



Celebrating 50 Years of Excellence



# **THE BRANDING CELL**

## **ANNUAL REPORT (2023-24)**

### **FACULTY IN-CHARGE**

**Ms. Prerana Badade**

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## **The Branding Cell**

The youngest cell of the institute, SIMS Branding Cell is actively involved in refurbishing the brand 'SIMS' and enhancing the visibility of the college. SIMS Branding Cell is an embodiment of the college's tagline 'Make a Difference' and it strives to work in that direction every single day.

We are a close-knit team, working towards a common objective of adding value to several branding avenues through multiple creative solutions. We act as the window to the college by employing our creative ability to enhance the reputation of our college by conducting brand-building activities.

The cell stands on the 4 Pillars of Branding - Reliability, Dynamism, Conscientiousness, and Prolificity. We add value to several branding avenues through Videography, Photography, Creatives, Social media, Content Writing, Communication, and Data Analytics.

### **Team (2023-24)**

#### **Faculty-In-Charge**



**Ms. Prerana Badade**

**Senior Coordinators**



**Aryan Srinivasan**



**Anusha Gupta**



**Ravi Raj Patel**



**Jagriti Tomar**

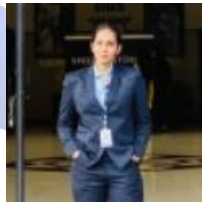


**Swagatika Senapati**

**Senior Team**



**Masaba Singh**



**Banita Thakur**



**Aseem Godbole**



**Kaushiki Pathak**



**Kanishka Sharma**



**Siddhant Mukesh**

**Junior Team**



**Amit Sonar**



**Pragya Saxena**  
**SIMS**



**Abhishek Yadav**



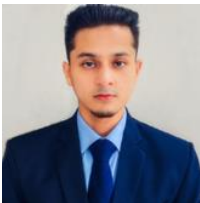
**Aayush Gahlot**



**Soumya Bhatt**



**Rohit Gireesh**



**Madhurja Nayan Deka**



**Anuj Raghav**



**Shreya Singh**



**Varsha Yadav**



**Smita Waghmare**

**WE MANAGE THE OFFICIAL SOCIAL MEDIA HANDLES**



**YouTube-** [https://youtube.com/@SIMS\\_PUNE](https://youtube.com/@SIMS_PUNE)

**Instagram-** [https://instagram.com/simspune\\_official?igshid=Mzc1MmZhNjY=](https://instagram.com/simspune_official?igshid=Mzc1MmZhNjY=)

**Linkedin-** <https://www.linkedin.com/school/symbiosis-institute-of-management-studies/>

**Facebook-** <https://www.facebook.com/PuneSIMSOfficial/>

**Twitter-** [https://twitter.com/i/flow/login?redirect\\_after\\_login=%2Fpunesims](https://twitter.com/i/flow/login?redirect_after_login=%2Fpunesims)

**Spotify-** <https://spotify.link/GPJx9H4wPyb>

**Quora-** [https://www.quora.com/profile/Symbiosis-Institute-of-Management-Studies-Pune-2?ch=10&oid=1243392492&share=26c79f14&srid=u424k7&target\\_type=user](https://www.quora.com/profile/Symbiosis-Institute-of-Management-Studies-Pune-2?ch=10&oid=1243392492&share=26c79f14&srid=u424k7&target_type=user)

***SIMS official social media engagement activities undertaken by The Branding Cell brought the following milestones -***

❖ **QUORA:**

- 37.6k content views.
- 20908 times people saw our content in their feeds, notifications, and digests.
- 88 answers were posted.
- 409 upvotes on answers.
- 30 external shares.
- 119 followers

❖ **INSTAGRAM:**

- Total followers- 2512
- Growth over 90 days- +13.4%
- Engagement- +174%
- Accounts reached- 24.4k
- Average accounts reach per post 4,704 accounts (3,642- non followers)

***Social media engagement activities-***

**1. SIMS Cells, clubs and teams series ( 22 videos)**

- Average engagement- 3106 accounts
- Highest watch time- 36 hrs 27 mins 59 secs
- Highest number of plays- 6692 times
- Average- 4301 times

**2. Ask us Anything Series** (to clarify SIMS aspirants' doubts related to Admissions, courses, new specialization introduction, campus, GEPIWAT, etc )

**3. Diversity at SIMS reel**

- Accounts reached [3360 (2386 non followers)]
- Watch time- 19 hrs 33 mins 40 secs



## ❖ YOUTUBE:

- Subscribers: 1270
- Top 2 Videos (in last 90 days)
  1. SIMS pune orientation - 1.9K views
  2. Virtual campus tour - 1.9K **views**
- +164 subscribers in last 90 days.
  1. Unique viewers: 92,686
  2. Returning viewers: 780
  3. New viewers : 91,350 (Note: In last 90 days)
- Watchtime (hours) : 1153 (244% more than previous 90 days)
- Shorts : Views : 1,09,348 (911% more than previous 90 days, as it was started this year)
- Views : 12, 679 (40% more than previous 90 days)
- Impressions : 1,31,950 (33% more than previous 90 days)

## ❖ SPOTIFY:

- All time plays: 485
- Reach:
  - India - 75%
  - Germany - 11%
  - United states - 10%
- Top 3 episodes:
  1. Life at SIMS
  2. Operations and Career Avenues
  3. The Orientation Saga



## HIGHLIGHTING ACHIEVEMENTS

Highlighting achievements is a great motivator for the achievers to keep up the good work and it serves as a positive inspiration for others to volunteer and participate more.

SIMS Branding Cell has consistently highlighted the achievements of its students, faculty, alumni and management team. This acts as a motivator, enhances confidence, increases participation by SIMS and ultimately enables representation of the institute in various events.

### STUDENT ACHIEVEMENTS



## FACULTY ACHIEVEMENTS



**SIMS**

Heartiest  
**CONGRATULATIONS**



**DR. ANKITA BHATIA**  
FACULTY (FINANCE)

For earning the prestigious **Best Research Track Paper Award** at the **3rd PRISM Conference 2023** organised by **Birla Institute of Management Technology**.



**SIMS**

Heartiest  
**CONGRATULATIONS**



**DR. SANJAY MANGLA**  
FACULTY (ECONOMICS)

For receiving an invitation from the prestigious **Economic Research Institute for ASEAN and East Asia in Jakarta** to discuss the **societal impact of Digital ID systems**.



**SIMS**

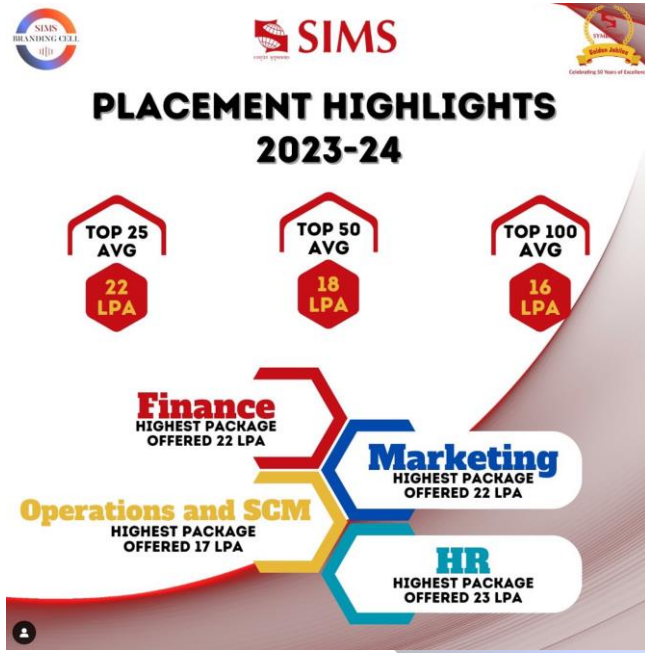
Heartiest  
**CONGRATULATIONS**



**DR. SURUCHI PANDEY**  
FACULTY (HR)

On receiving the **Best Research Paper Presentation** award at the **ISMS conference** organized by **OP Jindal University**

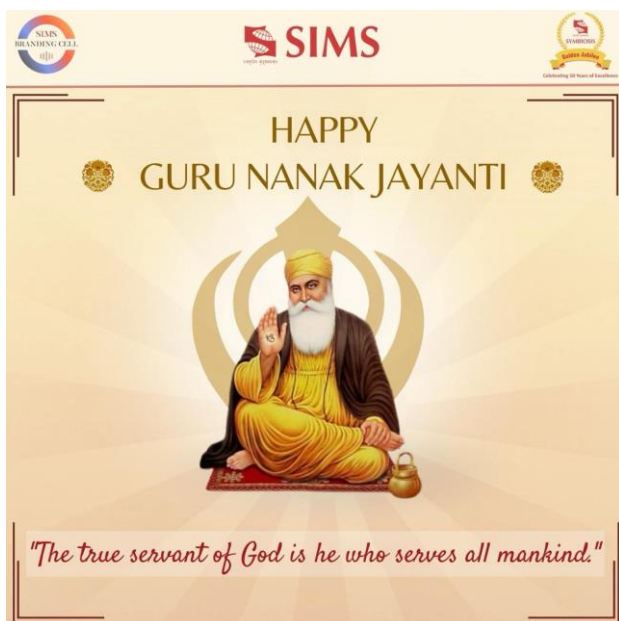
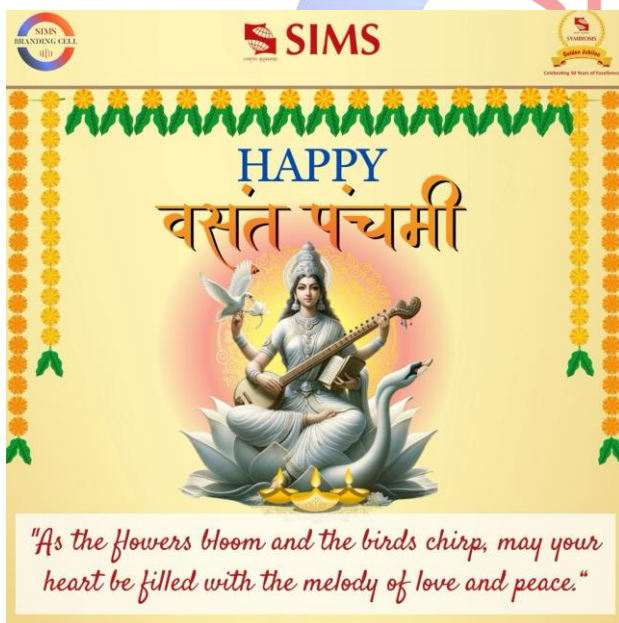
## POSTS HIGHLIGHTING ACHIEVEMENTS OF SIMS





## REJOICING IN FESTIVITIES

SIMS Branding Cell comes up with inspired creatives for every occasion which are posted on all our social media channels. This helps build a personal connection with our viewers and also breaks the monotony of everyday work-related stuff. Moreover, it helps with easy promotion and brand building. We also have had the honor of making greeting cards for special occasions on behalf of the institute. We also make creatives for festivals and events that are sent through UGC mandates.



## Highlighting SIMS

The core purpose of our cell is to highlight SIMS, its cells and clubs, and the various activities happening in and around college. We ensure that every milestone and event are brought forth on our platform to keep our audience up to date with the happenings at SIMS

### SIMS GATE BANNERS

Further, the gate banners which highlight various aspects of SIMS are strategically placed and attract the attention of anyone visiting college. They have been ideated and executed end to end, by the Branding Cell.

# BRANDING CELL



**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**

(For Defence Personnel and Their Dependents)



**MAKE A DIFFERENCE**

**TOP LEADING B-SCHOOL OF SUPER EXCELLENCE IN INDIA BY CSR-GHRDC SURVEY 2022**

**1st Rank**

**TOP PRIVATE B-SCHOOL IN MAHARASHTRA BY CSR-GHRDC SURVEY 2021**

**3rd Rank**

SIMS IS GIVEN THE RANKING OF NO. 11 FOR FACULTY PUBLICATION, RESEARCH, CONSULTANCY, MDP AND OTHER PROGRAMMES IN INDIA (BOTH GOVERNMENT AND PRIVATE).

## **SYMBIOSIS INTERNATIONAL (DEEMED) UNIVERSITY**

(Established under section 3 of the UGC Act, 1956) Re-Accredited by NAAC with 'A++' grade | Awarded Category - I by UGC





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(For Defence Personnel and Their Dependents)



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## MEDIA COVERAGE

### - PRESS RELEASES IN ANI, HINDUSTAN TIMES

We have successfully covered SIMS in globally reputed news magazines like Hindustan Times and ANI, thereby enabling SIMS to reach global platforms.



The screenshot shows a news article on the ANI website. The header includes the ANI logo, the date 'TUE, DEC 19, 2023', and the page number 'VOL 14/12'. The main headline is 'SIMS PUNE HOSTS ITS 14TH ANNUAL RESEARCH CONFERENCE - SIMSARC'. Below the headline is a photograph of three men on a stage. The man on the left is presenting a framed certificate to the man in the middle, while the man on the right is clapping. The caption below the photo reads: '(L-R) Brig (Dr) Rajiv Divekar, Prashant Girbane, Dr Pravin Kumar Bhoyar'. The article text below the photo states: 'Symbiosis Institute of Management Studies (SIMS), Pune, organized the 14th edition of its Annual International Research Conference SIMSARC 2023, from December 13th to 15th. The event served as a dynamic platform for researchers to converge and exchange ideas under the theme "Securing the Future Through Sustainability, Health, Education, and Technology." The inaugural ceremony hosted distinguished guests, including Mr. Prashant Girbane, highlighting the conference's significance in tackling contemporary challenges. Link: <https://aninews.in/news/business/business/sims-pune-hosts-its-14th-annual-research-conference-simsarc>



The screenshot shows a news article on the Hindustan Times website. The header includes the Hindustan Times logo, the date 'VOL. 06/2023', and the page number 'SIMS PUNE'. The main headline is 'SIMS PUNE WELCOMES THE 31ST BATCH OF STUDENTS FOR THEIR FULL-TIME MBA PROGRAM'. Below the headline is a photograph of an inauguration ceremony. Several men are standing on a stage, some holding certificates. A banner in the background reads 'Welcome to the 31st INAUGURAL CEREMONY'. The caption below the photo reads: 'Lamp lighting of the 31st Inaugural ceremony of the orientation for the MBA Batch 2023-25 by the Honourable Chief Guest Mr. Nitin Sethi, CEO, AON Consulting, India and South Asia.' The article text below the photo states: 'SIMS, Pune welcomed the 31st batch of students for their full-time MBA program with the Inauguration Ceremony held on 7th June, 2023. The Chief Guest of the inaugural ceremony was Mr. Nitin Sethi, CEO – of Aon Consulting, and Dr. R. Raman, Director, SIBM, Pune, Faculty of Management - Strategy and Development, Symbiosis presided over the function.'



## **SIMS ADMISSION BROCHURE**

We conceptualised the SIMS Admission Poster and SIMS Three-Fold Brochure for the Batch 2024-2026 which is sent to all incoming batch.



The brochure features a vibrant design with a rainbow arch at the top and a camouflage pattern at the bottom. The central focus is a circular image of the SIMS building. Text and graphics are arranged around this central image to provide information about the institute and its programs.

**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**

संज्ञानं सुवर्णम्

SYMBIOSIS

Celebrating 50 Years of Excellence

### Why SIMS?

- SIMS is the only Institute in India dedicated to Defense Personnel and their Dependents.
- SIMS is an ISO 9001 - 2015 quality certified Management Institute.
- Center for Corporate Governance of the National Foundation of Corporate Governance.
- 100% Placement Opportunity.
- Being based in Pune (Manufacturing Hub) and placed near Mumbai (Financial Hub) helps SIMS to strategically position itself among distinguished recruiters.
- Competent faculty assisting in the learning process of contemporary management discipline.
- Primary focus on Research, Projects and Consultancy.
- Excellent ROI on fees to CTC (over 125%).
- Only Institute in the Symbiosis Family to have an "Incubation Center".
- Students Summer School opportunity at Bremen University & Berlin School of Economics Germany & IESEG School of Management, France & Semester Exchange at Leeds Beckett University - UK.

#### RANKING

- SIMS is ranked No. 1 in the TOP LEADING B SCHOOLS of super excellence in India by the CSR-GHRDC B School Survey, 2022.
- SIMS is ranked No. 3 in the state of Maharashtra amongst Private Institutions in India by CSR-GHRDC B School Survey, 2021.
- SIMS stands No. 11 for Placement, USP, Social Responsibility, Network and Industry Interface in India (Both Government and Private).
- SIMS is given the ranking of No. 11 for Faculty, Publication, Research, Consultancy, MDP and other Programmes in India (Both Government and Private).

#### PROGRAMME OFFERED:

- Full Time 2 years MBA programme spread over 4 Semesters (Residential)
- INTAKE 300 SEATS

#### SPECIALIZATIONS:

- MARKETING
- FINANCE
- HUMAN RESOURCES
- OPERATIONS AND SUPPLY CHAIN MANAGEMENT
- DATA ANALYTICS

#### CONTACT US:

SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES  
RANGE HILLS ROAD, KHADKI, PUNE -411020  
MOBILE NO :9763527195  
TELEPHONE : 020-25593201/250  
EMAIL : info@sims.edu | admissions@sims.edu  
WEBSITE : www.sims.edu



**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under section 3 of the U.G.C. Act, 1956)

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## **ANUBHAV 4.0 – SIMS OFFICIAL PODCAST**

The SIMS Branding Cell produces a season of its official podcast ‘Anubhav’ every year, featuring discussions on varying topics. The SIMS Branding Cell presented the latest season of its official podcast ‘Anubhav’, which aims to stimulate curiosity and demystify complex concepts. By featuring illuminating discussions on various topics, we hope to enrich students' understanding of the hidden forces shaping our world - one thought-provoking episode at a time.



## **“ASK US ANYTHING” SERIES**

GEPI season is important because this time attracts the greatest number of outsiders on our social media platforms. We took leverage of the same and introduced a series called the “Ask us anything” series which highlights the experiences of the latest batch of students during their interview process. This helps aspirants understand what to expect and also enables a wider reach for our platforms.

Additionally, Our "Ask Us Anything" series opened conversations about our facilities, placements, curriculum, and more. Prospective students gained insider knowledge to make informed decisions about joining our institute.

## “STUDENT TAKEOVER” SERIES

The Branding Cell conducted an innovative "Student Takeover" campaign on Instagram, inviting students from various specializations to take control of the official institute account for a day. Through captivating visuals and stories, the participating students showcased their daily experiences, from morning routines to lectures, sports, and club activities. This initiative garnered widespread engagement, offering prospective students an authentic glimpse into the vibrant campus life at SIMS and empowering current students to become ambassadors for the institute.

## VIDEOS BY BRANDING CELL

We handle the official YouTube and Instagram account of SIMS, Pune. We are slowly but surely building our both channels by uploading videos consistently. Our video editing team has made extremely creative, engaging and informative long and short format videos for various occasions. We also upload videos made by other cells and clubs to enable greater visibility for our college.

We made the following videos (with links for reference):

### Link of video

SL NO	Event	Hosted By	Link
1	Kargil Vijay Diwas	Branding Cell	<a href="https://www.instagram.com/reel/CvJnRT1As5N/?igsh=MXV6enF1YWNkOXJxaA==">https://www.instagram.com/reel/CvJnRT1As5N/?igsh=MXV6enF1YWNkOXJxaA==</a>
2	Thrillathon (Friendship Day)	Infrastructure Team	<a href="https://www.instagram.com/reel/CvwB8c2t08x/?igsh=azhsbGVyaTdjeTlu">https://www.instagram.com/reel/CvwB8c2t08x/?igsh=azhsbGVyaTdjeTlu</a>
3	Independence Day BTS	Branding Cell	<a href="https://www.instagram.com/reel/CwCJHL4MUpO/?igsh=MXIzdDByc3Jwd3M4dw==">https://www.instagram.com/reel/CwCJHL4MUpO/?igsh=MXIzdDByc3Jwd3M4dw==</a>
4	Independence Day	Branding Cell	<a href="https://www.instagram.com/reel/CwEyxW6NG1H/?igsh=czhyYmZkdXd1NWZ6">https://www.instagram.com/reel/CwEyxW6NG1H/?igsh=czhyYmZkdXd1NWZ6</a>
5	Experiential learning	STAGS	<a href="https://www.instagram.com/reel/Cwfqx2wNIKd/?igsh=eTNpaXhuaHZjcGU0">https://www.instagram.com/reel/Cwfqx2wNIKd/?igsh=eTNpaXhuaHZjcGU0</a>

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6	Swimming Championship	DSRW	<a href="https://www.instagram.com/reel/CwnMB63tpYr/?igsh=MTRzN2djZTZmdnZhYg==">https://www.instagram.com/reel/CwnMB63tpYr/?igsh=MTRzN2djZTZmdnZhYg==</a>
7	MUN 2023	MUN Team	<a href="https://www.instagram.com/reel/Cwoy7GENMWj/?igsh=MWg3bjYxd3B4ajR4eQ==">https://www.instagram.com/reel/Cwoy7GENMWj/?igsh=MWg3bjYxd3B4ajR4eQ==</a>
8	Musical Night	SUR Team	<a href="https://www.instagram.com/reel/Cwx1Ui4NM13/?igsh=MWU0eWR5cDNmemQwbQ==">https://www.instagram.com/reel/Cwx1Ui4NM13/?igsh=MWU0eWR5cDNmemQwbQ==</a>
9	Vichar Mandan	Team NOESIS	<a href="https://www.instagram.com/reel/CxclCyok02Y/?igsh=d3ZrMnN2c3VoeHlj">https://www.instagram.com/reel/CxclCyok02Y/?igsh=d3ZrMnN2c3VoeHlj</a>
10	STRATEGEM 23	Team INFINITE	<a href="https://www.instagram.com/reel/Cxhee-INSct/?igsh=emhocnFycGZ5YmY4">https://www.instagram.com/reel/Cxhee-INSct/?igsh=emhocnFycGZ5YmY4</a>
11	NAM 2023	Alumni Cell	<a href="https://www.instagram.com/reel/Cx981qMgIXh/?igsh=MWlzZzZqZW1pbnM1">https://www.instagram.com/reel/Cx981qMgIXh/?igsh=MWlzZzZqZW1pbnM1</a>
12	Dandiya Nights	Infrastructure Team	<a href="https://www.instagram.com/reel/CyIJ7gftL5h/?igsh=MW9vaGgzN29hbHYOMA==">https://www.instagram.com/reel/CyIJ7gftL5h/?igsh=MW9vaGgzN29hbHYOMA==</a>
13	BARCODE	Events Cell	<a href="https://www.instagram.com/reel/Cy0UgUjAJFW/?igsh=ZGQ5aWl5M2NmOTdt">https://www.instagram.com/reel/Cy0UgUjAJFW/?igsh=ZGQ5aWl5M2NmOTdt</a>
14	SIMS Diversity Video	Branding Cell	<a href="https://www.instagram.com/reel/C0quwePPv3e/?igsh=MXh4ZnhiMXNsMDdrYw==">https://www.instagram.com/reel/C0quwePPv3e/?igsh=MXh4ZnhiMXNsMDdrYw==</a>
15	Nbuzz	ACADS Team	<a href="https://www.instagram.com/reel/C0mFyUwvRo5/?igsh=MXVnMWV2YTFpbzVuaQ==">https://www.instagram.com/reel/C0mFyUwvRo5/?igsh=MXVnMWV2YTFpbzVuaQ==</a>
16	NEAM 2023	E cell	<a href="https://www.instagram.com/reel/C09NF3gvSrJ/?igsh=MWltb2JpeTQ3cGlpOQ==">https://www.instagram.com/reel/C09NF3gvSrJ/?igsh=MWltb2JpeTQ3cGlpOQ==</a>
17	Treasure Hunt	Infra Team	<a href="https://www.instagram.com/reel/C1Q6ZRak_n8/?igsh=MTE2cWt0Y2p3NmNsNQ==">https://www.instagram.com/reel/C1Q6ZRak_n8/?igsh=MTE2cWt0Y2p3NmNsNQ==</a>
18	Dance Battle	VIBES Team	<a href="https://www.instagram.com/reel/C1gkaCKNbig/?igsh=ZG5uOHk0cmNrZXE5">https://www.instagram.com/reel/C1gkaCKNbig/?igsh=ZG5uOHk0cmNrZXE5</a>
19	Happy Healthy Campus	DSRW and STAGS	<a href="https://www.instagram.com/reel/C2FShhytulr/?igsh=MTFqZnA1cGFrNTc2aQ==">https://www.instagram.com/reel/C2FShhytulr/?igsh=MTFqZnA1cGFrNTc2aQ==</a>
20	Republic Day	Branding Cell	<a href="https://www.instagram.com/reel/C3Hq4NqgOkq/?igsh=dWd6cjk2NHE5d3M0">https://www.instagram.com/reel/C3Hq4NqgOkq/?igsh=dWd6cjk2NHE5d3M0</a>
21	Youth Parliament	MUN Team	<a href="https://www.instagram.com/reel/C3M2Db5v7Bh/?igsh=ZWtrMzdydG54czY2">https://www.instagram.com/reel/C3M2Db5v7Bh/?igsh=ZWtrMzdydG54czY2</a>
22	Convocation	SIU	<a href="https://www.instagram.com/reel/C1KbutstKA9/?igsh=OXRjcGxhOWZkNmFk">https://www.instagram.com/reel/C1KbutstKA9/?igsh=OXRjcGxhOWZkNmFk</a>



## EVENTS CONDUCTED

### **Kargil Diwas (26th July):**

In honour of the 24th Kargil Vijay Diwas, the SIMS' Branding Cell curated a unique memorial throughout July. This memorial involved a daily presentation unveiling soldiers' heroic narratives and their heartfelt letters to families. The emotional resonance of these sacrifices deeply impacted the students, fostering a sense of patriotism and reverence.



### **Independence Day (15th August):**

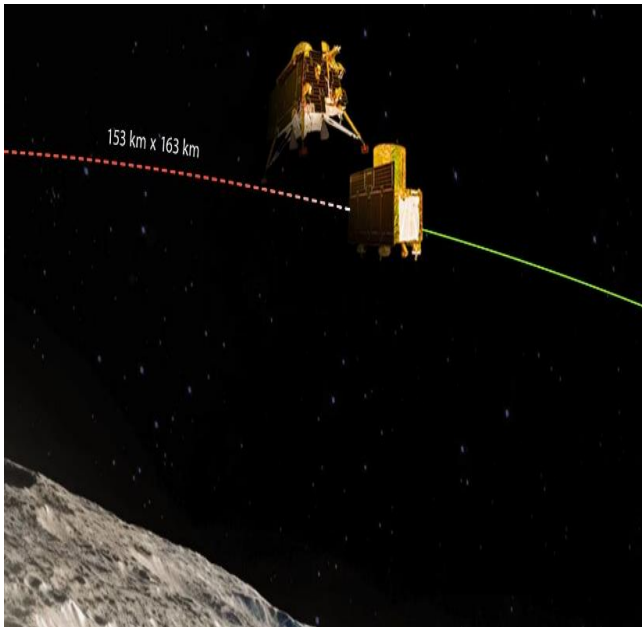
The Branding Cell organized Independence Day celebrations which was observed with fervour and unity. The celebrations were a vibrant amalgamation of cultural performances, poetry recitations, flag hoisting, and an inspiring speech by the Director. The event succeeded in evoking a strong sense of inclusivity, national pride, and unity among the participants.



## BRANDING CELL

### Chandrayaan 3 Moon Landing (23rd August)::

On 23<sup>rd</sup> August, The Branding cell organized an immersive live screening of Chandrayaan 3's moon landing, uniting the entire community. The event witnessed the collective participation of the Director, faculty, staff, and students, celebrating India's monumental achievement in space exploration.



### **The Field Marshal S.H.F.J. Manekshaw Memorial Lecture – 2023 (October 27):**

The Branding Cell contributed to the organization of the prestigious Field Marshal S.H.F.J. Manekshaw Memorial Lecture in October, featuring General Manoj Pande, the 29th Chief of Army Staff. His enlightening discourse on "IMPERATIVES FOR THE FUTURE LEADERSHIP OF RISING INDIA" was warmly received by the audience.



The Branding Cell at SIMS has consistently covered an extensive range of events from Thrill-A-Thon, Inter-Mun, Market Beat, Vichar Manthan, Strategem, NAM 2023, Dandiya Night, N-BUZZ, NEAM 203, Convocation 2023 and more throughout the semester. Additionally, the Cell actively engaged in social media initiatives, leveraging SIMS' official handles to spotlight the college's cultural diversity and accomplishments, thereby fostering robust community engagement.

### **Republic Day Celebrations – 2024 (January 26):**

The 75th Republic Day was celebrated with great enthusiasm at SIMS Pune on February 27, 2024. The event included flag hoisting, patriotic performances, and an address by Director Sir, Brig. (Dr.) Rajiv Divekar emphasized the ideals of the constitution and the duties of citizens. Students were recognized for academic, sports, and extracurricular



achievements. The celebration promoted values of unity, freedom, and social responsibility among students and staff.



In essence, the Branding Cell at SIMS plays an integral role in curating diverse events, honouring national milestones, and showcasing the vibrant culture of the institution contributing to active participation and engagement within the SIMS community.