

An SIIB Publication

REKINDLE

MARCH 2024



CONTENTS



- 1 Stepping out day
- 2 Mera Pehla Vote - Desh Ke Liye
- 3 India's Techade - Chips for Viksit Bharat
- 4 Industrial Visit
- 5 Workshops
- 6 E-Cell Columns
- 7 Feather In The Cap
- 8 Faculty Achievements
- 9 Staff's Achievements
- 10 Student's Achievements

WORD OF THE MONTH

“ **naiveté** ”

the quality or state of having or showing a lack of experience or judgment; natural or artless simplicity.



The ceremony commenced with the traditional lighting of the lamp, symbolizing the knowledge and wisdom the students acquired during their time at SIIB. Mr. Rahul Singh, CEO of Uniphos Envirotronic Pvt. Ltd, and Mr. S.V. Jadhav, Managing Director of Teamwork Global Logistics, graced the occasion as Guest of Honour and Chief Guest.

Faculty members of SIIB delivered a heartfelt farewell address, reminiscing about the memorable journey shared with the departing batch and offering insightful words of wisdom. They reflected on the growth and achievements of the students, acknowledging their resilience and dedication throughout their academic journey at SIIB.

The ceremony also recognized students' outstanding academic and sports achievements by awarding trophies and certificates. Mr. Rahul Singh and Mr. S.V. Jadhav also enlightened the departing batch with their invaluable insights and inspiring anecdotes. Their words resonated deeply, motivating the students to embrace the challenges and opportunities ahead with confidence and resilience. Thereafter, Dr. Asmita Chitnis, Director, SIIB, addressed the departing students by encouraging them to carry the institute's values and ethos into their future endeavours.

As the ceremony drew to a close, Dr. Prakash Rao, Deputy Director, extended a heartfelt vote of thanks to all attendees, appreciating their contribution in making the event memorable. Finally, the ceremony culminated in a collective batch group photo, capturing the essence of camaraderie and shared experiences. This was followed by a joyous cake-cutting ceremony in the Amphitheatre. The event concluded on a warm note with a high-tea for all students, fostering a sense of community and togetherness.

Mera Pehla Vote - Desh Ke Liye

MARCH
6th, 2024



On 6th March 2024, SIIB organized the "Mera Pehla Vote Desh Ke Liye" Campaign, aimed at promoting electoral participation among students in light of the upcoming 2024 Lok Sabha elections. The campaign focused on the significance of youth engagement in the democratic process and the initiatives taken by the Election Commission of India (ECI) to address urban and youth apathy through the Systematic Voters' Education and Electoral Participation (SVEEP) programme.

The primary objective of the campaign was to raise awareness about the importance of electoral participation among students and to encourage them to become active participants in the democratic process.

Students were encouraged to take an online pledge for electoral participation as a symbolic commitment to exercising their democratic rights and responsibilities. Throughout the campaign, an awareness drive was conducted to disseminate information about voter registration procedures. This aimed to ensure that students were well-informed and prepared to participate in the upcoming elections.

The "Mera Pehla Vote Desh Ke Liye" Campaign was a resounding success in achieving its objectives of promoting electoral participation among youth. By raising awareness, providing education, and encouraging active engagement, the campaign contributed to fostering a culture of democracy and civic responsibility among students. As India prepares for the 2024 Lok Sabha elections, initiatives like these play a crucial role in shaping the future of the nation's democratic polity.

India's Techade-Chips for Viksit Bharat

MARCH
13th, 2024



On March 13th, 2024, students and faculty of SIIB gathered to witness the live video conference of the "India's Techade - Chips for Viksit Bharat" initiative by the honorable Prime Minister Narendra Modi. The screening deliberated on various aspects of India's Techade vision, the Semiconductor Mission, and strategies for achieving Viksit Bharat @2047 through research and innovation.

Prime Minister Narendra Modi addressed the 'India's Techade: Chips for Viksit Bharat' program and laid the foundation stone for three semiconductor projects worth Rs 1.25 lakh crores via video conferencing. Addressing the occasion, he said that this historic occasion is a significant step towards a bright future for India as foundation stones are laid for three major Semiconductor manufacturing projects in Dholera and Sadanand in Gujarat and Moregaon in Assam.

In conclusion, the YouTube screening event at SIIB, Pune, celebrated India's Techade initiative and its implications for the nation's semiconductor industry. It fostered dialogue, awareness, and collaboration towards achieving a technologically empowered and self-reliant India by 2047.

Industrial Visit - HR Accops Systems Private Limited

MARCH
8th, 2024



The students of SIIB from MBA- International Business with a Specialization in Human Resource, Batch 2023-25, visited Accops Systems Private Limited in Mumbai on March 8, 2024. During the industry visit to Accops Systems Private Limited, students were provided with a comprehensive understanding of the company's human resource practices. Led by the Talent Acquisition, Learning and Development, and HR Operations teams, students delved into the intricate workings of HR management within the organization.

Through interactive sessions, students were enlightened about the diverse hiring strategies employed by Accops, particularly focusing on the recruitment process for fresher's. They gained insights into the multifaceted components of the hiring process and the various channels utilized for talent acquisition, including LinkedIn, the company's social media platforms, and referrals.

Additionally, the visit provided students with a deeper understanding of learning and development practices, delineating the distinctions between functional, behavioral, and situational skills. Moreover, they were acquainted with the extensive responsibilities shouldered by the HR Operations team, spanning from employee onboarding and engagement to grievance handling, performance evaluations, and managing employee transitions.

Overall, the industrial visit proved instrumental in broadening students' perspectives on human resource management, offering firsthand exposure to the operational dynamics at Accops Systems Private Limited.



TIMELINE OF WORKSHOPS

- **1st March - Mr. Ajay Prakash Mishra, Founder & Coach APM, Communication Skills Trainer Founder & Coach APM Communication Skills Trainer KOAK Education**
 - **2nd March - Ms. Deepali Gunye, Visiting Faculty (SIU), Trainer and KPI Analyst**
 - **9th March - Dr. Vinod Kumar, Researcher and Digital Marketing Consultant**
- 



Mr. Ajay Prakash Mishra

Founder & Coach APM
Communication Skills Trainer
Founder & Coach APM
Communication Skills Trainer,
KOAK Education



"The session emphasized the transformative potential of summer internships as a bridge between academic learning and practical experience and highlighted qualities that empowered students to navigate challenges and maximize growth opportunities."

On March 1, 2024, the batch of 2023-25 at SIIB embarked on a transformative journey of personal and professional growth with an alumni interaction led by Mr. Ajay Prakash Mishra. The session, titled "Summer Internship: Building Bridges to Employment," provided invaluable insights into maximizing summer internships for optimal outcomes. He commenced the session by shedding light on the significance of summer internships as a crucial bridge between academic learning and real-world application. He emphasized the importance of aligning personal aspirations with internship objectives to ensure a fulfilling and productive experience.

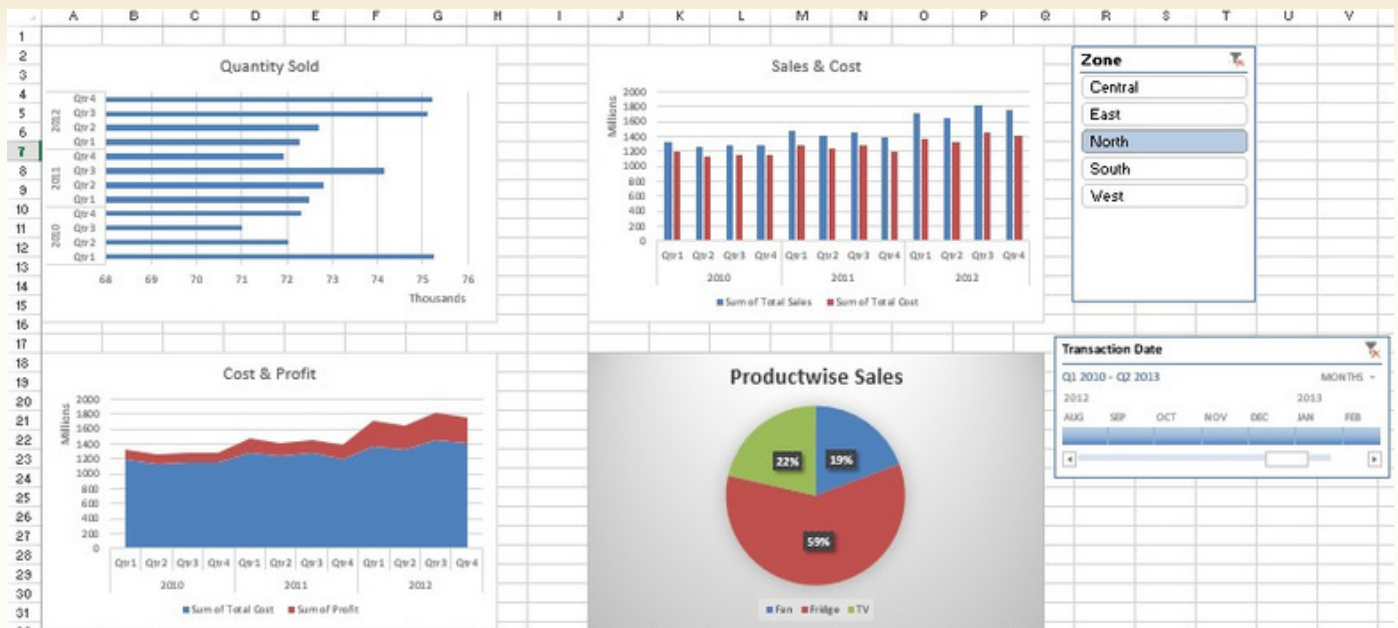
A key takeaway from the session was Mr. Mishra's emphasis on maintaining an open-minded approach in new encounters. He shared insightful anecdotes and discussed common pitfalls to avoid, such as adopting a rigid "one size fits all" mentality and shying away from challenging conversations. Clear communication and responsiveness were underscored as essential attributes for building effective professional relationships and fostering a positive reputation in the workplace.

Throughout the interactive session, practical strategies were shared to help students navigate the complexities of summer internships successfully. Mr. Mishra addressed common misconceptions and provided actionable advice on how to proactively engage with colleagues and supervisors, seek feedback, and leverage opportunities for growth.

In conclusion, the session laid a robust foundation for the students' forthcoming summer internships, equipping them with valuable insights and strategies to drive personal and professional growth. The interactive nature of the session fostered meaningful dialogue and encouraged students to reflect on their goals and aspirations, ensuring they embark on their internships with clarity, confidence, and a proactive mindset.

Key Performance Indicators

MARCH
2nd, 2024



Ms. Deepali Gunye

Visiting Faculty (SIU),
Trainer and KPI Analyst



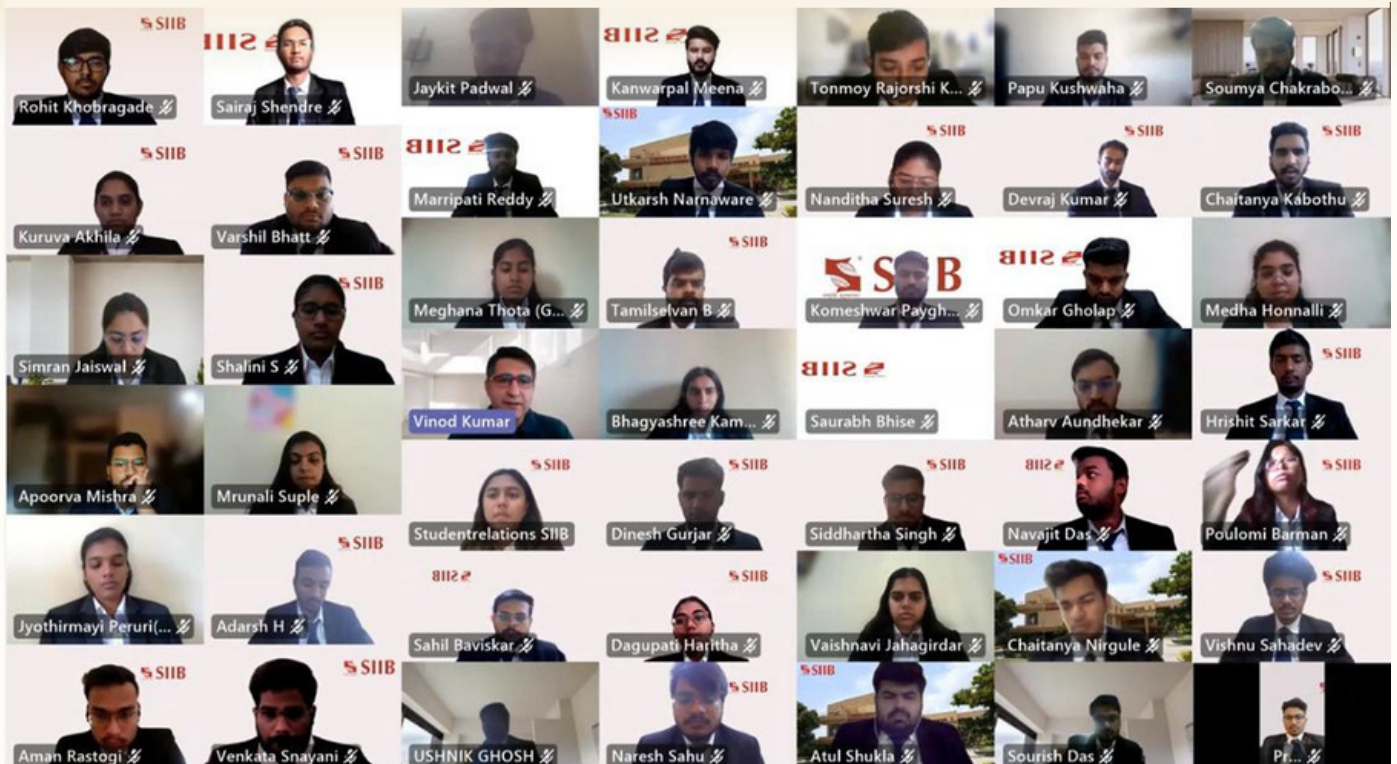
“The workshop underscored the significance of early identification and monitoring of Key Performance Indicators (KPIs). Students gained practical experience using tools like Excel to measure performance and drive strategic decision-making.”

On March 2nd, 2024, Ms. Deepali Gunye, Versatile Professional with expertise in Data Analytics, Financial Reporting, Insurance and Training, conducted a workshop on the topic "Key Performance Indicators (KPIs). The workshop aimed to equip participants with essential knowledge and tools to effectively understand, implement, and measure KPIs in real-world scenarios.

The workshop covered a wide array of topics, starting with an introduction to KPIs, emphasising the importance of early KPI identification and monitoring. They explored tools for future planning, including techniques to effectively align organisational strategies with KPIs. Thereafter, Ms Gunye guided students through the KPI-building process, stressing the importance of SMART KPIs—Succinct, Measurable, Achievable, Relevant, and Time-bound KPIs.

The participants gained hands-on experience using Excel and other tools to measure performance, identify areas for improvement, and evaluate market standing. Additionally, they actively engaged in discussions and practical exercises throughout the workshop, enriching their learning experience.

To conclude, the workshop equipped participants with the practical knowledge and skills necessary to implement KPIs effectively in real-world scenarios. They gained insights into performance management, strategic planning, and market evaluation, enhancing their ability to contribute meaningfully to organisational success.



Dr. Vinod Kumar

Researcher and Digital
Marketing Consultant



“The workshop highlighted the paramount importance of leveraging social media platforms for businesses, emphasizing their influential role in shaping consumer behavior and driving trends.”

On March 9th, 2024, Dr. Vinod Kumar, Researcher, and Digital Marketing Consultant, conducted a workshop on the topic “Digital Marketing”. This led a comprehensive discussion on the social media landscape in today's era. The workshop on digital marketing strategies and tools aimed to equip participants with practical knowledge and skills to navigate the ever-evolving landscape of online marketing.

The session underscored the significant impact social media wields in shaping opinions, influencing trends, and driving consumer behavior. Dr. Vinod Kumar presented compelling statistics illustrating the remarkable expansion of social media platforms. Participants gained an understanding of the sheer magnitude of users and the extensive reach these platforms offer.

Dr. Vinod Kumar illuminated on content marketing, influencer collaborations, paid advertising, and other pertinent strategies essential for success in the digital realm. Participants actively engaged in discussions and practical exercises aimed at applying theoretical concepts to real-world scenarios.

Overall, the workshop was a resounding success, leaving attendees equipped with the knowledge and confidence to excel in the realm of digital marketing.



Aakanksha Desai (Member of E-Cell)

The health and wellness industry is seeing stratospheric growth in entrepreneurship as people place a greater priority on their health and well-being. Startups are taking advantage of opportunities to meet the changing demands of customers looking for holistic approaches to wellness, from cutting-edge digital platforms to personalized nutrition services.

Leaders in this movement are businesspeople who understand how profitable enterprises may be built while simultaneously improving the lives of people. Health and wellness entrepreneurs are changing the way we think about self-care by tackling issues related to mental health, encouraging physical fitness, or supporting sustainable living.

The rise of digital health platforms is one of the most prominent developments in the field of health and wellness entrepreneurship. These platforms provide a wide range of services that may be accessed conveniently via computers or smartphones, such as telehealth consultations, mental health support, fitness tracking, and wellness coaching. These firms are democratizing healthcare access and enabling people to take charge of their health by utilizing technology.

Personalized nutrition services are also becoming more popular as customers look for specialized nutritional advice to help them achieve their health objectives. Personalized nutrition solutions are becoming increasingly popular, and businesses are taking advantage of this by offering meal planning applications, DNA-based nutrition analysis, and subscription meal delivery services.



Aakanksha Desai (Member of E-Cell)

Furthermore, new avenues for healthcare innovation have been made possible by the fusion of machine learning (ML) and artificial intelligence (AI). Predictive analytics, AI-powered diagnostics, and tailored therapy suggestions are transforming patient care, facilitating early disease detection, and enhancing treatment results. AI is also being used by entrepreneurs to improve patient experiences, optimize workflows in the healthcare industry, and expedite administrative procedures.

In summary, the growing need for comprehensive well-being solutions is driving a vibrant and quickly changing industry known as health and wellness entrepreneurship. The future of health and wellness appears brighter than ever, with the possibility of a society in which everyone has the chance to live better, happier lives being promised by entrepreneurs who are willing to innovate and challenge conventional ideas.



Shubham kumar (Member of E-Cell)

A slowdown in the Indian startup ecosystem is indicated by the sharp decline in new additions to the coveted unicorn list in 2023, as per the report "Slowdown in India's Startup Ecosystem." According to the ASK Private Wealth Hurun Indian Future Unicorn Index 2023, India added just three unicorn startups with a valuation of over USD 1 billion in 2023 compared to 24 in the same period last year. As of May 31, 2023, India's startup ecosystem ranked third globally. Among middle-income economies, India ranks second in terms of the quality of innovation and first in terms of the calibre of scientific publications and university education.

Over the last few years (2015–2022), the Indian startup ecosystem has grown exponentially: startup funding has increased by 15 times, investor numbers have increased by 9 times, and incubator numbers have increased by 7 times. There are 108 unicorns in India as of May 2023, and their combined value is USD 340.80 billion. Twenty-one unicorns were born in 2022, and forty-four unicorns were born in 2021.

Acquiring sufficient funding for their ventures poses a challenge for Indian startups. Their ability to grow and innovate is hampered by limited access to capital. Venture capital is difficult for startups to secure because of a number of factors, including investor mistrust, risk aversion, and unstable market conditions.

It can be difficult for many startups to make steady revenue. They frequently have trouble monetizing their goods and services, developing workable business plans, and turning a profit. Further obstacles include a small market reach, competition from well-established firms, and inadequate customer acquisition.

Startup growth may be hindered by a weak ecosystem for infrastructure. Concerns include a lack of incubation centres, mentorship programmes, and networking opportunities; in addition, access to technological resources is restricted and physical infrastructure is inadequate. For startups to flourish and have access to the tools, knowledge, and direction they need, they need nurturing environments.



Shubham kumar (Member of E-Cell)

India's startups must navigate complicated tax laws and regulatory barriers. Startups face challenges from confusing regulations, bureaucratic red tape, and laborious compliance procedures. Complicated tax laws can increase administrative work and reduce revenue.

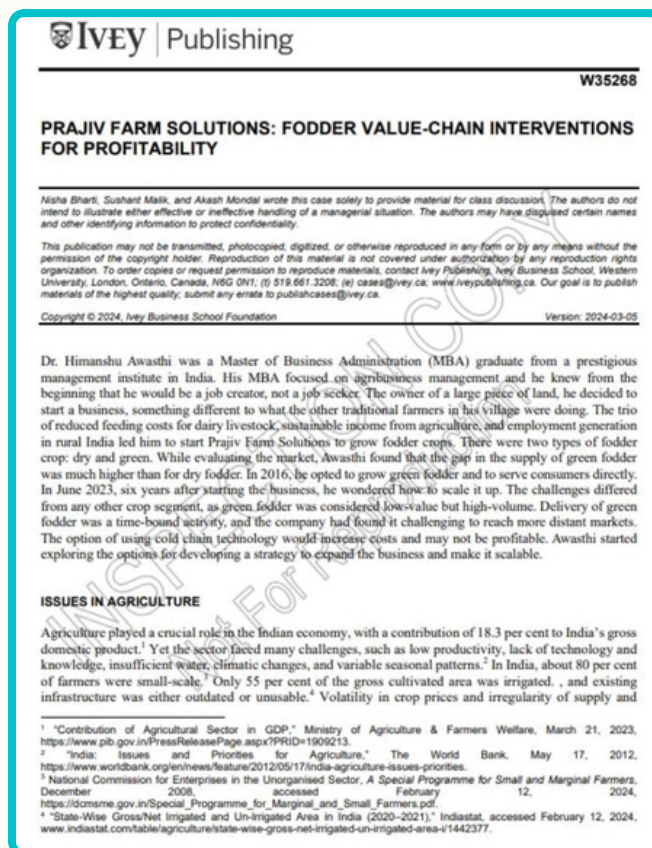
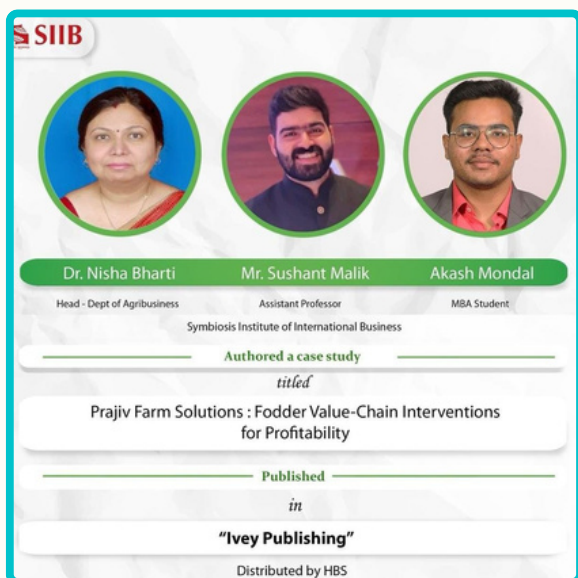
Discussing the government's startup-friendly initiatives. Numerous programmes exist, including the Startup India Action Plan (SIAP), the National Initiative for Developing and Harnessing Innovations (NIDHI), and the Ranking of States on Support to Startup Ecosystems (RSSSE).

The purpose of the Startup India Seed Fund Scheme (SISFS) is to give startups financial support for product trials, market entry, proof of concept, prototype development, and commercialization. The National Startup Awards aim to identify and honour exceptional startups and ecosystem facilitators that are promoting economic dynamism through competition and innovation.

SCO Startup Forum: Established in October 2020, the Shanghai Cooperation Organisation (SCO) Startup Forum aims to collaboratively enhance and expand startup ecosystems. Prarambh: The goal of the "Prarambh" Summit is to give young people and entrepreneurs from all over the world a place to share their ideas, ingenuity, and invention.

In order to get around the difficulties Indian startups face, they establish offices abroad, particularly in nations with advantageous tax and legal systems. "Flipping" is the process of transferring an Indian company's whole ownership—including all of its data and intellectual property—to an organisation located abroad. Flipping usually occurs in the early phases of a startup. With active cooperation from other stakeholders and government-affiliated regulatory bodies, this trend can be reversed.

FACULTY ACHIEVEMENTS



We are delighted to congratulate our respected Head of Department of Agri-business, Dr. Nisha Bharti, Faculty of Agri-business Mr. Sushant Malik and MBA Student Akash Mondal for authoring a case published in "Ivey Publishing".

This case is suitable for undergraduate and graduate levels, as well as executive and management development programs, as part of courses in advanced agriculture, rural marketing strategy, operations strategy, and value chains.

Find full case at this link : <https://lnkd.in/drRtmBVn>

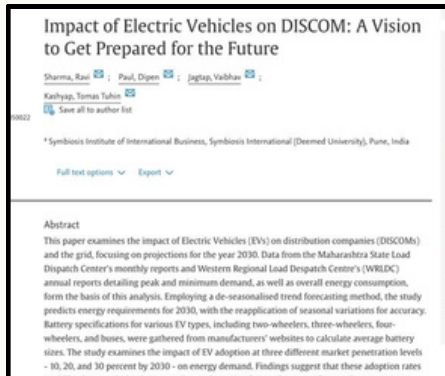
STAFF ACHIEVEMENTS



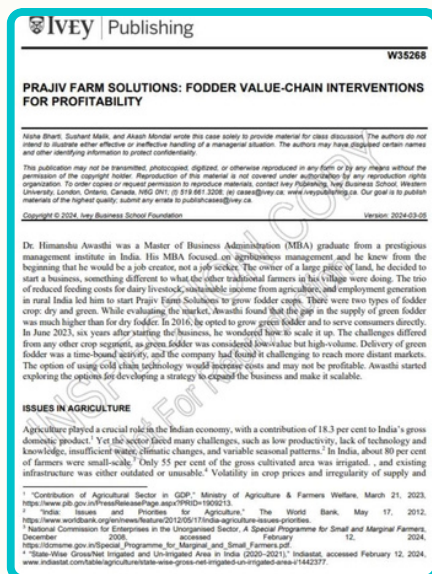
SIIB secured the runner-up trophy as part of Women's Cricket, with certificates awarded on 5th March 2024, while during the Annual Sports Felicitations Ceremony, the DSRW recognized the exceptional achievements of the Symbiosis Staff Sports Fest team game winners.

STUDENT'S ACHIEVEMENTS

Academic Achievements



We are delighted to congratulate Tomas Tuhin Kashyap for contributing as an author with his paper titled Impact of Electric Vehicles on DISCOM: A vision to get prepared for the future during the 6th International Conference on 'Emerging Technologies in Digital Transformation and Aligned Education' (IEEE-PuneCon2023), jointly organized by IEEE Pune Section and COEP Technological University, Pune



We are delighted to congratulate Akash Mondal, MBA in Agri-Business, for authoring a case published in "Ivey Publishing".

This case is suitable for undergraduate and graduate levels, as well as executive and management development programs, as part of courses in advanced agriculture, rural marketing strategy, operations strategy, and value chains.

Find full case at this link : <https://lnkd.in/drRtmBVn>

STUDENT'S ACHIEVEMENTS

Sports Achievements



Mr. Bhanu Piyush Singh, an MBA-AB student from SIIB Batch 2022-24, participated in the Shot-Put event, achieving a throw of 10.46 meters on March 10, 2024, at Yudh 2024, The Ultimate Battle, hosted by KJ Somaiya Institute of Management, Mumbai. He secured the 2nd position, winning the Silver medal.

CONTACT US



<https://www.siib.ac.in/>



<https://blog.siib.ac.in/>



SIIB Facebook Page

<https://www.facebook.com/SymbiosisInstituteOfInternationalBusiness/>



Follow us on Instagram

<https://www.instagram.com/siib.pune/>



SIIB LinkedIn Page

<https://www.linkedin.com/school/symbiosis-institute-of-international-business/mycompany/>



Get in touch with your alma mater

<https://www.linkedin.com/groups/50754/>



Get in touch with your alma mater

<https://twitter.com/SIIBTweets>



SIIB Youtube Channel

<https://youtube.com/@OfficialSIIB?feature=shared>



pr@siib.ac.in
alumni@siib.ac.in