

An SIIB Publication

# REKINDLE

## JANUARY 2024





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## WORD OF THE MONTH

“ **Cheugy** ”

Out of style



The Annual Alumni Meet, “Anusmrti,” organized by the SIIB Alumni Relations Team on January 6, 2024, emerged as a joyous gathering that not only cultivated an atmosphere of delight but also rekindled a profound sense of happiness and nostalgia among the esteemed attendees.

The event was graced by the esteemed presence of Dr. Rajani Gupte, Advisor at SIU, along with the attendance of several faculty members, and made it a truly memorable occasion. This edition of Anusmrti featured three host batches: 1993-94, 2002-04, and 2012-14. A captivating element of the evening was a meticulously crafted video presentation, offering a glimpse into the institute’s evolution since its inception, earning admiration from alums and the audience.

The proceedings commenced with a ceremonial lamp-lighting, dignified by the participation of Dr. Rajani Gupte, Advisor at SIU; Dr. Asmita Chitnis, Director, SIIB; Dr. Prakash Rao, Deputy Director, SIIB and representatives from each host batch. Dr. Chitnis extended a heartfelt welcome to the alums, expressing heartfelt gratitude for their unwavering support throughout the years.





The audience had the privilege of hearing from Dr. Rajani Gupte, who shared her experiences with SIB over the years, adding a valuable perspective to the event. The felicitation of host and guest batches followed, with tokens of gratitude presented by Dr. Rajni Gupte, the Director and Deputy Director.

The cultural extravaganza unfolded, featuring mesmerizing performances by the talented Kshitij kids, the official band of SIB, Richman & Co, and the dynamic dance club, iBeats. These performances electrified the stage and captivated the audience, providing a nostalgic journey down memory lane. Dr. Dharmesh Mishra, Faculty of HR, SIB, delivered a heartfelt vote of thanks, gracefully concluded the event.

The festivities culminated with a symbolic cake-cutting ceremony held at the amphitheatre. As the day concluded, the exchange of heartfelt goodbyes revealed wistful smiles and nostalgic eyes, serving as a testament to the enduring bonds shared with their Alma Mater. The echoes of Anusmruti'24 will resonate in all attendees' hearts for years to come.





On January 26th, 2024, SCIT conducted an event where SIIB, SCMHRD, and SCIT came together to celebrate the 75th Republic Day with great zeal.

The celebration began with the dignified unfurling of the national flag, accompanied by a touching rhythm of the national anthem. Dr Dhanya Pramod, Director of SCIT, and Lt. Col. Prakash Kadam, Campus Administrator, delivered impactful speeches that highlighted the significance of India's democracy and the responsibilities it entails. The themes of Viksit Bharat and Developed India - Mother of Democracy were effectively highlighted.

Col. Kadam shared that patriotism extends beyond the commitment of a dedicated soldier at the border; it can be embodied in the fulfilment of every small role we undertake.

In addition, a special moment of recognition was dedicated to the hardworking campus staff who play a pivotal role in the institute's operations. Felicitations were extended to acknowledge their tireless efforts and commitment, emphasizing the strong connection that unites the institutions.

Thereafter, the celebrations were elevated by a vibrant cultural showcase featuring performances by the cultural committee Symbi Beats (The Official Dance Club of SCIT). The performances beautifully captured the essence of freedom, unity, and diversity that define the institutes.

The festivities concluded on a heartening note as the directors of SIIB, SCMHRD, and SCIT distributed sweets to children, symbolizing the shared joy of the occasion.



# Pongal Celebrations

JANUARY  
24th, 2024



On 24th of January, the students of MBA 2022-24 and 2023-25, along with the students of SCIT and SCMHRD, conducted the Pongal Celebrations at SIC Campus. The main motto of celebrating Pongal at SIC was to encourage students to learn the reasons and importance of the festival.

The day began by preparing the traditional significance "Pongal" cuisine and conducting a pooja ceremony. Later, a traditional Pongal feast was arranged for SIIB, SCIT, and SCMHRD faculty, staff, and students. In the evening, there was a cultural event where students from all three institutes performed different arts such as dancing, singing, flute, and piano. The "Tug of War" event was also conducted.

The event concluded with a DJ playing Tamil and Telugu songs for the students. The event was successfully conducted this year, continuing the tradition followed by the senior batches of SIIB. Many students attended the event, adding a traditional grace and making it even more colorful and vibrant.





On January 29, 2024, students and faculty of SIIB gathered to witness the live video conference of the 'Pariksha Pe Charcha 2024' initiative. Prime Minister Narendra Modi engaged with students, teachers, and parents in a live session during 'Pariksha Pe Charcha 2024' at Bharat Mandapam in New Delhi.

Pariksha Pe Charcha is a key initiative within the 'Exam Warriors' movement, spearheaded by Prime Minister Narendra Modi. This movement aims to create a stress-free environment for young individuals by bringing together students, parents, teachers, and society. The session emphasized celebrating each child's individuality and promoting holistic development while approaching education, prioritizing knowledge, and overall growth. The goal is to shift the perspective on exams, encouraging a balanced view.

In conclusion, the session left a lasting impression. Students now understand the significance of contributing to a brighter tomorrow for the nation, realizing the importance of a stress-free, holistic education environment.



# Industrial Visit - AgriBusiness Satara Mega Food Park & Mapro Foods Ltd.

JANUARY  
17th, 2024



The students of SIIB from MBA- Agribusiness, Batch 2023-25 visited to Satara Mega Food Park in Degaon village, Satara District, on January 17, 2024. During the visit, students gained insights into the operations, various processing units, and the essential requirements for establishing a processing unit in the agricultural produce sector. The students explored four processing units, including a cold chamber serving as a storage facility, and also visited the masala processing unit. In conclusion, the visit provided valuable firsthand knowledge about the processing industry and its key components.

On January 17, 2024, a field excursion to Mapro Foods Ltd. in Shendurjane, Wai, was organized for the students of SIIB from MBA-Agribusiness, Batch 2023-25. The incorporation of a theater room presentation highlighting the history and story of Mapro was a thoughtful way to impart valuable insights to the students. Learning about the company's journey and success story proved to be both motivating and inspiring. Mapro Foods Ltd. specializes in the production of toppings, jams, jellies, squashes, crushes, sharbat, Falero sweets, and Mazana sweets. The salesperson addressed the students' queries and elucidated the general production procedures for each product. Subsequently, students were provided with various chocolates for testing, yielding positive results. Mapro stands as a leading supplier of wholesome and delicious fruit products in the global market.

In conclusion, the field excursion not only provided a comprehensive understanding of Mapro's operations but also offered a firsthand experience of the diverse product range. It was an enriching opportunity for the students to witness the practical aspects of the agribusiness industry and gain insights that will be beneficial in their academic and professional journey.



# Industrial Visit - SCM Cummins India

JANUARY  
18th, 2024



On 18th January 2024, the students of SIIB International Business - SCM specialization from the batch of 2023-25 went for an industrial visit to the Cummins India plant in Phaltan, Maharashtra. The historical journey of Cummins India commenced as a joint venture with Kirloskar in 1962, evolving over the years into a Tata Cummins joint venture in 1993. The strategic development of the Phaltan Megasite in 2014 marked a significant milestone. Currently, eight plants are operational, focusing on the production of engines, power systems, components, distribution, and electrified power. The adoption of a Lean strategy, guided by Lean thinking principles, is evident in the operations, reflecting the company's commitment to streamlined processes and continuous improvement. The visit provided valuable insights into Cummins India's rich history, its present operational scale, and its forward-looking vision and mission.

The industrial visit to Cummins India's Phaltan Engine Plant provided a comprehensive understanding of their manufacturing processes and supply chain management. The plant specializes in producing QSK 23L and 60L engines, along with critical components machining and Genset Assembly ranging from 19L to 60L. A focal point of the visit was the assembly line showcasing the intricate process involved in manufacturing the 60L engine. The tour extended to the inventory management system of this line, revealing a seamless integration with the supply chain linked to Oracle ERP.

Additionally, the visit delved into the engine testing phase, conducted in specialized test cells. The significance of sustainability was evident as the energy output from these tests was stored, emphasizing Cummins India's commitment to environmental responsibility. The journey continued to the warehouse, where a detailed explanation of the storage system, including racking, stacking, and movement of goods, was provided. Oracle ERP was intricately linked to the warehouse system, underscoring the plant's commitment to efficient inventory management.

The plant visit served as a real-time demonstration of a functional supply chain, showcasing the incorporation of automation and on-ground implementation of Kaizen and 5S measures. Cummins India's commitment to excellence and sustainability was evident throughout the tour, highlighting its dedication to producing high-quality engines while maintaining environmentally conscious and streamlined manufacturing processes.



# Industrial Visit - Marketing Desai Foods Pvt. Ltd.

JANUARY  
23rd, 2024



On January 23rd, 2024, SIIB took the students of the marketing batch of 2023-25 for a field visit to Desai Foods Pvt. Ltd.'s state-of-the-art manufacturing facility in Pune, the largest among its three facilities in India. Desai Foods operating under the brand name "Mother's Recipe," is a renowned player in the Indian food industry. Specializing in a diverse range of products, including ready-to-cook items, instant mixes, and condiments, Mother's Recipe has become a household name for its commitment to providing affordable options that capture the essence of homemade Indian cuisine.

Upon arrival, the students were promptly supplied with essential safety gear, including masks, hair coverings, and safety jackets. The factory supervisor took the initiative to brief the students on the facility's layout, intricate processes, and stringent safety protocols. The production process at Desai Foods exhibits a high level of organization, tailored to accommodate the diverse product portfolio, with a specific emphasis on pickles and papads. Pickles progress through distinct stages, including curing, mixing, packaging, labeling, and storage. Notably, papads are manufactured in a singular variety each day, while the production of other products is contingent upon demand and schedule considerations.

Additionally, the warehouse facilities at Desai Foods were observed to be efficiently managed, featuring dedicated sections for both export and domestic sales. Products were methodically packed, labeled with dates, and systematically organized within the warehouse, ensuring optimal orderliness.

In conclusion, the field visit served as a valuable learning experience for the participating students, providing them with crucial insights into the intricate production processes at Desai Foods. The visit underscored the significance of aligning production practices with prevailing market trends. These acquired lessons are poised to play a pivotal role in shaping the future endeavors of the marketing professionals among the student cohort, offering them a practical foundation for navigating the dynamic landscape of food marketing.



# Industrial Visit - Energy & Environment and HR SANT TUKARAM SUGAR FACTORY

JANUARY  
30th, 2024



On January 30th, 2024, students of SIIB from the MBA- Energy and Environment (E&E) and MBA- International Business from Batch 2023-25 embarked on an Industry visit to Sant Tukaram Sahakari Sakhar Karkhana Ltd., Marunji, Hinjawadi. The visit aimed to provide students with practical insights into various aspects of the factory's operations, including Energy Audit, Environment Health and Safety (EHS), Environment Management System (EMS) and Human Resource management. Through this immersive experience, students gained valuable knowledge about the functioning of a sugar factory and its implications for both energy management and human resource practices.

The educational visit to Sant Tukaram Sugar Factory provided students with a holistic understanding of the interplay between energy management, environment health and safety, and human resource management in industrial settings. By witnessing real-world applications of theoretical concepts, students were able to bridge the gap between classroom learning and practical implementation. The experience not only enriched their academic knowledge but also equipped them with valuable skills and perspectives essential for their future careers in the energy and human resources sectors. Moving forward, it is imperative for students to continue exploring industry-best practices and emerging trends to drive sustainable growth and innovation in the field.

# THE RISE OF REMOTE ENTREPRENEURSHIP



Shubham Kumar (Member of E-Cell)

The days of businesses being restricted to physical locations and brick-and-mortar establishments are long gone. The development of high-speed internet and technology has completely changed the way we work. Previously considered a fringe concept, remote employment has now become the new norm. Equipped with laptops and an unquenchable thirst for success, entrepreneurs are taking advantage of this trend to launch incredible companies from any location in the globe.

The independence and flexibility that remote entrepreneurship gives is one of its most enticing features. No more stuffy corporate cubicles or strict nine to five schedules. Remote business owners have the ability to design their own environment, be it a quaint coffee shop or a sunny beach. Working remotely promotes creativity and personal development while improving productivity and offering a much-needed work-life balance.

Technology has emerged as an entrepreneur's greatest ally in this digital age. Numerous digital technologies are being used by remote entrepreneurs to connect clients in previously unthinkable ways, collaborate with teams, and streamline operations. From automation software to project management platforms, from video conferencing equipment to applications for remote team communication, entrepreneurs have access to a virtual toolkit that boosts productivity and facilitates smooth cross-border cooperation.



# THE RISE OF REMOTE ENTREPRENEURSHIP

E-Cell  
Column



Shubham Kumar (Member of E-Cell)

Being a remote entrepreneur doesn't entail working alone. On the contrary! Virtual team building has become possible because to digital innovation, which has made it possible for business owners to bring together skilled workers from all over the world, each of whom brings a distinct set of skills and viewpoints to the table. In this new environment, entrepreneurs are leveraging technology to create dynamic teams that drive economic success across borders, fostering collaboration and diversity.

There are hiccups on every road, and remote entrepreneurship is no different. It's necessary to overcome obstacles like time zone disparities, communication impediments, and creating a feeling of community in virtual teams. Nonetheless, distant entrepreneurs' adaptation and tenacity come through. They meet the obstacles head-on, trying new things, picking up new skills, and developing in this always changing environment.

Remote entrepreneurship is here to stay as we enter a new era. The pandemic forced business owners to reconsider their business plans and tactics, hastening the development of remote labour. There is no denying the advantages of working remotely: more output, lower expenses, access to talent throughout the world, and a more environmentally friendly way of doing business.

# IMPORTANCE OF WATER ASSESSMENT IN BUSINESSES



Anand Lathi (Member of E-Cell)

Ever thought about water's role in business? It's not just about taps and toilets; water is crucial everywhere – from factories to offices, schools to homes. Big surprise: even if the business uses little water, it can still face risks. It's like a small rock causing big ripples in a pond. Usually, industries like farming or textiles get the spotlight for water worries, but it turns out, even smaller businesses are in the game. Industries traditionally associated with substantial water impacts, such as agriculture and textiles, are not the sole contenders in the arena of vulnerability to business risks. Nissan conducts water risk assessments at each of its production sites worldwide to identify and mitigate potential risks to its water supply and operations. Using diverse methods, it develops mitigation strategies, exemplified by a rainwater reservoir at the Chennai Plant for cooling systems. Coca-Cola to conduct a sustainable operation and promote growth. The Coca-Cola Company, with its huge network of bottling facilities across the world, has a long history of measuring its exposure to water risk by regularly collecting a significant quantity of data from the various watersheds where it conducts business.

When used as part of a larger company-wide risk management strategy, a water risk assessment (WRA) can be a vital tool for recognizing, handling, and preventing water-related impacts from issues like local water stress, potential water quantity, and quality disruptions to water-based political challenges. Annual water risk assessments are the basis of a successful water stewardship strategy since they produce helpful information to share with stakeholders, help with short- and long-term business planning, and so on.



### CONGRATULATIONS!

*Chaitanya Nirgule*

MBA - IB  
Batch - 2023 - 25

## BLOGGER OF THE MONTH

### DISRUPTIVE TECHNOLOGIES: THE FUTURE OF BUSINESS AND ENTREPRENEURSHIP

In today's ever-shifting business landscape, disruptive technologies aren't mere tools, they are rewiring the very fabric of industries. Standing at the forefront, social media, the ubiquitous chameleon, has fundamentally reshaped how businesses operate, and entrepreneurs conquer the digital frontier.

**AI**, the disruption pioneer, joins forces with social media to reshape customer engagement. Its algorithms, like digital detectives, unravel user behavior, enabling hyper-personalized content and laser-targeted advertising. This dynamic duo empowers entrepreneurs to amplify brand visibility, forge lasting connections, and conquer their target audience with pinpoint precision.

**Blockchain**, the champion of decentralization, finds a natural haven in social media. Its inherent transparency and security offer a beacon of hope in the fight against misinformation, a hydra lurking within these platforms. Enterprising minds are harnessing blockchain to build trust-centric, decentralized social networks where data privacy reigns supreme.

**The Internet of Things**, weaving its web of connectivity, merges seamlessly with social media. Wearables, smart devices, and their data whispers become a goldmine of insights for businesses and entrepreneurs. Social media channels morph into communication arteries, allowing for rapid adaptation to the ever-changing desires of consumers.

**5G**, the speed demon of connectivity, takes social media experiences to another dimension. Livestreaming, augmented reality, and virtual reality become breathtakingly immersive and accessible. 5G-powered campaigns crafted by ingenious entrepreneurs redefine customer experiences, leaving us breathless with wonder.



Chaitanya Nirgule  
MBA-IB  
2023-25





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# FACULTY ACHIEVEMENTS

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Dr. Dharmesh Mishra, Associate Professor, SIIB won the first prize Certificate and Medal in Men's Table Tennis at Symbiosis Staff Sports Fest (SSSF) organized by DSRW on 17th January 2024.

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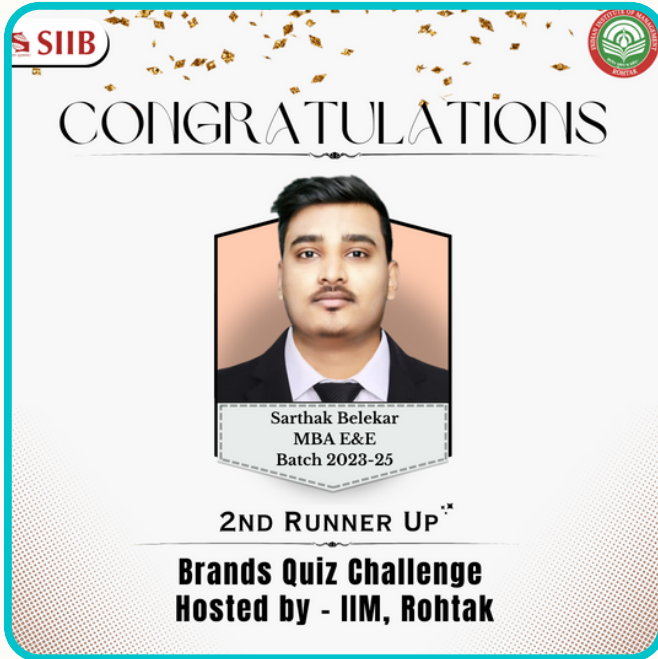
# STAFF ACHIEVEMENTS

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Ms. Hemangi Deshpande from SIIB won the Silver medal in Carrom at the Symbiosis Staff Sports Fest (SSSF) organized by DSRW on 17th January 2024.

# STUDENT'S ACHIEVEMENTS



Mr Sarthak Belekar, (MBA-Energy & Environment) of SIIB from Batch 2023-25 was the winner of Brands Quiz Challenge. It was hosted by IIM Rohtak (ISTE) on January 19, 2024. The topics covered in the quiz included branding perceptions, marketing, and entry barriers.



Ms Aakanksha Desai, Mr Atharv Aundhekar and Ms Bhagyashree Kamble, (MBA- International Business) of SIIB from Batch 2023-25 secured the 2nd position hosted by the Humanalaya - SIBM Hyderabad on 12th January 2024.



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[pr@siib.ac.in](mailto:pr@siib.ac.in)  
[alumni@siib.ac.in](mailto:alumni@siib.ac.in)