

An SIIB Publication

REKINDLE

APRIL & MAY 2024



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WORD OF THE MONTH

“ Sagacious ”

having or showing keen mental
discernment and good judgement

Desh Ka Garv: SIIB Students Promote Voter Awareness Campaign 2024

APRIL
23rd, 2024



SIIB has taken an initiative through social media to raise the Voter Awareness by sharing the creatives of election commission of India titled "Chunav ka Parv, Desh ka Garv", proudly showcasing their commitment to democratic values.

The message was clear: "Let's amplify the power of our democracy by raising awareness on the importance of voting." Through a series of engaging posts, SIIB emphasized the importance of voting and it's commitment to promoting democracy and civic responsibility.



The Summer Internship Programme (SIP) for the 2023-25 batch at the Symbiosis Institute of International Business (SIIB) has once again demonstrated the institute's commitment to providing its students with exceptional industry exposure and professional development opportunities.

Key Highlights of SIP 2023:

- 1. Broad Industry Participation:** This year, the SIP program saw an impressive turnout from numerous organizations across various sectors, reflecting the industry's trust in SIIB's talented student body. Companies from FMCG, Banking, Financial Services, Insurance (BFSI), Consulting, IT, Manufacturing, and other sectors participated, offering students a chance to work on meaningful projects.
- 2. Diverse Internship Roles:** Students engaged in a variety of roles during their internships, gaining practical experience in areas such as market research, digital marketing, supply chain management, financial analysis, data analytics, and strategic planning. This diversity in roles helped students apply their academic knowledge to real-world challenges.
- 3. Geographic Reach:** Internships were undertaken in multiple cities across India, including Mumbai, Delhi, Bangalore, and Pune, as well as other cities. This exposure to different business environments enriched the students' learning experiences and broadened their perspectives.



4. Skill Development: The SIP program played a crucial role in enhancing students' skills. They developed technical competencies, improved their problem-solving and analytical abilities, and gained insights into industry practices. The hands-on experience provided a significant boost to their professional growth.

5. Positive Industry Feedback: Participating organizations have provided excellent feedback regarding the performance of SIIB students. They praised the interns for their professionalism, innovative thinking, and ability to contribute effectively to their projects. This positive feedback highlights the institute's success in preparing students for the demands of the corporate world.

6. Faculty and Mentor Support: Students received guidance and support from faculty members and industry mentors throughout their internships. This collaboration ensured that students maximized their learning opportunities and effectively navigated the challenges of their respective projects.

The Summer Internship Placement 2023 for the 2023-25 batch at SIIB has been a remarkable success. It stands as a testament to the institute's dedication to bridging the gap between academic theory and practical industry requirements. By facilitating these internships, SIIB continues to nurture capable and industry-ready professionals.

Skiff: Protecting India's Digital Horizon with Encrypted Email Services

E-Cell Column



In the age of rampant data breaches and privacy concerns, safeguarding personal information has become paramount. Skiff, a San Francisco-based startup, saw this urgent requirement and decided to leverage its state-of-the-art encrypted email services to strengthen Indian users' digital footprints.

In 2020, Stanford alums Andrew Milich and Jason Ginsberg founded Skiff, which quickly emerged as a ray of privacy amid the unpredictability of the online landscape. Their suite of products, including Pages, Mail, Calendar, and Drive, prioritizes user privacy through robust end-to-end encryption.

Skiff sets itself ahead of its rivals with its all-encompassing approach to user security. While others may offer encrypted email services, Skiff goes a step further by providing workspace collaboration features, seamlessly integrating Web3 components, and operating its own SMTP servers, thus eliminating reliance on potentially vulnerable third-party services.

Skiff's dedication to user empowerment is one of its most notable qualities. Users can easily move from Google and Outlook to Skiff with the use of seamless migration tools, guaranteeing continuity without sacrificing security. Furthermore, decentralized storage solutions are guaranteed by Skiff's interaction with Web3 components, giving consumers unmatched sovereignty over their data.



Sakshi Patel (Member of E-Cell)

In a bold move to deepen its presence in India, Skiff plans to invest \$500,000 in targeted marketing and social media campaigns. Skiff expects a spike in demand for its services as the country's awareness of data protection increases with the upcoming introduction of India's Digital Personal Data Protection Bill 2022.

Beyond just making money, Skiff wants to create a digital ecosystem where privacy is a basic human right rather than a luxury. Skiff's implementation of advanced encryption technology and advocacy for user empowerment ensures that data is protected, but also the future of digital India is protected. As the nation marches towards a more secure digital landscape, Skiff stands ready as a trusted guardian of privacy, ensuring that Indian users can navigate the digital world with confidence and peace of mind.

Agrivoltaics: A Sustainable Solution to Energy and Food Security



The world's population is expected to grow by a considerable amount, over a billion people, in the next 15 years! We all need more food, And everyone needs more electricity, too. We need innovations that combine technology with farming to handle all this. We have innovations through Agrivoltaics, an ingenious concept that marries solar energy production with agricultural cultivation, presenting a multifaceted solution to these challenges.

Agrivoltaics, also known as PV farming, offers a compelling proposition by integrating solar panels with traditional farming practices, effectively utilizing land for dual purposes. Agrivoltaics, however, represents a revolutionary approach by employing strategically designed solar panels, which allows for the cultivation of crops beneath the very canopy of the panels. This new system helps us use land better to reap benefits from solar power and farming simultaneously for a sustainable future.

Agrivoltaics offers farmers diversified income streams and contributes to renewable energy production by Optimizing resources, conserving water, and moderating temperatures to enhance crop yields and mitigate climate change. This approach to sustainability encourages effective land management techniques while simultaneously addressing both agricultural and energy requirements, which aims for a more promising future.

Agrivoltaics faces challenges like sharing land, shading crops, and managing water. Picking suitable crops at the right time and maintaining them are essential. Working together for sustainability can make farming and energy better for everyone. "Agrivoltaics is like hitting two birds with one stone "- we can grow food and harvest clean energy simultaneously, paving the way for a brighter and greener future.

FACULTY ACHIEVEMENTS



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Is naturally coloured cotton a sustainable substitute for cotton textile?
by A.S. Dishoja; Nisha Bharti; Sushant Malik
World Review of Entrepreneurship, Management and Sustainable Development (WREMSD), Vol. 20, No. 3, 2024

Abstract: There is a recent upsurge in consumption of environmentally sustainable products: one among them is the apparel segment, where cotton has the major stake. White lint cotton has to undergo processing and dyeing, which creates a hazardous impact on the environment. Therefore, the present study aims to better understand consumer behaviour towards cotton apparel and willingness to accept naturally coloured cotton, which positively impacts the environment and humans. Data collected from the respondents were analysed using decision tree and cluster analysis, which revealed that 28% of respondents are genuinely interested and buying naturally coloured cotton apparel and considered paying 15% premium. This paper also highlights the most critical attributes of cotton, and it discusses which category the cotton textile is the most preferred. This will help in the adoption of naturally coloured cotton apparel by consumers.

Online publication date: Wed, 01-May-2024

The full text of this article is only available to individual subscribers or to users at subscribing institutions.

SIIB is delighted to congratulate Dr. Nisha Bharti, Head of the Department of Agri-Business at SIIB, and Mr. Sushant Malik, Faculty of Agri-Business, SIIB on the publication of their article. Their research, titled "Is naturally coloured cotton a sustainable substitute for cotton textile?" has been published in the World Review of Entrepreneurship, Management and Sustainable Development (WREMSD), (Vol. 20, No. 3, 2024) by Inderscience Publishers. The article examines the recent surge in the consumption of environmentally sustainable products, highlights the most critical attributes of cotton, and discusses which category of cotton textile is most preferred.

Link- <https://www.inderscience.com/offers.php?id=138280>

STUDENT'S ACHIEVEMENTS



Uncovering Sentiment Changes Throughout the UBS Takeover: A Sentiment Analysis

Publisher: IEEE [Cite This](#) [PDF](#)

Neha Patvardhan ; Mahasweta Roy ; CA, Madhura Ranade ; Deepali Jayant Joshi [All Authors](#)

21 Full Text Views

Abstract

Document Sections

- I. Introduction
- II. Literature Review
- III. Methodology
- IV. Results and Discussion
- V. Conclusion and Implications of the Study

Abstract:

This study analyses the social mentions with respect to Takeover of Credit Suisse Bank by the UBS bank within various social networking sites. The comprehensive analysis was carried out by utilizing Brand24® - a digital platform analysis tool. Sentiment analysis through Netnographic analysis was employed for the analysis which involves a qualitative method of studying and interpreting the behavior and interactions within the online communities, predominantly focusing on the attitudes and trends within the digital spaces such as social media platforms, forums or blogs. The outcomes of the analysis were performed via Netnographic analysis and obtained based on volume of social mentions, types of sources, contexts of discussion, the most active sites, most influential sites, hashtags that are trending and ultimately the summary on the numerical context of sentiments in the social media platforms. The present inquiry holds noteworthy consequences for various stakeholders; shareholders, promoters, government, and society on a broader scale. The distinctiveness of this research lies in the selected theme for sentiment analysis. To the best of the researcher's knowledge no previous study has delved into and elucidated event-based sentiment analysis. The distinctive choice is motivated by the selection of "UBS Takeover" as a keyword to perform Netnographic analysis of sentiments within the social media.

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SIIB Congratulates Ms. Mahasweta Roy, an MBA-International Business student from the SIIB Batch of 2022-24, for successfully publishing a research paper titled "Uncovering Sentiment Changes Throughout the UBS Takeover: A Sentiment Analysis" in IEEE Xplore, which is indexed in Scopus. The paper is guided and co-authored by Dr. Neha Patvardhan, Faculty of Finance, SIIB; Dr. CA Madhura Ranade, Faculty of Finance, SIIB; and Deepali Jayant Joshi, Dept. of IT, VIT Pune.

This achievement underscores her dedication to research and, SIIB is extremely proud of her hard work and intellectual rigor.

STUDENT'S ACHIEVEMENTS



SIIB congratulates Mr. Chaitanya Nirgule, Mr. Harsh Choudhary, and Mr. Devrishi Koul from MBA-International Business, Batch of 2023-25, for securing the 1st position at the National Level Case Competition Media Showdown hosted by IIM Visakhapatnam which was held on 6th May 2024.

Link: <https://www.instagram.com/p/C6lziMrI7Rs/?igsh=bXhrazJ6bnVkdGZl>

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