



Sinhgad Technical Education Society's  
**SINHGAD INSTITUTE OF MANAGEMENT**

(Affiliated to Savitribai Phule Pune University, Approved by AICTE  
& Accredited by National Board of Accreditation, New Delhi)  
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**Monthly Newsletter: MBA Volume: II**

Month  
In  
Review

Aug,  
2016

**SIOM  
NEWSLETTER**

### *Our Patrons*

*Prof. M. N. Navale*, Founder President, STES  
*Dr. (Mrs.) Sunanda M. Navale*, Founder Secretary, STES  
*Mr. Rohit M. Navale*, Vice President (HR), STES  
*Mrs. Rachana Navale Ashtekar*, Vice President (Admin), STES

### **Editorial Team :**

Vaybhav Tiwari : MKTG - D MBA-II SIOM  
Reshma Rajput : MKTG - A MBA-II SIOM

### *Editorial Message*

SIOM has been “The place to be” during the month of August 2016. This month marks the beginning of college days for a whole new batch of budding managers and their energy and enthusiasm attracted every eyeball, as SIOM proudly hosted the induction program to welcome its 23rd Batch of MBA students. This month also calls the senior batch back to classes after the successful completion of their Summer Internship Projects (SIP). The entire second year batch showed immense excitement to share their SIP

experience and meet their teachers, classmates as well as “juniors”. Dr. Parag Kalkar, Director SIOM along with entire the team of teaching and non-teaching extended all their support to the students to smoothly settle into the new academic session. They motivated the students to bring out their talents and inculcate managerial values and teamwork among them. This gave the students the necessary motivation to be a part of the ever rising momentum at SIOM in the times to come.

### Happenings @ Siom

The month of independence was an action packed month at SIOM as it kick-started the academic as well as co-curricular activities planned for the current semester. The highlights were the 23<sup>rd</sup> induction program, beginning of academic sessions for the academic year 16-17, SIP presentation (phase I & II), foundation course, industry-academia guest sessions SSC registrations, independence day celebrations and organ donation awareness drive at STES Institutes.

**SIOM Proudly Welcomes  
The 23<sup>rd</sup> MBA Batch  
Induction Program  
10<sup>th</sup> to 12<sup>th</sup> Aug 2016**

The Induction programme for the 23rd batch of SIOM began on the 10th August 2016. The program presented a variety of experiences for the new batch right from interacting with some of the most illustrious guest speakers, address by Dr.ParagKalkar, Director SIOM, witnessing a vibrating alumni panel, interaction with faculty members, sessions on various learning processes and activities carried out at SIOM, viz. Placement guidance by Mr.UdayNaik,Head Corporate Relations, release of students magazine “Impact” 2016,Sinhgad

Institute of Management, Student Training Program by Dr.SandipShinde, Harvard Case Study Modules and Bloomberg Orientation by Dr.DevidasGolhar, Co-curricular and Extra-curricular Activities by Dr.SmitaSovani, SinhgadKarandak and SpectrumSinhgadKarandak and Spectrum Prof. SanmathShetty, Class-Coordination Sessions, management gamesby MBA Second Year and Faculty Members AditiGosain, Zamarrudh Ansari, MangalgouriPatil and ArchanaPatil.

### **Eminent Speakers @ SIOM :**

**Cheif Guest** - Air Marshal B. N. Gokhale (Scientific Consultant Strategic Affairs Government of India). The session was based on challenges of establishing peace, issues like conflicts, changing geography of India and its history, non-availability of air parts etc. Information was shared aboutKandhar Hijack and Kargil War etc. Students got to know lots of facts about India’s relation with Pakistan, China

and Bhutan. Air Marshal told the students that how important is hard work and confidence and how it will help them in their life and corporate. He also discussed about the obstacles and then manages oneself and manages others, reach new heights, but keep your feet grounded and always be ahead of time.



Air Marshal B. N. Gokhale



Mr.PramoudRao

**Mr.PramoudRao**,Promoter and Managing Director, Zicom Group enlightened students on “What should be the set standards to achieve the life goal? He advised not to get blocked by what we know; break and throw what we know and try to do things that are out of box. He also focused on the Six F philosophy for success in contemporary environment that one should focus in life i.e. be focused, be fast, be flexible!!! Have Fun in whatever you do, Be Fit and

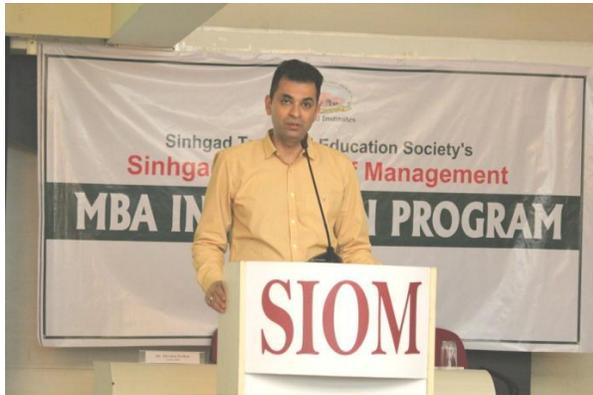
the last but not the least Fish off from unwanted things”. He quoted “the first 25 years of life is all learning, next 25 years is earning and rest of the life is returning”. He shared success mantras like: “Aim for Something which is different, don’t be afraid of failures, Lead a Balanced life, Do what you love to do, Be a man of Action, Believe in your ability and create your own reality”.

**Dr. Harold D'Costa**, Program Director-VMS Recruitment Delivery Team at Nexus Systems Group, shared lots of interesting facts and multiple examples about cyber security with the students including discussion on various famous apps like 'mere sadak', 'truecaller' etc. Mr.D'Costa said it is important to understand technology to avoid being victim. He also discussed and suggested measures to safeguard against common cyber crimes.



Dr. Harold D'Costa

**Mr. Amit Gajwani**, Sr. Vice President, Cybage started his session with the word 'Luck Harvester'. He also stressed on importance of transition from academic life to a more practical corporate life. According to him "In Life 99% is about good luck, while remaining 1 % is about bloody good luck". Luck is associated with variety of incomprehensible things like superstitions but not thought upon rationally. 1 % of a very good luck is the ability to catch the 99% when it presents itself. Good luck is ability to raise opportunities, recognize the valuable one and respond to the recognised opportunities.



Mr. Amit Gajwani



Lt. Col. Akash Sachan,

**Lt. Col. Akash Sachan**, National Leader Segment Renewables, started his session with few tips for the students – drop the regional languages, improve communication skills and adopt the global language - English. Think Global. Expand your horizon, step out of your comfort zone. Learn something you don't know for a better growth in the corporate world. He quoted "The harder right, the easier wrong".



Dr. Parag Kalkar, Director, SIOM

**Dr. Parag Kalkar, Director, SIOM** addressed the students with his motivating words. The importance of MBA was emphasised along with the challenges in the role of a manager. The following managerial tips were also shared during the session: Take decisions accurately and smartly, never delay your decisions, Study and understand the market and upgrade your skills according to market needs.

## **Distinguished Alumni Panel Discussion @ SIOM**



The Alumni Panel discussion involved some of the most illustrious SIOMites viz. Mr.SangramKadam, AVP and Head Sales India, South Asia, KPIT; Mr.JaydeepSant, Head of Sales, Schuler India Pvt. Ltd; DiptiChandrachud, Director Marketing, Quality Paints; Mr.ParagHardikar, Director, Switch Design; Mr.AbhijeetTikh, Entrepreneur, Director; Mr. Dinesh Shendekar, Assistant VP, Deutsche Bank; Mr.SourabhShoronathe, Senior Executive, Digital Marketing, Sakal Media Group; Mr.SandeepDarvekar, Delivery Partner, Persistent Systems; Mr.SantoshWagh, Head- Materials & Logistics, KalyaniMaxion Wheels. The alumni interacted with the students and answered innumerable queries for the students. The panel discussion was one of the most memorable experiences for the students as it personified what the students desire to become in their future.

## **Innovative Practices @ SIOM**

**Improvised Admission Process**-SIOM ranks amongst India's biggest institute in multiple areas along with the number of student intake. It is a challenging task every year to smoothly admit 10 divisions of new students into the system. SIOM has always endeavoured to improvise better internal processes to meet the rising demand. This August the new incoming batch has surely witnessed a very systematic and hassle free admission process. Some of the features incorporated this year included – automated messages, student calling and scheduling of visits, increased infrastructure and resources planned which avoided crowding at any point, process explained and distributed as a hand-out to the incoming students for the ease of understanding the sequence and location of the venues to be approached, all the areas viz. registration, helpdesk, document verification, data entry, recreation room were sequenced and designed to be at

the single entrance floor so to avoid the students and their guardians to run from pillar to post, continuous availability of photocopy facility, refreshments and any other requirement was ensured throughout the process. Most of the students and parents admired the hassle free and friendly environment at SIOM. This was a major source of motivation to work for improvement in the years to come.



## VIBRATING CURRICULUM @ SIOM

The academic sessions started in full swing in the month of August, the highlights included

- Vibrant classroom sessions , Harvard Case Study Modules and Bloomberg Orientation
- **Specialization specific Foundation Course** training classes and evaluations offered to all second year students as a part of placement preparations and student training program.
- **Summer Internship Project** guidance and panel presentation phases in ( I & II ) so that every student is able to achieve excellence at undertaking research and live projects

### Industry – Academia Guest Sessions -

- **Marketing Specialization** students were given a domain specific training (as a part of Foundation course) by Industry Guest Speakers viz Mr. Shreyas Bangad, Creator & Director Brand Matterz.com in Strategic Brand Management
- Mr. Vishwesh Patankar, Trainer and consultant in Marketing Communications on Integrated Marketing Communications



**Finance Specialization** students undertook the below mentioned Domain Specific trainings as a part of their foundation course work

- NSE sponsored program on financial awareness and behavioural finance by- Mr. Sudhakar Kulkarni , NSE resource person
- Session by CA Samudra on mutual funds and wealth management



## Life @ Vadgaon Campus

- The Ambegaon – Vadgaon campus was vibrating with life as it celebrated the Independence Day wherein the entire STES family participated and reinforced the Tri-colour by hoisting the national flag
- The Sinhgad Student Council (SSC) began the new academic year with high student registration and planning for the upcoming elections and calendar of activities across various student clubs.