



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)

S. No. 44/1, Vadgaon (Bk.), Off Sinhgad Road, Pune - 411041

Telefax : (020) 24356592 | E-mail: director\_siom@sinhgad.edu | Website : www.sinhgad.edu

Month  
In  
Review

OCT  
2016

**SIOM  
NEWSLETTER**

**Monthly Newsletter: MBA Volume: X**

### *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 :**

**Rohan Desai: MBA-II Marketing**

**Madhavi Ivalekar: MBA-I B**

**Divya Chavan: MBA-I B**

**Abhijeet Kadam: MBA-I B**

### *Editorial Message*

The newsletter Happenings is an initiative by the students, for the students. SIOM offers a platform to students to exhibit their talent and contribute to the sharing of knowledge. We would like to thank Dr. Parag Kalkar, Director SIOM for his support throughout the activities & events of the month. These activities were undertaken to bring out the hidden talents in the students and also to inculcate cultural values and

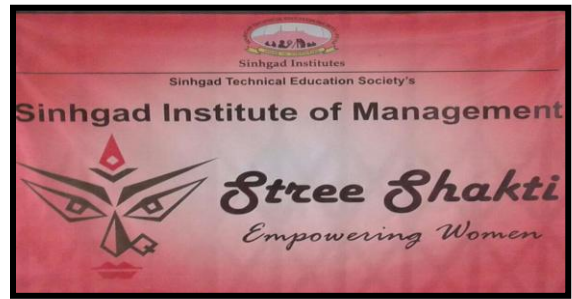
teamwork among them. Students actively took part in various activities. Happenings express the possibilities and challenges of college life, with an emphasis on the priority questions of life. It is indeed in these years that most people make the decisions that will guide them as they provide leadership throughout the adult years. The newsletter is an attempt to bring forward the actual happenings at SIOM.

### **Women Empowerment**

SIOM celebrated 9 days of Navratri by organizing 'Stree Shakti' guest lecture series of unique ladies from different fields. The program was inaugurated at the hands of Ms. Shweta Shalini, Entrepreneur and BJP spokesperson on Monday, 3 Oct. 2016. She spoke about the

experience of being the first woman employee of a manufacturing company – Atlas Copco and her journey of becoming an entrepreneur, and now, politics. On Tuesday, 4 Oct. Ms. Leena Bokil shared her experiences in the field of space science.

- Ms. Shraddha Patil, a SIOM alumni spoke about her entrepreneurial endeavour – Mentorpreneur. She also established one to one dialogue with those SIOM students who want to start their own firms after completing MBA.
- Ms. Medha Tadpatrikar, social worker & entrepreneur, enlightened the students about the multiple dimensions of 'corporate' culture and guided them on preparation for entering the corporate world. She spoke about a number of short comings observed in management graduates of today and asked the students to consciously avoid the same.
- Ms. Gitanjali Ghate & Ms. Jasmeet Srivastava- co founders & managing partners of the THIRD EYE spoke about their experience in the field of advertising and branding. They illustrated how the field of advertising is evolving with the change in Indian ethos.
- Mrs Shivani Kaul (Product manager India - John Deere India Ltd) was at SIOM as a guest speaker during the Navratri week when SIOM observed "Stri Shakti" as a festival of celebrating the achievements of women fraternity in business and entrepreneurship.
- Each session in the Stree Shakti program was managed by different student clusters. The students were highly inspired by interacting with these superwomen.



## SSC- Marketing Club Brand Crossword Competition

“Brand Crosswords” was conducted as a SSC marketing club activity at SIOM on 17<sup>th</sup> Oct 2016. The competition was conducted under the guidance of Prof. Harsha Gandhi and Prof. Aditi Gosain.

The competition began with about 60 participants, who enthusiastically participated in the crossword puzzle solving activity. The participants were given a crossword puzzle with 29 business and brand related clues and they had to write 29 correct brand names in the space

provided in the crossword within 45 minutes of time. The Winners at this event being:

1. Darshan Salvi – SIOM (Winner)

2. Madhuri Ivalekar – SIOM (1<sup>st</sup> Runner Up)

3. Harshit Chaturvedi – SIOM (2<sup>nd</sup> Runner Up)



## EADR Alumni Challenge

### SSC- Marketing Club Brand Crossword Competition

Economic Analysis Desk Research Challenge (final round) was held on 18<sup>th</sup> October, 2016 at Sinhgad Institute of Management (SIOM). This is an inter institute competition held every year. The competitors did a spectacular job and every group's presentation was perspicacious. The competitors were judged by Mr. Sangram Kadam and Mr. Nihar Laddha both of whom were former SIOM students. SIOM Director, Dr. Parag Kalkar addressed the students by giving a

motivational speech. The results were announced immediately after competition. The first position was bagged by **SIOM** while **SIBAR** team was runner up. The teams were then felicitated with medals and certificates. Every team was grateful towards college, judges and management team of SIOM. They extended vote of thanks to judges, teachers and other faculty members. It was a great experience for everyone present there.

### E-CELL Activity "B-Ideate Competition"

We believe entrepreneurs are the key drivers of tomorrow's innovations and integral to creating a thriving economy. The E-cell has been formulated with an aim to help budding entrepreneurs to sow their ideas and grow great businesses. One of the endeavors of the E-cell encompasses an event called B-Ideate: a new business idea competition.

This competition provided a platform to budding idea generators to express their business ideas and translate those into business prepositions. The event saw overwhelming response in not just registrations but also participation with fervor and enthusiasm.



## Social Cell



\*\*\*\*\*