SIIB

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WORD OF THE MONTH

“ Ephemeral ”

Lasting for a very short time; fleeting or temporary.

Marketing Fair

December 17th, 2024

On December 17, 2024, the SIIB campus was abuzz with excitement as students hosted the eagerly awaited Marketing Fair 2024. Entirely organized by the student body, this vibrant event showcased a plethora of stalls and offered a hands-on opportunity to apply classroom learning to real-world scenarios.

The fair was inaugurated with a ribbon-cutting ceremony by the esteemed Director of SIIB, Professor Dr Alka Maurya, marking the official commencement of the half day-long event. This was followed by a faculty stroll, during which professors visited the stalls and interacted with the students, appreciating their creativity and entrepreneurial spirit.
The fair catered to a wide range of interests, featuring delicious and diverse culinary delights, engaging visitors with fun activities and prizes, showcasing elegant handmade and designer pieces, and providing visitors with intriguing insights and consultations. These stalls, managed by students, were a testament to their innovation and customer engagement skills.

The success of the event was underpinned by meticulous planning and teamwork. The Finance Team efficiently managed all revenue and expenses, ensuring the event stayed profitable and within budget. The Operations Team took charge of the setup and infrastructure, ensuring a seamless and aesthetically pleasing layout. The Public Relations (PR) Team played a pivotal role in promoting the fair, welcoming guests, and collecting feedback to improve future events.

The fair provided a platform for students to apply theoretical concepts learned in class to practical scenarios. From strategizing stall designs to managing logistics and finances, students experienced the nuances of marketing, teamwork, and event management.
The Marketing Fair 2024 was not just an event; it was a celebration of creativity, teamwork, and learning. Fully student-organized, it left participants with enriched skills and cherished memories. Events like these reaffirm the value of experiential learning, bridging the gap between theory and practice, and inspiring students to take bold strides in their professional journeys.

AGRISUMMIT: From Local Farms to Global Markets - Expanding India's Global Footprint for a Viksit Bharat @ 2047

December 20th, 2024

On 20th December 2024, the Agribusiness Department of SIIB, Pune, hosted its annual flagship event, AGRISUMMIT 2024. The event revolved around the theme "From Local Farms to Global Markets: Expanding India's Global Footprint for a Viksit Bharat @ 2047," aiming to delve into strategies and innovations for strengthening India's agribusiness sector on a global scale.

The event commenced with an engaging introductory video, which set the stage for insightful discussions on global market trends, export potential, and sustainable agriculture. This was followed by a lamp-lighting ceremony, with the dignitaries including Dr. Alka Maurya, Director of SIIB, Dr. Prakash Rao, Deputy Director of SIIB, and Mr. Sushant Malik, Head of the Agribusiness Department. Dr. Alka Maurya then delivered the opening address, highlighting the critical need for value addition, innovation, and sustainability to boost India's agricultural exports.

The guest speaker sessions at Agrisummit 2024 brought forth a wealth of knowledge and insights from industry stalwarts. Mr. Gulshan Singh Rana emphasized the critical role of R&D in agriculture, citing that ₹1 investment in R&D yields ₹13.85 in returns, while addressing challenges like low mechanization, food security, and climate change. He advocated for innovations such as drone technology, phytobac systems, and soil analysis to empower small farmers and enhance global competitiveness. Similarly, Mr. Madhab Adhikari shared Coromandel International's sustainability initiatives and the "Nano Revolution" in fertilizers, highlighting the success of the "Drone Didi" scheme and the need for export-quality fertilizers. Dr. Amit K Tripathi inspired attendees with his session on "Vikshit Krishi for Vikshit Bharat," discussing the intersection of agriculture and nutrition and urging everyone to consider what their food has "eaten." He explored future possibilities like digital phenotyping and diagnostics to ensure nutritional security.

AGRISUMMIT: From Local Farms to Global Markets - Expanding India's Global Footprint for a Viksit Bharat @ 2047

December 20th, 2024

Further, Mr. Niraj Shukla detailed NCDEX's initiatives to modernize mandis and facilitate inclusive growth through commodity trading platforms. Mr. Pratik Gupta discussed the evolving agri-tech landscape, presenting a vision of India achieving $30 billion in GMV by 2027 through blockchain traceability, precision farming, and enhanced rural logistics. Lastly, Mr. Harsh Rawat highlighted the importance of maize procurement processes and the role of Farmer Producer Organizations (FPOs) in responsible sourcing and better pricing. He also addressed challenges in storage, transportation, and quality grading, advocating for better infrastructure and farmer awareness.

The event's panel discussion, moderated by Mr. Sushant Malik, explored sustainable leadership, technological integration in agriculture, and policy's role in driving innovation. The interactive Q&A session allowed participants to delve deeper into the challenges and opportunities within the agribusiness sector.

The event concluded with a vote of thanks delivered by Dr. Prakash Rao, Deputy Director of SIIB. Dr. Rao expressed heartfelt gratitude to the esteemed panelists for their invaluable contributions, the sponsors for their unwavering support, and the organizing committee for their dedication and hard work. He emphasized the pivotal role of collaboration, innovation, and sustainability in transforming India's agribusiness landscape and achieving the vision of a Viksit Bharat by 2047.

The success of Agrisummit 2024 was made possible with the generous support of its sponsors, Sustainida - a marketplace for sustainable and eco-friendly products, and Millets Now - an Agrozee Organics initiative. Their contributions underscored the importance of sustainability and innovation in agriculture.

TIMELINE OF WORKSHOPS

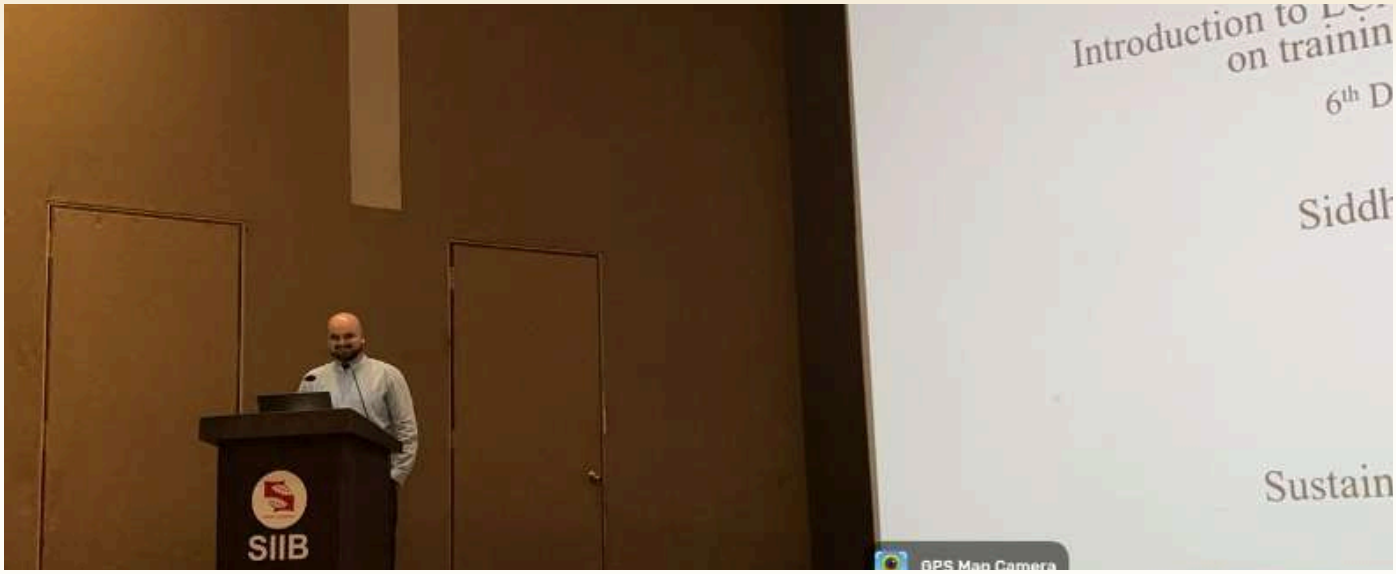
- 06th December 2024 - Mr. Siddharth Bhagwat, CEO - Sustain and Save

TIMELINE OF GUEST LECTURES

- 04th December 2024 - Ms. Preeti Ahuja, HR Leader - Atlas Copco Group
- 18th December 2024 - Mr. Akash Mitra, Sales Head - Bijak
- 19th December 2024 - Shri Ashish Vaishnav and Prof. D.S. Gandhe - Director Gangotree Energy Projects and Former visiting Faculty, SIIB

Reverse Logistics and Life Cycle Assessment

December 06th, 2024



Mr. Siddharth Bhagwat
CEO,
Sustain and Save
LCA Practioner, EPD, ESG Reporting, Ecovadis Assessment, CBAM Compliance

Mr. Siddharth Bhagwat

Mr. Siddharth Bhagwat gave insights about reverse logistics, life cycle assessment (LCA), carbon footprints, ISO standards, and hands-on experience with SimaPro software through interactive discussions, quizzes, and a corporate case study.

On 6th December 2024, the MBA Sustainability Management Batch of 2023-25 and Batch of 2024-26 and Supply Chain Management of Batch 2023-25 at SIIB attended an interactive and informative session led by Mr. Siddharth Bhagwat on Reverse Logistics and Life Cycle Assessment. The workshop focused on understanding the situations, opportunities and challenges present in the supply chain management and the prospective involvement of reverse logistics at the specific stages of product life.

The session kick started with basic interactive questions wherein students were asked about the LCA and difference between LCA and Carbon footprint to understand the depth of understanding followed by an exciting quiz wherein the audience were given task which involved finding the average carbon emission from very basic yet important elements which are used in day to day manufacturing industries. The emphasis was on the credibility of the information and source. It was then followed by a detailed discussion on how LCA leads to PCF (product carbon footprints) and how it should be accountable across various sectors and the importance of involvement of vendors in supply chain and on ISO standards 14040 and 14044 which are specific to LCA.

In the later half of the session, students were exposed to a prominent LCA software named SimaPro which let the students have a real life exposure to the working and understanding of the software which was demonstrated through a corporate based case study.

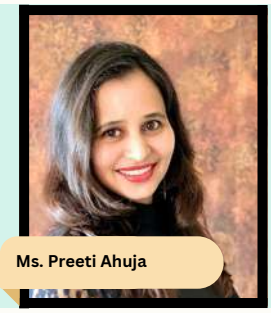
The session ended on a very enthusiastic note with Prof. Rahul handing over the token of appreciation to Mr. Siddharth Bhagwat.

Cracking the Code: Mastering Interview Skills for a Successful Career

December 04th, 2024

Ms. Preeti Ahuja

HR Leader,
Atlas Copco Group


Ms. Preeti Ahuja

Ms. Preeti Ahuja's session at SIIB focused on interview mastery, emphasizing company research, continuous learning, and goal-setting. She guided students in achieving career success through inspiring examples and mock interviews.

On 4th December 2024, SIIB welcomed Ms. Preeti Ahuja, a pioneer in the field of Human Resources. Ms. Ahuja has pursued a postgraduate degree in Labour laws followed by an Executive MBA from XLRI Jamshedpur. The theme for the session was "Cracking the Code: Mastering Interview Skills for a Successful Career." She enlightened the students with tips and techniques to ace interviews.

The session began in quite an interactive manner. Ms. Ahuja frequently gave real-life examples and touched on concepts that were unknown to many. She convinced the students that recruiters are also searching for employees as much as employees are for recruiters.

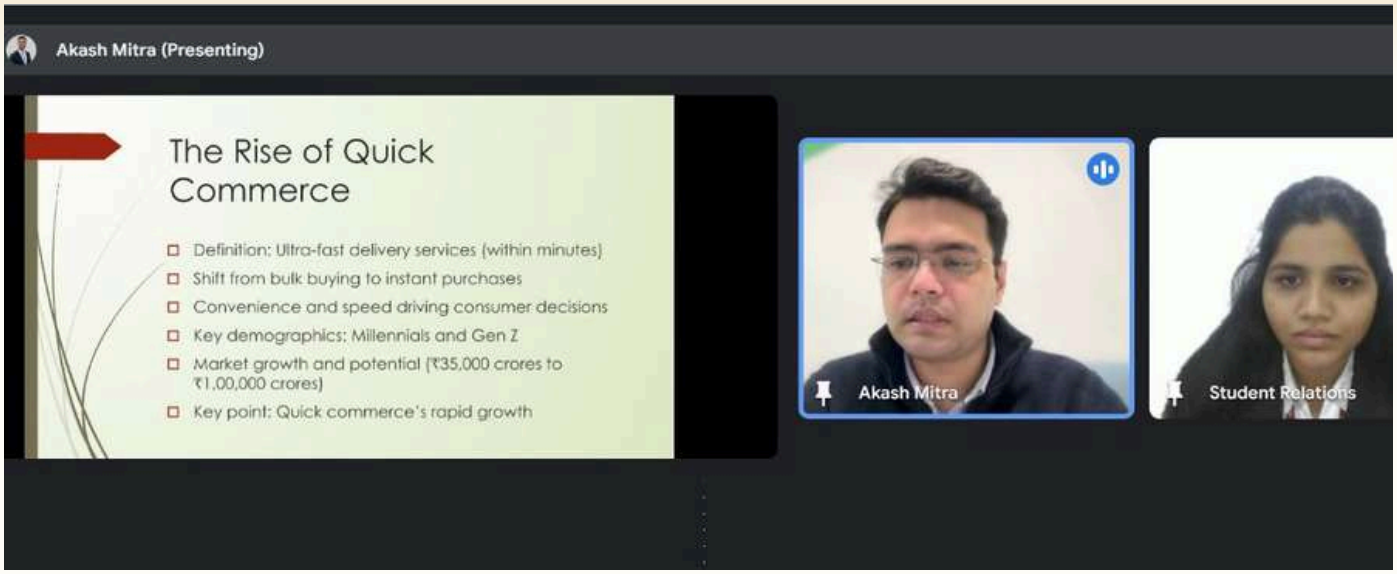
Ms. Ahuja further emphasized the importance of doing a thorough company profile research by accessing the organization's website and/or following its LinkedIn page. It may also be beneficial for job-seekers to connect with the employees and try to understand the internal viewpoints on the firm's operations.

She further encouraged students by giving examples of Indian-origin CEOs like Satya Nadella, Indra Nooyi, Ajay Banga, Sundar Pichai and more who have made it big in life. She stated their humble beginnings as management trainees, emphasizing small steps take giant leaps.

The session was concluded with a mock interview of three students, where each played the role of interviewer, interviewee and observer respectively. Ms. Ahuja gave her final feedback by summarizing that determination for constant learning with a set desired goal and adherence to it will fetch you success!

Campus Engagement

December 18th, 2024



Mr. Akash Mitra

Sales Head,
Bijak

Mr. Akash Mitra

Mr. Akash Mitra's guest lecture at SIIB explored emerging retail and e-commerce trends, innovative sales strategies, and leadership skills, providing MBA Agri-Business students with valuable insights into the evolving Indian business landscape.

On 18th December 2024, SIIB, Pune had the privilege of hosting an insightful guest lecture for the MBA Agribusiness batch of 2023-25 and 2024-26 by Mr. Akash Mitra, Sales Head at Bijak, on the topic "The Changing Face of Indian Retail and E-Commerce." With over 13 years of illustrious experience in Sales, Marketing, and Retail Management, Mr. Mitra has consistently demonstrated a knack for driving transformative strategies across domestic and international markets. A Green Belt Six Sigma professional and an alumnus of Robert Gordon University, he is renowned for his expertise in crafting impactful campaigns and fostering dynamic partnerships.

Mr. Mitra started the session by highlighting the changing consumer behavior in the retail and e-commerce space. He emphasized how the advent of quick commerce (such as platforms like Blinkit) has transformed shopping experiences by enabling ultra-fast deliveries and instant purchases.

Another critical aspect of the lecture was the power of localization in consumer engagement, which Mr. Mitra described as a vital strategy for brands to differentiate themselves in a highly competitive market. He explained how localization helps businesses connect with diverse consumer bases, thereby creating a more personalized shopping experience.

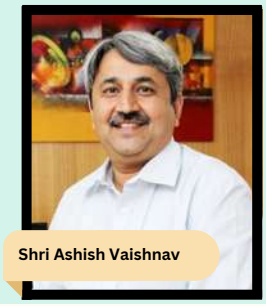
Mr. Mitra further elaborated on India's retail sector being at a tipping point, driven by a combination of digital commerce, advanced technologies, and evolving consumer demands. He provided actionable insights into how businesses can differentiate themselves by leveraging technology to reach rural markets, ensuring quick deliveries, and adopting innovative marketing strategies.

Energy Conservation Week at SIIB

December 19th, 2024

Shri Ashish Vaishnav and Prof. D.S. Gandhe

Director and former visiting faculty,
Gangotree Energy Projects and SIIB


Shri Ashish Vaishnav

Prof. D.S. Gandhe

The session emphasized energy conservation, and waste-to-energy innovations, inspiring students with practical frameworks for sustainable practices and solving solid waste challenges.

On December 19th, 2024 SIIB, Pune held an engaging and insightful session on "Energy saved is energy conserved" for the MBA Sustainability Management batch of 2023-25 and 2024-26 attended the event led by D.S. Gandhe Sir and Shri Ashish Vaishnav, which shed light on the importance of energy conservation and innovative waste management techniques.

Prof. D.S. Gandhe Sir began the session by recounting the historical and cultural significance of Energy Conservation Week. He emphasized that the government's initiative to recognize and reward industries and institutions for energy conservation laid the foundation for the development of sustainable practices.

Shri Ashish Vaishnav addressed the session on how to Unlock the Real Energy Value of Municipal Solid Waste (MSW). As urbanization accelerates, human settlements and the generation of solid waste are growing rapidly.

The session concluded with an exploration of four critical factors that underpin effective waste management solutions including Technical Feasibility, Economic Viability, Environmental Sustainability, Social Acceptability.
Shri Vaishnav left participants with thought-provoking insights, urging them to:

- Consider waste-to-energy innovations, such as waste-to-cooling solutions.
- Address the complexities of waste traceability and commutation.
- Cultivate a mindset focused on solving waste-related problems.

The session ended on a high note, inspiring students to embrace innovative approaches and practical frameworks for energy conservation and waste management.

Feather in The Cap

We are proud to celebrate the exceptional achievements of Yatin P. Sonkusare, a distinguished alumnus from the 2008-2010 batch of Symbiosis Institute of International Business (SIIB). He has recently assumed the role of Director at Riveron, and we extend our heartfelt congratulations to him on this well-deserved milestone.

Yatin P. Sonkusare

Director
Riveron

With over 17 years of experience in IT infrastructure management services, he has built expertise in various domains, including project management, business analysis, IT consulting, service delivery, solution design, and pre-sales. His qualifications—PMP certification since 2016, an MBA in International Business, and a BE in Information Technology—have empowered him to excel in strategic and operational leadership roles.

Throughout his career, he has demonstrated deep proficiency in areas such as transition, management, client relations, change management, asset management, IT procurement, SLA management, and vendor management. His strong decision-making and team leadership skills have earned him the respect and trust of colleagues and clients.

In his new role as Director at Riveron, he is well-positioned to continue making significant contributions to IT consulting and service delivery. His achievements reflect the values of excellence, dedication, and vision that SIIB embodies, and he serves as an inspiring role model for the SIIB community.

We extend our sincerest congratulations to him on this remarkable accomplishment and wish him continued success in his future endeavours at Riveron. His leadership, commitment to excellence, and passion continue to inspire us all.

Feather in The Cap

Ankit Choudhary

Associate Director
Tata Consumer Products

We are proud to celebrate the remarkable achievements of Ankit Choudhary, an accomplished alumnus of the 2003-05 batch of the Symbiosis Institute of International Business (SIIB). With over 17 years of experience, he has consistently demonstrated expertise in category development, sales, and marketing, carving a niche for himself in the global consumer goods and B2B industries.

Currently serving as Associate Director at Tata Consumer Products, his career is marked by a legacy of innovation and impact. He has successfully built businesses from the ground up, showcasing exceptional skills in P&L management, stakeholder alignment, and business development. Over the years, he has held leadership positions at industry giants like Olam, GBfoods, Cargill, and Adani, where he drove category expansions, optimized resources, and delivered substantial growth in key markets such as Africa, Europe, and India. With a proven ability to identify market opportunities and implement strategic solutions, he has contributed significantly to the organizations he has been part of, building sustainable growth models and fostering strong collaborations across geographies. His dynamic leadership and commitment to excellence have made him a respected name in the industry.

His journey is a testament to the values instilled by SIIB—resilience, strategic thinking, and a global outlook. From managing operations across geographies to aligning internal and external stakeholders, he continues to inspire the SIIB community with his dedication and vision.

We extend our heartfelt congratulations to him on his extraordinary journey and wish him continued success in shaping the future of the industry. His story is a shining example of how SIIB alumni continue to make a profound impact globally.

Feather in The Cap

Mr. Satyam Gambhir an eminent alumnus of SIIB from Batch 2009-2011 has recently been honored with the prestigious NASSCOM Foundation Tech for Good Award, recognizing its remarkable efforts in leveraging technology to create a positive social and environmental impact.

His vision for Platform Commons extends globally, with aspirations to transform the tech-for-good industry across Asia-Pacific, Europe, and the Americas, aiming to establish the platform as a global leader by 2030.

Mr. Satyam Gambhir

Cofounder
Platform Common

Zepto’s IPO: A Milestone for India's Quick Commerce Sector

E-Cell Column

Zepto, India’s pioneering quick commerce startup, is gearing up for its highly anticipated Initial Public Offering (IPO). Founded in 2021, the platform revolutionized e-commerce by delivering essentials within 10 minutes. With this IPO, Zepto aims to solidify its position as a leader in the burgeoning quick commerce sector, which has seen rapid growth fueled by urbanization, evolving consumer preferences, and digital adoption.

The IPO is expected to raise significant capital, enabling Zepto to expand its operations, invest in cutting-edge technology, and optimize its delivery infrastructure. The funds will also bolster its efforts to penetrate untapped markets and sustain competitive pricing amidst growing rivals like Blinkit and Swiggy Instamart.

Analysts predict Zepto’s IPO could set the stage for the future of the quick commerce ecosystem in India, which is projected to surpass $5 billion by 2025. However, challenges such as high operational costs and achieving consistent profitability remain critical considerations for investors.

Zepto’s journey from a startup to an IPO-ready entity underscores the potential of India’s dynamic startup ecosystem. As it goes public, Zepto aims to showcase not just its rapid growth but also its commitment to redefining customer convenience in the digital age.

Sustainability Startups: Pioneering a Greener Future

E-Cell Column

Sustainability startups are at the forefront of addressing pressing environmental challenges through innovative and eco-friendly solutions. These ventures are redefining industries by integrating green practices across sectors like renewable energy, waste management, sustainable agriculture, and green technology.

Startups such as Chakra Innovation, converting emissions into reusable ink, and Ecoware, offering biodegradable products, highlight the potential of purpose-driven entrepreneurship. Globally, companies like Impossible Foods demonstrate how sustainable solutions can also meet consumer demands.

Despite challenges like high initial costs and regulatory hurdles, these startups benefit from increasing consumer awareness and investor interest. Support from green bonds, government incentives, and sustainability-focused funds further accelerates their growth.

As the world moves toward a greener future, these startups play a vital role in building scalable solutions that align progress with preservation, proving that sustainability and profitability can go hand in hand.

FACULTY ACHIEVEMENTS

We are delighted to extend our heartiest congratulations to Mr. Dipen Paul, Faculty at SIIB, Pune, on authoring the publication titled “Environmental Sustainability and Waste Conversion of Prosopis Julifora Fibre-reinforced ZnO Nanofiller Particulates PLA Composite-Mechanical and Thermal Analysis.”

This distinguished work has been published in the Heliyon, indexed by Scopus, Web of Science Citation Index Expanded.

STUDENT'S ACHIEVEMENTS

Student Achievements

We are pleased to share that Team Agni, comprising Divya Rathi, Harshita Tyagi, Shashwat Singh, and Vaibhav Shukla from MBA-IB, Batch 2024, SIIB Pune, has achieved the Runner-Up position in Prerna, a CSR Case Study Competition organized by the FORE School of Management, New Delhi.

This achievement is a testament to their hard work, collaborative effort, and ability to address complex challenges in the domain of corporate social responsibility. Their success brings pride to the SIIB community and exemplifies the talent and potential of our students.

Congratulations to Team Agni on this commendable accomplishment!

STUDENT'S ACHIEVEMENTS

Student Achievements

We are delighted to announce that Team Agni, comprising Vaibhav Shukla, Utsav Modak, Ujjwal Verma, and Shashwat Singh from MBA-IB, Batch 2024, SIIB Pune, has secured the Winner's position in Intrigeus, a case competition organized by the Symbiosis Centre for Information Technology (SCIT).

This prestigious competition witnessed participation from leading institutions across the country, making this victory a significant achievement for the team and a proud moment for SIIB. Their innovative approach and exemplary teamwork underscore the exceptional talent nurtured at SIIB.

We extend our heartfelt congratulations to Team Agni for this outstanding accomplishment!

STUDENT'S ACHIEVEMENTS

Student Achievements

We are proud to announce that Samyukta Nair and Yashashwi Sharma, MBA-IB (Marketing), Batch 2024-2026, SIIB Pune, secured the 2nd Runner-Up position at Lakshwiz Bazaar – The Marketing Case Challenge, hosted by IIM Mumbai.

This outstanding achievement underscores their analytical prowess and innovative approach to marketing challenges. Their performance at such a prestigious platform brings pride to the SIIB community and highlights the caliber of talent nurtured at our institution.

Congratulations to Samyukta and Yashashwi on this commendable accomplishment!

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