SIIB

An SIIB Publication

# REKINDLE

## JANUARY 2025

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## WORD OF THE MONTH

**“ Esoteric ”**

Understood by a small, knowledgeable group.

# Visit of Dr. Karlheinz Schwuchow to SIIB

January
04th, 2025

Dr. Karlheinz Schwuchow, a Professor of Global Management at the Centre for International Management Studies, Hochschule Bremen University, visited the Symbiosis Institute of International Business (SIIB) as a visiting professor. His visit, which took place from 4th January to 15th January 2025, was an opportunity for the students and faculty of SIIB to engage with a renowned academician in the field of global management.

During his time at SIIB, Dr. Schwuchow co-taught subjects such as Organizational Behaviour and Strategic Management. His lectures encompassed an extensive range of topics, including Intercultural Leadership and Global Strategy Management. These sessions provided students of the Batch 2024-26 with profound insights and a unique learning experience, enhancing their understanding of global management practices.

In addition to his academic contributions, Dr. Schwuchow participated in faculty interactions, fostering intellectual exchanges and collaborative opportunities. He also visited the Symbiosis International (Deemed University) campus and also explored the rich cultural heritage of Pune through a heritage tour, further strengthening the academic and cultural ties between Hochschule Bremen and SIIB.

Dr. Schwuchow's visit has provided students and faculty with international exposure and learning opportunities, reinforcing its vision of nurturing global leaders.

# Anusmruti 2025

January 11th, 2025

The Annual Alumni Meet, “Anusmruti,” organized by the SIIB Alumni Relations Team on January 11, 2025, emerged as a joyous gathering that not only cultivated an atmosphere of delight but also rekindled a profound sense of happiness and nostalgia among the esteemed attendees.

The event was graced by the esteemed presence of Dr. Alka Maurya, Director, SIIB, and Dr. Prakash Rao, Deputy Director, SIIB, along with the attendance of several faculty members, making it a truly memorable occasion. This edition of Anusmruti featured three host batches: 1994-95, 2003-05, and 2013-15. A captivating element of the evening was a meticulously crafted video presentation, offering a glimpse into the institute’s evolution since its inception, earning admiration from alumni and the audience.

The proceedings commenced with a ceremonial lamp-lighting, dignified by the participation of Dr. Alka Maurya, Director, SIIB; Dr. Prakash Rao, Deputy Director, SIIB; and representatives from each host batch. Dr. Maurya extended a heartfelt welcome to the alumni, expressing deep gratitude for their unwavering support throughout the years. The audience had the privilege of hearing from Dr. Alka Maurya, who shared her insights on SIIB's journey, adding a valuable perspective to the event.

The cultural segment of the event featured mesmerizing performances by the talented Kshitij team, highlighting SIIB’s impactful social responsibility initiatives, the dramatics club Drishyam, the official band Raag, and the dynamic dance club iBeats. These performances electrified the stage and captivated the audience, providing a nostalgic journey down memory lane.

The evening concluded with a heartfelt vote of thanks by Dr. Dharmesh Mishra, who expressed sincere gratitude to all alumni, faculty, and students for making Anusmruti 2025 an unforgettable success. The festivities culminated with a symbolic cake-cutting ceremony held at the amphitheatre. As the day concluded, the exchange of heartfelt goodbyes revealed wistful smiles and nostalgic eyes, serving as a testament to the enduring bonds shared with their Alma Mater. The echoes of Anusmruti 2025 will resonate in all attendees' hearts for years to come.

# Anusmruti 2025 Award Winners

January 11th, 2025

Anusmruti 2025 was a night of nostalgia, celebration, and well-deserved recognition as SIIB honored its outstanding alumni for their remarkable achievements. The evening's most anticipated moment was the prestigious award ceremony, where exceptional individuals were celebrated for their contributions across various domains.

**Meet the Winners of Anusmruti 2025**

1. **Mihir Mishra** – SIIB Alumni Sarvashrestha Award
2. **Amit Deshpande** – SIIB Alumni Udyami Award
3. **Divij Mahajan** – SIIB Alumni Rising Udyami Award
4. **Ekta Chandhok** – SIIB Alumni Women Achiever Award
5. **Manu Potti** – SIIB Alumni Green Excellence Award
6. **Abhinav Bhansali** – SIIB Alumni Sustainability Excellence Award
7. **Atul Jindaani** – SIIB Alumni Pillar of the Institution Award

A heartfelt congratulations to all the winners for their unwavering dedication and extraordinary accomplishments. Their journey continues to inspire the SIIB community!

SIIB takes immense pride in its alumni, and Anusmruti 2025 was a testament to the legacy of excellence that continues to grow stronger each year. Here’s to many more milestones and unforgettable memories!

# AI Affirmation Pledge

January 17th, 2025

As per the AICTE's call to action for AI integration in education, on the 17th of January, 2025, the Student Activity Committee (SPARSH) conducted the AI Affirmation Pledge Ceremony in the amphitheatre of Symbiosis Institute of International Business (SIIB). The event brought together faculty members and students, marking SIIB's dedication to innovation, ethics, and education in the realm of Artificial Intelligence.

The attendees collectively took the AI Affirmation Pledge, committing to:

- Introducing and integrating AI courses across disciplines.
- Fostering innovation and research in AI.
- Preparing students for AI-driven industries.
- Promoting ethical AI use for societal benefit.

This initiative underscores SIIB's proactive approach to staying at the forefront of educational excellence and technological advancements, aligning with the broader vision of equipping the future workforce with the skills and ethical compass needed in an AI-driven world.

# Save Wetlands Campaign - A Step Towards Conservation

January 20th, 2025

UGC Advisory on Wetlands Conservation - The Ministry of Environment, Forest and Climate Change's Wetlands Division is leading the 'Save Wetlands Campaign' to sensitize one million citizens about wetlands conservation by World Wetlands Day, 2025. The UGC has urged Higher Educational Institutions (HEIs) to take part in activities such as the Wetland-Mitra Pledge, rallies, and street plays, and report their efforts by 20th January 2025.

On 20th January 2025, students from Batch 2024-26 joined the cause by taking the Wetland-Mitra Pledge. This pledge reflects their commitment to raising awareness, educating others, and protecting wetlands for a sustainable future.

Wetlands matters as it supports biodiversity, purify water, and buffer floods while providing livelihoods through agriculture and fishing. However, they face threats from urbanization and climate change, making their conservation a shared responsibility.

Future Initiatives that students plan is to conduct awareness drives, cleanups, and collaborate with communities to promote sustainable practices.

# Under25 Summit at SIIB Pune: A Celebration of Innovation and Creativity

January 22th, 2025

The Under25 Summit at SIIB Pune on 22nd January 2025 was a remarkable showcase of youthful energy, creativity, and innovation. The event featured an inspiring lineup of influencers and artists, including Kareema Barry, Asmay Patil, Niranjan Sarbi, and Bhavesh Sharma, who engaged the audience with thought-provoking discussions and dynamic performances.

Adding to the excitement, SIIB's talented students took the stage alongside Raag, the music club, and iBeats, the dance club, delivering captivating performances that infused the event with cultural vibrancy. The evening culminated in a thrilling moment as Team Ignisense unveiled the theme for their highly anticipated annual fest, Squid's Saga: Conquering Promiseland.

A big congratulations to Team Ignisense for flawlessly organizing an impactful and memorable event that truly embodied the spirit of innovation and artistic expression.

# Republic Day Celebration at SIIB Pune: A Grand Tribute to Patriotism and Unity

January 26th, 2025

“Every citizen of India must remember that he is an Indian, and he has every right in this country but with certain duties.” – Sardar Vallabhbhai Patel

The Symbiosis Infotech Campus (SIC) in Pune radiated with patriotism and pride as the Symbiosis Institute of International Business (SIIB) hosted a grand Republic Day celebration to mark the 76th Republic Day of India. The event was a powerful reminder of India’s democratic values, unity, and commitment to national progress.

The celebration commenced with the dignified unfurling of the national flag by esteemed dignitaries, including:

- Dr. Alka Maurya – Director, SIIB
- Dr. Netra Neelam – Director, SCMHRD
- Dr. Dhanya Pramod – Director, SCIT
- Col. S.K. Mishra – Campus Administrator

As the tricolour soared high, the atmosphere was filled with a sense of deep national pride. The entire gathering stood in reverence as the National Anthem echoed across the campus, reinforcing the collective spirit of patriotism and responsibility.

A special moment of gratitude was dedicated to the unsung heroes of the campus—security personnel, mess staff, and housekeeping teams—whose relentless efforts ensure the smooth functioning of the institute. Their dedication and hard work were acknowledged with heartfelt appreciation, reminding everyone that the strength of a nation lies not just in its leaders but also in the commitment of those who serve behind the scenes.

# Republic Day Celebration at SIIB Pune: A Grand Tribute to Patriotism and Unity

January 26th, 2025

The celebration was further enriched with vibrant cultural performances, where students showcased their talents while paying homage to India's rich heritage and values.

• Drishyam – The Drama Club: Delivered a compelling theatrical performance that left the audience introspecting on the responsibilities that come with freedom. The play beautifully depicted the essence of democracy, social justice, and the power of collective action.

• Raag – The Music Club: Created a soulful musical atmosphere, presenting patriotic songs that evoked a deep sense of pride and nostalgia among the attendees.

• iBeats – The Dance Club: Brought energy and vibrancy to the event with their powerful dance performance, celebrating India's diverse culture and the unity it represents.

Each performance was a testament to the passion and commitment of SIIB's talented students, who made the event an unforgettable experience.

In a heartwarming and symbolic gesture, tricolour balloons were released into the sky, signifying hope, freedom, and the unity of the nation. The sight of the balloons ascending into the sky served as a visual representation of India's aspirations and the unwavering spirit of its people.

As the SIIB family came together to celebrate India's 76th Republic Day, the event was not just about festivity but also about reflection and commitment. The day served as a reminder that with rights come responsibilities—as students, professionals, and citizens, each individual has a role to play in shaping a better and stronger India.

The celebration at SIIB was more than just a tribute to the nation—it was a renewed pledge to uphold the values of democracy, justice, and unity, and to contribute towards India's progress in every possible way.

# Startup Mela 2025

January 30th, 2025

The Entrepreneurship Cell at SIIB successfully organized Startup Mela 2025, an immersive event fostering innovation, collaboration, and networking within the startup ecosystem. The event provided a platform for emerging startups to showcase their products, connect with potential customers, and engage with aspiring entrepreneurs.

This year's Startup Mela featured 10 dynamic startups across various industries, each bringing unique products and services:

1. Ciasto – A cozy café serving a variety of delicious and rich desserts.
2. Buns 'N' Pours – A great spot for tasty burgers and refreshing drinks.
3. Rahi Caphe – Enjoy authentic Vietnamese food, especially the famous Vietnamese coffee.
4. Bamboo India – A startup making eco-friendly bamboo products for a sustainable future.
5. Kalpavriksha – A brand creating coconut-based food and non-food products while promoting zero waste.
6. Dynam EV – Providing electric two-wheelers for a greener way to travel.
7. The Healthy Binge – Offering tasty and healthy millet-based snacks.
8. Quality Mushrooms – Experts in growing high-quality Oyster, Milky, and other mushrooms.
9. Khanna Fabrics – A store featuring beautiful Chikankari embroidery.
10. Ayuzera – A health and wellness brand specializing in Sea Buckthorn products like juices, supplements, and skincare.

Startup Mela 2025 successfully brought together entrepreneurs, investors, and aspiring business leaders, creating a vibrant ecosystem for innovation. The event not only celebrated the entrepreneurial spirit but also inspired students to take their first steps toward building impactful ventures.

# Bizooka 11.0

January 31th, 2025

The Entrepreneurship Cell at SIIB hosted its annual flagship event—Bizooka 11.0, the National Business Plan Competition—on January 31, 2025, from 10:00 AM. This year's theme, "Viksit Bharat: Journey Through Startups," focused on fostering innovation and sustainable entrepreneurship in India's growing startup ecosystem. The event commenced with the ceremonial lamp lighting, followed by the felicitation of the esteemed panelists.

Dr. Alka Maurya delivered the keynote address, where she delivered a short presentation comparing the startup landscape in India, China, and the US. She also launched the SIIB Coffee Table Book, which celebrated the entrepreneurial milestones of SIIB alumni.

The competition saw three finalist teams from premier B-schools across India, selected after rigorous preliminary rounds. Each team presented their business ideas to a distinguished jury, showcasing innovative solutions aligned with the theme.

- Winner: Tushar Bodani (PDEU)
- Runner-Up: Yash Parte (SCMHRD)

The presentations reflected the creativity, feasibility, and innovation of ideas that could drive India's startup ecosystem forward.

Following the business pitches, a panel discussion was held on the topic "Viksit Bharat : Journey through Startups." After the panel discussion, SIIB launched the annual Entrepreneurship Cell magazine – the eight edition of Anthahprerna to celebrate and document key entrepreneurial initiatives. Additionally, the contributions of the Junior and Senior E-Cell teams were recognized through a felicitation ceremony.

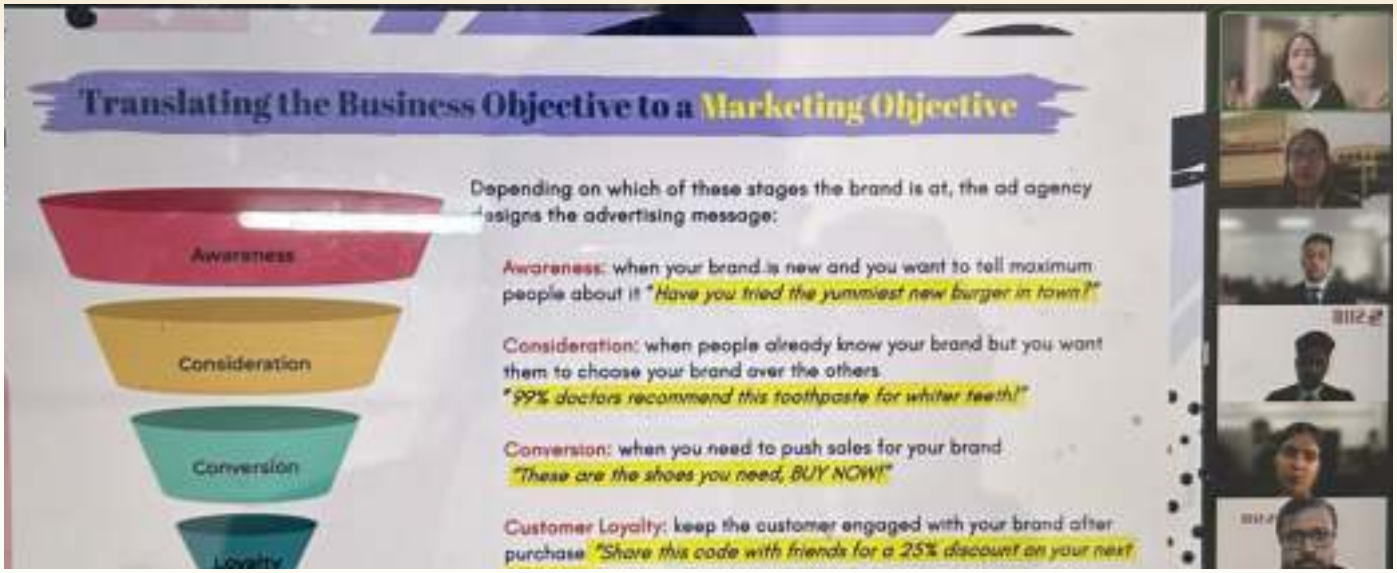
Dr. Suchita Jha, Mentor of the Entrepreneurship Cell, concluded the event with a heartfelt vote of thanks, expressing gratitude to the participants, judges, panelists, and organizing team for making BIZOOKA 11.0 a grand success.

# TIMELINE OF
# GUEST LECTURES

- **17th January 2025 - Ms. Srishty Singh, Data Steward, Pernod Ricard**

# Digital Marketing - Media Agencies in the Martech World

January 17th, 2025




## Ms. Srishty Singh

Data Steward,
Pernod Ricard

Ms. Srishty Singh

*Ms. Srishty Singh delivered an insightful session on Digital Marketing. She discussed media buying challenges, consumer decision-making, A/B testing, and Brand Life Studies. Using case studies, she highlighted the role of storytelling and data-driven advertising.*

On 17th January 2025, MBA Batch 2024-26 attended an enriching guest lecture by Ms. Srishty Singh on the topic "Digital Marketing - Media Agencies in the Martech World." The session provided the students with a deep understanding of the evolving dynamics of media agencies in the advertising industry. Ms. Singh began by addressing the challenges brands face, emphasizing the importance of balancing budget constraints while buying media and creating impactful campaigns. She shed light on the pivotal role of media agencies in bridging the gap between brands and consumers, understanding a brand's unique selling proposition and leveraging market research to address why certain products struggle in the market.

Further, Ms. Singh explained the consumer decision-making journey, outlining the critical phases of awareness, consideration, conversion, and loyalty while highlighting the role of media agencies in influencing each stage. She shared insights on successful marketing campaigns, using the case study of "The Absolut Choir" campaign by Ollie Alexander to illustrate how creative storytelling connects emotionally with audiences. The lecture also covered the importance of conducting A/B testing to assess campaign effectiveness and the methodology of Brand Life Studies (BLS), which involves analyzing the impact of advertisements through controlled testing. Ms. Singh delved into how platforms like Google and Facebook generate revenue by leveraging consumer data to create targeted advertising.

The lecture concluded on a highly engaging note, leaving students inspired and equipped with actionable knowledge to navigate the challenges of the marketing world.

# Feather in The Cap

We proudly extend our heartfelt congratulations to Mr. Sumit Sharma, a distinguished alumnus of the Symbiosis Institute of International Business (SIIB), MBA Batch 2006-08, for being recognized as part of the BW CFO World Future Master 2024 list. With over 16 years of professional experience, he has demonstrated unparalleled expertise in the investment banking, private equity, mergers and acquisitions, business strategy, fund-raising, financial due diligence and risk management.

Currently serving as Vice President - Equity and Investor Relations and Head of M&A at Avaada Group, he oversees private equity fundraising, investor relations, acquisitions, and formulating business strategies for new business initiatives. His strategic contributions have propelled Avaada to deliver multi-GW renewable energy projects while expanding its focus on solutions to meet decarbonisation goals of its customers.

**Sumit Sharma**

Vice President - Equity and Investor Relations & Head of M&A
Avaada Group

His career spans impactful roles, including leading India's largest renewable energy M&A transaction with Tata Power during his tenure at Welspun Energy, where he also spearheaded private equity fundraising and corporate structuring initiatives. Additionally, he brings a strong foundation in equity research, having worked with CRISIL, an S&P company, covering the capital goods sector for a leading European investment bank.

A certified CFA (from CFA Institute, USA) and FRM & SCR, (from GARP, USA), he continues to excel in leveraging financial strategies to drive growth and value creation.

We wish him all the best for his future endeavours and continued success in shaping the future of finance.

# Feather in The Cap

We proudly extend our congratulations to Mr. Pankaj Baid, an alumnus of the Symbiosis Institute of International Business (SIIB), Batch of 2011-13, for his remarkable achievements and contributions to the fields of Responsible AI, data governance, and analytics.

**Pankaj Baid**

Director of Responsible AI and Data Ethics
Standard Chartered Bank

Currently serving as Director of Responsible AI and Data Ethics at Standard Chartered Bank's Group Chief Data Office, he simplifies AI governance, ensures compliance, and spearheads training initiatives on the ethical use of AI. With a stellar career spanning over 12 years, he has consistently delivered impactful solutions across diverse industries and Fortune 500 companies.

His journey is marked by leadership roles, including Head of Analytics & Regulatory Data Management at Société Générale and Analytics Specialist at Mckinsey & Company.
During his tenure at McKinsey & Company, he led multiple transformative analytical engagements, delivering distinctive client impact and earning accolades like the McKinsey Annual Champion Award for Client Impact and SG-BL Special Award at Societe Generale.

His expertise lies in AI/ML applications, predictive analytics, and strategic data management. He has developed data governance frameworks, fostered innovation, and driven initiatives that ensure regulatory compliance while creating business value. His commitment to excellence has led to successful implementations of AI-driven solutions for challenges such as financial crime compliance and AI data governance.

An exemplary student during his time at SIIB, where he earned the title "Student of the Year," he also holds certifications in Google Project Management, Financial Markets, and AI/ML applications. Beyond work, he is an avid traveller, reader, investor, and mentor, passionate about guiding young professionals to achieve their full potential.

We are immensely proud of his achievements and wish him continued success as he inspires transformative change in the realms of AI and data ethics.

# The Rise of Solopreneurs: Building Businesses Without Employees

E-Cell Column

In today's digital age, a new breed of entrepreneurs is emerging—solopreneurs. These are individuals who single-handedly run their businesses without full-time employees, relying instead on technology, automation, and outsourcing. The rise of solopreneurship is reshaping the business landscape, making it more accessible, cost-effective, and flexible.

**Why Solopreneurship is Growing**

Several factors contribute to the rise of solopreneurs. The advancement of digital tools such as Shopify, Canva, and Zoom allows individuals to manage multiple aspects of their business with ease. Social media platforms like Instagram, TikTok, and LinkedIn enable direct engagement with customers, eliminating the need for a large marketing team. Additionally, the gig economy provides access to freelancers who can handle specialized tasks, reducing overhead costs.

**Real-World Success Stories**

**1. Marie Forleo – Online Education Empire**

Marie Forleo, a well-known solopreneur, built a multi-million-dollar business around her personal brand. Through her online courses, books, and coaching programs, she has inspired millions worldwide. Despite running a global business, she operates with a small remote team, outsourcing various tasks like content creation and marketing.

**2. Ali Abdaal – Content Creator and Productivity Expert**

Ali Abdaal, a former doctor turned YouTuber, runs a highly profitable solopreneur business through content creation. His YouTube channel, online courses, and newsletters generate substantial revenue without a large workforce. By leveraging automation and freelance support, he maintains efficiency while focusing on growth.

# The Rise of Solopreneurs: Building Businesses Without Employees

E-Cell Column

**3. Sarah Titus – Digital Product Entrepreneur**
Sarah Titus, a single mother, turned her blog into a million-dollar business by selling printables and digital products. She operates everything online, relying on automation and outsourcing to streamline her business.

**The Benefits and Challenges**
Solopreneurship offers numerous advantages, including low startup costs, complete creative control, and flexible working hours. However, it also comes with challenges such as burnout, difficulty in scaling, and the pressure of managing everything alone. Successful solopreneurs overcome these obstacles by leveraging technology, automating processes, and outsourcing tasks.

**The Future of Solopreneurship**
With the increasing availability of AI-powered tools, the solopreneur movement is expected to grow. More individuals are realizing they can turn their passion into a full-time business without the complexities of managing a large team. As technology continues to evolve, solopreneurs will play a crucial role in shaping the future of entrepreneurship.

In a world where flexibility and independence are highly valued, solopreneurship is not just a trend —it's the future of business.

# The Rise of Direct-to-Consumer (DTC) Brands: How Businesses Are Skipping Middlemen

E-Cell Column

In recent years, the Direct-to-Consumer (DTC) model has gained immense popularity, fundamentally transforming how businesses operate. Traditionally, brands relied on wholesalers, distributors, and retailers to reach customers. However, with the rise of digital commerce and changing consumer preferences, many companies are now bypassing intermediaries and selling directly to customers.

This shift has given brands greater control over their pricing, customer experience, and brand identity. Indian companies like Mamaearth, Lenskart, and Nykaa have successfully adopted this model, proving that a digital-first approach combined with direct engagement can lead to remarkable growth.

**Success Stories of Indian DTC Brands**

**Mamaearth: A Digital-First Personal Care Brand**

Founded in 2016, Mamaearth disrupted India's personal care industry with its focus on toxin-free, eco-friendly products. Instead of relying on traditional retail chains, the brand built a strong online presence through its website, Amazon, and social media platforms.

By understanding the concerns of modern consumers—especially young parents looking for safe skincare and baby products—Mamaearth gained rapid popularity. Today, the brand is valued at over ₹1,000 crore and continues to expand its product range, all while maintaining its DTC-first approach.

**Lenskart: Reinventing Eyewear with a Hybrid DTC Model**

Lenskart revolutionized India's eyewear market by making quality glasses accessible and affordable. While most eyewear brands relied on physical stores, Lenskart focused on an online-first strategy, allowing customers to try and buy glasses from home.

With AI-powered recommendations, home trials, and virtual try-ons, Lenskart eliminated the need for expensive retail markups. Though it later introduced physical stores, its digital-first approach remains the backbone of its business model, making it one of India's leading eyewear brands.

# The Rise of Direct-to-Consumer (DTC) Brands: How Businesses Are Skipping Middlemen

E-Cell Column

**Nykaa: From Online Beauty Store to Market Leader**

Nykaa started in 2012 as an online-only beauty and cosmetics retailer, catering to a growing demand for premium beauty products in India. Unlike traditional retailers that relied on in-store sales, Nykaa focused on a digital-first strategy, using influencer marketing, exclusive product launches, and data-driven personalization to engage customers.

By leveraging social media and content marketing, Nykaa educated consumers about beauty and skincare, making it more than just an e-commerce platform. Over time, it expanded into the omnichannel space, opening physical stores to complement its online presence. However, its core strength remains in its direct customer engagement and personalized digital shopping experience.
In 2021, Nykaa became one of the few profitable startups to go public, further proving that the DTC model, when executed well, can lead to massive success.

**The Future of DTC in India**

With the rapid growth of e-commerce, AI-driven recommendations, and influencer marketing, the DTC model is set to expand even further. More brands are recognizing that by bypassing traditional retail chains, they can build stronger relationships with their customers while maximizing profits.
Technologies like AI-powered chatbots, personalized shopping experiences, and data analytics are making it easier for brands to understand and cater to consumer needs. Additionally, social commerce (selling via Instagram, WhatsApp, and YouTube) is gaining momentum, further boosting the DTC landscape.

However, as competition grows, DTC brands will need to focus on customer retention, product innovation, and efficient supply chain management to stay ahead. Consumers today expect not just quality products but also seamless experiences, fast delivery, and engaging brand interactions.
The DTC revolution is more than just a passing trend—it's the future of business. As more companies embrace this model, Indian consumers will continue to benefit from better prices, innovative products, and a more personalized shopping experience.

# FACULTY ACHIEVEMENTS

We are delighted to extend our heartiest congratulations to Dr. Prakash Rao, Deputy Director at SIIB, Pune, on co-authoring the publication titled “Analysing the factors of bus transport operations influencing the energy consumption of electric buses in real-world for sustainable transport strategies.”

This distinguished work has been published in the International Journal of Energy Sector Management, indexed by Scopus and Web of Science.

# FACULTY ACHIEVEMENTS

We are delighted to extend our heartiest congratulations to Dr. Vandana Mehta, Marketing Faculty at SIIB, Pune, on co-authoring the publication titled “Assessing the impact of consumption values on satisfaction and usage intentions of millet-based food products.”

This distinguished work has been published in the British Food Journal, indexed by Scopus, Web of Science.

# STUDENT'S ACHIEVEMENTS

## Student Achievements

We extend our heartiest congratulations to Malay Das for emerging as the 2nd Runner Up of NMIMS Krea Brand Wars, the Marketing Case Competition, hosted by Pravin Dalal School of Entrepreneurship and Family Business Management, NMIMS, Mumbai

We are incredibly proud of his remarkable achievement and wish him continued success in all his future endeavors.

# STUDENT'S ACHIEVEMENTS

## Student Achievements

We extend our heartiest congratulations to Atmadeep Upadhyay for emerging as the 2nd Runner Up of Lekh Likhayi 2024 - Story Writing Competition, hosted by KJ Somaiya Institute of Management, Mumbai.

We are incredibly proud of his remarkable achievement and wish him continued success in all his future endeavours.

# STUDENT'S ACHIEVEMENTS

## Student Achievements

We extend our heartiest congratulations to SIIB's Cricket Team for emerging as the Runner-Ups of Gravitas 2025 - Cricket Tournament, organized by SIBM Pune. The team showcased exceptional sportsmanship and teamwork.

Here is the SIIB Cricket Team:
Sanket Desai (Captain), Achyuth Nateri, Nikhil Dutt, Komeshwar P, Arnav Chimankar, Bishal Das, Akshat Sethia, Harsh Dwivedi, Aman Kumar, Akash T, Adarsh Chauhan, Tushar Aggarwal, Piyush Mandloi, Bharath Reddy, Rohan Singh Chauhan

We are incredibly proud of their remarkable achievement and wish them continued success in all their future endeavours.

# CONTACT US

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