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The name is enough

For decades, the Khaitan name has been synonymous with quality fans in India. With 19 offices located across the country, they have established themselves as the undisputed leader in air-management technology. The Khaitan name is renowned for innovations as well which is reflected in the design of pioneering product concepts such as Freshair fans, and models in the mini category.

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From the Director’s Desk…

From the Director...

Guest editorials often begin with an expression of pride at being given the opportunity to write the opening piece of the magazine. For me, however, the greater pride is to be at the helm of an institute that continues to best itself in every regard, that never rests on its laurels and, most importantly, one that places the utmost importance on providing the ideal environment for students to grow and explore their potential to the fullest. This, the third issue of the second volume of Vritaanta, talks about precisely that. Focussing exclusively on SIBM’s renowned campus – its amenities, facilities and natural beauty – the cover story aims to highlight one undeniable fact: the environment provided by a business school plays an invaluable role in shaping its students into future leaders. Be it tangibly, in terms of the academic facilities and tools, or intangibly, through a balanced atmosphere and avenues and opportunities for extra-curricular activities, the campus truly leaves an indelible mark on the students. This edition’s cover story celebrates this aspect of the institute and we at SIBM Pune are rightly proud of it.

In other news, the trophy-shelves at SIBM continue to bend under the weight of fresh souvenirs from prestigious competitions. While, on the one hand, second-year students Archana Ravunniarath, Ashish Khanna, Chitiz Gupta and Kuldeep Kachari secured the National Runners-Up position in Coca-Cola Showcase, the team comprising of Ishan Roy, Kayalvizhi M and Satyavolu Akhil achieved the same position at Titan Elevate. Meanwhile, Divya Bhardwaj, Nayan Patel and Swati Gupta from the junior batch emerged at the top in Western region in L’Oréal Brandstorm.

And, speaking of events and competitions, SIBM has had a few interesting ones of its own. Read about Transcend 2016, the fast-paced, fun-filled fest that witnesses participation from across the country. PRoelio, our Public Relations challenge, brought a fresh format to the world of case-study challenges, while Prerna and Umang reminded us of our responsibility and ability to bring about positive change in society.

A number of enlightening academic articles, both from our students and faculty, throw light on recent trends in the business world. Finally, a moving poem in Urdu by Hullas Arora, and a selection of beautifully captured photographs of the campus by Hitesh Paikra round off this issue splendidly.

So, on behalf of the PR and Media Team of the Students’ Council, I proudly present the latest issue of Vritaanta!

Dr. R Raman
Director, SIBM Pune
In the Spotlight - This academic year, students of SIBM Pune stood victorious in various corporate level competition, including Coca-Cola Showcase, Titan Elevate and L’Oréal Brandstorm. Move to page 1 for insights into what drives the competitive spirit.

This issue’s cover story ‘the crown of the hill’ focuses on life at SIBM Pune and takes the readers on a tour of the lovely Lavale campus. From the learning in the academic block, to the hustle in the sports and recreation centre to finding leisure at the night canteen, SIBM Pune is truly one of its kind. Flip to page 6 for the full story.

The academic year saw a plethora of events, like the mega-fest that was Transcend 2016, the annual cultural and management festival of SIBM Pune. Flip to page 14 to read all about it. From regular alumni meets to, social initiatives and case study challenges, SIBM Pune is a place that never sleeps.

| **White Collar** |
| #Focus #Corporate #Alumni #Achiever |
| **In the Spotlight** | 1 |
| Students of SIBM Pune bring home laurels | 1 |
| Coca-Cola showcase, Titan Elevate and L’Oréal Brandstorm | 2 |
| The Senate 2016 | 3 |
| The flagship corporate event of SIBM Pune saw presenters from various industries | 4 |
| Encore 2016 | 5 |
| An Alumni event that combines aspects of a formal and informal meet, with alumni from every batch present. | 5 |

| **Ground Zero** |
| #OnCampus #Events #Summits #Lectures |
| **The crown of the hill** | 6 |
| The SIBM Experience and more... | 6 |
| PRoelio 2016: The PR battle | 12 |
| The annual PR case study challenge of SIBM Pune | 13 |
| Transcend 2016 | 14 |
| Insights into the much awaited SIBM Pune mega event | 15 |
| Prerna and Umang | 17 |
| Annual Social events of SIBM Pune | 17 |

| **Pedagogy** |
| #Academic #Education #Professors #DivergentViews |
| Disruptor in the FMCG sector | 19 |
| An article by Dr. V.V. Ravi Kumar | 19 |
| 80 years of RBI operations...The boot on the other foot | 20 |
| An article by Prof. Manas Phadke | 20 |
| Consumers in the Digital Age | 22 |
| An article written by Varun Rao | 22 |
| Sustainable Investing | 23 |
| An article written by Sharika Nambiar | 23 |

| **Zeitgeist** |
| #Students #HilltopHappenings #Life #FoodForThought |
| Poet’s Corner | 24 |
| Poetry is an art of words | 24 |
| Student President Elections 2016 | 25 |
| Insight into the student president elections of SIBM Pune | 25 |
| Extraterrestrial Account: You will love it here! | 26 |
| The SIBM Pune experience told through the words of an alien | 26 |
In the Spotlight!

This year, students of SIBM Pune continue to bring home laurels, with victories in national and international corporate case study competitions such as Coca-cola Showcase, L’Oréal Brandstorm and Titan Elevate.

Napoleon Hill said "once said, "The starting point of all achievements is desire", and the rightly so, for SIBM students exemplify these words daily. The thirst for winning and the desire to perform to their utmost capabilities in every corporate competition is something that is embedded in the veins of every student here.

Coca-Cola Showcase

This was the second season of the case-study competition and the participants were asked to create a winning business model for Coca-Cola in the online space, analysing and quantifying the opportunity and investments in a time-bound plan. The objective was to tap the e-commerce opportunities and boost the profitability for the organisation. Team Asgardians from SIBM Pune, consisting of Archana Ravunniarath, Ashish Khanna, Chitiz Gupta and Kuldeep Kachari secured the position of National Runners-up. Archana tells us, “The entire experience was an enriching one. We got to interact with various leaders in the organisation, meet other participants and were assigned a mentor(an alumnus) who helped us in the last couple of days. The case given to us provided us with an open platform to think outside the box and I am glad we, SIBM Pune, have once again made a mark in SHOWCASE 2.0 Lastly, nothing is possible without a good team. Our team, as it is, brought in different perspectives to the table and the amount of brainstorming that was required brought out the best in us.” Agreeing with his teammate and further telling us about his team’s journey to the winning stage, Chitiz says "From intense late-night Skyping & bunking classes to frequent off-campus dinners, Coca-Cola Showcase has been a tell-tale journey of countless memories and fun-filled challenges. The major challenge was preparing an online sales medium for brand Coca-Cola and promoting it to gain adequate mind share of the consumers. The final presentation was mentored by Coca-Cola officials to make it better and was then judged by the top management, who provided deep insights into what the next step should be. To sum it up, it was an amazing experience."

Titan ELEVATE

Titan ELEVATE also launched its second season this
year. It is all about nurturing ideas – ideas that will launch innovative concepts, unlock fresh avenues to create value, open up new markets and transform business. Titan ELEVATE provides a platform to showcase innovative ideas. Team Subliminal Criminals comprising of Ishan Roy, Kayalvizhi M and Satyavolu Akhil became the National Runners up. Akhil takes us through his journey of the competition and tells us, “Working on Titan Elevate has been an extremely enriching endeavour. Having selected the Fastrack case challenge, which was essentially a branding case, we had our work cut out for us because when it comes to a branding case study, the company and its executives are extremely thorough and critical of your solutions. The brand being their brainchild, any idea you propose has to be thought of very carefully so that it doesn’t challenge what the brand stands for. We thought of multiple ideas, but finally settled on the most promising one – making Fastrack an aspirational brand by having the brand conduct an event targeted at the youth, providing a platform for the TG, the youth, to share their opinions among like-minded people and be heard. We believed this idea held merit in terms of helping generate immense brand equity for Fastrack. Once we settled on the idea, we conducted our primary research. We also had to do extensive secondary research and rattle our brains to flesh out our idea even more, making the pitch complete and effective.”

L’Oréal Brandstorm

One of the most prestigious competitions for the students of first year turned out to be L’Oréal Brandstorm. This is the 24th year of the competition and the students get a chance to represent India at the International Finals held in Paris. It is a case-study competition where students are challenged to work on an existing brand and a service improvement strategy. This year the case revolved around La Roche-Posay, a brand classified under the Dermocosmetics Division of L’Oréal. The series of rounds involve the Regional finals, National finals and the International finals. Team Goal Crushers from SIBM Pune consisting of Divya Bhardwaj, Nayan Patel and Swati Gupta from MBA I, Marketing won the West Region Finals and are all set to represent SIBM Pune at the National Finals to be held in Mumbai in March.

Regarding their journey until now in Brandstorm 2016, Divya says, "It all started with competing against other SIBM teams in the Campus Round. The case-study opened our minds towards the new, niche segment of Dermocosmetics". Further, after a taxing campus round, we were declared winners and we started preparing for the Regionals. We worked extremely hard for it and made sure we put-in our best foot forward. We ensured that there were no loop-holes. We were tense and nervous as well because we were performing second last, but all efforts paid off and our months of preparation materialised into success”. Adding to this Swati said, “It is a great opportunity for us to learn, implement and experience the nitty-gritties of branding and similar concepts, with the digital-arena as the battleground war zone. We put our best efforts into finding the most innovative of solutions. As a team, all three of us used to sit together, brainstorm this, I believe, paved the winning path for our team. For me, it was an enriching experience and being first year babies, the support we received from our seniors was of great help.”
The Senate 2016

The Corporate Interface Team of SIBM Pune conducted “The Senate 2016” and "Imperio" the flagship management conclave which brings together industry leaders to engage in panel discussions.

The Senate 2016, a flagship management conclave of SIBM Pune that hosts a number of thought-leaders and industry pioneers, was held on January 17th 2016, at the Symbiosis Knowledge Village, Lavale. It was a one day event with panel discussions on two topics followed by Q&A sessions with the students.

The Senate aims at bringing together thought leaders from the corporate world to engage in panel discussions on various facets of their industries and share their business acumen with students. The audience of The Senate 2016 comprised of around 200 students from various B-Schools across Western India.

The Senate 2016 consisted of two Panel Discussions.

India’s Global Footprint: Steps to New Market Realities
- Mr. Satish Nadigar - Managing Director & CEO | John Deere India Private Limited
- Dr. Vinod Nowal - Deputy Managing Director | JSW Steel Limited
- Mr. Subhranshu Pani - Managing Director | Infrastructure Services JLL India
- Mr. Chandru Badrinarayan - Executive Director & Head of Client Coverage, South Asia | MSCI
- Mr. Jitendra Paturkar - General Manager, Human Resources | Cummins Inc

The Connected Reality: Sizing up the Business Opportunity
- Mr. Manjunatha Hebbar - Founder, Chief Executive | Buoyanci & Council Member | NASSCOM
- Mr. Umesh Durve - CEO | Reliance Jio Infocomm
- Mr. Mukul Khare - Associate Vice President | ThyssenKrupp
- Mr. Jitendra Paturkar - General Manager, Human Resources | Cummins Inc
- Mr. Raju Wadalkar - CTO | Tech Mahindra

The panel on ‘India’s Global Footprint: Steps to New Market Realities’ gave insights on how India and the Indian and multinational corporate houses have taken a number of initiatives in recent years to intensify relations and coop-
eration efforts with the rest of the world. India’s relationship with the rest of the World has come a long way over the past several years. By capitalizing on the growing momentum of relationships between them, these countries are building a strong, sustainable partnership and ushering in a new, unprecedented era of cooperation, growth and development.

The panel on ‘The Connected Reality: Sizing up the Business Opportunity’ discussed how the Internet of Things means more than simply having devices and machines connected and talking to each other. It potentially represents a profound shift affecting the way businesses and society operate with, significant developments in communications, energy and transportation providing the major impetus. The introduction of IoT is going to make the environment disruptive and firms that wish to explore these blue ocean opportunities will need to come up with smart strategies to overcome hurdles, that may present themselves. The Senate 2016 was a grand success with involved participation from students as well as corporates.
Encore 2016

Encore is one of the many events organised by the Alumni team of SIBM Pune. What sets it apart is that it combines various aspects of a formal and informal meet with alumni from every batch present. This academic year saw the event taking place in Delhi and Bangalore.

Encore is unique in various aspects. It marries the formal setting of an alumni meet with the informal environment of a batch reunion. Unlike conventional reunions and alumni events, it involves attendees from every batch of SIBM Pune, resulting into an experience that cannot be achieved in any other format. It enhances the connection the alumni have with their alma mater whilst ensuring that they have an entertaining evening and take back many new memories. Encore North was held at Delhi this academic year and saw attendance from prominent alumni like Mr. Pradeep Gidwani, Mr. Paneesh Rao, Ms. Namrata Bhatia, Mr. Jagdish Kini and Mr. Prakash Wakankar. Encore South, held on 20th February 2016 at ITC Windsor, was an evening which saw attendance by alumni of various batches. Encore South was a fun filled evening as the alumni got a chance to relive old stories with friends, play games and participate in other activities.
IBM – It’s Lavale!

A winding road leads you out from the edge of the city into the rolling hills outside Pune. As you pass through fields and roads lined with bougainvilleas, and climb the hairpin turns up a densely wooded hill, the countryside below slowly comes into view. It’s only when you enter the gate and find yourself in a beautifully verdant campus that you finally realise that you have, in fact, reached a business school.

Welcome to Symbiosis Institute of Business Management, Pune! The Lavale (pronounced “luv-lay”) campus is spread across the top of a crescent-shaped hill and commands a scenic view of the plains below and the city in the distance. And yes, it does have a way of taking your breath away the first time you enter, and then some more. But its beauty is more than skin deep – state-of-the-art infrastructure and facilities complement its tranquil surroundings and make for the ideal setting for an otherwise exacting MBA course.

Located on the outskirts of Pune, just off the Mumbai-Bangalore highway, it’s far from the noise and bustle of the city. A regular bus service every few hours to and from the centre of Pune makes the city equally accessible, thus giving the best of both worlds. The campus is relatively new, having shifted from S.B. Road in 2008. SIBM shares it with four of Symbiosis International Uni-

While SIBM Pune continues to scale new heights in academics, extra-curricular activities and placements, we’d like to take some time to instead talk of the place itself, and to take you on a guided, illustrated tour through our lovely campus.
versity’s other institutes.

Let the tour begin!

Once inside, the first thing that strikes you is all the greenery around. Well manicured lawns, bamboo patches and hedges bursting with vividly coloured flowers can be seen around all the buildings and in the spaces between. The sense of visual harmony is completed by the multiple water-features and an actual waterfall that together lend a calming feel to the landscape.

Walking around the campus is both a pleasure and a necessity, owing to its size and layout. But a nice second option for getting around inside are the campus bicycles which are free for all to use. Getting late for class? Just grab a cycle from the station outside the hostel and, in less than five minutes of pedalling, you’ll be parking it at the one near the Academic Block.

Safety is no concern here either. Well-lit roads and an effective and ever-present security staff ensure that roaming around the campus feels just as safe as in your own backyard. As for other essential facilities, there’s WiFi connectivity everywhere except on the roads connecting the different blocks, and an excellent on-campus laundry.

Academic Block – the heart of SIBM

The main academic block houses the lecture rooms/halls, IT labs and the faculty and administrative departments. An architectural marriage of red brick, granite pavement and white-painted iron columns and beams, the exteriors of the building give off a distinctly modern yet sensible aesthetic vibe.

Classrooms are large, bright and airy, each one equipped with its own PC, projector and public-address system. For important lectures that might need to be recorded for later reference, there are video cameras in the classrooms. Motion detectors even ensure that the lights are switched off when the room isn’t in use.

In the monsoons, here at SIBM, it’s not uncommon to see clouds floating into the classroom through an open window. Like absent-minded latecomers, they amble in at whim, straining the focus of the more dreamy ones in class (much to the professors’ anguish). And in the evening lectures, the much-awaited mid-lecture breaks become even more special. Step out into the corridor at the right time, and you’ll be treated to the sight of a spectacular sunset over the hills.

Supplementing the Academic Block are the IT Centre and the Central Library. The former allows live stock trading through nine Bloomberg terminals, in addition to housing modern PC terminals for SPSS and other statistical applications. The library is a standalone, two-storey building with thousands of books and e-books, not to mention the best and latest business journals and a bank of terminals exclusively for Euromonitor access. The open, high-ceilinged reading hall is ideal for some...
quiet study time. As Shruti Mehta of MBA-I, Finance tells us laughingly, “The library is so peaceful and conducive to getting work done, it’s almost become a second home for me!”

Finally, Symbi-Eat, the all-important canteen, is located right next door, to help students grab a quick snack or save time on those rushed tea/coffee breaks between classes.

**The Amphitheatre**

When it’s not hosting cultural events, public-speaking workshops, impromptu jamming sessions or even the occasional bonfire, the Amphitheatre effectively becomes the Marine Drive of the college. When the competitions and deadlines start to get stressful, students come here to just sit gazing out onto the valley below and listening to the distant roar of the city, and to have a few moments of quietude.

**Decked the Halls**

Key to all the important events, competitions and guest speaker sessions is the Symbiosis Auditorium. Seating six hundred at a time, it hosts all major corporate events like panel discussions and conclaves, plus most of SIBM’s own national-level competitions. It has also witnessed visits by such eminent guests as Mr. Narendra Modi, Mr. Suresh Prabhu, Mr. Rajnath Singh, Dr. Hamid Ansari and more.

The Convention Centre next door, with a capacity of three hundred, is better suited for smaller audiences. Many of the guest lectures by industry leaders or international visiting-faculty are held here.

**A Scenic Stopover**

As you walk along the road from the main college block towards the mess and hostels, keep an eye out to your right for the Aqua Point. Situated on a small outcrop, this lovely view-point commands an awesome, panoramic view of the hills and plains around. Be it solitary soul-searching session or amorous en-
counter, it’s an ideal and idyllic spot for a quiet moment. Quiet, that is, except for the rush of the wind.

**Sustenance Central**

Further down the road, a beautiful, open courtyard planted with flowering trees leads to the double-storied mess and kitchen. Like a well-oiled machine, the kitchen churns out a wholesome new menu everyday, from 7:30 in the morning to 10:30 at night. And, as in everything at SIBM, here too it is the students who make the decisions. A group of students meet to set the menu items for the upcoming week and to make sure there’s something for everyone, be it vegetarian, non-vegetarian or Jain food. Says Trupti, a member of this committee, “We get a lot of requests, so every once in a while, we like to surprise the students with special items like pasta, chinese, biryani, dal-baati, etc.” On days when non-vegetarian is served, the non-veg section is thoughtfully restricted to the upper storey.

Adjacent to the mess is a tiny shopping arcade of sorts. Apart from an eatery and a juice shop (for those who want a break from the mess schedule), a couple of general stores and a unisex salon round it off nicely. Smit Pandey gushes, “I love the mess food, but when I’m in the mood for something different and fun, it’s the samosas from Delhi Chaat that I go for!”

**Games People Play**

While academics are undoubtedly the mainstay of student life at SIBM, there’s no dearth of facilities for the sports enthusiasts and fitness freaks either. A fully furnished gym offers modern fitness equipment and stays open morning and evening. This is complemented by regular Yoga and Zumba classes, for those seeking a different kind of workout.

The Recreation Hall provides ample space for either working on a group project or practicing for cultural events. And, as midnight approaches, it turns into an animated birthday bash venue, with both cakes and kicks flying equally freely!

Stepping out of the Recreation Centre housing the gym and recreation hall, you find yourself at the indoor sports building. To your right are two spacious indoor badminton courts; to the left are the squash court, pool table room and table-tennis hall with three tables. And finally, all of this overlooks the outdoor swimming pool.

Speaking of outdoors, there is also a basketball court and a full-sized football/cricket ground, complete with scoreboard, audience stands and lighting for night matches. With the perfect hilltop view along one side of the high-fenced field, a game on the Symbiosis Ground is a treat for the players and audience alike.

Needless to say, as classes get over in the evening and students feel the need to unwind, there’s a heavy rush to the gym and sports venues. As Samuel Pongen tells us, “A good basketball match is the perfect end to a tiring day!” Although, even with all the options of games to play, you’ll often find yourself having to wait for your turn wherever you go!

**Home away from home**

Something you don’t often hear from resident college students is that their hostel is awesome, but that’s exactly how it is here at SIBM: we really do love our hostels! Separate for boys and girls but similarly laid
out, they offer different-sized rooms (all fully fur-
nished, with large windows and attached bathrooms) for either two, three or four occupants. Many rooms have balconies with – that’s right – still more scenic views! Come exam season, the corridors are buzzing with activity, as study groups materialise spontaneously and students rush from room to room – some to teach, some to learn. On lazy Sunday afternoons, the many open courtyards with grassy lawns become makeshift cricket pitches or jamming spots. And, at night, you’ll spot many a solitary lover sauntering alone in the moonlight, whispering sweet nothings into a mobile phone.

But the tour would be incomplete without a visit to the latest canine residents of the boys hostel. Two little labrador puppies, one black, one white, these newly-appointed hostel pets are the apple of everyone’s eyes. Interestingly, their names – Dollar and Pound – aptly reflect what’s on the minds of us MBA students! When they’re not being doted upon by a comically giggly group of boys, they can be found dozing in the sun outside their very own double-occupancy room (with an attached bathroom which, up to this writing, they have steadfastly ignored). Incidentally, the little ones have also drastically upped the female footfall in the boys hostel, a development that the boys have surprisingly little issue with.

Midnight Marauders

Hunger has a knack for striking hardest at the oddest hours, and for SIBM students (nocturnal creatures, all), these odd hours usually tend to be well into the night. That’s where the much relied upon Midnight Canteen (or ‘MNC’, as it is lovingly called) comes in. Open from 10:30PM to 2:00AM, it’s the hangout where study sessions, group assignments and late-night student council meetings take place over steaming cups of coffee and delicious parathas and pulaos.

Until we meet again

As you begin the walk from the far end of the campus back to the gate, the trip suddenly seems to have become longer than it was on the way in. You wonder if it could be the way the path slopes or if you’re just tired, until you realise – it’s just that you’ve already fallen in love with this place.
All case study competitions are created equal, or so goes the saying. But some do stand out in their content and manner of being conducted. PRoelio is just such a challenge. A brainchild of SIBM’s PR Team, this competition places the limelight on the growing relevance of public relation skills in an MBA course. Whether by a PR agency for its clients, or as a company’s in-house extended function of marketing, or even as a firefighting measure after a crisis, public relations has now become part of the modern manager’s skill-set.

PRoelio (meaning battle or contest) is a national-level B-school event. This year, the event opened with a shortlisting round based on the popular TV series, Dexter. Based on some fairly creative submissions, four teams (of three members each) were called for the final round, held on the 18th of January at the SIU Auditorium.

The final round (and main attraction) of the event consisted of a case describing a PR disaster situation for the fictional Stark Industries (of the Avengers movie fame). The Judges included Mr. Rohit Chandavarkar, an eminent journalist and Resident Editor of Sakal Times, Mr. Roy Abraham, Chief Manager, Sakal Times and Prof P.K. Shreekumar, a visiting faculty in SIMC.
and veteran Event Management expert.

Each team, acting as a PR agency, presented its strategy to rescue the situation before the judges and audience. Says Dheeraj, an audience member, “They surprised us with some really interesting loopholes they’d fished out in the case. But the best part was the mock press conferences that followed.” At the end of their presentation, the team was grilled on the points they’d made by the judges and the audience itself. As the questions were flying thick and fierce, the winning factors became diplomacy, a thorough understanding of the problem and the ability to think on one’s feet. As Priya K, coordinator of iSMaRT, explains, “We wanted the participants to really feel what it’s like to face the press in a tricky situation and see how creatively they could defend their clients”. SIBM Pune’s Team PRunks, consisting of Manavi Mehendiratta, Akshay Jadeja and Siddharth Verma, won the competition with their comprehensive solution and their smooth presentation and defence. Team Colorfoolz from SIMS Pune too put up an impressive performance and attained second position. “Most importantly, we really enjoyed the unique format of the event; we discovered our impromptu defence skills in the process!”, said Ragini Jain of Team Mega Minds from IIT Madras.

Mr. Rohit Chandavarkar, the chief guest, had an interesting pointer, “In a live, high-pressure press conference, there’s no scope for error, so implicit understanding and coordination in the team is vital. You can not afford to be discussing amongst yourselves while the press awaits a response.”
Organised by the Co-Curricular Team, Transcend is SIBM Pune’s annual Management and Cultural Fest. As one of India’s biggest B-School event, the fest not only gives a nice break from the rigorous academic schedule but also acts as a platform where people can showcase their creativity and talent in the many challenging and engaging events. A plethora of events make sure that there is something for everyone. During the 3 day jubilation, we also hosted celebrities who made the atmosphere lively and energetic with their presence and performances. With enormous cash prizes to be won, Transcend remains quite popular among the student fraternity and attracts the best of intellect and talent. Transcend turned 26 this year and we made it appropriately grander, with the unconditional support of our volunteers, faculty, administration staff and the continuous encouragement from our Director, Dr. R. Raman.

**Last Man Standing (LMS)** -

LMS, the flagship event of Transcend, is one of the biggest events across Indian B-Schools, where a chosen few battle it out for survival had to endure up to 72 hours of excruciating tasks which included a series of management, tactical, athletic and similar events. The format of the event tests the skills, acumen, knowledge and most importantly the perseverance and resilience of the participants. The winner, Mr. Manav Agarwal from Jamnalal Bajaj Institute of Management Studies, took home the much coveted title of the LAST MAN STANDING, along with the bragging rights of outwitting the best minds in the country and a one-of-its-kind cash prize of INR 2.5 Lakhs.

**STRATEGIA**, another of our flagship event, was was a one-of-its-kind Business Strategy Competition that gave candidates the chance to unleash the strategist within. Exigent tasks, strenuous efforts and tough competition from peers awaited the B-School students from across the country as they made their way into he cavern and aimed to emerge as “Future Strategists”.

**MarketShastra** – Sponsored by the night discovery app company OUWT, Marketshastra aimed to the search for the best marketer. The competition comprised of an online quiz, case study and other rounds with the objective of finding a robust marketing strategy.

**Brandathlon** - A competition that challenged students
to use creativity and strategy to push their brands ahead of the competition.

cHRysalis – Sponsored by Goel Ganga Group, the event, with HR philosophies and practices as its cornerstone, was organised through case studies and much more. The students were tested on various parameters and only one as the best HR Manager.

For the Greater Greed - Money is indispensable and so are the financial policies and strategies. This was a competition which aimed to create the best possible returns with the least possible investment.

Opstrat - Source, Process and Deliver is the mantra of the operations function and the team which delivered the highest performance in the most optimal way was the ultimate winner here.

Mock Stock – This competition tested the stock market acumen of the participants.

Divided Hues Of India - Participants played state representatives and presented their ideas & strategies to solve various issues concerning the country and the state in particular.

Barter Master – This was a competition where bargaining and negotiation skills were the winning factor.

Transcend also hosted various cultural events namely:

- Swing In Sync - the dance competition, Rampage - the fashion show, Mr. & Miss Transcend, Transcend’s Got Talent, Rocktopus: The Battle of the Bands, War of DJs, Chase in the Maze(Treasure Hunt), Cinematrix(Short Movie Making Competition) and Gaming events like FIFA, Counter Strike, NFS, etc.

Along with these, we also had star events like Miss India Organisation’s Campus Princess Pune Auditions, judged by Miss Grand International Runner Up - Vartika Singh, a band performance by Raagalogy, Bollywood DJ Night by DJ Suketu and EDM DJ Night by DJ Zaeden. While the nights were kept entertained by the celebrity performances, the days weren’t dull either thanks to events like stand-up comedy show by Daniel Fernandes, Stunt Show and Quisilver Skating Workshop happening in the campus. With all of this and much more, the campus buzzed with energy, enthusiasm and cheer.

Transcend 2016 was filled with vitality and dynamism. It was a fine balance between cognitive challenges and by day and unrestrained revelry by night. If the days got exhausting with the competitions and challenges, the evenings provided the perfect setting for relaxation and enjoyment. Transcend 2016 was a success and the 26 years legacy was not just maintained, but enhanced.
GRAVITAS 2016 - Reach for the Stars

The annual Sports Festival of SIBM Pune
Prerna and Umang

One of the main objectives of the Social Entrepreneurship and consulting cell of SIBM Pune is to carry out projects for the betterment of society. The team regularly organises various social events at SIBM Pune, the flagship ones being Prerna & Umang.

The 5th edition of SIBM Pune’s flagship Social event, Prerna was aimed at imparting soft skills, English training (both reading and writing) on a weekly basis. It also aimed to empower by generating awareness of various government schemes related to banking, such as the Jan Dhan Yojana. The housekeeping, maintenance, security and other staff of the SIU Lavale campus were called to the SIBM Pune campus. A core team was responsible for designing the curriculum and organizing the classes. Trainers were selected from the batch and the event did not see a shortage of volunteers, said Nirmal Mishra from MBA I, Operations.
The miracle is this - the more we share, the more we have. It is along these lines that Umang, another flagship social event by SECC, is based. In December, 2015 student volunteers from SIBM Pune played ‘Secret Santa’ for the kids of Navkhshitij, Marunj, an NGO for special children. More than 25 students volunteers accompanied by SECC team distributed gifts for the special friends. There were around 40 children at the NGO and they were all excited to meet the volunteers. The students of SIBM Pune conducted interactive sessions filled with games for the children and spent the entire day with them. Musical chairs, magic show, cricket, drawing and coloring were just some of the sessions conducted by the volunteers. Akshita Suman from MBA I, HR a volunteer said that “The children were so dynamic, loving and full of warmth. We felt a really strong connection with them and we look forward to seeing them again. The experience was all that I’d hoped for and I’m thankful to the college for the opportunity. I believe that Umang is a legacy that should be continued”
Over the past few decades, India as a market, was primarily catered to in the Fast Moving Consumer Goods (FMCG) sector mainly by the likes of multinationals like Hindustan Unilever Ltd., P&G Ltd., Colgate, Nestle and a handful of large Indian conglomerates like Dabur, ITC etc. Into this sector entered the company ‘Patanjali’ promoted by Baba Ramdev a few years ago. Starting from a few herbal products, the company has grown in strength day by day to produce an assorted range of FMCG products like toothpaste, noodles, detergent powders and bars, biscuits just to name a few and more importantly got a good acceptance from the target market. Primarily positioning itself as a manufacturer of products with the ancient tradition and ingredients of the Indian ‘Ayurveda’, Patanjali was able to take on the multinationals. Market analysts state that even as Patanjali’s toothpaste brand ‘DantKanti’ was able to garner a market share of 4.5%, the market share of the leader in the toothpaste category ‘Colgate’ declined by 60 basis points. Experts further state that Patanjali has helped in growing the entire category of herbal products. Patanjali now aims to take on multinationals in the Health food drink category like Glaxo Smithline, Mondelez etc. with its own health food drink brand “Power Vita” offering competition to the likes of established brands like “Horlicks”, “Bournvita”, “Boost” etc. Patanjali is expected to post a sales of over Rs. 5000 crore by 2017. What has been its path to success? Firstly it has extensively promoted that all its products conform to the Ayurvedic traditions of India. With growing health consciousness among Indians, this was the apt pitch hitting the nail on its head. Secondly, It has managed to keep its costs low by avoiding middlemen and directly dealing with the farmers and producers and also keeping its production units plain and devoid of any frills. As a result, its products are nearly 20-30% cheaper than the established brands. Thirdly its distribution channels are unique. It has an estimated 5000 numbers of its branded franchise outlets. Additionally it has tied up with modern trade outlets like Big Bazaar, Reliance Retail, Spencer’s Retail etc. In fact at some of these retail outlets, dedicated space has been allotted as “Patanjali counters”. And finally “Patanjali” has very successfully leveraged the brand equity of the Baba Ramdev which in turn is built around Yoga and Ayurveda.

To sum up, the growth of Patanjali as a brand in the FMCG sector in India over the past 2-3 years has been phenomenal and has caused a disruption in the market. With Patanjali consistently expanding its footprint with new products in the FMCG sector, it remains to be seen as to how the multinationals and other competitors react in future.
So there was this lady, who needed to be fitted with new shoes. We’ll be the left, said the newly formed Government in 1947 and we’ll give you the right one (pun intended absolutely, in every which way) in a couple of years time. But the right one exists already. From 1935 itself. Yeah, sure, said the left indignantly, but it needs to belong now to the rightful (I mean…leftful) Government! Let’s nationalize it…hmm…all shares in the capital of the right were transferred to the left and the right was created so that it would walk the same way as the left. The left would reverse its stance; the right was to reserve judgment. The left would sometimes be undependable; the right was bank-able. The left was left, and the right..well, right.

Right, so we go on...

So they walked their lady, her Achilles Heel being the left one. The lefty was the one with lofty ideas. Let’s adopt a socialistic pattern of society and create equitable, Russian kinda footprints on the sands of time. So the lady swerved left and for the next 30 years walked into huge capital intensive steel mills and a fiercely protected industrial structure in front of her. She socked trade and tied her laces more securely against those dainty western ideas. The right lagged behind, dragged into the dance of the left. The left wanted to create this grand growth math; the right was just correcting the inflationary aftermath. The left created deficits; on the anvil of the right were the tools of CRR and SLR.

And in 1978….the lady looked a bit north east and saw these HUGE Chinese boots left behind by Mao. Around those shoes were equitable and negligible small footprints belonging to the populace of one of the most populated country in the world. It doesn’t matter that one is hungry; so long as all are hungry. Surely these are not the equitable footprints I wanted, she thought. And then she looked to the South East…and saw those laces were coming undone. The original Russian shoes were in tatters. The left shoe realized that the time has come to change the step. And, in 1991, even as the lady groaned and moaned taking only 3 steps at a time, the left changed sides and became the right. The original right was delighted; now they could walk together! Walking together did change things; they were now averaging 7, sometimes 8 steps at a time...

80 years of RBI operations... The boot on the other foot

Taken from professor Manasi Phadke's blog, which can be found at www.manasiecon.wordpress.com
2008. Only housing rubble as far as the eye goes. Every step the lady took, there was a resounding gravelly liquidity crunch under those shoes. The left turned right Government now wanted to go extreme right. Maintaining 8 steps was crucial, a national priority. True, said the original right; but our steps fall on dry roads. There’s no monsoon, there’s high inflation, let’s slow down a bit. So the left-turned-right danced a hop with 8 steps and the right-always-right tried to slow down the rhythm a bit. The lady didn’t quite know what to do, with both feet marching her away into different paces; a jig, a walk, fast, slow, excited, sedate...7, 6, 5 steps was where she could manage.

Oh, we will walk alone if we have to, said the left-turned-right haughtily and forced the right-always-right to change material. So they got IMF-cut leather for the shoe and it now shined intellectually and calmed down everyone with its inherently good common sense and communication. However, it essentially continued to bring inflation to heel. IMF cut leather with new nails became something of a warrior. Our nails are neither hawkish nor dovish, it said. We have owl-like, see-by-night wisdom nails fitted into our system, it said. In the meanwhile, those left-turned-right silent shoes also changed fabric and donned on modi-fied textures, a tad saffron, but increasingly fashionable and with lot more squeak than before. Oh, the saffron fashionable and IMF shiny will ne’er ne’er get along, seemed the popular refrain. But time and again, they tried to create one common rhythm, one common pace...and steadily, it looked like the lady would get her glint back in the eyes.

The left-turned-right promised that we won’t swerve too much to the right. That particular number is popularly called the FRBM. And asked the right-always-right to also commit to a manageable dance. A targeted dance.

And today, whilst celebrating 80 years of being the always-right-right, the left-turned-right gave impassioned speeches on what is now expected so that the always-right can be always right in the future as well. What’s this? Is the right-always using firang paper in its moneyed lining? That is so unlike what the Mahatma would like. Lets use Make-in-India lining to boot up this system. And, it said, do the increasing number of farmers’ suicides not shake the very soles of the always-right-rights? They ought to. Let the right put its footprints everywhere in the villages so that these suicides can stop immediately.

To blame slow growth on the poor soles of the always-right, I can understand. But to now hold them responsible for farmer suicides as well...sure knocked my socks off, that one.

Digital Painting

Digital painting is a technique of the 21st century for creating art works. It takes traditional painting styles and implements them through modern software and media. Digital painting is one of the most forgiving art forms and an artist is only limited by their imagination.

An interesting passion as well as hobby for any enthusiast, SIBM Pune will inspire and encourage you to find and apply your skill on the digital canvas.

Art by Surbhi Prasad, MBA I, HR
Digital Marketing is often mistaken for any marketing done through electronic media. In fact, it includes only those techniques that return a quantifiable feedback about customer spending and buying patterns. Examples are advertisements placed on pay per click sites, targeted emails, SMSs containing discount codes, etc. This is precisely what makes digital marketing so exciting. Sellers can monitor the effectiveness of their strategies while collecting information on buyers, and the generated information benefits both seller and buyer. This article focuses on the buyer side of things and on how they’re leveraging information to change the way they shop.

The age of digitisation has indeed arrived, and the significant impact has been on the way markets behave. Traditional marketing theory had always tried to predict the consumers’ reactions to various marketing stimuli. In today’s world, however, the consumers are driving the way marketing works. Greater access to information means consumer behaviour is evolving faster than ever. Companies are leveraging every piece of consumers data that they can get their hands on to push products to them or to pull them towards the products. Recently, I bought a copy of “Muhammad” (the biography of Prophet Muhammad) at the airport; later I visited a leading e-commerce site to check the online price. Imagine my surprise when, next morning, I get an email asking me if I want to convert to Islam! This is the speed at which information is being generated and used.

On the other hand, I feel that buyers have become more irrational as well as more rational. Let me explain. One part of the buying process is the desire to buy, and this has turned highly irrational, thanks to the information-overload nowadays. Moreover, the online shopping experience has become ridiculously easy and attractive. From scrolling through lists, clicking on what you want and receiving a neat package at your doorstep, the experience is addictive. As for the second part, where the brand, specifications, price etc. are considered, the amount of information available is enormous. The current e-commerce model has also given more chances for mutual interaction among customers. While, in the past, the buyer would use the brand as a proxy to assess quality, he/she now compares products, reads online reviews, checks sellers’ ratings and then makes a choice! Sellers can no longer depend on past data to predict customers’ behaviour because it now involves factors outside their control.

Taking cognizance of these changes is an imperative for brands to survive today’s challenges and avoid marketing myopia.

The Internet & Mobile Association of India (IAMAI) predicted that India would have had around 213 million mobile internet users in June, 2015. This number will only continue to rise. Consumers everywhere are going to have even more information at their fingertips. All that remains to be seen is how well marketers can use this to their advantage.
Wouldn’t you invest in an attractively priced company with promising returns? What if, moreover, it also let you do your share for saving the world? Now, that’s an offer you just cannot resist. 2015 saw several mainstream investment firms putting their money on “sustainable investing,” also known as SRI (socially responsible investing) and ESG (environment, social, and corporate governance).

The importance of sustainability is increasingly being realised globally. Beijing issued its first ever red-alert for pollution in 2015. Delhi had to implement the odd-even plan to tackle its pollution issue. With emerging economies suffering from poor emissions standards, climate issues and clean water scarcity, the stage was set in 2015 for sustainable investing to come to the limelight. The way institutions approach environmental and social issues is changing for the better. With an increased demand from the client’s side to invest in sustainable bonds, firms are inventing new financial products and services. Aligning the demand for sustainable investments with the investor’s appetite for fixed income securities, Green Bonds emerged as a viable form of socially responsible investing. India and other emerging market economies are a perfect marketplace for green-bonds. An estimated $200 billion needs to be raised to build up India’s renewable energy capacity. This is true for most emerging markets.

With the investments rising, the energy sector worldwide witnessed several reforms in 2015. The growing popularity of Green Bonds is just another indicators of this change. What made 2015 special is the rise in clean energy investments, despite oil prices trending phenomenally low. Owing to global slowdown in world economies traditional energy sources declined significantly in 2015; however it was no deterrent to rising clean energy investments.

Research conducted by Morgan Stanley Institute of sustainable Investment has concluded that investing in sustainability has often met, and eve exceeded the performance of comparable traditional investments. They also found a positive relationship between corporate investment in sustainability, stock price and performance of a firm. However, several challenges remain. For one, it is not clear what makes an investment “sustainable”. As of now, companies aren’t required to disclose the associated risk with ESG’s. An audit system needs to be in place, which can assess what companies are reporting as “sustainable”.

As the market grows, more investment products are likely to surface, providing more liquidity to this sector. The markets today are giving more importance to Green Bonds reporting, to increase the amount of data available for the investor. This will bring in transparency to the market and rope in more firms in the future. Sustainable investing is the sector to look out for in 2016.
While poetry is often thought to be an art form of dreamers and idealists, the MBA students at SIBM are not to be left behind. 

Hullas Arora MBA I, HR through his words illustrates the importance of an MBA.

Ye shaham
vakt ke galiyarome liyatsah-e-preshaln me lotakar fira
ye shah-aiye hai
baanta ko jaise, yeh ghohar din, yeh oshana rabe tamam
laiye hai

Ink arse se tiyshni thi choot bharni kii ous biyonde
asheyanaekii.
shukriya tera jo bin bolo hii tu jama laihie |

(In the gardens of time, clothed in an eventful past the
evening has come again.
She has got with herself all those precious days and
ights of camaraderie.
For the longest time I was thirsty and longed to have a
sip of my alma mater
I am grateful to this evening for serving me this drink.)

Pyun to nikalate the sab lekar is dayar se
khabaro ko xiloonabh kuch yamoon bhii
keshmakanache se tha lanka singha insaj aur insati yar
ke kaara se.
unhi kahaniyonkei dha diya tha lekin, saari
buulidya jinake insaam se aai hain
vakt ke galiyaro... |

(We left the place well equipped with all our skills, we
left with big dreams, with a little sadness as well
We learnt here to overcome the struggles with endur-
ance and hope
But we buried those stories somewhere deep inside us,

which were our inspirations to make a mark.
This evening brings those back to me.)

Gupkayi ko deere layak paimaan me
sab mano ke chehro ki dasatal jii shuru kii hain tuomne
marasimjoo ban gae tawaab ke liye, mere yaaro ke
fasano me
unke sab mero ke dasatal jii shuru kii hain tuomne
khabha to tham jaye sab, rok jaau yahi, par lene
mucho hayaat tummaa-aiye hain
fir aaurise jab tum to yahi kahega
vakt ke galiyaro... |

(Now that you have started the stories of all the gone by
years,
With the glasses full of ocean of those times
Now then you have reminded what my companions did
for me,
How I forged lifelong relations through those chats and
conversations with them
I wish everything could stop here and I stay forever, but
my whole life has come to take me back into the world.
But whenever it is that you return, I’ll say these lines
again...)
Student President Elections 2016 - An insight

The election for the Student President is the much awaited event where the batch selects, from among its numbers, its single most important representative.

Symbiosis Institute of Business Management Pune is the flagship B-School of Symbiosis International University. Of the many reasons for this, from our pedigree to our academic rigour, is that SIBM Pune is a student driven institute in the true sense of the word. We have nine teams in the Students’ Council; the Aspirant Relations Team, Alumni Team, Corporate Interface Team, Co-Curricular Team, Information Systems and Media Relations Team, Placement Advisory Team, Research and Scholastic Development Team, Social Entrepreneurship and Consulting Cell and Sports Management Team. Each team has a coordinator, and the coordinators make up the Executive Council. The chair of the Executive Council is the Students’ Council President. The President is the link between the Executive Council and the Director of SIBM Pune. Another important role of the President is to represent the students and forward their suggestions and grievances to the Director.

This year saw a three-way contest between Arth Dodeja from the Alumni Team, Pratik Gupta from the Social Entrepreneurship and Consulting Cell, and Varun Rao from the Placement Advisory Team.

The candidates presented their manifestos to the students, wherein they spoke of the changes they wished to implement to further improve the SIBM experience. The voting process was held in front of a crowd of 400... students. Each candidate made his speech underlining his credentials and elaborating upon the initiatives he hopes to bring about if elected. This was followed by a Q&A...

Then came the actual voting, overseen by members of the administrative staff, while Director, Dr. R Raman, announced the results to the students. Though it was close match, ultimately, the winner and President for 2016-17 was declared to be Varun Rao. The audience was also addressed by the outgoing President, Vishad Chaudhary MBA II, Operations, who had organised and supervised the election process.

We congratulate Varun Rao on his victory and wish him the very best for his coming tenure. We hope he not only fulfils his promises but exceeds our expectations and continues the glorious legacy of the SIBM Students’ Council President, helping the college attain new heights.
Extraterrestrial account: You will love it here!

What is fiction? Is it an imaginary event or fabrication? Here’s an interesting account of an Extraterrestrial’s first landing at SIBM Pune. Written by Samuel Pongen, MBA I, HR taken from the Directors

The Space Port will hold...at least that’s what they say. We pray that God watches over us and guides us to safety. The captain has informed us that we have crash landed at Coordinates 18.5203° N, 73.8567° E on a planet name Earth. Our ship has taken minimal damage and we are all thankful to be alive. We do not question what caused our thrusters to give out, we only know we must repair our ship before the inhabitants of this planet find us. We have managed to cloak our presence and repairs have begun. The life of earth intrigues us with its alien ways. Our engineers assure us we will be airborne by tomorrow. I’ve decide to explore the wilderness that surrounds us. There seems to be a number of large alien structures that sprawl across a hill; they look strong, and several land based ships travel from the base of the hill to the top. We activate our cloaks so that we may explore further, undetected. It is clear that we have stumbled upon a place of great importance: wide roads connect the elaborate structures that house these aliens and there are mechanisms that control the flow of water creating decorative displays. The flora melds with the structures...truly this species has found a way to live sustainably. I see the exuberance of these aliens as they engage in play across wide spaces of green. If only I could communicate with them!

We have begun walking towards a set of steps which lead to the entrances of several structures stationed near one another. I marvel at the architecture. I decide to visit the structure that overlooks the hill top—a quaint building. Smaller doorways were present each leading to a room. I begin to ponder the purpose of this place as I observe the presence of what I assume are optical projectors. This is where I encountered The Sleeper—a name of my own invention. It was alone. With its head cradled in its arms resting on the table, it seemed to be in an inactive state. I approach with caution, despite knowing that I was undetectable to its visual receptors, and touched the forehead of the alien to sense its thoughts.

I can see into the mind of the sleeper. The place we’ve stumbled upon is an institution of learning. The alien calls this place SIBM. A flash of unfathomable words cross my mind – It takes me a few moments to understand that these are the thoughts of this Alien. I assume the word SNAP haunts the alien as it was a critical factor in its life. Perhaps it was a test or trial that one had to succeed in. I also sensed several positive emotions such as happiness and joy which dominate its mind because it had managed to gain entry into this institution. Several messages cross my mind as I delve deeper into its thoughts, such as its wonderful interactions with others, the kindness of its teachers and, oddly enough, the delectable food available at its new home. I decide to close the connection between our minds. This truly is a wonderful place if such positive emotions for it flow from just a single being. I make my way back to the ship, enamoured by my experience. Throughout the rest of the night, as the engineers make the final repairs, I stay silent. I look back at my memories of the Sleeper and of SIBM...the architecture and the exuberance of the youthful creatures. I decide that, perhaps, we shouldn’t invade this planet, as we had originally intended to.
Au Revoir

“We started here together and now we’re leaving the same way”

iSMaRT S-Team

Wishing you all the very best

iSMaRT J-Team
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