

August '15 Edition

SMARK NEWSLETTER

[A Marketing Story]

**We have been keeping very busy at SMark for
the past two months.**

**Presenting to you, a brief of what we have
achieved since the start of this academic year.**

SIP WARRIOR

-The Curtain Raiser

On the eventful morning of 13th August Team SMARK suited up to host Summer Internship Program (SIP) Warrior, a competition for all budding managers who believed that their SIP was better than the rest.

SIP Warrior was conducted as a curtain raiser to SMARK Flagship Event 4Thought which was a panel discussion held on the 21st of August on the topic of “Business Consulting” involving industry experts presenting their perspective and experiences on the same.

A large no. of entries (40) were received from various institutes like IIMs, NMIMS, KJ SOMAYA, etc for the competition but only 15 participants were shortlisted and invited to SIMS campus to present their Internship experiences/insights in front of an august panel which constituted of esteemed professionals from the Industry. The jury members were Mr. Sharad Chandra owner of Sharad Chandra construction Pvt ltd and a homed based cooking startup called Marinare, Ms. Supriya Dongde, psychologist and behavioral trainer in leadership space with experience spanning 15 years, currently working as Practice Area Head – Leadership Intervention in Naman HR and Mr. Sandeep Hegde a consultant,

coach and author and founder of Active Thoughts Solutions

The event begun with the felicitation of the Jury members amidst great applause, followed by a welcome address by Brig

Rajiv Divekar, Director SIMS welcoming jury members and participants alike to SIMS for the Event

The competition was a grilling affair but resilience and patience paid for Shruti Deshpande, SIMS (Interned with Wipro, Gamification of learning process) who took home the first prize. The second prize was bagged by Abhijeet Pawar (Interned with small factory which makes iron steel pipings), Welinkar and the third prize was jointly conferred to Sahil Sharma, SIMS (Interned with Bata) and Saurabh Jamure, Welinkar (Interned with Neilson).



In his opening note of the event Brig Rajiv Divekar, Director SIMS had remarked that “*Winning is only incidental, it is participation is what matters*” and keeping in sync with his ideology SMARK encouraged all participants for their spirit



and presented each with participation certificates. The event concluded on a high note with the SMARK Team being appreciated by the Director of the Institute for their efforts.

In all it would not be far from the truth to say that the intention of this event being a prelude to 4Thought had been met successfully and the curtain was raised with a grand swing.

4THOUGHT

-Leader's Perspective

After a successful curtain raiser, SMARK-The Marketing Club of Symbiosis Institute of Management Studies (SIMS) geared up for its main event, one that would be a roller coaster ride through the seamlessly appealing world of business consulting. The 21st of August witnessed a panel of industry experts, namely- Mr. Vamsi Moola, VP-talent Deloitte Consulting, Mr Rajiv Gauri Additional VP-Marketing Reliance Industries, Mr. Matthew Joy Senior Manager Symantic Corp, Mr. Sandeep Khedkar, Mr. Pallab Roy Director Capgemini Consulting- come together to deliver insights, gathered from their experiences.

The day started with every SMarkian waking up at 8:30 a.m. Everyone in the team was extremely nervous yet excited for the long day ahead. Not only the green horns

but also work experience holders were busy At 10:45 an excited group of 9 junior SMarkians along with the faculty in charge

of the club, Prof. Komal Chopra, left to pick up the delegates, which was followed by a corporate lunch at Courtyard Marriott. Over lunch, the judges felt the tension that was predominant in the air and amongst the young team. Fortunately, two members of the senior SMark team were there to bolster our confidence and come to rescue in case we felt too nervous. The speakers themselves were extremely gentle and were trying their best to put us at ease. The path of the conversations traversed everything from why they chose their specializations to what cuisine they liked the most. As much as the team would have liked to stay there endlessly, there was a show to conduct and had to escort everybody to the college by 2:00 p.m.

The future of a student manager is such, where it would be required for us to be constantly and relentlessly looking out for solutions that would otherwise be difficult to formulate. To supplement and ease this, the speakers came from different and extremely reputed companies, in their own fields, detailing on



the important limbs of business consulting. Topics such as Merger & Acquisition: Post Acquisition activities towards integration and outstanding results, Product Innovation through customers' perspective, Consulting from a Product Perspective, Changing paradigm in Business Consulting were extensively discussed in the colloquium. As the speakers continued to dive deeper into each of the topics, the enormity of the information seeped into the minds of the student managers. The dignitaries never once, during their speech, forget that they were addressing students and kept their topics as simple as they possibly could, making it an extremely fruitful session.

GAMES OF

SIGN & DIME

Being a part of the Marketing Club of SIMS instantly implies a few things: you'll be creative, resourceful, a multi-tasker, and most importantly, *sponsorship-savvy*.

Like any other club or cell, for conducting any event, we had to hunt for sponsors, stalls and the likes. We SMarkians basically had to do something we enjoyed. You read that right, we ENJOYED it. Those endless meetings, continuous negotiations and constant mails are something we look forward to and welcome with excitement. It goes without saying, that there was a lot of hard work involved. Each one of us - both the Senior and Junior SMarkians – contributed in one manner or the other

towards bagging some of 'em good old sponsors and later enjoying the fruits of our hard work. Oh, how could we forget, we also enjoyed the Pani-puri, Chola Bhatura and Burgers of our hard work, and ensured

that all the students of our esteemed institute did as well.

We started off with the process of getting sponsors and stalls about a month before SIP Warrior. The 9 junior SMark members decided within themselves which sector they would be most comfortable working in – Food, Gifts, Hospitality and the likes. So we head out, with presentations on our laptops and a smart look on our face. We went from being diplomatic, to persuasive and back to polite; from running about on the streets of MG Road, to having a cup of coffee at the Courtyard Marriott. We were tensed at one moment, and on Cloud 9 in the next. The end result was left for everyone to see and experience: Amazing food, worth mentioning sponsors such as Times of India, Courtyard Marriott, Marinare, Deccan Corner and others. To top it all off, we experienced a rush that cannot be comprehended.



Until next time,



Keep **S**Marking!

