



Sinhgad Technical Education Society's  
**SINHGAD INSTITUTE OF MANAGEMENT**

(Affiliated to Savitribai Phule Pune University, Approved by AICTE  
& Accredited by National Board of Accreditation, New Delhi)

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**Monthly Newsletter: MBA Volume: II**

Month  
In  
Review

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**SIOM  
NEWSLETTER**

### *Our Patrons*

*Prof. M. N. Navale*, Founder President, STES

*Dr. (Mrs.) Sunanda M. Navale*, Founder Secretary, STES

*Mr. Rohit M. Navale*, Vice President (HR), STES

*Mrs. Rachana Navale Ashtekar*, Vice President (Admin), STES

### **Editorial Team :**

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### *Editorial Message*

SIOM offers a platform for students to exhibit their talent and contribute for the sharing of knowledge. Dr. Parag Kalkar, Director SIOM on his presence gave his deep support to the students throughout the activities undertaken to bring out the hidden talents in the students and also inculcate cultural values and teamwork among them. There were different events held under different themes like Sustainability,

Entrepreneurship, Digital India, National Conference, Spectrum. There were programs like alumni meet, mentor alumni meet, campus to corporate talk. An Industrial Visit was organized to reduce the gap between industry and academics to explore the possibilities and challenges of college life which would turn it into a fruitful outcome in future.

### **ENERGETIC CURRICULUM AT SIOM**

SIOM students have always been all-rounder whether it is academics or extra-curricular activities; this unique quality that is nurtured at SIOM for taking them a long way in their careers. SIOM's MBA Semester II & IV curriculum was a source of enthusiasm among students and faculty. The current semester moved with vibrating classroom sessions, internal assessments, Harvard case studies, Dr. Govind Apte's presence for value addition etc.

This includes thematic weeks, Spectrum 2016. Spectrum was an exuberant management event of STES which invited thousands of students to participate in 22 different management games. National conference was organized on 17<sup>th</sup> and 18<sup>th</sup> February 2016. It was a commercial association for the regulation of an area of activity or the exchange of information.

## HAPPENINGS AT VADGAON CAMPUS

**SPECTRUM 2016:** A Mega Management event of Sinhgad College attracted thousands of students. It was held on 4<sup>th</sup> Feb 2016. Students from various colleges participated in 22 events like Adzilla, Punk the Junk, Mad adz, Apprentice, Blitz krieg, Brand Maniac, Shark Tank, King Pin, Brilliant Brigade, WallStreet Titans etc. The total prize money for this event was Rs. 2 lakhs. Out of these events Adzilla and Punk the Junk were hosted by SIOM. SIOM became the final Champion in STES category and MITSOM won the Spectrum Trophy in other Category. Prize Distribution was done in the presence of Director Dr. Parag Kalkar, Chief Guest Narendra Singh, Field GM Central Bank of India and Mr. Kalath Nandakumar, Founder of Chemtrols.



### **Events hosted by SIOM:**

**Adzilla:** ADZILLA, was a paradigm event of SPECTRUM where teams performed as an agency and presented an advertising campaign for clients. It brought best of the talent pool from various B- Schools to display their skills as a fully functional Ad-Agency and prove their advertising mettle. There was a participation of 24 teams from different institutes. This innovative event was judged by Mr. Abhijeet Mahajan, Founder of Ripples Communication and Mr. Devdutta Mandore, Founder of Webclinchier. The Winning team members were Mandar Pathak, Sanjana Das, Varad Khisti, Dhaval Parekh, Shruti Trivedi and Shruti Telang who represented SIOM. This Event was Co-ordinated by Prof. Aditi Gosain and Dr. Satish Pawar.



**Punk the Junk:** Punk d' Junk, a full day benchmark event of 'Spectrum-2016' organized on 6<sup>th</sup> Feb 2016 at SIOM. Punk d' Junk...never refuse to reuse was a waste related Business Plan Competition regarding recycle and reusing the waste. There was participation of 17 teams of 60 students from different institutes. This Intellectual and Creative talent was judged by Ms. Radhika Seth, Manager- Department of Banking Regulation, Reserve Bank of India, Mumbai, Mr. Adeet Joshi, T&D In Charge Varroc Group. The winning team members were Amit Vyavahare, Aishwarya Bhutada, Akshay Chordiya, Garima Rathore who represented SIOM. This Event was Co-ordinated by Prof. Samita Kher and Prof. Indrajeet Kole.



**Cricket Match:** There was an amazing event of cricket match on 4<sup>th</sup> Feb 2016 amongst SIOM, ALANA, ISBM and Bhartiya Vidhyapeeth where SIOM was declared the Winning Team and honoured by trophy and cash prize of Rs.8000/-. It was Co-ordinated by Prof. Nilesh Anute and Prof. Dhanawade.



### **Thematic Weeks At SIOM:**

SIOM has celebrated thematic weeks to inspire and motivate students and to explore their ideas by participating in various events.

The month started with Spectrum Week from 1<sup>st</sup> Feb to 6<sup>th</sup> Feb 2016. This event started with inaugural ceremony by Dr. Parag Kalkar. Various events like Ad- Mob (flash mob based on Brand Advertisement), tug-of-war, selfie lelo, fun fare were organised.

Sustainability is hard to see so during 8<sup>th</sup> Feb to 13<sup>th</sup> Feb 2016 sustainability week was celebrated covering different events like Street play on Swaccha Bharat Abhiyan and Women's Safety, Today's Hero Role play, Idea Generation, Talented Kidzee, Clean and Win and Funfair Activities.

Entrepreneurship is growing day by day so Entrepreneurship Week was celebrated with enthusiasm during 15<sup>th</sup> Feb to 20<sup>th</sup> Feb 2016 where students conducted various events like Flash Mob, Fashion Show on Corporate Theme, CrossWord, New Product Development and Business Plan Competition.

Today's most emerging trend of digitization, Digital India, an Initiative of GOI was taken up by SIOM students. Thus, Digital week was celebrated between 22<sup>nd</sup> Feb to 27<sup>th</sup> Feb 2016 to spread awareness among the students about Digital India. Students conducted various events like Blog Writing Competition, Photography (Digitalization), Digital India Quiz, DG Hunt, Extempo, Innovative Idea and Counter-strike Competition.

### **National Conference:**

To explore the meaning of the event, SIOM successfully organized a two day National conference on Make in India- Prospects and challenges 2016. The main aim was to explore the emerging trends in trade and innovations for effective Entrepreneurship. The Inaugural ceremony of the conference was graced by Mr. Anil Goel, Chairmen CII Pune & Mr. Prashant Prabhu, President (Retd.) Michelin. In his inaugural speech Mr. Goel, mentioned that the theme of the Conference is relevant to the current scenario of Make in India "a timely response for economical upliftment in India" and the concept Make in India was built on a collaborative efforts like brand new infrastructure. Mr. Prashant Prabhu shared his thoughts on Make in India. Through his rich industry experience and great knowledge he presented a framework and context relevant to Make in India which is: Demography, Industrialization and Governance. The Conference witnessed in-depth track papers presented on a variety of topics based on the broad theme of conference- "Make in India" wherein more than 100 participants participated within and outside Maharashtra. During the conference there were many eminent personalities as Mr. Zubin Kabraji, Regional Director- Indo German Chamber of Commerce, Mr. Ravi Tyagi, General Manager, SIDBI, Mr. Shrikant Deshmukh, GM ATOS, Mr. Pradeep Joshi, Manager HR, Oriental Rubbers, Mr. Amitabh Malhotra, MD Rothschild India also enlightened the gathering by their rich experience on several areas like investment, foster innovation, protect intellectual property and build best-in-class manufacturing infrastructure. The two day National Conference was successfully concluded in the presence of Mr. K Nandakumar, Chairmen & Managing Director Chemtrols Industries Ltd. Mr. Nandakumar, briefed the audience about the World trade scenario and its relation with India's emerging trends.

**Alumni Mentorship:** Alumni Mentorship Programme for the Students to get the know-how of today's Industrial Scenario. Mr. Nihar Laddha, Entrepreneur and Director of Insignia Brandings took an interactive session on 13<sup>th</sup> Feb 2016 where 50 students participated. He initially started the interaction with the challenges faced during the initial start-up of a business and how to overcome those challenges. He emphasized on the importance of setting the vision and elaborated upon ways and avenues by which the aspiring entrepreneurs can achieve their target. Mr. Rohit Ganbote, Finance Manager in Kotak Mahindra took an Interactive Session on 20<sup>th</sup> Feb 2016 with the participation of 50 students. He has thrown some light on working capital management and SAP. He guided the students for opting the specialization and also discussed about customer relationship management.



**Alumni Meet:** Reminisce 'Yaadein' @ Encore-2016 an annual flagship event of SIOM Alumni Association. The 14<sup>th</sup> Alumni Meet held on 20<sup>th</sup> February 2016 at Sinhgad Spring Dale Residential School Ground, Vadgaon Campus. There was overwhelmed response of Sinhgad Institute's alumni. They were indulged in enjoyable recollection of academic memories, discussed about industrial experiences and appropriate implementation in industries which guided the students about current trends in corporate for their bright career. The members on dais, chief guest Mr. Sangram Kadam (President, Alumni Association), Prof.M.N.Navale (Founder president of STES) and Dr. (Mrs) Sunanda Navale secretary (STES) were respected.



**Campus to Corporate:** C2C helps to reduce the gap between academic and industry. Corporate interactions on different topics were organized for students to create awareness about opportunities, job, internships, corporate culture etc. The corporate talk in the semester started on 13<sup>th</sup> Feb, 2016. Mr. Vineet Joshi shared experience on career options and approach. The experiences shared with the student helped to gain a lot of confidence for selecting the specialization in the next semester. On 20<sup>th</sup> Feb Mr. Akhil Gupta shared his views about Start Up-Challenges, Risk & Competition. On 27<sup>th</sup> Feb corporate visit was on the Industrial examples of value proposition and Effective Tool of Marketing which was delivered by Mr. Milind Mirashi.

**Industrial Visit:**

Academic through industrial visit helps student to obtain practical experience. SIOM arranged industrial visit to Amritsar and Manali. They visited companies like Coca-Cola in Amritsar and Shawl manufacturing in Manali. They have gathered Practical knowledge from manufacturing sectors which have put a great impact in their management reign.

