

An SIIB Publication

REKINDLE

FEBRUARY 2024



CONTENTS



- 1 BIZOOKA 10.0
- 2 IGNISENSE 2024
- 3 Inquisitive 7.0
- 4 Industrial Visit
- 5 Guest Lectures
- 6 Workshops
- 7 E-Cell Columns
- 8 Feather In The Cap
- 9 Staff's Achievements
- 10 Student's Achievements

WORD OF THE MONTH

“ **Alacrity** ”

Liveliness and eagerness



The Entrepreneurship Cell at SIIB hosted its annual flagship event- The 10th edition of Bizooka, Annual Business Plan competition on the 2nd of February, 2024 from 10:00 am to 1:00 pm. The event comprised - Business Pitches from Top B-School students across India and a Panel discussion. The event aimed to delve into crucial discussions surrounding the theme of “Green Venture: Feasibility in Sustainability.”

The event commenced with an impactful theme introductory video, setting the stage for discussions on the new age startups and their importance and practicality of sustainability in times of today. The visual presentation engaged the audience and created anticipation for the insightful conversations that were to follow.

In a radiant ceremony, esteemed dignitaries, Dr. Asmita Chitnis, Director, SIIB, and Dr. Prakash Rao, Dy Director, collectively illuminated the inaugural lamp at this milestone edition.

Dr. Asmita Chitnis, Director, SIIB, then addressed the gathering, delivering a keynote speech about the event and setting the stage for further proceedings to commence. Hereafter, the top 4 teams delivered their business Ideas to the jury. These teams were short-listed through prior rounds that were conducted online and only the best Business plans were called for the final day. Students from JBIMS Mumbai, SIMSREE Mumbai, IMI Delhi, and TAPMI Manipal were the top 4 national finalists. Out of them, the top 2 teams were crowned as Winner and 1st Runner up.

After the business Pitch, Dr. Asmita Chitnis, Director, SIIB, felicitated our esteemed guests and set the stage for the insightful panel discussion. The panelists delivered a riveting panel discussion. The discussion’s moderator, Ms. Ketki Deshpande, Start Up Consultant at Corporate Sports Connect Mumbai, took charge of the proceedings. She skillfully guided the discussions throughout the event, ensuring a seamless flow of ideas and insights. The focus of the panel discussion was on how to make businesses sustainable.” Panelists delved into the implications, challenges, risks, and opportunities of starting a new venture and integrating sustainable practices.



Ms. Disha Shah emphasized the need for sustainable business in the current era and expressed how Gofig is stepping into that sustainable zone. Mr. Akshay Jain continued the session by explaining the steps to build a successful sustainable business and how EnergyBae is providing sustainable solutions to the world. Ms. Slony Gambhir gave her insights about how to simplify the word 'Sustainability' into new age ventures.

As the panel discussions concluded, the floor opened to an engaging question-and-answer session, allowing the audience to participate actively. Attendees seized the opportunity to pose insightful questions to the panelists, sparking dynamic conversations on the nuances around the event theme.

The panelists were then accompanied by Dr. Asmita Chitnis, Director, SIIB; Dr. Prakash Rao, Dy Director, SIIB and Dr. Suchita Jha, HOD- Marketing and mentor of Entrepreneurship Cell, SIIB, as they collectively inaugurated the annual Entrepreneurship Cell newsletter - 'ANTHAHPRERNA.'

Finally, the results were announced. The winning title was awarded to the students of SIMSREE Mumbai for their idea on recycling printer cartridges, while the second position was secured by JBIMS Mumbai for their idea on the use of AI in agriculture.

In closing remarks, Dr. Suchita Jha, HOD- Marketing and mentor of Entrepreneurship Cell, SIIB expressed gratitude to participants, guests, and speakers for their contributions to BIZOOKA'24.



The annual flagship cultural, management, and sports fest, Ignisense'24, unfolded on the 3rd, 4th, and 5th of February 2024. Meticulously organized by the Symbiosis Institute of International Business (SIIB), the chosen theme for this year, "Aurora: The Cosmic Ascendance," not only provided a captivating backdrop for the celebration but also served as a unifying element, drawing talented students from across the country to showcase their diverse skills.

3rd February 2024:

On the inaugural day, the event commenced with a ceremonial inauguration featuring Dr. Asmita Chitnis, Director, SIIB and Dr. Prakash Rao, Dy. Director, SIIB. The lighting of lamps marked the official beginning, followed by Director's welcome address, setting the tone for the festivities. The day featured diverse management events and a B-plan competition, including "Thousand Faces," "Prastaav," "Synergy," and "The Capitalist," attracting participants from India's top B-schools and fostering a spirit of healthy competition and collaboration.

The judges for the management events were as follows: Thousand Faces was judged by Mr. Mukul Diwakar, Sales and Development Head at RIL; Ms. Preeti Gaglani Saraf, Co-founder and CEO of Co Well in Q; and Dr. Suchita Jha, HOD- Marketing and mentor of Entrepreneurship Cell, SIIB. The Capitalist event was overseen by Mr. Mayur Deshmukh, CEO of Wheaton Advisors, and Mr. Utkarsh Gupta, CEO of Daurcom. Prastaav event's judges included Mr. Raghav Rajput, Director and HR for BHM Agri Mart, and Dr. Nisha Bharti, HOD- AgriBusiness, SIIB. Lastly, the Synergy event was judged by Mr. Prashant Singh, VP- Head of Supply Chain for Ecozen, and Prof. Dipen Paul, Faculty of Energy and Environment, SIIB.

In the evening, students enjoyed a glamorous fashion show featuring participants from various colleges, followed by a memorable musical performance by the rising star in the music industry, IQLIPSE NOVA, also known as Deepanshu Raj. The audience also rocked the dance floor at the DJ night by BAILAMOS, one of the associate sponsors.



4th February 2024:

On the second day, iBeats, our in-house dance club, delivered exhilarating performances. Sunburn's in-house DJ, MR JAMMER, electrified the stage, infusing the audience with boundless energy. His dynamic set transformed the atmosphere, uniting people from diverse backgrounds through the universal language of music. Divya Kumar, the Bollywood sensation, stole the show with his mesmerizing vocals and infectious energy. As the main headliner, he enthralled the crowd, leaving an unforgettable impression with his chart-toppers and soulful melodies. His performance ignited a sense of unity and celebration, showcasing the timeless allure of his music.

5th February 2024:

On the third day of Ignisense 2024, Team Ignisense organized engaging events like the Toodle Doodle competition, Dance Face-off, and other interactive activities at Igni Circle. Participants embraced creativity and camaraderie, showcasing their talents amidst lively moments. Throughout the day, the attendees enthusiastically participated in the festivities, with laughter and excitement filling the air. Prizes and tokens were distributed, adding to the jubilant atmosphere. As evening approached, a sense of togetherness and joy prevailed, bringing people closer with smiles and happiness. It was a celebration and camaraderie as attendees revealed in the shared experiences and memories created throughout the event.

With Ignisense 2024 coming to a close, the entire batch celebrated a successful and memorable event. The official sign-off marked the end of days filled with excitement, learning, and connections, leaving participants fulfilled and eager for future memories.



On 24th February 2024, the Student Activity Committee SPARSH from SIIB conducted the Inquizitive 7.0 in the SIIB Auditorium. Inquizitive is the National Level Quiz competition and one of the flagship events of SPARSH committee. This marked the 7th season of Inquizitive since its inception.

The first round of the competition, “Loki”, was held on the online platform “unstop”, and attracting participants from over 250 teams nationwide. Out of these teams, only six teams went into the final round, known as “Thanos”, with one team hailing from SIIB. The final round consisted of two sub-rounds in it. The team “Impending Doom” from “Sikkim Skill University” showcased outstanding brilliance and spontaneity, dominating the competition. However, Team “Fake Quizzers” put up a strong challenge.

Ultimately, team Impending Doom stood as the winners of Inquizitive 7.0 and won the whopping cash prize of Rs. 20,000/- while team Fake Quizzers stood as the runner-up.

The winners of the weekly quiz was conducted by SPARSH throughout the year and ToastMasters were awarded a cash prize of Rs. 1000/- each, along with a certificate.



The students from MBA-International Business, Batch 2023-25 visited Bloomberg office in Mumbai on 6th February 2024.

The first session commenced with an introduction to the session's agenda, followed by an interactive discussion where students shared their suggestions, which were then elaborated upon. The session emphasized the relevance of data available on the Bloomberg terminal, detailing important functions that students could utilize for their work. Key functions such as WEI, WCRS, and News Sentiments were thoroughly explored, providing students with practical insights into real-world financial analysis.

In the second session, students were walked through financial analysis functions aimed at analyzing a company's fundamentals and estimating the same. Functions such as FA, EEO, and DS were elaborated upon, empowering students with tools to conduct comprehensive financial analyses. The session also covered functions like OMON and FMON, offering students insights into options and futures trading strategies. Through these discussions, students gained a deeper understanding of financial analysis tools and their applications in evaluating company performance and making informed investment decisions.

Overall, the field visit to the Bloomberg office provided students with a valuable opportunity to interact with industry professionals and gain hands-on experience with Bloomberg terminals. The sessions facilitated practical learning, equipping students with essential skills and insights that are highly relevant to their academic and professional pursuits in the field of finance.

TIMELINE OF GUEST LECTURES

- 20th February - Dr. Dirk Muller, Flensburg University of Applied Sciences
- 20th February - Mr. Hitesh Lunawat, ProcMart
- 22nd February - Mr. Sachin Bendre, Result Software Devp
- 24th February - Mr. Vivek Khatri, LTIMindtree
- 24th February - Mr. Rajkumar Balasubramaniyan
Integrative Design Solutions Pvt. Ltd.

TIMELINE OF WORKSHOPS

- 23rd February - Ms. Manisha Sahay, Digital & Marketing Consultant
- 23rd February - Mr. Sandesh Banger, Success Alchemists
- 24th February - Mr. Mukul Diwakar, Reliance Industries Limited
- 27th February - Mr. Hrishikesh Malu, Volt Motor EV
- 28th February - Mr. Yatin Sonkusare, Yantra



Dr. Dirk Muller

Professor of Innovation and
Growth Management
Flensburg University of
Applied Sciences, Germany



“The session stressed innovation and design thinking, covering Flensburg's programs, the "Innovate or Die" mantra, the Pentathlon Framework, and common innovation pitfalls. Design thinking's structured process and multidisciplinary approach were highlighted.”

On February 20th, 2024, students from Batch 2023-25 gathered for a guest lecture conducted by a distinguished professor, Prof. Dr. Dirk Muller from Flensburg University of Applied Sciences (FUAS), offering insights into design thinking and innovation. He introduced Flensburg, providing insights into its diverse study programmes encompassing Applied Computer Sciences, Business Management, Biotechnology, and Food Technology. This contextual background laid the foundation for a deeper exploration of innovation principles.

Highlighting the critical nature of continuous innovation, he shared the mantra "Innovate or Die" and introduced the Pentathlon Framework, an analytical tool applicable at both company and project levels. This provided students with a practical framework for understanding and implementing innovation strategies. Continuing the discourse, the lecture further delved into the pitfalls of innovation, with a focus on two key reasons for failure: initiating the solution-building process before fully understanding the problem and neglecting the essential aspects of customer and user needs.

Moreover, turning attention to design thinking, the speaker elucidated its significance, outlining a structured process, variable space, and the essential involvement of multidisciplinary teams. Additionally, the design thinking process, crucial for fostering innovation, was presented as a dynamic approach to problem-solving.

In conclusion, the lecture seamlessly blended theoretical insights with hands-on engagement. The interactive activities served as a catalyst for the practical application of design thinking and innovation concepts, nurturing critical and creative thinking among the students.

Sustainability Efforts Green Energy Solutions

FEBRUARY
20th, 2024



Mr. Hitesh Lunawat

VP of Finance & Accounts,
ProcMart



"The session highlighted ProcMart's mission for efficient B2B transactions and emphasized material management's role. It provided an enriching opportunity for students to gain practical insights into the complexities of the B2B marketplace."

On February 20th, 2024, students from the MBA-IB, MBA-AB, MBA-E&E, Batch 2023-25, attended a guest lecture by esteemed professionals from ProcMart, a leading B2B marketplace. The lecture featured Mr. Hitesh Lunawat, Vice President of Finance & Accounts; Mr. Satyam Singh, Senior Manager of Operations; and Ms. Megha Sinha, Senior HR Executive. Mr. Hitesh Lunawat provided invaluable insights into ProcMart's mission to streamline B2B transactions, aiming for a remarkable turnaround time of 24 hours per transaction. Delving into the intricacies of material management, Mr. Lunawat underscored its criticality for effective procurement processes.

Additionally, he shed illuminating light on ProcMart's extensive operations across India, adeptly navigating the complexities of procurement and delivery in the dynamic supply chain industry. He highlighted ProcMart's unwavering commitment to sustainability by implementing innovative green energy solutions and initiatives, including contract manufacturing for briquettes. Mr. Singh emphasized the importance of effectively aligning business operations with sustainable principles to mitigate environmental impact. Students actively participated in an engaging, interactive Q&A session, eagerly seeking clarification on various aspects of ProcMart's business operations.

The guest lecture concluded on a positive note, leaving students with a deeper understanding of ProcMart's operations, supply chain dynamics, and commitment to sustainability. It provided an enriching opportunity for students to gain practical insights into the complexities of the B2B marketplace and the transformative role of technology in driving efficiency within procurement processes.



Mr. Sachin Bendre

Vice President Human Resources
Result Software Devp



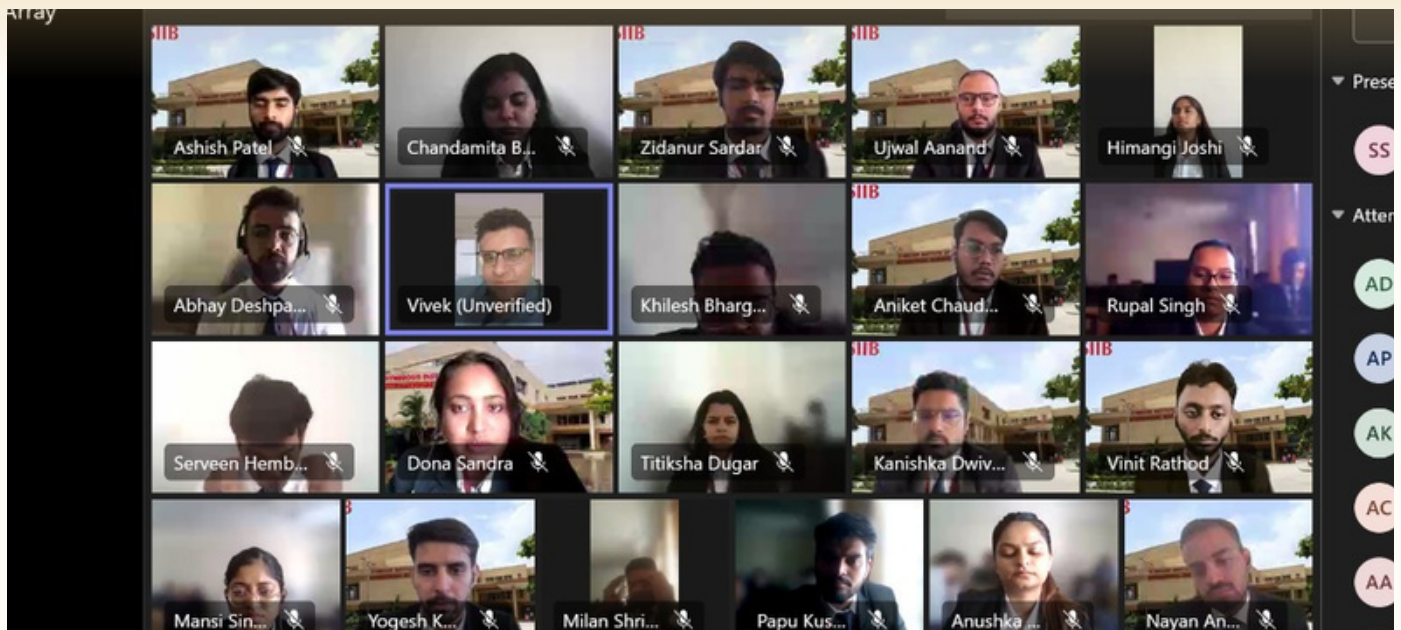
“The session encouraged students to prepare for their summer internships, offering invaluable guidance. Mr. Bendre drew from his personal and professional experiences to offer practical guidance to the students, highlighting the significance of making a strong first impression.”

On February 22nd, 2024, Mr. Sachin Bendre, a Proficient Human Resource Business Partner with over 20+ years of industry experience, conducted a guest lecture at SIIB on the topic: “Do's and Don'ts of Summer Internship Project and Stakeholder Management.” His guidance to the students is of immense learning as they prepare to practically apply their class room learnings, during the summer internship.

Mr. Bendre's insights were invaluable for MBA students as they prepare to translate classroom learning into real-world applications during their summer internships. Throughout the lecture, he drew from his personal and professional experiences to offer practical guidance to the students, highlighting the significance of making a strong first impression.

Additionally, he discussed strategies for identifying stakeholders and emphasized the importance of maintaining effective communication channels with them. He underscored the importance of professionalism, understanding job descriptions, and cultivating a positive work culture. Understanding the organizational culture was highlighted as essential for navigating the internship effectively and ensuring successful project outcomes. Mr. Bendre's emphasis on proactive behaviour left a lasting impression on the students.

In conclusion, he encouraged them to be proactive, open to feedback, and collaborative team players, fostering a mindset conducive to learning and growth. The session provided students with practical tools and insights to excel during their internships and beyond.



Mr. Vivek Khatri

Associate Director
LTIMindtree



“The workshop emphasized the importance of Quantitative Finance, exploring statistical methodologies and mathematical models. Recent developments integrating alternative data sources and artificial intelligence were discussed, highlighting their transformative impact.”

On February 24th, 2024, Mr. Vivek Khatri engaged the students of Finance specialization in an insightful guest lecture on Quantitative Finance, exploring its core concepts rooted in statistical methodologies and mathematical models. The session provided a foundational understanding of risk management and financial modeling applications in the field.

Mr. Khatri delved into recent developments, shedding light on integrating alternative data sources and the growing impact of artificial intelligence. Students grasped the transformative nature of these advancements, which are reshaping traditional financial practices.

The advantages of Quantitative Finance were highlighted, emphasizing error reduction, efficiency enhancement, and the automation of trading processes. Simultaneously, Mr. Khatri addressed its inherent challenges, discussing market manipulation and ethical concerns about data sourcing. The session explored ethical dilemmas within Quantitative Finance, focusing on considerations like data sourcing and potential advantages for individuals with greater financial resources. The lecture fostered an awareness of the ethical responsibilities associated with quantitative approaches, encouraging thoughtful reflection.

In conclusion, Mr. Vivek Khatri's lecture provided a comprehensive and insightful overview of Quantitative Finance. The session empowered students to navigate the evolving landscape of financial practices while instilling a sense of responsibility in the ethical considerations associated with quantitative approaches.

Recent Advancements on Decarbonization

FEBRUARY
24th, 2024



Mr. Rajkumar Balasubramaniyan

Chief Operations Officer
Integrative Design Solutions Pvt. Ltd.



“Mr. Rajkumar emphasized collaborative efforts to reduce carbon emissions. at Integrative Design Solutions Pvt. Ltd.,. Students explored cutting-edge technologies and policies for decarbonization. The session stressed the importance of cross-sector collaboration and individual actions for sustainable progress.”

On February 24th, 2024, Mr. Rajkumar Balasubramaniyan, Chief Operations Officer at Integrative Design Solutions Pvt. Ltd., conducted a transformative workshop on "Recent Advancements on Decarbonization" for the Energy and Environment Batch 2023-25. The session explored cutting-edge technologies, policies, and strategies focused on reducing carbon emissions across various sectors.

The workshop underscored the imperative for collaboration among stakeholders across sectors to foster innovation, share best practices, and overcome barriers hindering decarbonization efforts. Students collectively delved into recent advancements and innovations in decarbonization strategies, sharing valuable insights and discussing challenges. Mr. Balasubramaniyan's guidance emphasized the collaborative approach needed to accelerate progress in achieving decarbonization goals.

Additionally, the session highlighted the crucial role of public awareness campaigns, education initiatives, and behavioral change programmes in promoting sustainable consumption patterns and lifestyle choices.

In conclusion, Mr. Rajkumar Balasubramaniyan's workshop on Recent Advancements in Decarbonization proved to be insightful and collaborative, leaving the students equipped with a deeper understanding of cutting-edge technologies and collaborative strategies, emphasizing the importance of cross-sector collaboration and individual actions in advancing decarbonization efforts.



Ms. Manisha Sahay

Academician, Entrepreneur,
Digital & Marketing Consultant



“The session covered essential SPSS skills for data preparation, analysis, and visualization, with a focus on real-world application in marketing, empowering students to make data-driven decisions effectively.”

On February 23rd, 2024, Prof. Manisha Sahay led Marketing Research through SPSS workshop for MBA (Agribusiness) and MBA (Energy and Environment) Batch of 2023-25. The workshop aimed to provide valuable insights into basic knowledge of marketing research, covering data preparation statistics regression, hypothesis testing, and visualization. Participants applied these skills to real scenarios, fostering data-driven decisions and innovation in marketing strategies.

A comprehensive overview of SPSS was provided, covering its features, interface, and functionalities. Students were introduced to the various modules of SPSS and its capabilities in handling different types of data.

The workshop emphasized the importance of data visualization in conveying insights effectively. Students learned how to create visually appealing and informative charts, graphs, and dashboards using SPSS, enabling them to communicate findings persuasively. They engaged in hands-on exercises and analyzed case studies relevant to the Agribusiness and Energy & Environment sectors, providing practical exposure to applying SPSS techniques in solving real-world marketing challenges.

Additionally, the workshop successfully equipped participants with the knowledge and skills necessary to conduct effective marketing research and make data-driven decisions. By combining theoretical learning with practical applications, participants gained a deeper understanding of SPSS and its role in analyzing marketing data. The interactive nature of the workshop facilitated lively discussions and knowledge sharing among participants, enhancing their learning experience. Prof. Manisha Sahay's expertise and engaging delivery significantly contributed to the success of the workshop.

Return On Equity (ROE) >

- Calculate ROE
- Calculate PAT Margin
- Compare the two
- Discuss

DuPont
↳
ROE =



Mr. Sandesh Banger

Associate Coach
Success Alchemists



“The students were encouraged to enhance their financial understanding during an insightful session where they explored income and profit & loss statements, ROE, and financial derivatives, gaining practical insights crucial for organizational success in dynamic industry landscapes.”

On February 23rd, 2024, Mr. Sandesh Banger, Associate Coach at Alchemists, conducted an insightful "Financial Statement Analysis" workshop for the Finance batch of 2023-25. Students delved into critical components such as income statements, profit and loss statements, return on equity (ROE), and the significance of financial derivatives.

Participants actively dissected income and profit and loss statements, gaining a nuanced understanding of these financial intricacies. Mr. Banger's expertise illuminated the critical role of ROE, offering attendees practical insights into assessing the profitability and efficiency of a business. The workshop extended its focus to the importance of financial derivatives, emphasizing their relevance in contemporary financial landscapes. The session not only fortified participants' financial acumen but also empowered them to make informed decisions crucial for organizational success. By mastering the complexities of financial analysis and derivatives, attendees now possess a strategic advantage in maneuvering through the dynamic industry landscape.

In conclusion, the workshop was a transformative experience, covering essential topics such as income statements, profit and loss statements, ROE, and the significance of financial derivatives. Students strengthened their financial understanding and ran through practical skills, enabling them to confidently navigate the intricate challenges of organizational finance.



Mr. Mukul Diwakar

Business Development Team Lead
Reliance Industries Limited



“Emphasizing diversification, capacity utilization, and export market entry, the session integrated theory with practical discussions, enhancing students' comprehension of marketing strategies and preparing them for future challenges.”

On February 24, 2024, the Marketing Batch of 2023-25 at SIIB actively participated in a dynamic workshop led by Mr. Mukul Diwakar, Business Development Team Lead, Reliance Industries Ltd. focusing on the Goodspin Case Study Discussion. The workshop aimed to provide valuable insights into marketing concepts, with a specific focus on Goodspin's diversification strategy, capacity utilization, and strategic considerations for entering export markets.

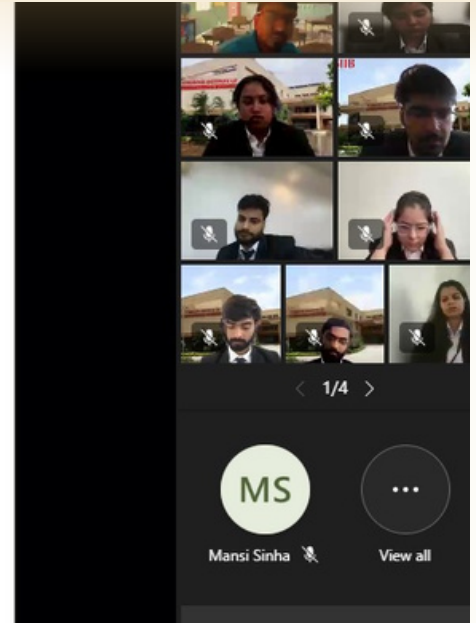
He initiated the session by exploring Goodspin's diversification strategy, shedding light on the strategic expansion of product or service offerings to enter new markets. The discussion covered the benefits and challenges associated with diversification, fostering a more profound understanding among the students. Real-world examples and practical scenarios were used to illustrate how optimized resource utilization contributes to overall efficiency and competitiveness. Moreover, the intricacies of entering export markets were extensively covered, including strategic considerations, market analysis techniques, and adapting marketing strategies to different cultural and economic landscapes. Furthermore, the workshop's interactive nature allowed students to actively participate in discussions on marketing principles, fostering the exchange of ideas and practical application of theoretical knowledge.

In conclusion, Mr. Mukul Diwakar's workshop seamlessly integrated theoretical insights with practical discussions, enhancing the Marketing Batch's comprehension of marketing strategies. Additionally, the workshop effectively prepared students for future challenges in the competitive business landscape, proving to be a valuable addition to their academic and professional journey.

What you do when you are in ..

Equity Capital Markets (ECM)

- Part of IBD
- Help companies raise money via stock markets
- Originate, structure and market the deal to potential investors
- Not just IPOs
 - Follow-on offering
 - Secondary offering
 - Rights issue
 - Block trades
 - Private placements
 - Convertible bonds



Mr. Hrishikesh Malu

Co-Founder
Volt Motor EV



“The workshop delved into the critical realm of investment banking, shedding light on its diverse roles and functionalities. It gave the students a robust foundation in capital markets and a nuanced understanding of the multifaceted roles within investment banking.”

On February 27th, 2024, Mr. Hrishikesh Malu, Co-Founder of Volt Motor EV, led an insightful finance workshop on "Capital Market in Investment Banking." This comprehensive session gave students a solid foundation in capital markets, emphasizing the opportunities available for companies and investors in this dynamic financial landscape.

The workshop delved into the critical realm of investment banking, shedding light on its diverse roles and functionalities. Participants gained valuable insights into the front office of investment banking, exploring key functions such as sales, where trading ideas are promoted to high net-worth individuals and institutions, traders involved in market making, and strategists providing advice on market strategies. The session extended to discussing trade lifecycle in over-the-counter (OTC) markets. Participants learned about trade initiation and execution, trade capture, validation, enrichment, confirmation, settlement, margin, collateral exchange, and reconciliation.

In conclusion, the workshop provided students with a robust foundation in capital markets and a nuanced understanding of the multifaceted roles within investment banking. Overall, the workshop empowered participants with valuable knowledge to navigate the complexities of investment banking and capital markets.



Mr. Yatin Sonkusare

Delivery Manager
Yantra



“The session guided students in customizing documents to meet specific requirements. Attendees were equipped with practical strategies and tools to enhance their professional presence and navigate the competitive job market with confidence.”

On February 28, 2024, Mr. Yatin P. Sonkusare, Delivery Manager at Yantra and a proficient Project Manager with over 16+ years of industry experience, conducted a guest lecture at SIIB on the topic: “CV Building and LinkedIn Profiling”. During the lecture, Mr. Sonkusare provided a thorough examination of the nuances between a resume and a curriculum vitae (CV), delving into their respective purposes, formats, and emphasis. He stressed the importance of tailoring these documents to the specific requirements of job applications or academic endeavours.

Additionally, he highlighted the critical role of skills in professional profiles, distinguishing between hard and soft skills and underscoring the increasing importance of soft skills as one progresses in their career. Furthermore, he provided invaluable insights into optimizing LinkedIn profiles, covering aspects such as profile photo, headline, summary, skills, education, recommendations, interests, and networking strategies. Throughout the session, he emphasized the significance of meticulous proofreading to avoid grammatical errors and spelling mistakes in both resumes and LinkedIn profiles, as well as aligning one's resume with their LinkedIn profile to maintain consistency and credibility.

In conclusion, the guest lecture provided invaluable insights and guidance to students, empowering them to strengthen their professional profiles and advance their careers effectively. By the end of the session, students were equipped with practical strategies and tools to enhance their professional presence and navigate the competitive job market with confidence.

Pages, Mail, Calendar, and Drive : Skiff's End-to-End Encrypted Tools for Secure Collaboration

**E-Cell
Column**

End-to-End Encryption



Ayan Guha Roy (Member of E-Cell)

Effective data protection and privacy safeguards are essential than ever in the developing digital age where private information continues to be at threat. Countries throughout the world, including India, which is preparing to implement the Digital Personal Data Protection Bill 2022, are taking notice of the issue. The bill sets the parameters for handling personal data for legal purposes while also proposing to acknowledge individual confidentiality. In light of this, San Francisco firm Skiff, which focuses in providing an entirely secure encrypted email and collaboration system, made the decision to deploy its encrypted email services to protect Indian consumers' digital footprints. San Francisco-based Skiff is placing a lot of money on Indian users to give it a large boost as privacy-first companies gain popularity throughout the world. Skiff hopes to reach five million users in the next few years. Andrew Milich and Jason Ginsberg, two 25-year-old Stanford grads turned entrepreneurs, established Skiff, a company that offers its 300,000 customers productivity tools, social workspaces, and end-to-end encrypted communication. Email and file transfer security and privacy are guaranteed by Skiff. Skiff, which was founded in 2020 and has 15 full-time employees, raised \$23 million with the support of angel investors, Neo and Sequoia Capital. In 2021, the business released Pages, its initial product that let users write and communicate securely on wikis, notes, and documents. The introduction of Mail, Calendar, and Drive—all of which were created with end-to-end encryption to protect user data. By running its very own SMTP servers, Skiff further secures user data and does away with the need for other providers. Skiff allows users to effortlessly transfer their current email accounts and files from other platforms like as Google, Outlook, and ProtonMail, making the switch to a more secure platform easier. Skiff's connection with Web3 components, which offers decentralized storage choices and wallet integrations with sites like MetaMask and Brave Wallet, is what really makes it stand out. By doing this, consumers are guaranteed total control over their data—even in the event that Skiff is shut down.



BACK FROM THE BRINK **Leading the KODAK Comeback**

Sutanu Chakraborty (Member of E-Cell)

Kodak, a photo, camera, and digital print industry pioneer, filed for bankruptcy under Chapter 11 from 2011–12. Despite capturing nearly 50% of the global market at its peak, the company narrowed down its market invention views due to popular releases and cash cows, and its attempts to continue traditional profit generation temporarily killed it.

In 1975, Steven J. Sasson, an R&D engineer at Kodak, invented the digital camera. Kodak initially tried to control Sasson's filmless photography technology, but eventually, the company's profits from selling photographic film led to a shift in the industry. In 1975, Cromemco Cyclops, developed by Terry Walker, Harry Garland, and Roger Melen, became the first commercial digital camera. Within 25 years, companies like Fuji, Sony, Toshiba, Canon, Leica, and Thomson followed suit. Kodak discontinued its popular Kodachrome series after 74 years, recognizing the potential of its employees' imagination and the scientists' virtuosity.

However, Kodak was still the giant in the market, possessing over 7,000 patents and more than \$12 million in cash in the bank. The brand realized its mistake in 1975 and pivoted its production line to digital cameras in late 1995, but this time, the brand anchored its innovation spotlight towards a 'Focused innovation strategy.' The brand started R&D on digital imaging, touch screens, enterprise inkjet systems, and consumer film. Keeping some of its classic designs in camera. Kodak's Gen-X cameras offer all the technological breakthroughs that its competitors do. Still, to differentiate itself, it has retained some camera models that look identical to those of its legendary manual point-and-shoot cameras from the early 1990s. Kodak returned its Ektachrome film in January 2017, a more sophisticated digital copy of the heritage camera to revive its brand image.

Kodak is rebuilding its brand image and aiming to capture markets by the end of 2025. Currently, the company has regained a 9.7% market share. However, despite Nikon and Canon's challenges, focusing on consumer electronics and adapting to technological advancements can retract the company.

Feather in The Cap



Mr. Debojyoti Ray Chaudhuri is a prominent alumnus from the batch of 2006-08. Recently he has been promoted to the Director of Customer Operations: Central & East at Unilever.

As the Planning Excellence Manager at Unilever, Debojyoti Ray Chaudhuri has demonstrated exceptional leadership and expertise in supply chain management and procurement. With over a decade of experience, he has consistently delivered outstanding results in demand planning, customer service, and project management.

He has been recognized as an APICS-qualified CPIM instructor which underscores his commitment to continuous learning and professional development. His contributions to Unilever extend beyond his technical skills; he is also known for his strong leadership, mentorship, and ability to inspire teams to achieve excellence.

Before Unilever, he was associated with renowned organizations like Kansai Nerolac Paints and Dupont. With expertise in the areas of demand planning, supply chain management, and procurement, he demonstrates a profound understanding of optimizing operational processes and maximizing efficiency within organizations. We wish Mr. Debojyoti Ray Chaudhuri all the best for his future endeavors!



Mr. Debojyoti Ray Chaudhuri

Director of Customer Operations:
Central & East at Unilever

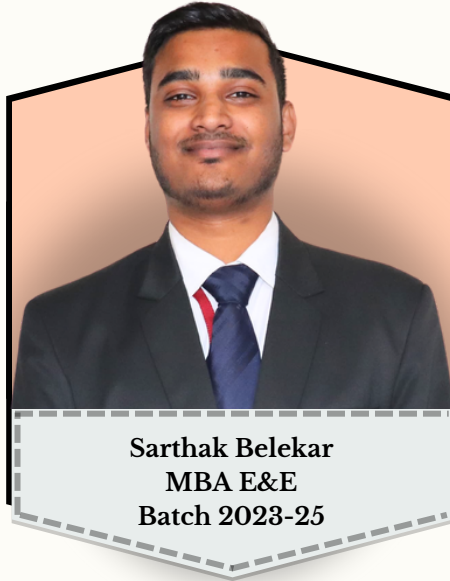
STAFF ACHIEVEMENTS



Mr. Yogesh Kalbhor, Administrative Officer at Symbiosis Institute of International Business (SIIB), Pune, has been honored with 'A Leadership Award' for Professional Excellence in General Administration by CE Worldwide.

This prestigious recognition was celebrated at the 160th Conference, encompassing Procurement, Project Management, Corporate Real Estate, and Facilities Management on the 23rd February 2024

STUDENT'S ACHIEVEMENTS



Mr Sarthak Belekar, (MBA-Energy & Environment) of SIIB from Batch 2023-25 was the National Finalist in the B-quizzing 2024 competition organized by ISIM under (Institute's Innovation Council (IIC) Ministry of HRD initiative) on February 10th, 2024. This contest brought together bright young minds to solve challenging business problems.

Secondly, he won the Thinklytics competition organized by the Sitare ACM Student Chapter on February 2nd, 2024. This challenging quiz was on Computational and Analytical Thinking.

Lastly, he secured the first runner-up position in the Framework Teaser Strategy Quiz organized by IIM Rohtak on February 4, 2024. This quiz focused on applying strategic thinking in real-world business scenarios.

CONTACT US



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pr@siib.ac.in
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