Sinhgad Business School, Erandwane

EVENTS IN ACADEMIC YEAR 2017-18

MBA INDUCTION PROGRAM – 31ST JULY AND 1ST AUGUST 2017

A two day induction program was organized by Sinhgad Business School (SBS), Erandwane campus for its MBA batch 2017. Induction Programme at Sinhgad Business School is an important process of introducing the young fresh graduates into the Business School. It was a two days planned event that has a blend of guest speakers and interactive session with teachers and SBS alumni. This brief's up the student not only about the course it has to offer, but also information regarding the Student Training Program session and other activities such as Case Study Orientation, Foundation Program, Certificate courses, Alumni Interaction, Placement orientation sessions , Industrial Visits, that take place at Sinhgad Business School.

The session started with warm welcome of first year students by Prof.Pallavi, followed by welcome address by

Dr. Vijaya Puranik, Director,SBS who has inspired students with her motivational speech. The Director briefed in her speech by telling students that how Sinhgad Business School was different from other Business School.She mentioned to students to have faith in SBS for developing themselves.

Inauguration of the program was done by the guest of honor, Mr.Elston Pimenta, Head HR Cybage Software Pvt.Ltd by lighting of the lamp.

Mr. Elston Pimenta started with a small activity called LOVE AND PASSION FOR BEING NO 1.It is ourselves that can drive our inner will to make a change in ourselves towards attitude at work.

He also stated that Google has been written by we people, it helps to understand the subject and other's perception about the topic. When a person is being motivated to do something, the next step is to set a goal and study about it. Every person need to have a passion because only a passion can drive a person to achieve his goals. A person may fail to attain his goals because of lack of positive attitude. He gave HR tips to crack interview. He said DON'T LOOK FOR GLAMOUR, BUT LOOK FOR AVENUE AND OPPORTUNITIES.

Felicitation of Chief Guest, Mr. Shashank Pathak, COO West End Mall, Pune by Dr. Mandlik.

He started his session by sharing his practical experience in the corporate world. He mentioned that in today's world, more importance is given to the skills and not the marks. He said he learned from his previous experiences a lot. He also stated to **FOLLOW YOUR DREAMS**. Success stories come from failure and learning. DON'T BE AFRIAD OF BEING FAILURE. He adviced to correlate present with future. He said that we must be a good listner, be an initiative taker, etc.

He focused on three points : **LISTEN, LEARN and IMPLIMENT.**

STP Orientation session by Prof. JYOTI , SBS faculty

STP Orientation session was conducted by Prof. JYOTI on the topic of 'Student Training Programme'. She highlighted the need and importance of STP. She spoke about the employability of MBA pass outs. She explained the modules and topics covered under STP. Various topics explained by Prof. Jyoti were Aptitude tests, Group discussion, Personal Interview, Current Affairs and General Knowledge etc.

STP includes **Harvard Case Study** which gives the students the ability to solve problem faced by a company.

Further the program was continued by Prof. Vidyut briefing about the University exams (SPPU).

ICE BREAKING

In the afternoon an Ice breaker session i.e. management games were conducted by SBS faculties. Students were divided into a group of 40 students and were taken in three different class rooms. In this students had a fun activity of ICE BREAKER SESSION, every student simply liked this session as they get to meet and interact with students in the most creative way and make friends for life time. This session had creative games like months/zodiac game, MAD-ADS etc. Ice breaker session also helps students to do team work and interact with teachers and other fellow mates.

DAY 2 –

1th August 2017

Alumni speaker Mr. Abhishek Majali, HR Manager Bharat Forge started the second day by sharing his experience at SBS through all the 4 semesters. He talked about what trends are going in market. He suggested being active on social medias. He suggested maintaining Social networks and contacts. He told students

to face failure in the beginning to succeed in the life. He shared his working experience and talked about various challenges he faced. He advised students to start reading business newspapers and to enhance their knowledge excel skills.

Second Alumni speaker Mr. Soumya Dey HR Manager, TCS began his speech by telling students about his qualification and his life at SBS. He said that learning never ends : the more you learn, the more you get educated. He also spoke about setting short and long term goals then work towards achieving goal. The also mentioned about the 3 C's of life: Choice, Chance and Change. He said that one should be ready to adapt to the changes that comes in your way. He said that always have a vision along with your own principle.

Later **English/ Communication skills test** was arranged for the students. The test continued for till 1.00pm.

Celebrating With Silver Alumni Interaction.

Silver Alumni speaker Mr. Rahul Naik, Marketing manager, TATA Motors started his speech by saying Marketing and Finance go hand in hand. He advised the students to keep themselves updated with current affairs. He stated the importance of current affairs and general knowledge in today's challenging world. He also shared his personal experience at his work life and at SBS.

Silver Alumni speaker Mr. Harshal Pednekar, Managing Director, The Talent Arc And New Pune Models

He shared his experience of SBS as a student. He started with a game of management which speaks that all functions of management are important. He also mentioned the rules for setting goals are: **Specific, Measurable, Achievable, Realistic and Time-bound.** A goal set must be realistic and achievable.

Silver Alumni speaker Mr. Saurabh Daftardar, Playback Singer, Marathi Movies started his speech by saying have your own thinking and plan to execute it. He also motivated the students to find a guide for yourself who will help you to achieve your goals, to help you find the real you. He shared his journey at SBS in the form of Song.

Prasanna Autism Centre REPORT

Late Mrs. Padmaja Godbole founded Prasanna Autism Centre, in June 2000. It is located at 895Shivaji Nagar, Deccan Gymkhana, Pune – 411 004. On 4th Aug,2017, 19 MBA 1st year students from Sinhgad Business School had been to Prasanna

Autism Centre. Students of SBS took a active part and helped the students to, how to make Rakhi.

Celebrating 25 years of Academic Excellence @ Sinhgad Business School

The celebrations at Sinhgad Business School constituted of various lecture series, Management events and Cultural programs. Students participated with a lot of enthusiasm and fervor to celebrate this event.

Twilight Blooms: Personality grooming lecture series:

Twilight blooms, a part of this celebration, included a series of personality grooming lectures as following:

Ms. Ruchi Suneja – Founder of IKON image consulting, & Dr. Vinod Shah – Chairman of Janaseva Foundation, Pune were the speakers on Monday, 7th August 2017 spoke about grooming ones personality, showing stereotypical impression & a lot of stuffs that will help in enhancing thyself in coming years. She covered topics like mirror personality test, how to improve confidence, on how to maintain 1st impression on someone, communication framework, etiquettes& how to achieve success with respective above points.

The second speaker Dr. Vinod Gajanan Shah spoke about doing good deeds cause he believes in just 1 thing i.e. "Service to man is Service to God" and this is the tag line of Janaseva Foudation. He covered a lot of topics related to believing in oneself, do good deeds & how to help the society.

Day 2

8th August 2017 of the program Twilight Blooms witnessed the 1st Year MBA students of SBS attending a seminar in the presence of a radiant **Mr. Atul Gotsurve.** He is a person with nonchalant yet intelligent mind. Currently he is an IFS officer working for the Government of India. In past he has worked as a lecturer in civil engineering at Sinhgad College of Engineering, Pune from 1999-2000. Also in September 2015, he was felicitated for his public service at the hands of Hon'ble Railway Minister Shri. Suresh Prabhu in Pune. He also initiated the passport making process at the post office.

He particularly stressed on one topic i.e. "Never Quit' wherein he spoke about celebrating other people's success, having good foresight, not getting into arguments with other people unnecessarily and one last thing of 'When in Rome, do as the Romans do'.

Day 3

On Wednesday, 9th Aug, 2017, the guest speaker **Mr. Shyam Raj Patil** addressed the 1st Year MBA students of SBS. He is a software engineer currently working with Persistant Systems as team lead for telecom & media business unit. He has 13 years of rich experience in IT Sector. He also is a theater artist. He spoke on general topics like believing in oneself, building network groups for good experiences, communication is an essential tool for oneself being and other relatable things. He embarked the line "Believing in ourselves "is the main key to success.

Day 4

On Thursday, 10th of August 2017, the guest was RJ Sangram from 95 Big FM. He is also a talking head BBC CNI in Mumbai, would rather say a free soul, who acknowledged each and every one with his wit and humor. He pondered upon a thing that isn't being taught in schools or colleges, i.e. Happiness. "The ability to think about the future", is what that makes humans different from animals, he explained. The most important thing everyone learned today is, " To love, to be loved, and to have a meaningful work " is what makes a person happy.

Day 5

Friday, 11th of August 2017, the guest for Twilight Bloom, was none other than frisky and sparky Mr. Kunal Gandhi. Having done engineering in electronics from Pune University, he also completed his MBA in Marketing from SBS. He is co-founder of Radon Academia and also a marketing head at Ellciom Solutions. He engaged everyone with the three I's that are Inspiration, Insights & Inordinate, a challenge in MBA. He then illustrated the overview of the internet, saying, if there's anything in a limelight, dig deep for its reason and the knowledge. He also explained the proper use of smart phones. His theory of WHAT, WHY & HOW found very much interesting as it makes our goal easy? The session ended with prize distribution of face painting and pic-collage competition.

Management and Cultural Events:

Selfie Competition

On the account of Silver Jubilee celebrations of STES, Sinhgad Business School had organized a Selfie Competition on 7th August 2017. Selfie booth was set up at reception area. Participants were expected to take selfie with provided props. It was a group selfie competition. Ten groups from MBA 1st years have participated in the event. 3 winners were selected out of these ten groups.Director Dr. Vijaya Puranik Maam has judged the event. Winners of the event were Tanmay and group from Semester I Div E, 1st runners-up Ashish Khare group from Div B and second runners-up Pranav and group . competition prize distribution was done on 10th August 2017 by guest of honor R.J. Sangram., R J , BIG FM.

Message Day

On the Occasion of Silver Jubilee year of Sinhgad Technical Education Society's, Sinhgad Business School celebrated event **"Message Day "**. Greeting Messages dedicated to Sinhgad Technical Education Society's for its Silver Jubilee Year.

Two Message board were placed in the Campus of Sinhgad Business School for students, faculties and all the stakeholders of Sinhgad Business School. Congratulation messages, Best Wishes, Love, and Respect towards Sinhgad Technical Education Society were showered by the students and faculty members. An entire day all the stakeholders were booking their messages and showing their gratitude towards the landmark achievement of Sinhgad Technical Education Society.

Pic Collage

Pic-collage competition was conducted as a part of grand celebration of 25th Anniversary of STES on Wednesday (9th, August, 2017) under the theme "We Sinhgad, Proud Sinhgad". Through the pic-collage, students were encouraged to reflect

the vision, mission and values of STES. Entries were invited in groups or individually and total 20 entries were received which were displayed in room no. 502. Entries for the event were judged by Prof. Dr. Vijaya Mam and Prof. Sridevi Mam. Winners were awarded trophies by Mr. Kunal Gandhi (Marketing Head, Ellicium Solutions Inc).

Face Painting

On the occasion of Silver Jubilee celebration of Sinhgad Technical Education Society. Sinhgad Business School had organized a Face Painting Competition on 9th August, 2017. Over 30 students had participated in the competition. The creativity of participated was revealed through various themes. Ms. Sania From A division and Ms. Anju from E were the winners.

Sinhgad Trek

To promote health and fitness in the young generation, Sinhgad Business School thought of celebrating silver jubilee in a "Healthy way" by organizing a Sinhgad trek. Group of enthusiastic students lead by faculty of SBS trekked Sinhgad fort on 10th August 2017.Being responsible students & faculty performed cleaning activity fort.

Heritage Walk

On the occasion of Silver Jubilee celebration of Sinhgad Technical Education Society, Sinhgad Business School has organized a Heritage Walk for celebrating the fabulous 25 years of STES. It was a privilege for all Sinhgad Business School Teaching, Non-

Teaching Staff, All students to participate in this heritage. 150 students from first year 7 second year participated in this walk. The theme of the walk were

1) Celebration of 70th Independence Day
2) Celebration of 75th year of Quit India Movement
3) Historical Characters of Nations

The walk inaugurated by Dr.Dhananjay Mandlik & S.B.S. staff. Walk started at around 11.10 am from S.B.S. Campus. All the citizens, Public on road really appreciated the theme & historical characters appeared by students.

Social Activity

To celebrate the silver jubilee of STES, Sinhgad Business School initiated a Social Activity by paying visit to "SAI SEVA-School for Mentally Challenged" at Shivane, Pune. Groceries worth Rs. 7000 was donated which was contributed by students and faculty of SBS. They also spent quality time with the children there.

Psychometric Test

SBS was honored to have Dr. S.W.Deshpande (Behavioral Scientist & Ex HOD of Psychology department, SPPU), Prof. Sujatha Shetty, Dr.Savita Deo & Dr. Desai from psychology

department to counsel the MBA batch 2017-19 students. A psychometric test was conducted for MBA Semester I students to analyze their personalities and help them to make decision related to specialization.

Industry Visit

Sinhgad Business School encourages and believes in giving a practical exposure to students. To achieve this various Industry visit are organized for the students where they get to interact with industry experts & gain knowledge related to industry.

The first visit was at **Dyanamic Logistics,Pune** for MBA first year Div. A on 23rd August 2017, second visit was to **Coco cola Plant, Pirangut**, Pune for MBA first year Div. B on 31st August 2017. On 14th Sept 2017 the students of Div. C will visit **Katraj Plant,Pune.**

All the MBA first year students will get an exposure in coming period. Also there is one more Industry visit **to Banglore –Mysore** is schedule for first year MBA Students in 2nd Week of January.

Students Club

SBS organized a small event under the guidance of Dr. Vijaya Puranik to formally announce the "Student's club" for Sbs Pune, a step to learn management as students will initiate, plan, coordinate & execute all the

events inside & outside SBS. All the various club and team members were introduce to all the students.

September 2017

Inauguration of Student activity center

Student activity cente , took a shape under the leadership of Director, Dr. Vijaya Puranik. The activity center was inaugurated by Hon.Founder President Mr.M.N.Navale. The event was blessed with presence of Mr. G.K Shahani, Management Trustee STES. On this occasion the winner of the Roop Ganesha competition were felicitated by them. The activity center is for the students to conduct various activities.

Roop Ganesha

On 1st Sept 2017, SBS celebrated Ganeshutsav in the form of " Roop Ganesh" competition were 12 teams from first year MBA participated and displayed their creativity & innovation through various forms of Ganesha. Winners were felicitated by Hon.Founder President Mr.M.N.Navale , Mr.G.K Shahani and Dr.Vijaya Puranik.Director SBS.

Teachers Day, is celebrated to express gratitude and appreciate the hard work of Teachers. Teachers' Day in India is observed on the birthday of Dr. Sarvepalli Radhakrishnan that falls on 5th of September every year. Student @SBS celebrated this day with a Bollywood theme. Various cultural performances like dance, musical skit & singing were presented by the student.

Industrial Visit:

Sinhgad Business School encourages and believes in giving an practical exposure to students. To achieve this various Industry visit are organized for the students where they get to interact with industry experts & gain knowledge related to industry.

On 9th October 2017, the students of MBA first year Div.E visited Sandvik, Pune.

On 13th October 2017, the students of MBA first year Div.F visited Katraj Milk Plant, Pune. All the MBA first year students were able to gain knowledge about the industry they visited and also provided an insight into the real working environment of the industry

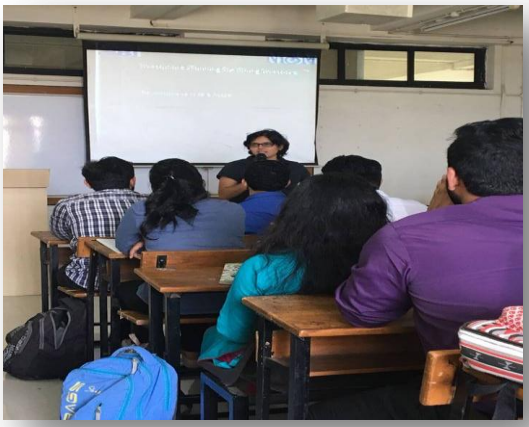
Digital Marketing 2017

Digital Marketing allows businesses to reinvent their marketing strategies to better connect with target customers and to stay relevant in the customer's perspective. The economy of digital marketing makes it the numero uno choice. To give the better understanding about utility of Digital Marketing for our MBA students we have conducted two days' Workshop on Digital Marketing at SBS in association with Radon Academia on 23rd & 24th September 2017. Our own alumni and a successful Digital Marketing Professional Mr.Kunal Gandhi was a trainer along with Mr.Lakeer Kukadia. Participants were very happy with the delivery of the program by the trainers and feels that they got the insights on Digital Marketing.

STP activity

Group Discussion is the best tools to select the prospective candidates in a comparative perspective. It is a methodology used by an organization to gauge whether the candidate has certain personality traits and/or skills that it desires in its members. To develop the students of MBA Semester I in GD, to

make them understand the Do & Don't, the SBS alumni from corporate were invited to impart the knowledge and groom the students for group discussion.



Financial Planning Session:

On 28th September 2017, STP orientation session was conducted by CA Rachana Phadke Ranade on the topic of financial planning. She highlighted the need & importance of financial planning in a individuals life. She spoke about how to deal with money and invest it correctly. She explained how to frame your financial goals and accordingly make a budget and start saving. She also explained how taxes can be a benefit for an individual.

October 2017

Video Resume:

On 5th October 2017, Mr. Bibek Das delivered a session on Video Resume. He explained how the video resume allows prospective employers to see & hear applicants. He spoke about finding out what skills & work an individual has accomplished. He also explained how video resumes also reveal facts of your personality that a paper resume simply can't communicate

Disaster Management Session:

On Tuesday, 10th October 2017, the guest speaker Dr. Archana Thombare addressed the 1st Year MBA students of SBS. Dr. Archana Thombare, during her Disaster Management session at SBS, enlightened the students about her experiences in different states she visited during disasters. She demonstrated the method of CPR, how to escape from the fire & do's and don'ts of emergency situations.

Readers Paradise:

On Tuesday, 17th October 2017, SBS paid a tribute to Dr. A.P.J. Abdul Kalam on his birth anniversary. Dr. Vijaya Puranik inaugurated the Readers Paradise. There was a small session where students and teachers read poetry, quotes and thoughts of the great leader.

BIZ-WIZ:

Sinhgad Business School's Students Club organized Biz-Wiz that aimed at generating & communicating business ideas in a structured environment. The main of this event was to develop critical entrepreneurial skills among the students. There were various games and food stalls. First year MBA students participated and displayed their creativity & innovations. Winners were felicitated by Dr.Vijaya Puranik, Director SBS.

- January 2018

Event 1: BIZ FLUX

SBS hosted first student research conferral **BIZ FLUX 2018** on the topic **"upcoming Micro & Macro Business Environment changes: Gearing up to lunge forward"** in presence of esteemed guest Mr.Vaibhav Bhargav Founde CEO, Podium Systems Pvt Ltd Pune. & Mr.Kausthub Bhadbade, Former Sr.Project manager Persistent Technology Pune

Students presented on the topic: "Upcoming Micro & Macro Business Environment Changes: Gearing Up to Lunge Forward". Best six students were selected to give their presentation during the Research Conference.

Event 2: NATIONAL RESEARCH CONFERENCE

National Conference 2018 "Upcoming Micro & Macro Business Environment Changes: Gearing Up to Lunge Forward" organized at SBS. The Guest of Honor for the day was Dr.Vijaya Katti , Professor & Chairperson (MDP), IIFT New Delhi and Mr.Sandeep Barve, Co founder & MD, IN- UNISON,Pune and Dr.Vijaya Puranik,Director -SBS. We have received 21 registrations from researchers, and 2 international student registrations for the conference.

Dr.Vijaya Katti , Professor & Chairperson(MDP), IIFT New Delhi Mr.Sandeep Barve, Co founder & MD, IN- UNISON

In the conference, various research scholars & students presented their research paper which was evaluated by the honorable guest Dr.S.W.Deshpande, Management Consultant and Dr.Vijaya Katti.

On the 2nd day it was an honour to welcome Dr. Koushik Dutta,Professor ,IIM Indore and Dr. Acharyulu, Department of Management Studies, University of Hyderabad for the conference.

Dr. Acharyulu, Dept of Management Studies, University of Hyderabad Dr. Koushik Dutta,Professor ,IIM Indore

Event 3: Case Study Workshop

SBS, Hosted a one day workshop on Case discussion and analysis. The Case under discussion was 'Video case of Alibaba'.The Case discussion was conducted by Mr. Sandip Kadam,Senior Manager, Proptiger.com.

Event 3: Battle Intellect

Battle intellect a management event organized and executed by the students club of SBS. It consist of 3 management events Biz Quiz, Speak Fire & Acid River along with s2 sports event Box Cricket & Carom.

Inauguration of the event	
a. Biz Quiz	

b. Speak Fire	
c. Acid River	

d. Carom	
e. Box Cricket	

Guest Session

A case study guest lecture was organized by Sinhgad Business School on 2nd February, 2018 for 1st year MBA students.The speaker of the event was Mr. Tejas Marathe, who is currently working with Tata Communications Limited as Senior Manager in Business process management practice.

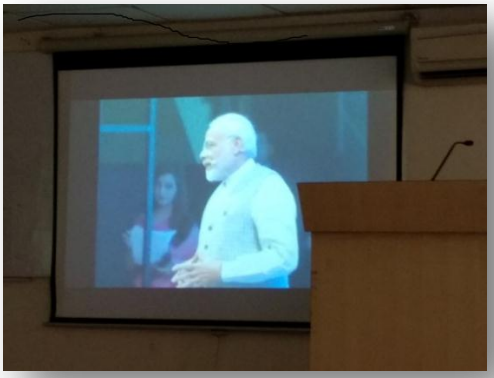
Mr. Tejas Marathe started off with presentation of the topic, business process management. In 1st session he brushed upon subjects of sales promotion strategy, key performers integrators (KPI), He gave students a case study regarding a company, wherein they had to come up with basic business strategy for the given company to excel in market, he gave brief idea, how to approach the case study, and the fields he is expecting them to explore and plan. In 2nd session, the students were given time to discuss in groups and design the outline of the strategy.

Guest session

A guest lecture was held on 09 February on the topic LINKEDIN advantages and how to make resume eye-catching. The session was conducted by Mr.Pranil Nandedkar, Former member of SBS alumni association, Batch 2013-2015 and Director VoiceOut Seekers and his three colleagues who joined us in the session

via SKYPE. Mr. Tom Lauwers Director of Sales and Operations at TEK systems, Germany. Dr. Aladin Lijassi (CEO of Tele Sante, Morocco) & Abhijit Joshi (CEO of VoiceOut Seekers), informed the students about the importance of linkdin and requirements while applying for a job position & how to face & improvise on the video interview skills.

Pariksha pe charcha…



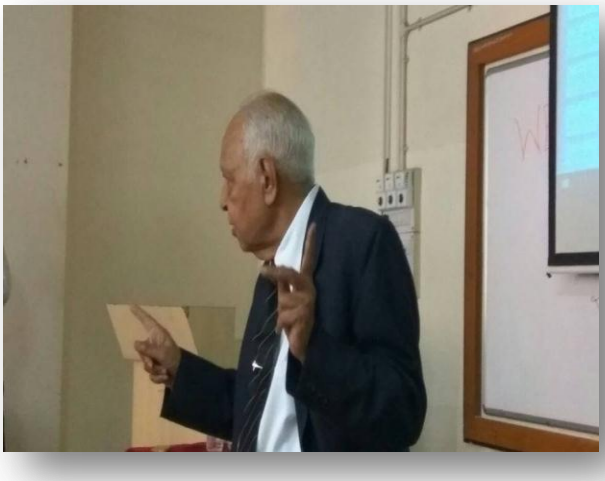
It is that time of the year again when many young friends among us will be appearing for board examinations and other entrance examinations. So a detail study, discussion and encouragement for the students are very necessary as they are building their future and we are going to get good and focused citizens. These were the opening lines from our Hon'ble PM Narendra Modi which was on the occasion of Pariksha pe charcha.

On Friday, 16 Feb2018 at Delhi's Talkatora Stadium our PM Modi had an interaction with students. So we in our Sinhgad Business School, Pune viewed the clip of Hon'ble PM Narendra Modi's Pariksha pe charcha which was conducted in our Seminar hall with faculty members and students.

PM highlighted many points which really work and make students stress free during the exam period.

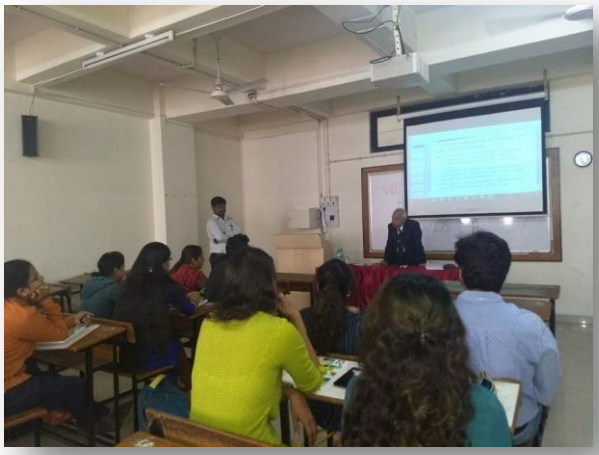
March 2018

Human Resource Development Instruments & Assessment workshop



A 3 day workshop was organized for the MBA II HR students to help them in developing their skill in Human Resource Development and to get selected in the Prestigious Companies. The Speaker for the workshop were Dr. S Deshpande, Management Consultant.

On the 1st day he had delivered his lecture on Behavior, cognitive aspects, Johari window and more conceptualized session on way of thinking. The management game were taken in the session the game 'Ring Toss' in which the students were actively participated and won Rs. 10/- for successfully tossing 2 rings in the same peg. Finally the session was concluded with the tactics of Decision making and how students can take decision in their life.



The 2nd day session started with the concept of interpersonal relationships and how to achieve and build better interpersonal relationships and why it's necessary to build up. Sir explained the concept of FIRO –B for making them understand what personality they are carrying and which dimensions they should belong. The student appreciated the game called 'Prisoner Dilemma Game' which help the students to learn team building, co-operation and various other important aspects which are necessary while working in corporate world.

The 3rd day session was started with the examples that how one can balance professional and personal life, how to carry positive attitude, stress managements- how to cope up with the stress, why we should not too judgmental.

International Semi Webinar

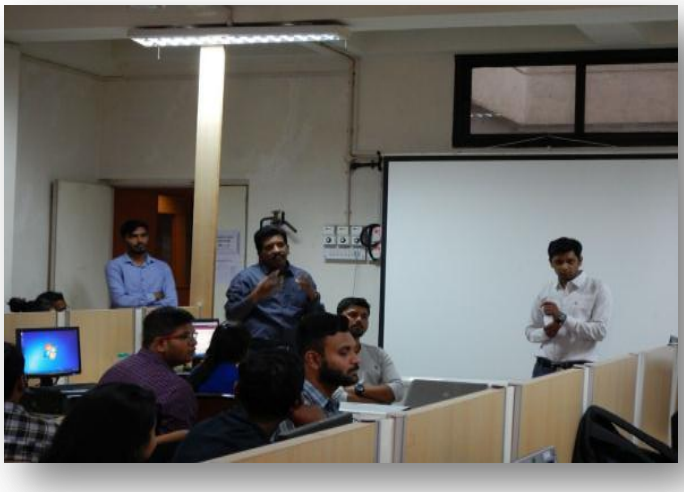
A Semi- Webinar session was organized by Sinhgad Business School, Erandwane for the first time probably in whole of India, held on 9 March, 2018 for 1st year MBA students in seminar hall. Alumni of SBS, Mr. Pranil Nandedkar, Co-Founder and Director at VoiceOut Seekers, helped arrange and execute the session successfully. The other guest speakers who joined through zoom app online were Michael David Chapman, who is founder of Business Minister, Sonny Tannan, who is founder and Co-host of (Un)learn Show, and Abhijit Joshi, who is Assistant Manager HR- RCRT, founder at VoiceOut Seekers and Co Host at Women4Empowerment.

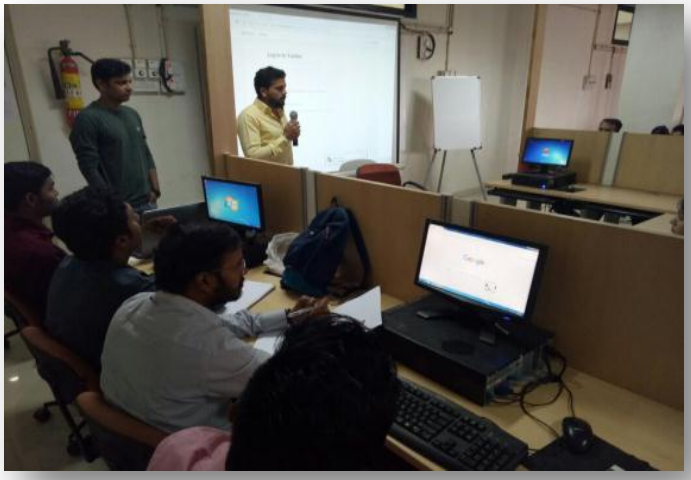
Mr. Pranil took over the stage and briefed the students on email etiquettes, where he explained all professional techniques to keep in mind while addressing the receiver, who takes content and efforts are in account.

After which other 3 guests joined through zoom app, Mr. Michael Chapman acquainted students regarding LinkedIn profile basics, where he touched upon topics how important the profile picture is to the viewer, especially if he is a recruiter, the description of your qualifications in right manner, how networking with right people can enrich your brain, as well as land you an opportunity.

Digital Marketing Training

Sinhgad Business School has organized a digital marketing training program for the students of MBA 1st year. The training program was for two days (i.e. on 10th and 11th March, 2018) from 9:30 am to 5:30 pm. The trainers for the training program were Mr. Lakeer Kukadia, founder & director of Radon Media and Mr. Kunal Gandhi, chief marketing manager at Ellicium Technology.





In this digital marketing training program, on 1st day, Mr. Lakeer gave a detailed knowledge about organic, inorganic, direct, referal and social channels. He told about how keywords

play an import role in digital marketing. He shared some of his experiences to get better understanding about the topic. Also, he explained about how Google AdWord works. Mr.Kunal gave some beautiful examples to understand what exactly digital marketing is.

On the 2nd day, Mr. Kunal started the session by giving in depth knowledge about tools of SEO i.e. Google analytics, Google webmaster, Google trends. He also brought making Facebook page into action, posting on the page and he also acknowledged about promoting the Facebook page through Ads on Facebook. He taught about promotion through Facebook, Instagram, YouTube etc.

Honor 2018

Honor 2018 was celebrated by SBS to felicitate student's achievements in various categories - Academic, Attendance, Student Training Program's Top Scorer, Co-curricular and Extra-curricular activities, sports..

The nominations are invited from all the students in the form of the profiles and these profiles were evaluated by panel members. The awardees were finalized and facilitated in this event.

Honour 2018 graced student's achievements by recognizing their efforts with a token of appreciation in the form of certificates, Gold and silver medals and trophy.

In Academics, Student Academic Performance Was Nominated For Both The Years. From 1st Year Ms. Aasma Bashir Tamboli, Ms. Gayatri Mohan Apte,Ms. Jagruti Vijaykumar Katre

Were Awarded And in Mba 2nd Year Ms. Gurnani Jyoti Sunderlal, Mr. Shubhendu Aniruddha Pandit & Ms. Arya Riya Pradeepkumar.

Mr. Sourabh Shivshankar Rathod, Ms.Berde Pooja Sushil ,Mr.Pranav Pradip Kulkarni were felicitated for their sincerity toward the lecture attendance.

The students showed their remarkable performance I Student Training Program initiated by STES for students development. The overall STP winner was Mr.Viren Sharma. Students were also felicitated for Group discussion ,reading & writing skill. Students did mark their presence by attending all the sessions of STP which was considered & appreciated by the institute.

Each student have some or the other skills other than academics to mark their in the institute. Such students are valued at this honor function. In this the first category is Co - Curricular and the award was given on the basis of paper presentations, research skills, business plan etc. Ms. Ankita Sarada, Mr. Ashish Prasad, Ms. Pratiti Jadhav took the award in this category.

Next category was cultural, Ms.Ruchita Pagaria, Ms. Sanika More & Ms. Vidula Lahoti were awarded for dance, singing & fashion show skills.

Ms. Pooja shitole, Mr. Raviraj Patil and Mr. Harshwardhan Wadekar were felicitated for their achievement's in sports.

Ms. Alima Khan, Ms. Neha Pakhide, Mr. Aditya G- Naniwadekar were honored for their remarkable efforts and contribution in organizing the various events at SBS.

At last the trophy for the "Best Outgoing" students was given to Mr. Pranav Dahule for his immense contribution & performance in the institute.