

Sinhgad Technical Education Society's SINHGAD INSTITUTE OF MANAGEMENT (Affiliated to Savitribai Phule Pune University, Approved by AICTE & Accredited by NAAC) S. No. 44/1, Vadgaon (Bk.), Off Sinhgad Road, Pune 411 041 Telefax: (020) 24356592 E-mail: director_siom@sinhgad.edu Website: www.sinhgad.edu

Criterion 6 – Governance, Leadership and Management

6.5.1 Alumni Contribution

Alumni are invited for the Induction program to guide the students about their career, academics and share their personal experience. This gives a student a warm welcome to the Institute and motivates them too.

Few alumni help by offering internships and placement to students. Insight given by the alumni helps the students to be industry ready.

Sr. No.	2022 - 23	2021 – 22	2020 - 21	2019 – 20	2018 - 19
Induction Program	3	0	0	7	6
C2C		1			
Placements	4	3	7	2	1





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Activity Title: Speaker:	Induction Program 2022-2024 (Alumni Session) Mr. Shivendu Raj		
Anchors:	Ms. Sakshi Raut		
Report Writer:	Ms. Shubhada Patole		
Date: 22/11/2022	Day: Monday	Time: 04:00 PM to 5:00 PM	
Venue:	G10 (Ground Floor)		

Induction Program was hosted on 21st November 2022 by Sinhgad Institute of Management Vadgaon, Pune. On the 2nd day of induction program Mr. Shivendu Raj sir were invited to guide students on topic industry expectations from MBA graduates. Sakshi Raut started the program by welcoming the guest with their introduction. Mr. Shivendu Raj sir has completed his Masters in Marketing Management in 2010-12 and has 10 years of experience in E - commerce industries. Sir was recruited as a business development executive in Justdial Ltd. He was headed the Pune Branch as a Branch Manager. Currently Mr. Shivendu Raj sir working with REA INDIA i.e Real Estate Australia India Group, as a City Head taking care of entire vertical which is Housing.com.

In the discussion of industries expectations from MBA, sir majorly focused on current market expectations, adaptability, communication skills, emotional intelligence etc. while discussing the above topic sir mainly highlighted the key points that student should improve their interpersonal skills, decoding the body language, interaction with faculty etc. also suggested all students to be aware of each and every department to be mater in market. More connections and skills will surely increase your chances to get select by corporate.

Session was interactive, students asked question about her career, struggles faced by him and challenges in marketing field. So, according to his experience and knowledge everyone should develop the skills so the challenges will be easily resolved. At last, Mr. Shivendu Raj advised students to attend all the activities to analyze your skills.

Ms. Sakshi Raut has given vote of thanks to all faculties, students and speaker Mr. Shivendu Raj for sharing his knowledge.



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Glimpses of the session





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Activity Title: Speaker:	Induction Program 2022-2024 (Alumni Session) Ms. Snehal Paigude		
Anchors:	Mr. Yash Tayade		
Report Writer:	Ms. Shubhada Patole		
Date: 22/11/2022	Day: Tuesday	Time: 2:30 PM to 3:30 PM	

Venue: G10 (Ground Floor)

Induction Program was hosted on 21st November 2022 by Sinhgad Institute of Management Vadgaon, Pune. On the 2nd day of induction Ms. Snehal Paigude madam were invited to guide students on Human Resource. Yash Tayde started the program by welcoming the guest with their introduction. Snehal Paigude madam has completed her MBA in Human Resources Management in 2013-2015 from SIOM. Dr. Manisha Badgujar madam felicited to the Ms. Snehal Paigude madam. After MBA through Campus Placement she got selected in Korn ferry International Recruitment Firm then switched to Peoplefy Infosolutions Pvt Ltd. Now, she is founder Member at SNEHSAAJ Silver Art Jewellery. Madam started her career as a HR Recruitment Specialist, placed by SIOM through Campus Placements, and then over a span of 4.6 years got into the Core IT Recruitment Process and leading a team for the same at earlier organization. Post this experience, madam's passion been on the creative side, madam always wanted to get into creations and own innovative contribution to a very unique and special field of work. So madam decided to start with establishing her close to the heart venture named SNEHSAAJ. Madam started with these 1.6 years back. Currently she is Founder/Owner and Designer at SNEHSAAJ. Talking about SIOM, it is full of nostalgia, emotions, memories and an extremely beautiful journey as a Student there. Ample of opportunities, amazing faculties, super motivational platforms for showcasing our talents and skills, an amazingly set up academics with a mix of practical and theoretical exposures is something that got the confidence and upgrade to her as a Person and professional both!

Ms. Snehal Paigude madam started her session with sharing her memories and given surety that students will get ample of opportunity in SIOM. So, to grab the opportunity student should develop them professionally and personally. Also, advised to MAKE THEMSELVES TO TAKE UP CHALLENGES TO FULLFILL DEADLINES AND NEVER GET STUCK IN LIFE. Session was interactive students and faculties asked question about career, struggles faced by her



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and some questions were like,

Ques. Most challenging thing according to you (Snehal Paigude mam)?

Ans: According to Snehal mam's experience the most challenging thing is dealing with people around you. It is more difficult. To handle this, madam advised all to work smart and accept everything very patiently and try to be yourself.

Ques. What you would advise girls about women empowerment?

Ans: WOMENS ARE NOT EQUEL TO THE MEN THEY ARE BEST THAN THEM. As a being woman every girl should backing up with strong emotions is important.

While concluding the session, Madam highlighted that HR is not easiest, even no any field is easy. So we should be ready for struggle to achieve success and set our benchmark and this all can be happen with strong dedication. Mr.Yash Tayade given the vote of thanks to the speaker Ms. Snehal Paigude madam for sharing her knowledge and experience with faculties and students.

Glimpses of the session



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Activity Title: Speaker:	Induction Program 2022-2024 Mr. Yogesh Thite		
Anchors:	Mr. Adarsh Anil Surag, Ms. Shivani Bhuhibar		
Report Writer:	Ms. Shubhada Patole		
Date: 21/11/2022	Day: Monday	Time: 04:00 PM to 5:00 PM	

Venue: G10 (Ground Floor)

Induction Program was hosted on 21st November, 2022 by Sinhgad Institute of Management, Vadgaon, Pune. Mr. Yogesh Thite sir were invited to guide students on entrepreneurship. Mr. Adarsh Surag started the program by welcoming the guest with their introduction. Mr. Yogesh Thite sir has completed his MSc in science and MBA from SIOM. Dr. Manisha Badgujar madam felicitated to Mr. Yogesh Thite sir.



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Mr.

Yogesh sir has stared his session by discussing agenda points with students. Sir were mainly asked the question 'Why MBA?' to know the purpose of MBA. During the session sir focused on the points leadership, marketing strategy by giving example like M.S. Dhoni, Joshi Wadewale. Sir advised the students by saying that we cannot buy and learn the knowledge from outside but if you really desire to excel in any career then right direction is highly important.

Mr. Yogesh Thite sir added things like strong connections and not to waste time to control uncontrollable things. He asked students to enjoy their 2 years and build the good relations in LinkedIn. The session was very interactive. Students and faculties asked question about career, struggles faced by him and what motivates sir to which sir answered.

The session was interesting, we got a chance to interact with such a great full personality who struggled in his life and with hard work and passion he fulfilled his dreams. The session concluded with the discussion of start-up offered for more experience. Vote of thanks was given by Ms. Shivani Bhuhibar.

Glimpses of the session



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Date - 24/01/2022

NOTICE

CAMPUS TO CORPORATE WEBINAR

This is to inform all students and faculty members that we will be conducting a Campus to Corporate Webinar on the Topic – "Industry's expectations from Management Freshers" as on 24th January 2022. Please refer to the below table for further information.

Sr. No.	Guest Speaker	Designation	Divisions	Venue (Online)	Timing
1	Mr. Sangram Kadam	Vice President & Business Leader at Birlasoft, Pune	MBA I Students (Div. A – H)	Microsoft Teams	04:00PM to 05:30PM

Compulsory attendance required by all students. Respective class CR's kindly take a note of attendance and submit it after the session.



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Activity Title:

Industry's Expectation from Management Freshers(ALUMNI INTERACTION)

Speaker:	Mr. Sangram Kadam, VP and Business Leader at Birlasoft, Pune		
Co-ordinator:	Aanchal Sharma and Rajit Panickar		
Anchors:	Aishwarya Pandey and Rashi Battul		
Report Writer:	Hasari Chakkar		
Date: 24 th January 20	D22 Day : Monday	Time : 04:00PM to 05:30PM	
Venue: Through Virtual Mode (Microsoft teams)			

Class: MBA Ist Year 2021 Total No. of Students: 443 Approx.

Industry's Expectation from management freshers was organized by Sinhagad Institute of Management Vadgaon, Pune. The session started with welcome note and brief introduction of our guest Mr. Sangram Kadam.

The speaker started with what was the skill required in our ' new normal ' world. Sir told us that the vital skill to all workers needed in this Environment was the ability to learn and re-learn. How Analytical, Qualitative and Logical thinking is important in day-to-day life.

Mr. Sangram Sir told us that if we wanted to be successful in the competitive world, we need to have better communication skills, we need to learn a foreign language, also we need to have good reading skill and we must have knowledge of the current affairs. He also told us about the importance of technology, how anyone can adopt soft skills and cognitive skills.

There was a two-way communication between students and guest. Students asked their questions and doubts to guest. There was a great enthusiasm among students, and they were looking highly spirited. It was a very effective webinar. The programme ended at 5:30 PM with Vote of Thanks.



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5 Questions What is UNICORN? Name any 3
 Full form of RT-PCR , what it is used for ?
 Which IT company became most mkt valuable company beating Accenture?
 Name company and founder who recently had IPO led by women entrepreneur and created magic on stock exchange?
 Twitter CEO? Ð birla Sangram Kadam birla RP в Sangram Kada. Barun 、 × • X 0 <

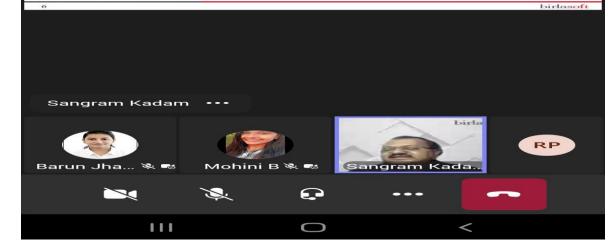


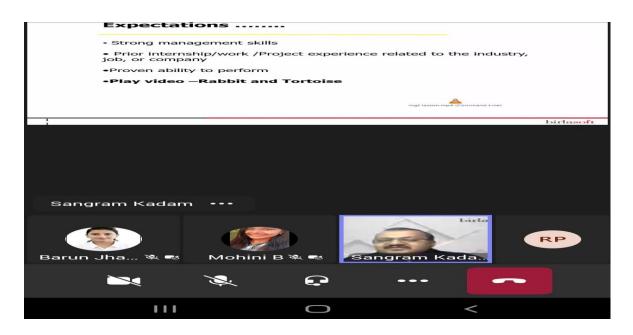


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Communication

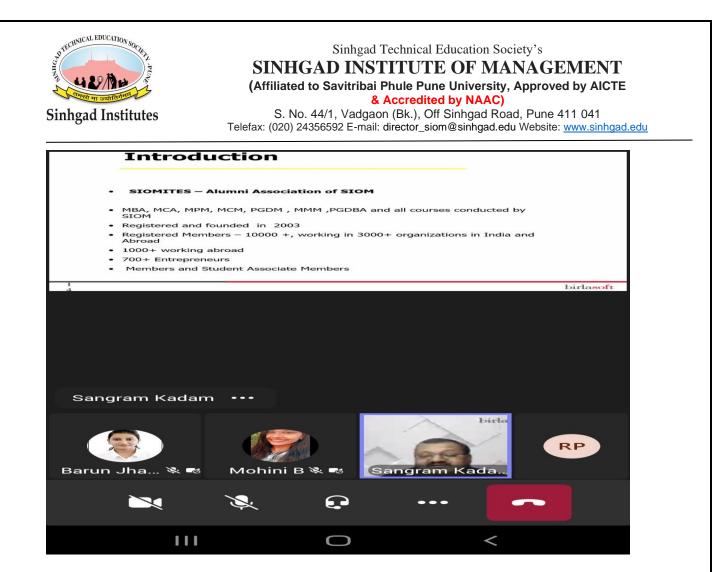
- What is communication?
 Mother tounge /Business Language
 e.g. Advt.
 Importance of foreign language
 - - **Current Affairs**
 - Current affairs –Local/ National /Global 5 Questions







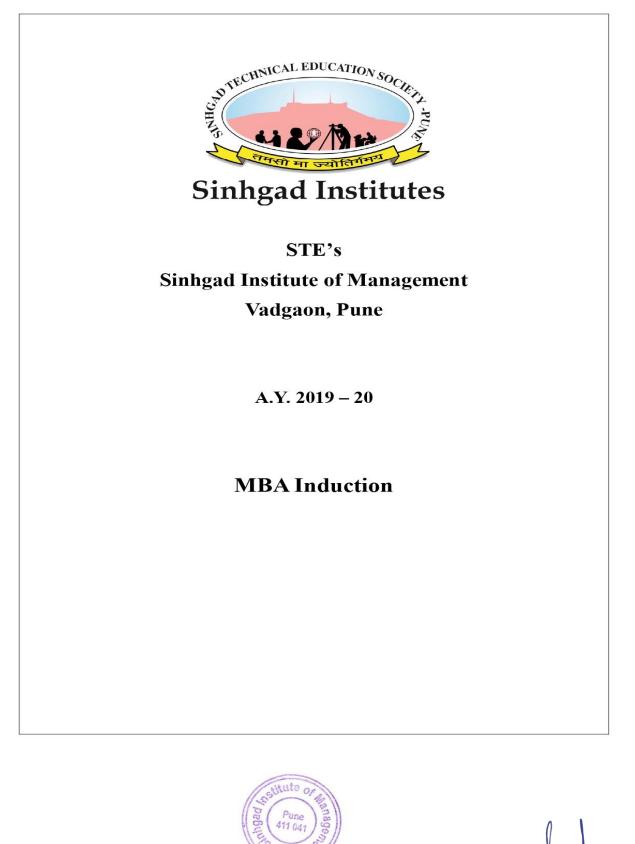
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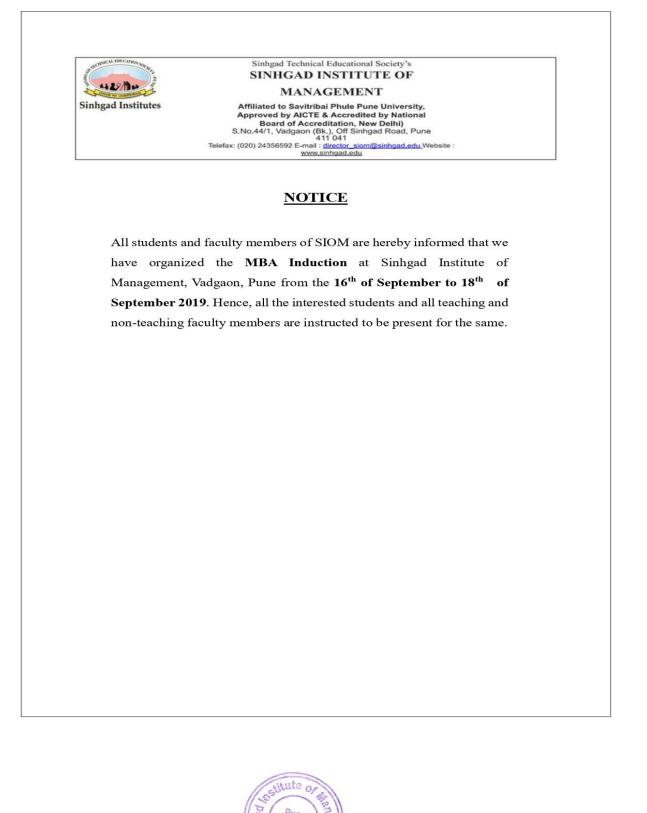
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26th MBA BATCH (2019-2021) ORIENTATION PROGRAM

"Today a reader, tomorrow a leader" -Margaret Fuller

The MBA Programme has a number of expected and unexpected benefits. The knowledge of hard and soft skills is gained while pursuing this programme which is applicable across many industries. During the learning process students acquire skilled and versatile applicable qualities like leadership, critical and analytical thinking, creativity and communication.

Day-1:

On 16th of September 2019, the orientation program of 26th Batch started at 10:30 AM with the welcome address by Dr. Parag Kalkar on behalf of Sinhgad Technical EducationSociety and SIOM faculty.



Dr. Kalkar mentionedin his speech the challenges and hiccups the students faced for two months to complete the admission process as a learning experience in business world. He guided the students on how they should spend these 2 years while

pursuing MBA Programme. What all aspects they have to keep- in- mind related to syllabus, infrastructure, placements and career. He also pointed out that the millennium



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generation is more interested in placement, package and less interested in subjects, syllabus and faculty. Further he explained that MBA is also an art like swimming, dancing and acting.

Dr. Kalkar advised the students to start thinking like managers and give less preference to celebration of birthdays and festivals. It is necessary to have a positive attitude. He also added that many companies complain about proper communication skills in students. He advised the students to learn English and overcome this problem. A student must have the capability to express and understand his/her strengths and weaknesses to become strong

enough to face the industrial challenges. It demands continuous practice to reduce the chances of making mistakes.

"Millennium generation is more interested in placement and package while less interested in subjects, syllabus and faculty. "

Dr. Parag Kalkar shared with the

students that there are three types of Learning – self learning, peer learning and group learning. He also explained 4Fs in life- Fix the path, Fix the route, Fight for goal, Finish the work. He concluded his session by advising the students that they must start thinking like managers and it is time for them to earn happiness for their parents.

All the sessions organized throughout the day was conducted by SIOM faculty members.

Sinhgad Students Council

Remaining sessions were eye opener for the students with respect to events and activities organised by Sinhgad Technical Education Society. The students were briefed about the Sinhgad



Students Council (SSC). It is the platform for developing skills and competency. It comprises of various clubs –Finance, Marketing and Human Resources. Students were provided information about the Clubs membership, office bearers and relevant activities.

HBSP and Bloomberg Portal







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In MBA one cannot acquire knowledge from books only. It is essential to go beyond the syllabus and books. SIOM has mapped the subjects with HBSP Case studies and Bloomberg Portal. Faculty members briefed the students that cases give insights and refine analytical and strategic thinking. Further, the students were explained about the Bloomberg Portal and Champions Programme from which one can learn the about the speculative markets and financial positions of companies and industries. Also understand the economic status of the countries.

Sinhgad Karandak – Cultural and Sports

Pune's Mega college festival for which every students participate with electrifying energy and enthusiasm. It includes drama, dance, singing and fashion shows. Sports include all indoor and outdoor sports viz., cricket, football, chess, table tennis, throw ball etc.

- □ Sinhgad Students Council (SSC)
- □ HBSP Case Studies & Bloomberg
- 🗆 Specturm
- Sinhgad Karandak "Neon"
- □ Students Publications
 - Extra & Co curricular Activities

Spectrum

A mega business management event designed for MBA students to develop the entrepreneurial and managerial skills.

SIOM Student's Publications

Students were also briefed about 'Impact'- Annual Magazines, Construct and Explore-Student Research Journals and Monthly SIOM News Letters. All these are for budding writers and researchers.

Extracurricular Activities @SIOM

Students were also informed about the various cells viz., Arth Cell for Social Responsibility, Green cell for Protecting and Preserving Environment, 'Shrujan'- a Entrepreneurship cell to nurture entrepreneurial skills.

MBA Course Structure and Evaluation

The students were explained about the MBA 2019 pattern of New Syllabus, wherein students have facility of Dual Specialization. Further they were briefed about the Generic Core and Generic Electives subjects of four semesters. The overall structure and evaluation procedure of MBA 2019 program was briefed to the students. The students were also informed about the 50-50 pattern of evaluation by SPPU.





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26th MBA BATCH (2019-2021) INDUCTION PROGRAM

When a management with a reputation for brilliance tackles a business with a reputation for bad economics, it is the reputation of the business that remains intact.

-Warren Buffett

DAY-2 Venue-I: Conference Hall



The day -2 of the MBA induction program was reserved to bring the students and industry closer. Chief Guest and speakers were invited from various fields to address the student. The induction program was inaugurated by lighting of lamp by Chief Guest Mr. Ajay Panse and Dr. Parag Kalkar, Director, Sinhgad Institute of management. A brief inaugural speech was delivered by Dr. Parag Kalkar. He welcome the guest to accept the invitation. He then addressed the students that it is important to understand what are the industry expectations from budding managers with respect to culture, attitude and thought process? No doubt the future is bright





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even though economy is facing recession. Consumers market is changing. One must see it from as opportunity rather than a threat.

Chief Guest Mr. Ajay Panse addressed the aspiring budding managers on "*Innovation Management in Organization*". He mentioned that the new area of works is changing, basics of all the business practices remain same but its applications are changing. We are now observing that the functions like marketing and human resource are getting transformed due to leverage of technologies. He further added that any function, whether it is new product development, supply chain or human resource, the important

point is to add value. In today's scenario innovation is an important part of organization for decision making related to business, corporate or finance strategy. He Companies cannot operate independently. It cannot establish without networks. Uber is the best example of network of drivers, customers, insurance companies, car companies and restaurant owners.

mentioned examples of Amazon, Uber, Swiggy etc. There is a difference between the present company and traditional company set up. It is important to know organizational structures as it is changing. No company alone can do all its innovation work. Companies cannot operate independently. It cannot establish without networks. Uber is the best example of network of drivers, customers, insurance companies, Car Company and restaurants owners. Similarly, Apple also networks with app developers. They have open network which anybody can join. Thus, organization does not want to restrict their functioning to one location. They are looking for network, partner, bring ecosystems to bring technology so that ideas can be converted into products or services.

He introduced two concepts:

1. **Market driven innovation** – people are observed and experts find out how market can be build?

2. **Technology driven innovation:** experts find out how the technology is going to change as companies like Uber, Tesla good at the technology.





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Further he explained that the start-ups have ideas but it is not enough to generate money. They must know how to convert the idea into opportunity. Money is not the only objective but social, agricultural and

economic cultures are equally important. He suggested the students to build a network in open innovation model. Further he discussed about the emerging technology like drones, robot, internet of things, chat bots and smart

Innovation is the key to organizational success and one cannot rely on traditional means.

assistance (e.g., Alexa, Siri). Technology is going to be important part of our life as well as central part of all the management functions in the future. He suggested the students to study the market, rapid changing technology and adapt new technologies.

He concluded the session by stating - 'Innovation is the key to organizational success and one cannot rely on traditional means".

Venue-II- G10



In Venue-II the guest speaker was Mr. Pankaj Kumar, Delivery Manager, Tech Mahindra, manages communications operations at Europe and India. He is B.E and



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MBA in Marketing. He has done General Management from IIM-Lucknow and Global Business Leadership Management from Global Next University, Malaysia.

Mr. Pankaj Kumar started his session with the functioning of corporate world. He pointed out the guidelines to work and sustain in corporate world.

- Be clear with your aim.
- Be selfish for what you want to do and what you actually want to be?

Students must sharpen communication, confidence, leadership and domain knowledge to get absorbed in the competitive world.

Students must think about what MBA is all about and they are intending to pursue MBA when the world is competitive.

He then showed a video of 'Halforde'. It short video was about how the world is changing and getting completely digitalized. These days' people buy most of the products using digitally. Further he linked it to how management is important in this whole process?

He advised the students to sharpen communication, confidence, leadership and domain knowledge to get absorbed in the competitive world. Students must update themselves with the current trends and news about the world. A student is expected to be an all rounder in all areas of business world.

He further added that students are supposed to take initiatives and involve in more extra and co-curricular activities so that they can grow, improve and polish their skills. These days Artificial Intelligence helps to complete the work faster and with ease. Students must be self-motivated to believe in themselves. Nothing is impossible, if one has a strong will to do hard-work.

He concluded his session by suggesting the students to gain more knowledge about digitalization to work in the corporate world.







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Training and Placement Orientation

Venue-I: Conference Hall

The guest speakers' session was followed by Training and Placement Orientation by Dr. Jayesh Minnase at Venue-I and Dr. Sanmath Shetty at Venue-II.

Dr. Jayesh Minnase has received PhD in Mechanical engineering from University of Adelaide Australia in 2011, M.S in Mechanical engineering from SUNY Buffalo USA in 2004 and B.E in Mechanical Engineering from Rajaram Bapu Institute Technology in 2000. He is

currently working as Deputy Dean Central Placement Cell (Management), Head Singhad International Institutes and faculty

Identify your strength and weaknesses and start working on it, improve your word power in English comprehension by reading newspapers.

in Mechanical Engineering at Sinhgad College of Engineering. He has previously worked as a lecturer in Mechanical Engineering at the University of Adelaide, Australia from 2006 to 2010, presented 20 plus talks as keynote speaker, guest speaker in the area of Robotics, Mechatronics and Control systems. He is recipient of the following

awards Career

Guru-Visionary award at National Employability Conclave by Aspiring minds, Open Day Innovation award by University of Adelaide Australia and many more.

Dr. Minnase introduced the CPC members to the students. He advised the student to improve the soft



skills, communication skills and also domain knowledge by participating in activities as it helps in improveing communication skills and increase the confidence. Identify



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your strength and weaknesses and start working on it, improve your word power in English comprehension by reading newspapers like Times of India, Economic Times, Magazine, Articles and so on. Start communicating with people around you and develop network, try to develop leadership quality, and accept short internship. You may have talent but no experience, so it is important to discuss with faculty members who are experienced and narrate success and failure stories which will guide you to take decisions.

He suggest the students to get closer to plug and play and make sure that they know whatever they have mentioned in

the resume. He advised the students to prepare the time table and upgrade themselves as there is someone who is better than them.

Before registering for the placement check the company information and job profile thoroughly.

He concluded his session by mentioning that at Sinhgad Institute, everything is open to each and every student and CPC is looking forward to place each and every student. Best wishes to one and all...!!

Venue-II: G10

At venue-II the Training and Placement Orientation session was conducted by Dr. Sanmath Shetty, Assistant Professor & Head, SIOM Placements.

Dr. Sanmath Shetty, briefed the student about the campus process of the company. The placement process starts with the company approaching the



college, students register for the job profile and so on. The process can vary from company to company. He shared data of the company visiting, selection and statistics



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of the placement of the student which is around 89%. He explained about the placement system from CPC to students and the guidelines of the placement which includes data updating, company registration drive preparation (Aptitude Test, GD, PI and uniform), attendance and placement policy. He also guided the student on placement registration process which is to check online data, CV, job profile, company details and registration through link. He stated that SIOM does not ansure 100% placement but ansures 100% opportunities and training.

He concluded the session with the following statement "*life is something which happens to you when you were busy in doing something else.*"

The day concluded with the vote of thanks delivered by the anchors.







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Day: 3 Venue: Conference Hall

The day -3 pre-lunch session guest speakers were **Dr. Harold D'costa** and **Mr. Santosh** Kamane.

In the 21^{st} century, the mobile phone is the 'Ravan', more than 60% of crimes are done with the use of mobile phones.

Dr. Harol D'costa is currently President at Cyber Security Corporation and CEO -

Intelligent Quotient Security System. IQSS is featured in Top 10 Cyber Security Company in the country in matters related to cyber security, Cyber Forensics and Digital Evidence. He is Advisor Law Enforcement Agencies, Sr. Consultant & Trainer (CBI & District Court Judges) and International Trainer on Cyber Crime Investigation and Digital Forensics. He was instrumental in solving more than 4,000 Cases of Cybercrime from 7 Countries and trained more than 35,000 Cops and about 8,000 Judges and Public Prosecutors in Cyber related. He was a resource person in 15





Dr. Daniel Penkar

Dr. Daniel Penkar Director, SIOM



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International Conferences and was also a part of Global Cyber Security Summit in India. He is a regular writer for leading newspaper and an expert in Cyber Security. He was also instrumental in developing and implementing the first E-Delivery of Question Papers for Mumbai University. He was member of the Panel of MaharashtraPolice Academy to develop curriculum and courseware on Cybercrime and Digital Forensics for Corporate. He has co-authored 14 books in Cyber Security Space and developed Cyber Compliance Practices for large and medium scale Corporate to eliminate Data Pilferage and maximize profits. He has more than 1,500 appreciations from

educational hubs, Government Agencies, and Corporate of National and International Repute. He actively

"Like Swachha Bharat Abhiyan, India must have Swachha Internet Abhiyan"

trained the Officials of Reserve Bank of India on Cyber Security Compliance and holding of data.

Dr. Harold D'Costa started the session by sharing his association and experience with Sinhgad Institutes. He then discussed about delicate issues on cyber security. Why it is important? He mentioned about digital economy and digital currency. Technology is developed for better but at times it is misused. He interacted with students regarding possessing a mobile phone and e-mail id. He mentioned that in the 21st century, the mobile phone is the 'Ravan', more than 60% of crimes are done with the use of mobile phones. India ranks first in the world with respect to cyber-crime. He enlightened the students about the facts of e-mail accounts and android IDs. Nobody reads the terms and conditions before creating an e-mail account. He suggested to register on email account which has server located in India. He stated that like Swaccha Bharat Abhiyan, India must have '*Swaccha Internet Abhiyan*'.

Further he added that usage of WhatsApp is creating unemployment. He also mentioned about the privacy of photographs uploaded as profile pictures, how it can be used for unlawful activities? He shared that by installing a Truecaller app how the data stored in the mobile phone get accesses to server at Sweden. Compared to men Truecaller is more used by women. He narrated few cyber crime cases of blackmail





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and stalking. He advised the students to be cautious while using WhatApp, Gmail, mobile phones and Truecaller.

Mr. Santosh Kamane is Information Security Leader. He has over 18 Years of progressive experience in Information Security, Cyber Security, Security Operations Centre, Cloud Security, Architecture and Application Security. He is highly experienced in Vulnerability Assessment, Information Security Audits and Framework, Information Risk Management, Disaster Recovery as well as managing enterprise IT Departments that includes Network Engineering, System Administration, Database Administration as well as Code/Release Management. He is passionate about creating secure and resilient environments where information security is a business enabler and a competitive differentiator. He has worked with organizations like CMC, Wipro, BMC Software, KPIT and has over 13 years of experience working in USA as Information Security Manager with a Financial Organization. Currently he is Vice President – Information Security With DBS Bank.

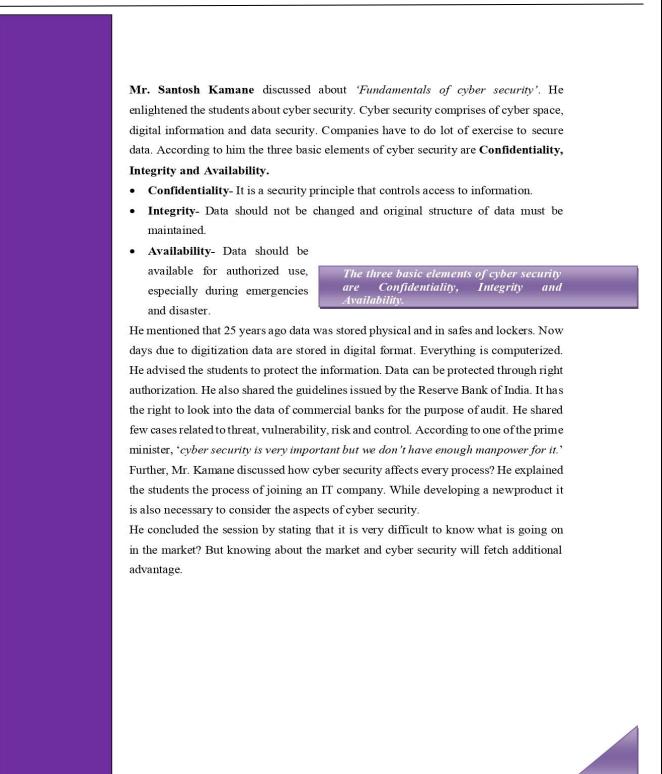




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Alumni Interaction

The day-3, post lunch session was SIOM Alumni Interaction with the 26th MBA batch. The session started with the felicitation of 7 alumnae at the hands of Dr. Parag Kalkar, Director, Sinhgad Institute of Management.



The main motive behind this interesting session as a part of MBA induction program was to provide the MBA fresher's a real-time exposure to the corporate world, that can help them in polishing their qualities and make right decisions in their upcoming golden two years.

With a positive note Parag Hardikar initiated the discussion by asking budding managers about what they are planning to do in their career? He enquired about their will to work or start a new business. On this note, Mr Dhariwal shared his own experience in his first job and pointed out about the areas of work in marketing and sales. He advised the students to go and check the exact job profiles of work before





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applying. Next, he also suggested students on how to achieve entrepreneurship successfully?



The panel was graced with highly intellectual and successful alumnae of SIOM. The group of 7-panel members consisted of from left to right- Harshad Bhandarkar (Area Sales Manager at Nissan Motors Pvt. Ltd), Mr Shripal Dhariwal (Procurement Head at Expat Engineering Pvt. Ltd), Mrs Snehal Sarode (HR Officer Epiroc Mining Ltd), Parag Hardikar (Partner, Switch Design and Branding), Mr Harshad Solanki (Senior Manager, Veracity), Vaishali Shah (HR Manager) and Mr Akhil Gupta (Sr. Director Treebo Hotels Pvt Ltd).

Akhil Gupta mentioned that specialization does not matter, what matter is interest and intent!!! Fresher MBAs are like soft mud can be molded into any area in the beginning.



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Agreeing to the points discussed the panel members also insisted students to have a different perspective and think about all areas vertically and horizontally to get the best idea for becoming an entrepreneur. Further, a student expressed her confusion about choosing a specialization after her engineering background. The panel members answered the question by sharing their experiences.

Snehal Sarode revealed how she made the right decision of her specialization by gaining internal perspective. She addressed the importance of internship, as it helped her to understand working of all areas of an organization and making the right decision. Harshad Bhandarkar also

agreed that internship is important part of MBA Programe.

Further, Akhil Gupta added that whatever you do after your MBA will be only selling, irrespective of

- Internship helps in selecting specialization.
- Choose specialization for learning and not for brand name.
- Start-ups are high-risk high reward areas.

specialization. So he advised students to choose specialization for learning and not choose as per brand name.

One of the students raised the question to the panel members, whether to join a start-up or an established company?

Panel members suggested the that it is good to work for start-ups, if the economy has slowed down as these companies are not affected by the macro-environment or other economic factors and they are eager to stay. Start-ups do not wait for their employees to grow slowly; in fact, they want fast results have less patience. As a result, one has to be fast and productive; otherwise there are chances of loosing job. Start-ups are high-risk high reward area. If a student wants to learn then start-ups are the best place to work.

Towards the middle of the discussion, students asked some general questions about the qualities that are aspired by the marketing industry from their candidates. Also, one student expressed his will to know about the sources from where they can get funds for starting a new business. Panel members briefed the common qualities like confidence, intention and competitive advantage that are generally important for a marketing student. They also focused on the vitality of communication skills as it



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plays a major role in 90% of cases. Akhil told students about the Angel Investors for funds that are required for starting any tech startup.

The question on digital marketing was explained by the panel members that the vast opportunities in digital marketing are flourishing well with areas of its usage in Google, Facebook Ads etc. Artificial Intelligence and digital marketing are the future. This scenario that will come after ten years and thus will be a paradigm shift. Thus, everyone will have to increment themselves in order to adapt to the changes.

Vaishali Shah on the basis of her own experiences listed out four things that are very important for fresh MBAs. Firstly,

she asked students to be like a sponge that absorbs everything to learn and to gain. She narrated her experience of Wipro, where she was delegated with a high level of

• Become a sponge that absorbs everything to learn and to gain.

- Polish the image and become presentable.
- Trust depends on Credibility, Reliability, Intimacy and Self-



responsibility as she was expected to learn about all the functions. It ultimately helped her to gain and grow faster. Second, she advised students to polish the image and become presentable. Further, she suggested to network as it important part of success.





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Akhil added that it is also important to be trustworthy. He elaborated the trustequation where trust is dependent on credibility, reliability, intimacy and self- orientation. Students were curious to know about job opportunities as HR. Vaishali Shah shared her experience that how at Wipro she was first assigned the job of photocopying the documents and distributing it at various desks. It was learning for her as now she knows

all the level of work from ground level to top level. The last question was on shifting from an engineering background to managerial

background. Harshad Solanki

disagreed on the myth that people carry. He added that the only areas that everyone must focus on are

It is not easy out there...in the corporate world.

learning, upgrading knowledge, communicating well and become active. These can certainly help you to land on a good job and flourish.

So the key points that were discussed were as follows:

- The scenario of corporate world and startups. Whether to work in a start-up or established company.
- · How to choose between marketing and sales job?
- How to become an entrepreneur and get the required funds?
- Future of Digital Marketing
- Specialization to opt after being an engineer
- Expectations of marketing companies
- The job opportunities in HR
- Important qualities expected in a fresher by the companies

Finally, all the panel members agreed on one major point that – "It's not easy out there....in the corporate world"

Overall, it was an intellectual, motivational and eye-opening session for the new budding managers who were about to start the journey with MBA Program.







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Student Anchors:

• Priya Pandit, Nikita Gupta, Sonali Pawar, Krishna Kasat, Aaliya Sadaf

Student Report Writer:

• Saumya Agrawal and Amruta Chiddarwar, Jytosna, Aishwarya, Aastha Srivastava

Student photographer:

Avinash Choudhary



Dr. Sagar Pawar Academic Head, SIOM Dr. Daniel Penkar Director, SIOM



AGEMENT

SINHGAD

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Sinhgad Institutes

Sinhgad Technical Educational Society's SINHGAD INSTITUTE OF MANAGEMENT ((Affiliated to Savitribai Phule Pune University, Approved by AICTE & Accredited by National Board of Accreditation, New Delhi) S.No. 44/1, Vadgaon (Bk.), Off Sinhgad Road, Pune 411 041 Telefax : (020) 24356592 E-mail : director_siom@sinhgad.edu Website : www.sinhgad.edu



25th MBA Induction Programme 2018

Report

"A MBA degree only works if you are willing to transform yourself. Are you?"

The MBA begins with an intensive Induction Programme. It is designed to smooth your return to academic studies, to help you develop successful working relationships with the other participants, and to understand the skills and action required to achieve a successful academic and career outcome from your MBA investment. There is a very thin line between an administrator and manager. Administrator imposes things on their sub-ordinates whereas manager inculcates things in sub-ordinates to get maximum output. To become a successful manager one must believe in himself/herself and must answer three questions – what, why and when.

The Induction programme for the 25th batch of SIOM was organised on 1st, 8th and 10th of August 2018. The induction programme started with the auspicious ritual of lighting of lamp by the chief guests.







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Dr. Venkataramana Gajjala, Professor at the School of Business at Tiffin University, USA. Ph.D in Economics from the University of Pittsburg.



Dr Gajjala was the chief guest of the session organised in conference He interacted with the hall. students 40% fortune 500 CEO is an MBA. He explained that finance is the backbone of the entire organisation. Masters in Finance and Data Analytics is the need of the hour and a promising career. Further, he briefed about the employer's expectation with respect to skills and qualities. He directed the thought process of the students towards the following questions:

- Can you work in a team?
- Can you communicate
- effectively? • Can you lead the team, i.e. leadership skills?

He concluded his session by discussing about global mindset and global strategy, problems



encountered by entrepreneurs, entrepreneurial culture in USA. Thus, one should not be scared or terrified of failures, it is important to keep trying till one succeeds.



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Dr. Gowdara Pandu, Founder and Chief Manager of Talent Mentoring was the Chief Guest of the session in G10.



He started his session by involving the students in his 3 minutes silent games. He believed in simple principle i.e H+M=S i.e. Heart + Mind = Soul. If one could implement this principle in any work or action, then nothing could ever stop the person from achieving the success he deserves.

Dr. Parag Kalkar, Director, SIOM

The session started with the welcome address by Dr. Parag Kalkar, Director, SIOM. He briefed the students about the MBA course. It is not only an addition to academic career, one need to have knowledge about various aspects of Business. He suggested the students to participate in real time simulations rather than confining themselves to academic results.





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In the post lunch, ice breaking sessions were conducted by the MBA Second year students for MBA first year. Various management games were organized under the guidance of SIOM faculty members.

DAY TWO



The day's session started with the information about training and placements. **Prof. Uday Naik** briefed the students about round the year 500 to 600 companies visit the campus for placements. He explained them about the expectations of the company with respect to skill, knowledge, communication and current awareness. It is important to attend all the lectures and Student Placement Training Sessions. He concluded the session with the statement "discipline is the biggest strength and asset' that must be adopted by students to attain success.

Prof. Uday Naik session was followed by the session

The guest speaker for pre lunch session was Dr. Harold D'coasta, CEO, Intelligent Quotient Security System. He enlightened the students that China ranks first in the usage of internet. USA ranks second, and India is third. According to Federal Bureau of Investigation India is among the first five countries to be a victim of Cyber Crime. He quoted examples of cyber crime in the corporate sector. He advised the students it is important to understand technology to avoid being victim. He also discussed about the famous apps like, 'mere sadak', *'truecaller'* etc. He also mentioned certain statistical information such as:

- 30-35% crimes are done by mobile phones.
- 30% cyber crimes are through mails.



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- 72% women face cyber crime.
- Almost 67% cyber crime is related to social media. Be alert....!!!

Mr. Pradeep Joshi, HR Server and Consultant- Oriental Rubbers was also invited to address the MBA First year students. He narrated a story and told the students to visualize it by closing their eyes. He explained what management is and how one can inculcate the habit of managing things from a very young age? Career means 'a profession or occupation with employment opportunities'. He also explained the five steps of career planning:

- 1. Self assessment (SWOT analysis)
- 2. Explore work / career options
- 3. Narrow down career options
- 4. Choose the best option
- 5. Set a career goal.



He concluded his session by explaining the difference between career and job. He pen down the four characteristics of career, which are as follows:

- 1. Ability
- 2. Behaviour
- 3. Character
- 4. Discipline

Alumni Panel Discussion:

The SIOM Alumni invited for panel discussion were:

- Sangram Kadam
- Nihar N Laddha
- Nishikant
- Snehal Paygude:
- Kalpita Naravane
- Ranjeeta Gadkari

All the Alumni were felicitated by Dr. Parag Kalkar, Director, SIOM. All were of different batches of SIOM.

Nishikant- He is the Founder ¹ and Director of Leo Edunomics.



He has 11 + years of industry experience in sales, marketing, business development, recruitment and project management. His previous job was in Times of India.



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Sangram Kadam-BE, MBA gold medallist from SIOM. 16+ years of industry experience, he has widely travelled across Asia Pacific for 4+ years managing business in Japan, China, Korea. He is an advisor to Sinhgad Overseas Cell and an active member of Rotary Club, Young Management Association and Computers Society of India. He is President of SIOM Alumni Association. He is currently working with KPIT technologies as Head Sales-India and Asia.

Nihar N Laddha, Managing Director, Insignia Group Pvt. Ltd. He has done MBA in Marketing from SIOM, 2011 batch. He started Insignia Branding in 2010 with the vision to provide innovative and customized branding solutions.

Snehal Paygude: Talent Acquisition Specialist at Futurestep Recruitment Services Pvt. LtdShe has 2.5 year of experience in end to end recruitment, client interaction & HR operations- Handling Sourcing /Recruitment co ordination/Candidate Management/ Client interactions/ Job posting/ Administrative and Management activities. Recruitment medias such as jobportalsandnetworkingwebsitesandsocialnetworkingwebsitesandhandlingShe has experience in Vendor Management, Client Interaction, Maintaining Candidatedatabase, Handling Joining Formalities, conducting training, Conducting interviews.

Kalpita Naravne: MBA HR – 2011 batch. She has 7 years of industry experience. She has work experience HR, LnD and PMO. She is currently working in Synechron Technologies Pvt Ltd. For constantly demonstrating high standards at work, she has won notorious awards.

Ranjeeta Gadkari: She is an Associate Director with Cognizant Technology Solutions. She is a Senior Program Manager with 17 years of industry experience in Software Development in Banking and Finance domain. Her work experience in Cognizant Technology Solutions is 12 years. She has 5 years of experience in Patni Computers. Rajeeta is B. Com and MBA and holds various Professional Project Management and Agile certifications. Majority of her work experience is in the Banking and Financial Services. She held various roles like Architect, Business Engineer and Project & Program Manager mostly in Agile and Scaled Agile. As part of her job, she also worked in multiple International locations like Japan, Singapore and Zurich.

Q1. Is work experience important for placements?

Kalpita:		50-50			
Nihar:		Not important, do			
your	start-up	а	nd	learn	for
yours	elf.				
Nishikant:		Develop the work			
experience in these two years.					
Sangarm:		It	can	help	so
utilize your Sunday to get it.					





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Q. 2. Is communication important for an MBA student?

- **Ranjeeta:** It is important. Speaking English is not communication. Utilise two years of MBA to develop good communication skills. You must dedicated and Grab every opportunity to speak.
- Nihar: Communication is how you should communicate your thoughts. Try to listen.
- Sangram: Learn foreign language side by side.
- **Snehal:** Learn Foreign languages, I know German that helped me to recruit German employees.
- Kalpita: Make the most out of business communication subject.

Q.3. How do you look at a foreign language learner?

Snehal: It gives you good prospects and Company gives you the first preference.

The alumni concluded the panel discussion with the following 3 words of advice:

- Nishikant: Focus, Day Dream, Learn
- Ranjeeta: Challenge yourself, Look for problems, Fresh ideas
- Nihar: Risk, Dream, Listen
- Snehal: Participate and Build Confidence
- Kalpita: Lets go far and be SMART

Day Three

All the sessions organised on the day was conducted by SIOM faculty members.

Sinhgad Students Council:

Remaining sessions were eye opener for the students with respect to events and activities organised by Sinhgad Technical Education Society. The students were briefed about the Sinhgad Students Council (SSC). It is the platform for developing skills and competency. It comprises of various clubs –finance, marketing and human resources. Students were provided information about the clubs membership, office bearers and relevant activities.

HBSP and Bloomberg Portal:

In MBA one cannot acquire knowledge from books only. It is essential to go beyond the syllabus and books. SIOM has mapped the subjects with HBSP Case studies and Bloomberg Portal. Faculty members briefed the students that cases give insights and refine analytical and strategic thinking. Further, the students were explained about the Bloomberg Portal and Championship programmes from which one can learn the about the speculative markets and financial positions of companies and industries. Also understand the economic status of the countries.

Sinhgad Karandak – Cultural and Sports:



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Pune's mega college festival for which every students participate with electrifying energy and enthusiasm. It includes drama, dance, singing and fashion shows. Sports include all indoor and outdoor sports viz., cricket, football, chess, table tennis, throw ball etc. **Spectrum:**

A mega business management event designed for MBA students to develop the entrepreneurial and managerial skills.

SIOM Student's Publications:

Students were also briefed about 'Impact'- Annual Magazines, Construct and Explore-Student Research Journals and Monthly SIOM News Letters. All these are for budding writers and researchers.

Extracurricular Activities @SIOM:

Students were also informed about the various cells viz., Arth Cell for Social Responsibility, Green cell for Protecting and Preserving Environment, 'Shrujan'- a Entrepreneurship cell to nuture entrepreneurial skills.

MBA Course Structure and Evaluation:

The students were explained about the structure and evaluation procedure of MBA Course. The students were informed about the 20-30-50 pattern of evaluation by SPPU.

The day concluded with the interactive session with class coordinators in respective divisions.



Dr. Daniel Penkar



Name of Guest Speaker :

Organization Name:

Activity Coordinator: Date: 17th August 2018

Time: 4:00 to 6:30 PM

Profile of The Speaker:

Designation:

Contact No: Email Id: Sinhgad Technical Education Society's SINHGAD INSTITUTE OF MANAGEMENT (Affiliated to Savitribai Phule Pune University, Approved by AICTE & Accredited by NAAC)

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"Brief Ideas about Digital Marketing"

Mr. Ashish Rathi and Mr. Darshan Sonar Director at Arena Animation & CEO at Xerus resp.

Arena Animation &Xerus

Dr. DevidasGholar and Prof. Aditi Gosain Day: Friday Venue:Auditorium Hall, SIOM Class: MBA-I –F& E Total No. of Students: 65. So, the session started with the interactive way Mr. Darshan Sir asked us about any idea about Digital Marketing? Then having interaction with students, Sir told what exactly Digital Marketing Is.

So Digital Marketing is the marketing of products and services using digital technologies or electronic media. He further told us about the 7 categories of Digital Marketing, those are 1. Search Engine Optimization 2. Search Engine Marketing 3. Content Marketing 4. Social Media Marketing 5. Pay Per Click Advertisement 6. Affiliate Marketing 7. Email Marketing. After that he asked us, why now a day's most of companies shifted from Traditional Marketing to Digital Marketing? This is because we can reach maximum number of targeted audiences. It is time saving.

Less manpower required as compare to Traditional Marketing and the main reason behind is, it increases sales that's what companies are looking for. Mr. Darshan Sir further added that there are other types of Digital Marketing such as Offline Marketing, Inbound Marketing, Outbound Marketing where we can influence our audiences, then he told us Google Analytics tool which is used by while having Marketing. In this we can track our audience's Acquisition, Behavior and Conversion rate. Then he told us about How websites are ranked high on SERP usually there are certain factors that affect website ranking some of those are How often





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> keyword used and How relevant content is, on this basis google ranked our websites. At the end of the session Mr. Darshan Sir told us about some technique used to improve website rank and also how to check our website is SEO Friendly or not? We all felt that this was an informative session, We all thoroughly enjoyed this session.

Student Anchor: SonaliPawar

Student Report Writer:Rushikesh Kurwade

Student photographer: Suraj Bhosale

Stage: Ramkrushna and Aniket

MBA I-I





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Report on

Guest Lecture by Mr. Harshvardhan Ranade

Topic - Entrepreneurship Development







Dr. Daniel Penkar



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Sinhgad Institute of Management had organized a guest lecture on Entrepreneurship Development for the students of MBA 1st year on 24th August 2018. The speaker for the lecture was Mr. Harshvardhan Ranade, who is Chemical Engineer with specialization in Entrepreneurship. Internationally Accredited Entrepreneur Mentor, well known Speaker in Entrepreneurship, Mindset Change, Marketing And Growth Motivation. Mr Harshvardhan Ranade has trained over 10000+ budding number of entrepreneurs to establish their business ventures.

Aanchal Sharma, the student of MBA 1st year who was the Anchor for the Event welcomed all the guests and students on behalf of the Sinhgad Institute of Management. Dr Shubhangi Ramaswami felicitated Mr. Harshvardhan Ranade Sir. Then anchor requested honourable Mr Ranade Sir to share his knowledge about the entrepreneurship.

The lecture was started with the activity of shouting without making noise. The activity went like, everyone has to close their eyes and imagine that we are shouting within our hearts. This will reduce the stress and pressure that we feel in our everyday life. The activity was refreshing and stress removal for everyone present for the event.

After the activity, Mr. Ranade Sir has started the lecture with the history of Entrepreneurs and how the entrepreneur word has associated with the person who starts first. Students were told how the word entrepreneur is associated with the word 'Adventurer'. In 16th century the French army fighters who use to attack first on the enemy were known as the Entrepreneurs.

The origin of Entrepreneurship dates back 2000 years in India. The first entrepreneurs were the ones who use to have Barter system of making business. After sharing his knowledge and experience about the history of Entrepreneurship Mr. Harshvardhan Ranade sir has told listeners how important it is to clap for yourself. Sir told everyone that when you clap for yourself the confidence level that we feel increases and the work that we do, we do it with extra enthusiasm and confidence.

"When you earn the money from your business don't waste that money for buying the things which are unnecessary. Invest that money in your business again and try to increase the volume of your business', said Mr. Harshvardhan Ranade Sir.

The gist of the Meaning of Entrepreneurship from the lecture was, 'The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.'

When asked, 'Does Entrepreneurship means that you need to create something New which does not exist in the world', sir philosophically answered the question using the example of the Pen. "<u>The Pen</u> that you are using is the new brand and it is a new product for you is well. But the Pen itself is not new, it was invented few centuries ago, so Nothing is new in this world, everything is a Replacement for another thing."

"I want all of you to change your seats and sit on the chair where you always wanted to sit in your life but you never did due to fear" requested by Mr Harshvardhan sir. The sole intension for the



Dr. Daniel Penkar Director, SIOM



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activity was to reduce the fear from the minds of Students about the things that they fear to do but are essential for their growth.

At the end of the lecture, Mr. Harshvardhan sir addressed audience with the activity that they wanted every person present to perform everyday in their life. 'Everyday at the start of the day you have to look into the mirror and give a big flying kiss to yourself and promise that you will love yourself forever.'

The lecture was concluded with the huge noise of Applauds to Mr. Harshvardhan Ranade sir and thank you speech from the anchor of the event.





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Sinhgad Institutes

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Activity Title:	"Corporate Strategies"		
Name of Guest Speaker :	Padmini Panse (SIOM Alumni 20		
Designation:	Founder Partner, The Bumble Be		
Organization Name:	The Bumble Bee		
Contact No:	+91-9922410645		
Email Id:	Padmini.panse@gmail.com		
Activity Coordinator:	Prof. Archana Patil and Dr. Shub		
Date: 7 th September 2018	Day: Friday		
Time: 4:00 to 6:30 PM	Class: MBA-I –F & E		
Profile of The Speaker:	A dynamic Management Traine		
	30,000 participants across Mahan		
	recipient of the prestigious 'Suc		
	Award, Padmini is a very train		

008-2010 batch) ee ohangee Ramaswamy Venue: G03, SIOM Total No. of Students: 60 Approx. er and Business Consultant for almost rashtra, Padmini Panse is the honoured ccessful Woman in Management 2017 admini is a very trainee-centric person with a keen eve on potential exploration and talent development. She is a commerce graduate from Symbiosis University, who later pursued MBA from Sinhgad Institute of Management affiliated to University of Pune.

As the Founder Partner of the The Bumble Bee- a Training and Development Firm, she works with the vision of developing participants to be more employable through Knowledge Enhancement Management workshops. Her clientele includes a long list of 12+ MNCs, 25+ B-schools; and many Management, Commerce and Engineering Institutes. She is also a Management Trainer at the Institute of Chartered Accountants of India (ICAI), having worked at Thane, Dombivli-Kalyan, Pune, Pimpri-Chinchwad, Bhiwandi, Ulhasnager and Latur.

She has taken outdoor traninings to a different level by conductiong Management Trainings on National Heritage sites! Known for her creativity and innovative nature, she has also been invited as a Guest Speaker for Women Self-help Group Projects, an initiative by Government of India. Appreciated on Radio Mirchi 98.3 FM by RU Rahul as a trendsetter & unique Woman Entrepreneur on International Woman's Day 2011 in her fond memory!

On social work and social developmentfront-her popular program for orphanages and NGOs called 'Sanskruti Saap Shidi' has been conducted for more than 1500 children across 25 NGOs and appreciated in Sakaal Newspaper as well. she has passionately executed Shri. Narendra Modi's dream of Swatch Bharat Abhiyan with street -plays



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> and flash mobs at public places! Her contribution in beautifying platform #6 of Pune Railway Station and various Bus stands through Wall Graffiti too was appreciated by media and citizens.

> Her student-centric articles have been published in popular annuals like 'Shalant Diwali' & benefitted numerous students. The poet-writer in her has often entranced populaces with poetry and articles being published in Sakaal and Times of India.



Brief Report of the Session: Padmini Panse began the session by sharing her experience and the journey of starting The Bumble Bee. She conducted many activities through which she put forth the scenario regarding corporate world. The corporate world is dynamic, with cultural differences, competition etc. Through activities Padmini made the students learn group dynamics and team building. Be prepared to encounter challenges at work place. Each activity conducted by her demanded a strategic thought process. She also introduced the participants to many exclusive examples and challenges associated with corporate world. She discussed about how professional and ethical behaviour in work place can benefit your career. According to her, fluent communication can win hearts in corporate world. At times one

MBA-I students were enlightened with her motivational talk. The activities energized the students to gain confidence and work very hard to face the challenges in life.

Student Anchor: Surbhi and Aastha Student Report Writer: Tahsim and Tahrin Student photographer: Akshay Giri Stage: Pratik and Mayur MBA I-E & F

Signature of Activity Coordinator



Dr. Daniel Penkar Director, SIOM