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Introduction

The main objective of the Information Systems and Media Relation Team or The PR Team is to be the voice of SIBM Pune by facilitating communication between the college and the outside world. Some of the team’s main activities are:

- Managing SIBM Pune’s various communication handles such as social media, online education and news portals
- Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus
- Conducting interviews of corporate guests, alumni and visiting faculty
- Content generation in the form of articles, reports, posters and videos for various stakeholders which include students, alumni and corporates
- PR and Promotions for other council teams
- Organise workshops and events that highlight the growing importance of public relations and media management
- Manage the institute’s IT infrastructure which is vital towards knowledge sharing between students, the placement team, faculty and college administration. These activities include managing PAT Portal and Infodrome

Team Composition

Coordinator—Priya K.

Senior Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Programme</th>
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<tbody>
<tr>
<td>Aman Bhardwaj</td>
<td>MBA II, Marketing</td>
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<td>Amartojit Basu</td>
<td>MBA II, Marketing</td>
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<td>Chhavi Chauhan</td>
<td>MBA II, HR</td>
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<td>Daksh Sahni</td>
<td>MBA II, Operations</td>
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<td>Jayati Narula</td>
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<td>Karan Sood</td>
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<td>Priya K.</td>
<td>MBA II, Marketing</td>
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Junior Team

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<tr>
<td>Azeem Ranpuri</td>
<td>MBA I, Marketing</td>
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<td>Hitesh Paikra</td>
<td>MBA I, Marketing</td>
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<td>Smit Pandey</td>
<td>MBA I, Marketing</td>
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<td>Surbhi Prasad</td>
<td>MBA I, HR</td>
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<td>Swati Gupta</td>
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<td>Temsumongba Samuel</td>
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<td>Utsav Parekh</td>
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<td>Vishal Bhardwaj</td>
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Interim Team

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<tr>
<td>Amit Bonde</td>
<td>MBA I, Operations</td>
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<td>Saurabh Gupta</td>
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<td>Utsav Parekh</td>
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1. Vritaanta

iSMaRT has conceptualised and designed SIBM Pune’s campus magazine, *Vritaanta*. The magazine serves many purposes. It acts as a conduit for campus and competition related news. It creates out-of-classroom interaction between faculty and students. It is also a forum which celebrates the creativity of the student body.

This is the second year of *Vritaanta*. A channel through which communication happens between students, faculty, and the business world, *Vritaanta*’s inception has been a unique step forward for SIBM Pune.

*Vritaanta*’s primary purpose is to create a platform for engagement. As well as creating an archive of student achievements as well as showcasing the efforts of the student body to corporates. This academic year *Vritaanta* saw many corporate, alumni and faculty contributions, some of the published articles include:

- **Human Capital: Worth its weight in gold!** by Rubaina Chauhan, Assistant Manager—PD & Rewards at Vodafone
- **Greece-waale Bailout Le Jayenge and 80 years of RBI.. The boot on the other foot** by Professor Manasi Phadke.
- **Disruptor in the FMCG sector** by Dr. V.V Ravi Kumar
- **SIBM Pune in memories** by alumnus Divya Prakash Dubey, renowned author of ‘Masala Chai’ (2014) and ‘Terms and Conditions apply’ (2013).

**Digital issue**

**Yumpu and issuu**

There has been significant improvement in number of page views for the latest issues of *Vritaanta*. To ensure higher visibility *Vritaanta* has been uploaded in popular magazine and content sharing site Yumpu and issuu, *Vritaanta* has seen **over 44,000** unique page views, Yumpu links have also been shared through SIBM Pune’s various social media handles including Facebook and Twitter. It has also been featured regularly in SIBM Pune’s Official website. *Vritaanta* is gaining traction as an effective method for aspirants and recruiters alike to catch up on the latest news, achievements, events and updates from SIBM Pune.
Print issue

- **Volume 2 Issue 1**: 200 copies printed; reached major recruiters and distributed by the Placement Advisory Team and Alumni Team in addition to faculty and students.

- **Volume 2 Issue 2**: 300 copies printed; ‘the CRP issue’ increasing its reach through 100 copies shared with PAT and the Alumni team, also to large corporate houses through CIT in addition to faculty and students.

- **Volume 2 Issue 3**: 300 copies printed; shared with PAT and the Alumni team. 200 copies to be distributed to the new batch of 2016-18.
Benefits for students

- Aids in branding SIBM Pune
- Helps provide information to corporates and alumni about the campus life, various events and activities of SIBM Pune
- Serves as a platform for students to contribute
- Platform for faculty to enlighten students
- Useful and engaging read for everyone

Timeline

- **AY 2015-16**: Three issues have been brought out; One in Semester I and two in Semester II
- **Resource Requirements**: 4 senior team members + 6 Junior Team Members
- **AY 2016-17**: five issues per year
- **Resource Requirement**: 7 senior team members + 7 Junior Team Members + 4 Volunteers
2. PRoelio

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 is a national-level B-school event held on 18th January 2016. This year, the event opened with a short-listing round based on the popular TV series, Dexter. Based on some fairly creative submissions, five teams (of three members each) were called for the final round, held on the 18th of January at the SIU Auditorium.

The final round of the event consisted of a case describing a PR disaster situation for the fictional Stark Industries. 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. The standalone event saw participation of teams from various colleges including IIM-R, IIT-M, SIMS, SCMHRD, XIMB, BIMTECH and many more. The sponsors for the event included Khaitan Electricals, Unicorn Pvt. Ltd., The Chaai, Pune and Sakal Times (Media Sponsor).
Benefits for students

- Greater understanding of the Public Relations function
- Chance to showcase media savvy during a simulated press conference
- Engage students from other B-schools

Timeline

- **AY 2015-16:** Once a year
- **Resource Requirements:** 7 senior team members + 7 Junior Team Members
- **AY 2016-17:** Once a year
- **Resource Requirements:** 7 senior team members + 7 Junior Team Members

Budget

The **non sponsored** component was used from the budget allocated for the year 2015-16. The **sponsored** component of **Rs. 20,000 in cash** was generated from PRoelio sponsor **Khaitan Electricals**. Another component of Rs.5000 is to be generated from the same sponsor.
3. SIBM Pune’s Online Presence

iSMaRT controls the official Twitter, YouTube, Facebook, LinkedIn and Flickr accounts of SIBM Pune. These pages have become the face of SIBM Pune’s online presence. We will grow our online presence by continuously posting the achievements of the students as well as the events happening on campus.

iSMaRT also works closely with the other council teams to conceptualise a digital promotion strategy for the aforementioned events. From the coming year iSMaRT will handle will taken upon itself the job of internal coverage, content sharing and promotion of the various college and student activities. The academic year 2015-16 has seen extensive coverage for all campus events and competitions in the online editions of Vritaanta, articles shared in various sites as well as several video interviews of industry leaders which are available for viewing on SIBM Pune’s YouTube page. Guest lectures and corporate events can also be viewed on the youtube page of SIBM Pune.

Facebook

The SIBM Pune official Facebook Page was launched in the academic year 2014-15. Through the year, iSMaRT has put in the effort to cover every triumph and achievement of students of SIBM Pune. Updates of activities taking place at the institute, in addition to News of the Institute, covered within Vritaanta and in third-party news agencies (online and offline) is shared via the Facebook page on a regular basis.

As a result of the Team’s constant efforts, the reach of the official SIBM Pune Facebook page has risen from 2002 organic Likes on February 2015 to 6200 organic likes as on February 2016. For the academic year 2016-17 we plan to associate with SRV media as a digital media consultant to help increase the reach of SIBM Pune’s facebook page.
Twitter

We have a strong presence on Twitter with 3811 followers. Our followers include large number of Alumni and Corporates such as Sandeep Raut as well as twitter celebrity and alumnus Gabbar Singh. There is huge engagement on this platform especially to create brand awareness of SIBM Pune.

Youtube

YouTube channel of SIBM Pune streams the interviews with eminent personalities, student achievers and more. It further covers these major aspects:

- Corporate Interviews
- Alumni Interviews
- Student interviews - achievers, internships, live projects etc.
- Promotional videos for other events
- Streaming of events on campus
The youtube page of SIBM Pune is growing in popularity with a high number of subscribers and an average view count of 2000 the PR team plans to create more engaging content in the academic year 2016-17 with the release of SymbiTube which will serve as a one stop destination to catch up with the latest news from SIBM Pune, it will be both entertaining and informative a pilot episode is planned for release on March 10’th 2016.

LinkedIn

SIBM Pune’s LinkedIn account has a huge fan base of over 6000 followers with over 5700 connected alumni Most of the followers are alumni of the institute. Also, the reach extends to all the people connected to the network of the institute.

Flickr

It is the online photo portal for all the events that take place in the institute. It is being updated on regular basis and same is shared on various social media platforms.

Timeline

Year Round Activity

Budget

The costs involved in consolidation and content creation till now have been zero in AY 15-16.

For AY 16-17 boost post costs has been considered for facebook, so as to increase the reach of the SIBM Page.
4. Integration with online news platforms

On a regular basis, articles and news on campus activities are sent out to online news platforms such as InsideIIM.com, HTCampus, Career Anna, etc. Articles are published on these platforms on weekly basis. These articles include all around activity on the campus and related to the institute outside the campus as well.

Our focus is on developing sound relationships with these online news platforms. We have achieved success with HTCampus, a subset of Hindustan Times, whose campus journalists are now willing to come on campus and cover our events and laurels won. A Campus Journalist is also due to interview the Director over telephone at mutual convenience.

We believe that it shows greater authenticity when our events are covered by a third party, especially online where unauthentic sources of information are rife. For this reason, we have focussed on these online resources as a credible alternative for coverage.

Our growing relationships with these portals shows in the increasing number of articles carried by them, and in the number picked up as Featured Articles by the editors of these portals.

We are now in the continuous process to engage with the print medium as well, for the coverage of the events and news.

These featured articles helps us to expand our online presence and to connect with our huge audience base in India and abroad.

Furthermore, an online search for SIBM Pune would throw up many related articles which add immense value to the brand image of the Institute, and are hosted on completely neutral third-party websites. This adds further credibility to the claims made by the institute.

**InsideIIM**

This Academic Year SIBM Pune has published over 30 articles excluding the various student and faculty articles. There has been visibly high engagement from the various posts made in InsideIIM.
HT Campus News Coverage

Several articles have been published during the academic year 2015-2016. They feature the most recent and engaging corporate events on campus.

CollegeBol—College Reviewer

Career Anna—SIBM Pune Archives

Timeline

- **AY 2015-16**: Year-round activity
- **Resource Requirements**: 2 senior team members + 2 Junior Team Members
- **AY 2016-17**: Year-round activity
- **Resource Requirements**: 2 senior team members + 4 Junior Team Members

Budget

In AY 15-16 the budget requirements were zero as the events like **Prolieo** gave us the leverage to strengthen our association with these platforms.

In AY 16-17 **workshops on media marketing** have been proposed and this would help us network with online and print news channels more effectively.
5. Event Coverage and Interviews

One of the key activities of the PR team is to provide exclusive coverage of events and to interact with the guest speakers in engaging conversations. The interviews conducted serve as an insightful source of information for students, aspirants and knowledge seekers. We also help bring student achievers into the spotlight by interviewing them and giving them exposure through our various online handles.

Interviews Conducted 2015-16

Corporate and Alumni Interviews:

- An Interview with Mayank Batheja Associate Vice President | Lenskart.com
- An Interview with Vijay Thomas - Customer Experience Manager | Harley Davidson Motor Company
- An interview with Ms. Vineeta Mittal | GM - HR, Hindustan Times
- An interview with Mr. Kunal Chhajer, Manager - Campus Relations, CoE Talent Acquisition at Reliance
- An interview with Mr. Paavan Nanda, Co-Founder, Zo-Rooms
- An interview with Mr. Mehul Shah, Founder AMS Investments
- An interview with Mr. John Kuruvilla, Managing Director, GenNext Ventures
- An interview with Mr. Milind Sharma, Co-Founder, PepperTap & NuvoEx.
- An interview with Mr. Amit Taneja, Director of Cleartrip.com.
- An Interview with Mr. Madhurjya Banerjee Senior Global Brand Manager, Lifebuoy at HUL
Arcturus 2015 An Interview with Mr. Mayur Vora - Managing Director | Mapro Foods

An interview with Mr. Rohan Chhazed (City Manager, ZoomCar)

An interview Mr. Agam Garg (Marketing Manager, ZoomCar)

An Interview Mr. Krishna Teja Management Trainee at ITC Ltd.

An Interview with alumnus Mr. Neeraj Ghaywan , Director award winning film Masaan

An Interview with Mr. Vicky Kaushal

An interview with Mr. Samar Singh Shekhawat, SVP, Marketing, United Breweries

An Interview with Mr. Rajesh Hurkat, HR Lead, Project Nilgiri, Mondelez India

Mahindra War Room Launch Season 8 Interview at SIBM Pune
- Mr. Prakansh Wakankar CEO of Mahindra & Mahindra Retail Pvt.Ltd
- Dr. Prince Augustin EVP-Group Human Capital Leadership and Development Mahindra & Mahindra Pvt.Ltd
- Ms. Anisha Saluja, Mahindra & Mahindra Pvt. Ltd
- Mr. Dhurv Bhanot, Mahindra & Mahindra Pvt. Ltd

An Interview with Mr. Debashis Patnaik, Senior Director & Head of Human Resources, India Centre of Excellence | EMC Corporation.

An Interview with Mr. Piccolo Momin, HR, India COE, EMC Corporation

An Interview with Dr. Vinod Nowal - Deputy Managing Director | JSW Steel Limited

An Interview with Mr. Satish Nadiger - Managing Director & CEO | John Deere India Private Limited

An Interview with Mr. Chandru Badrinarayanan - Executive Director & Head of Client Coverage, South Asia | Morgan Stanley Capital International (MSCI)

An Interview with Mr. Mukul Khare - Associate Vice President | ThyssenKrupp

An Interview with Mr. Raju Wadalkar - CTO | Tech Mahindra

An Interview with Mr. Rahul Pimpale, Senior Manager - Credit Risk at Volkswagen Finance Ltd.

An interview with Mr. Swapnil Kamat Co-Founder & CEO | Work Better

Student and Achiever Interviews

CFA Institute Research Challenge Campus Selection - An interview with the Panel

Campus Winners from MBA I of Snapdeal-Xolo Marketer of the Year Case

Henkel Innovation Challenge - Interview with our National Runners up
An interview with Jyoti Prakash Mallick MBA II HR

Learn from the best - SNAP topper Divya Bhardwaj tells you how to crack the test

Learn from the best - SNAP topper Arnab Palui tells you how to crack the test

An interview with Telenor Youth Forum competition Regional Winner - Vinayy Bahety SIBM Pune

Interview of Student Live Projects Sai Kripashankar, Shreya Sen, Anirudh Durbha, Shreyank Deoras and Mandeep Sandhu

Interview on Internship experiences Meghna Biswas, Karan Kaul, Mandeep Sandhu, Pooja Ninan and Aparna Kumar

Interview of Student Achievers Aastha Chawla, Rachit Chilana, Rupinder Saini and Mandeep Sandhu

Guest Lectures and corporate event Coverage

10 Unconventional Tips From a Young CEO

ET Young Leaders Session by Mr. Swapnil Kamat Co-Founder & CEO | Work Better

Event Coverage for Senate 2016 and Imperio 2016 conducted by the Corporate Interface Team.

Event Coverage for Prerna and Consulting Fair conducted by SECC.

Event Coverage for Transcend 2016 conducted by the Co-curricular Team.

Event Coverage Gravitas 2016 conducted by the Sports Management Team.

Event Coverage article on Organisational Behaviour Lecture conducted by international Faculty Professor Jacob.

Event Coverage of SPL 2016.

Event Coverage and interview for Joy of Giving conducted by SECC.

Event coverage and interview of aspirants, Admissions 2016. In association with Aspirant Relations Team admissions promotion.

Event Coverage Reliance—the ultimate pitch

Event Coverage Axis Bank Moves
Timeline

Year Round Activity

Budget

The costs involved in conducting interviews and coverage activities within campus till now have been zero in AY 15-16.

For AY 16-17 there are plans for the team to cover events outside the campus in association with other council teams so as to ensure new and high quality content.
6. Infodrome

‘Infodrome’, the lifeline of SIBM Pune’s administrative functioning is an intranet portal aimed at equipping the students with a platform which facilitates easy functioning of their day to day activities. These various functions include maintaining attendance, lecture timings, assignment details and schedules, faculty updates and daily notifications thereby enabling an efficient paperless environment. The collaboration at all levels between the staff, faculty and students ensure smooth functioning of the entire academic process.

The notifications and news articles add to the incentive of visiting the site, so much so that logging into Infodrome before starting the day has become a habit for students. The operational efficiency of SIBM in terms of student-faculty interaction, knowledge-sharing, paperless administration, and speed of communication has increased through Infodrome.

To ensure that technology does not become obsolete, any robust application needs to conform to the latest technological trends. Hence, to make Infodrome more secure and reliable, a transition process is underway to upgrade it to the next version. The upgrade will have latest modules, applications, and functionalities that will make resource sharing and collaboration an easy experience. The upgrade would include revamp of the wired section of Infodrome so that a rich repository could be generated to aid the student.

Timeline

AY 2015-16: Year-round activity

Resource Requirements: 2 senior team members + 2 Junior Team Members

AY 2016-17: Year-round activity

Resource Requirements: 2 senior team members + 2 Junior Team Members

Budget

SIBM IT
Query Portal

The Query Portal has been developed by Evonix Technologies and is managed by the ISMART team. The purpose of the portal is to raise a query or gather feedback from the students related to Placements, Academics, Admin or Corporate. It is available under the Daily Links tab on the Infodrome for quick access. The queries can easily be searched through required text or specific id’s assigned to them.

Timeline

**AY 2015-16: Year-round activity**

**Resource Requirements:** 2 senior team members + 2 Junior Team Members

**AY 2016-17:** Year-round activity

**Resource Requirements:** 2 senior team members + 2 Junior Team Members

Budget

SIBM IT
7. SPL Super Selector

iSMaRT has developed an online platform to enhance the experience of Symbiosis Premier League. The event gives students a chance to select teams and players during SPL and earn points based on their performance in live matches. Developed on the lines of ESPN Super Selector, the portal has seen wide participation and generated a lot of excitement.

Timeline
One Month

Resource requirements: 2 senior team members + 3 junior team members

Budget
Prize Money from sponsors and kind component in form of vouchers.
8. SIRP and CRP

SIRP and CRP Process – iSMaRT assists the Placement Advisory Team in the smooth functioning of SIRP and CRP process by online submission of resumes and implementation of SIRP and CRP CV codes module on Infrodrome in a timely manner.

SIRP wiki and CRP wiki repositories were formed in alliance with the Placement Advisory Team to help students refer to processes and testimonials of the previous batches.

Timeline

Year round activity

**Resource requirements:** 2 senior team members + 2 junior team members
8. Promotional Activities

iSMaRT is in constant collaboration with other student councils of SIBM Pune, we provide event promotions to other teams through various PR channels like Vritaanta (college magazine), Facebook (SIBM Pune page), Twitter (SIBM Pune account) and other online platforms and content sharing sites. Some of the promotional activities performed in collaboration with other councils for the year 2015-16 include:

- Promotional activities for Olympus and Encore organized by the Alumni Team
- Promotions of Admissions day organized by Aspirant Relations Team
- Event coverage Transcend 2016 organized by the Co-curricular Team
- Interview, coverage and promotion for Imperio and Senate organized by the Corporate Interface Team.
- Interview and coverage of guest lectures organized by the Placement Advisory Team.
- Coverage of Prerna, E-Summit and Joy of Giving organized by SECC
- Coverage of Gravitas and SPL organized by Sports Management Team
- Promotion of internal academic activities organized by the Special Interest Groups

Live Tweeting

- Live tweeting of events such as Transcend organized by the Co-curricular Team.
- Live tweeting of SPL 2016 auction results.
- Twitter interview with celebrity Gabbbar Singh.
- On going on campus tweets on guest speaker or articles published. For eg : An alumnus, Mr. Amit Srivastava’s book launch was tweeted on our page.
- Live tweeting of corporate events such as Asian Paints Quiz and Godrej Loud..

Timeline

Year round activity

Resource requirements: 2 senior team members + 5 junior team members
10. Closing Note

We would like to thank the Director Dr. Raman, Dy. Director. Prof. Vinod Shashtri, Mr. Anand Singh, Mr. Rajesh Bagewadi, Ms. Saee Gokhale and all faculty and staff in administration and other functions for their unconditional support towards the year round activities of the Information Systems and Media Relations Team. We would also like to thank the students of SIBM Pune for their constant support and active engagement towards building the brand of SIBM Pune.