plummeting.

"You should never enter negotiations with such determined women," thinks Dr. Singh to himself with a shudder. Just thinking of Madam and Amma and Didi causes him mild anxiety attacks. "Had he asked me, I’d have told him exactly what to do..." Smiling mildly to himself, he switches the movie on silent mode and goes back to his book. “The Being of the Beautiful.” By Plato.
Green messages or “Green” brands are those products known to be softer on environment when used or manufactured. These are products with natural ingredients, organic elements and do not deplete natural non-renewable resources when manufactured. American Marketing Association says, ‘green’ branding or specifically ‘green’ marketing are done to project environmentally safe products.

Thus green marketing includes:

- Altering the product
- Process Redesigning
- Change in Package Material
- Tweaking Advertising

The visible effects on global climate of exponentially burgeoning industrialisation have made companies and consumers sensitive to environmental concerns (Douglas 2006: 458). Now it has become the onus of businesses to contribute in sustaining the mother earth for the sake of the civilisation and yet be profitable. The businesses need to become ‘green’ businesses (Porritt & Winner 1988).

These days, many consumer goods in the market are being marketed with ‘green’ messages. The reason for such a move by FMCG/FMCD companies is the notion that making the consumer perceive that their product is soft on environment will help in gaining acceptance. And ‘green’ products are preferred to normal products (Vandermerwe and Oliff, 1990; Gordon, 2002).

To overcome product commoditisation in the market, the marketers often attach the ‘green’ attribute to their product so as to differentiate from the rest. They think that this new point of difference will help in gaining the essential attention while a purchase decision is being made (Sharp & Newstead, 2010).

Despite the above measures by present day marketers, we observe that majorly “green brands” live upon a very small market share. ‘Green’ products are perceived to be either of very high cost or as niche products filling the gap of a limited customer base (Pickett-Baker & Ozaki, 2008; Vandermerwe & Oliff, 1990; D’Souza, 2004; Charteretal., 2002a, b; Gordon, 2002).

It may be a possibility that attributing the product as “green” invokes such associations in the mind space of the customer. Therefore, it is essential to study the reason why these “green” brands share a smaller market space.
Indian Retail has shown an amazing transformation in the last decade. Urbanisation, more disposable income, FDI in foreign retail and attitudinal shift among customers have changed the face of Trade. BCG recently predicted that Indian retail would double to $1 trillion by 2020, from $600 billion in 2015.

Before the big retail players came to India, the retail sector was largely unorganised. In 2014, the overall contribution from this sector was 90%, with only 10% from modern trade. A recent report from BCG shows that Modern Trade shall grow threefold by 2020, while traditional retail will grow around 10% in the same period.

Improvement in Supply, Brand Awareness, Digitisation, and Brand promotion have been some of the major factors for such tremendous growth estimates for Modern Trade. Lean Manufacturing, lower Stock, Multi-Channel Supply, Muti-Brand retail outlets, various options to make payments, and delivery of goods purchased combine to contribute to the success of modern trade.

However, as customers evolve, so do their needs for something innovative from retailers. They want the retailer to be present on every channel and to integrate these channels. They want to order something online, pick up these things from retail outlets, and pay via app. He wants to see the same promotions offered on all channels.

Companies like Tesco, IBM, Walmart etc. have successfully tamed this new beast of success. In India, Adidas has taken a small step forwards. At stores in Chandigarh and Delhi, they provided a tablet to place orders, if a particular SKU is not available in store. Adidas has around 5000 SKUs, but in-store do not stock more than 700-800 SKUs on average.

These initiatives keep customers in contact with the company. Initially, it costs a company to change their existing system of delivery. But real-time data provided to retailers creates a huge impact on sales increment. Store Pickup, Interactive Aisles, Store Locator, Check Store Inventory, and Product Comparison… all these could be done in real time.

Picture the delight of the customer when the retailer greets him by his name on the basis of profile information gathered through online platform and shared at all the channels. These sales channels won’t work in silos then. Every channel will be as important as other. Information gathered at one channel will help the other channel to convert a customer, with less effort.

-Varun Garg, MBA II Marketing
Fed Feeds Future Powers

An article by Juhi Agrawal on the possible aftermath of Fed Rate hike on emerging markets.

The Federal Reserve System popularly known as the ‘Fed’ is the central banking institution of the United States of America established on December 23, 1913. The weight of the entire banking system of U.S. lies on the strong shoulders of the Fed, the responsibility of the entire financial structure lies in the capable hands of the Fed and the fates of thousands and lakhs of investors around the world lies in the decisions taken by the Fed. However the journey was never very smooth. The Fed was preceded by the First Bank and the Second Bank of U.S. which were not very successful. Then finally as and when the Fed arrived, things began to change drastically and even till date it rules the banking system of U.S.A.

The provision of cheap credit has two major effects on the American economy. Firstly, there is a lot of liquidity in the market as cheap credit is easily available and secondly people are reluctant to invest in the country as they are lured by the high interest rates in other countries. This is good news not only for the investors but also for the emerging markets where this money is poured into as the industries and the corporate sectors are hugely dependent upon this flow of funds. These investors are referred to as the ‘foreign institutional investors’ (FII’s) and have been granted special privileges such as non-applicability of MAT. The investments are made in the capital markets and the money ultimately reaches out to the corporate world.

In most of the emerging markets such as India, Africa and Latin America the share markets are heavily dependent upon FII’s. This is because the people of these countries are very much reluctant to invest in the stock markets. In India, the largest democracy in the world, a country of 1.25 billion people, only 2 lakh people invest in the stock markets. Such marginal participation makes the emerging markets shaky and vulnerable for the domestic investors.

These foreign investors are lured towards emerging markets because of lower interest rates by the Federal Reserve but now talks and lengthy deliberations are going on amongst the moguls of Fed Res to increase the interest rates. Since years Fed had kept the rates near zero but cheap credit led to excessive demand which in turn led to inflation. The rates are expected to be hiked towards the end of this year or later. Janet Yellen has indicated that the effect shall not be felt much. However if the hike is done earlier or more than expected then the markets might react sharply. For the current year, FII investments in equity market stood at 93000 crores. Now there are high chances that this hot money might soon leave the country.
When the foreign investors are rejoicing, the emerging markets are brooding over their future. The stock markets have already begun to show negative signals.

Due to increase in interest rates, the value of dollar will also increase against the currencies of emerging markets which will increase the chances of more and more money leaving the shores. Currently even the RBI has embarked upon reducing the interest rates cutting 25 bps twice but now the increase in rates by U.S.A. will diminish the arbitrage benefit.

It is very popularly known that whenever U.S. catches a cold the entire world sneezes. Same is the case with the Fed. Whenever Fed changes its policies entire world is affected in some way or the other. Even the news of interest rate hikes sends jitter down the spines of the emerging markets as they are considered to be the riskiest. Fed reserve rate hike was first announced on May 17, 2013 and between June and August 2013, FII’s took out 230 billion rupees from the share market, dragging the Sensex down by 10%. The rupee was also collapsed losing 27% in 3 months which forced the RBI to take emergency measures. Now it is expected that the Fed rates shall reach 3.25 to 4% by 2017-18. However the Fed is going to be extremely cautious regarding the rates. Depending on the market situation, it might even pause, slow down, speed up or reverse its course of action.

Now when everything has been said and decided, the most important question is ‘when’ and not ‘if’. The timing shall play a very important role. Fed Governor Janet Yellen has been consistently dovish and supportive of loose monetary policy. In a nutshell, there are two sides of this coin. If the rates are not hiked there is risk of unwarranted inflation and if they are hiked it might stall the growth of the economy. The timing can be the game changer or the game spoiler.

The emerging markets that are expected to be affected are Asia, Africa, Middle East and Latin America. History stands witness to the fact that these areas have been affected drastically in the past. Examples include Latin American debt troubles in 1980’s and the Mexican ‘Tequila crisis’ of 1994. In 1993-94, a 2.5% hike in U.S. long term bonds took the emerging markets by surprise and as a result the world saw another crisis- the famous ‘Tequila Crisis’.

Countries in Asia are in a much better position to absorb shocks than they were in 1990’s during Asian crisis. In fact they are in a much better position than 2013 when talks of fed rate hike tapered off the markets. India is quite insulated and even Korea seems to do well in case of Fed rate hikes. Even in 2003-06, when the U.S. had raised the rates of its treasury bill by 1.8%, Indian markets had grown by 17%. This analysis can be bolstered by the fact that this year even Morgan Stanley dropped India from the list of Fragile Five which was a matter of shame for Indians. (Fragile Five referred to those nations which were most vulnerable to Fed policies). IMF chief Christine Lagarde said that India is well established to face the crisis. Even RBI governor Raghuram Rajan said that there will be volatile effects but India is well prepared to deal with them. Economically, Korea and U.S.A. are quite connected. So the positives shall definitely outweigh the negatives and shall not pose to be a problem. It is very much true that currencies do move in response to external shocks but then it’s a matter of a few months and then the effect shall die down.

Now whenever the Fed raises its rates, the charts and the stock markets are going to react differently. Some may fall some may shoot up. The emerging markets are expected to perform better and to remain more stable. At the same time, such crisis might happen at anytime. So what is it that we should do to counter it, to fight it and to conquer it...?? The domestic investments should be boosted up. This one small step can change the face of the entire stock market of the emerging markets and this step is required to be taken soon, very soon.

-Juhi Agrawal, MBA I Finance
They say “Answers lie within you, make sure you end-up where you belong”. The journey started two years ago, when the yearn to understand and passion to learn the other side of world advanced within me. The gap and urge to be the part of a league was strenuous to bridge. I decided to give it my all, for it is going to be now or never. The journey was extremely taxing, as I hardly used to take-out time from the dreary, juggling work, which was my high-priority. I was performing well on the job front, but I was not reveling in it. I realised that the time had come to make the most imperative decision of my life. I thought hard and bravely, I decided to work hard and fight out against all odds to be part of the best B school in India.

I started preparing for the entrance examinations during the first year of my job, but despite slogging day and night, I barely managed to get 88 percentile as my SNAP score. It was indeed a set-back, but I realised somehow, that there is still more to put-in before I could realise my dreams. As now I hold, when you are competing for something, it is never good to feel contended. After investing two years of efforts, the day arrived, Eventually, I arrived at SIBM pune, on 2nd June,2015. My dream was realised. The redemption was complete. But my experience had taught me that this is just the outset. Looking back, my parents were a huge support for me. They stood by me through thick and thin. They believed in me when nobody else did. I also had an excellent group of friends around me. I would be no one but for these people. So my first insight is to surround yourself with the right people and your job is half done.

They say Everyone has an ego. At some point, your ego gets hit. The sooner it gets hit, the better for you Mine got hit in 12th standard. What was till then an infallible impression, got dashed overnight. I have learned an influential lesson in life: “You are inferior to none. You are superior to none. The moment you started thinking yourself as superior to someone you start losing, similarly the moment you start thinking yourself as inferior, you start giving up”.

I would like to conclude by the enduring words of Eleanor Roosevelt-“The future belongs to those who believe in the beauty of their dreams”, arouse your light, manifest your dreams. Realise your worth!

- Divya Bhardwaj, MBA I Marketing
Student Driven College – Experienced!

Sparsh Bhagat (MBA I Marketing) talks about the student council selection process.

So it’s SIBM, yeah SIBM Pune. Always known as the student-driven institute, easier said than done. When you hear the words, you comprehend just the literal sense of these words. But it means a lot more once you are a part of SIBM. So here I am, scribbling the experience, taking you along on the journey, an enthusiastic writer.

I came into the system with expectations of hardships, fun and learning. As an outsider, I always heard that in an MBA one is very busy, one doesn’t get to sleep, at least five parallel things go on, etc., it all sounded too flashy to me. But it indeed is. However the satisfaction it still gives is immense.

Fast forward to the Students’ Council selection experience. All the students gather in the auditorium and the President of the Students’ Council announces each team and all 9 teams introduce themselves. Sheer professionalism! One after the other they introduce themselves, with an epic video shot on campus by the team themselves… with the message of what they do and what they are looking for, in us (MBA I). Then they are bombarded with questions some clever, some whacky and some relevant. The curiosity among the cream of the country was good to witness.

Following which we filled a preference, as to which team we’d want to join. Then begins the first round of the interview. This is where the real deal begins. Started post 5pm and trust me when I say this there is no closing time. My friends actually came back at 5am. (Welcome to a student-driven B-School!) First round was followed by tasks such as get 20 friends in 30 minutes. Other tasks were arrange a car, arrange for quotations for print, make action plans, etc.

This was further followed by a second round for short-listed candidates. It involved some brainstorming in teams to get a task done. Finally, the third round of interviews, this time they check how good a team player you are, by asking you to tell pros and cons of your peers. (Be subtle!) And at the end, comes the day of results. The Interim Students’ Council is ready to give it their 100%. But this is really not the end; truly this is where it begins.

All in all, a unique and creatively designed process, that helps a candidate to learn a lot of things that will help not just in an MBA but in life in the long run. A lot of credit goes to seniors and the Council for designing an incredibly well-thought selection process. Looking forward to the Junior Team selection process in a few months!

— Sparsh Bhagat, MBA I Marketing
The sights and sounds of SIBM Pune...

Through the Lens with (from top left, clockwise)
Varun Rao (MBA I Marketing), Simranpreet Kaur (MBA I Marketing) (2 snaps), and Himadri Das (MBA II HR)
WELCOME TO THE INTERIM STUDENTS’ COUNCIL OF SIBM PUNE

WISHING YOU ALL A GREAT TENURE