

NEWS & VIEWS



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About SBS

A top ranking B school in Pune, Affiliated to Savitribai Phule Pune University offers MBA courses. Established in 2007 and is a part of Higher & Technical Education Society promoted by Sinhgad Technical Education Society. SBS is not only a centrally located B school of Pune but also a self-financed and self-established institute. It has been ranked B++ grade by NAAC and believes on John Smith's quotes that *"Education opens up the mind, expands it and allows you to improve your life in so many ways"*

Vision

To be recognized as an Institute inculcating discipline, commitment & individuality through quality education for developing business leaders molded to sustain the dynamic global industry.

Mission

To create an ambience for excellent educational activities

Contact Us
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Message from Director's Desk



SBS newsletter is a forum for bringing forth the activities, achievements and creativity of Sinhgad Business School and its faculty, staff and students.

It is a look at the past and a peek into the future. Having a right blend of articles, pictures, for all of the target audience,

I am sure it will be an enjoyable and informative messenger for all. It will provide the platform for all the members of SBS to showcase their talent, academic and co-curricular, and an opportunity for all the readers to enjoy and appreciate the talent in their fellow colleagues and students.

An appeal to all esteemed members of SBS to be the creators of news, the authors to pen the letter, poets who touch the soul and an eye which captures the beauty and uniqueness in and around us.

We promise to bring this all and more, to you, our esteemed reader as we take you with us through the journey.

**Thanks & Regards,
Dr. Vijaya Puranik
(Director- SBS)**



1 Journey of SBS academic & co- curriculum

2- Art Gallery



3- Achievements

4- Write-Up





1 Journey of SBS

Academic & Co-curriculum

MBA ONLINE INDUCTION PROGRAM – 4th , 5th & 8th FEBRUARY 2021 (ZOOM PLATFORM)

Sinhgad Business School, Erandwane, Pune, has organised 3 days Online Induction Program on 4th & 5th February 2021 on ZOOM platform for the fresh entrants to MBA. The objective of this program was to acclimatize the students to the new environment and get them acquainted with the institution culture. Total 203 students participated in this program.



Our Respected **Director Dr Vijaya Puranik Madam** addressed the new batch 2020-22. She has explained the behavior which should be followed in SBS and also told about the organizational structure of SBS and she showed us virtually the complete infrastructure of SBS and motivated for the professional career.

❖ HIGHLIGHTS OF THE EVENT



Chief Guest's Mr. Vikram Bapat who is a Managing Consultant in Conifer lead addressed the students with his inspirational story of life that how to face the challenges to succeed in life and students were excited for beginning of their professional life.



Mrs. Neetu Palore Nikam who is the alumni of SBS, shared her past experience of Sinhgad Business School like what we are supposed to be learn in 2 years of MBA programme, projects and also about her experiences in internship.



Mrs. Tejashree Phaphle - Sr. HR officer at Atlas Copco India Ltd. The students interactive which was conducted by her as our alumnus /guest, It was really helpful to the students as she gave a brief description regarding her profile and job. Students were very much keen to get their queries solved, and were pleased to know that she was an alumnus and got placed by SBS.

- ✦ Prof. Harshali Bhalerao conducted Ice- Breaking Session was conducted by who made the session interactive with students and explained the importance of innovativeness for surviving in market.
- ✦ Prof. Mahesh Pol conducted Bridge Course Finance- for non-accounting & finance students .
- ✦ Dr. Sachin Vyavhare conducted psychometric session, for students.
- ✦ Dr. Vimaldeep Saxena who is the in charge faculty of Training and Placement in SBS has begun his session with guiding students on placement.
- ✦ Dr. Bharati Kumar, overall coordinator for MBA 2 year and faculty member at SBS spoke about university syllabus
- Prof. Jayraj Sasane, introduced marketing specialization. In which he thoroughly discussed about to marketing specialization.
- ✦ Dr. Atul Pise, spoke about domain orientation for operations.
- ✦ Dr. Vidyut Deshpande, introduced about Business Analytics domain,
- ✦ Dr. Bharati Kumar had given the orientation about the domain of Human Resource Management (HRM).
- ✦ Dr. Vishal Gaikwad, in charge of college examination (CEO) and faculty member of SBS gave complete description regarding examination.
- ✦ Prof. Sagarraj Tambade, focused on bridge course for finance- Banking.
- ✦ Dr. Vrinda Pandit - overall coordinator for MBA 1st year and faculty member of SBS conducted session on taxation,
- ✦ After each session students were given opportunities to raise their query and faculty members of SBS solved each student query.

ALUMINI MEET 2021 AT SINHGAD BUSINESS SCHOOL, ERANDWANE.

The Alumni Team at Sinhgad Business School (SBS) has always had a vision to nurture, raise a community where each and every member feels associated with the alma mater and with each and every member of the SBS family. We, as a group aim and wish to bring together SBS as a family.

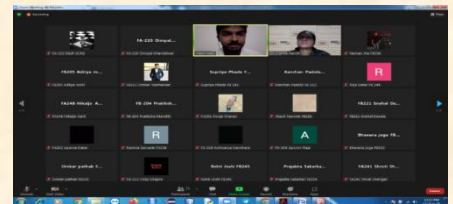
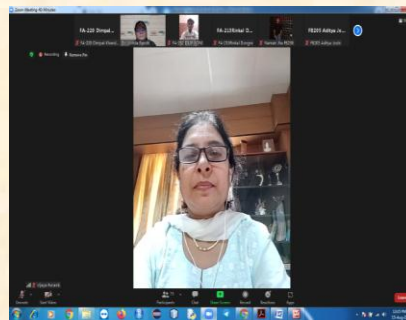
Our main objectives of this Alumni meeting is:

- ✦ Ensuring that the alumni community is well connected
- ✦ Establishing and sustaining a link between the alumni and students

Speaker: Jitesh Malji - Finance

Topic: Stock Market

Mr. Jitesh Malji started his session by motivating the students to participate in every Activity of SBS besides studies as it leads to gain numerous practical knowledge. Besides This he also advised to do a course from NISM of Research, NSE, NSI & this will be Additional knowledge and help tremendously to establish a business in stock market & also will succeed to get an Opportunity to work for an established stock broking company or Equity & Derivative projects. In his culmination message he suggested students to read daily Stock Newspaper to get updated news.



Speaker: Maithili Kulkarni - Finance

Topic: Taxation Interaction

Ms. Maithili started session with her own experience of the placement and interview during college days. She motivated students to be serious with studying and Internship news floated by college and gain knowledge from Professors. Besides this she also recommended to do various courses which will lead to additional knowledge like GST, ICWA. The session ended by answering various queries raised by the students.



International Yoga day on 21st June 2021 (9.00 am To 9.45 am)

Sinhgad Business School, Erandwane, Pune organized International Yoga Day on 21st June, 2021. Due to Coving Pandemic the program was held online platform, Director Dr. Vijaya Puranik, Faculty Members, Non-teaching staff assembled in Seminar Hall at 4th floor & all the students joined online.

Dr. Vimal Deep Saxena facilitated the yoga session with different preliminary and unique Yoga practices and its importance in day today life for better living enabling healthy mind And body.

Sinhgad Technical Education Society's
SINHGAD BUSINESS SCHOOL
(Approved by AICTE & Affiliated to Savitribai Phule Pune University)
19/15, Erandwane, Smt. Khilare Marg, Off Karve Road, Pune - 411 004

Organizing
International YOG DAY
21st June 2021 | 9:00 AM

By - Dr. Vimal Deep Saxena (QCI Level 2 - Ayush Mantralay)





INDUSTRY INSTITUTE INTERFACE (GUEST SECTIONS)

Guest session – 1

Makarand Vijay Supnekar – Consultant. (26th March, 2021.)

Mr. Makarand delivered a session on Business Analytics. He enlightened the students on the key performance indicators and its importance in business as well in making decisions. He shared various examples related to Garment manufacturers, Fast food restaurants etc. He conversed various tools and briefed about Data, Data Integrations and its scope and importance with various examples. Mr. Makrand also emphasized the various software's and the job opportunities which will help them to create employability for every individual and will lead to successful career.

Guest session – 2

Title of the Event-Guest session on “Responsible Netizen Under Cyber Law”.

Objectives: To create awareness among students about cyber crime in day to day activities.

Event Coordinator: Dr. Vrinda Pandit

Points of Discussion -

- Types of cybercrime like Atm, paytm fraud, Nigerian Fraud, Phishing, Identity theft, etc
- secure online financial services
- Interactions on useful cybercrime common questions, and cyber threats on email.
- How to save ourselves from cybercrime.

Dr. Deepti conducted a session on “To create awareness among students about cyber crime in day to day”. She highlighted real world and online world with few examples. She highlighted on types of cyber crime while focusing on current scenario she also pooled life example of Atm, paytm fraud, Nigerian Fraud, Phishing, Identity theft, and Cyber stalking. She also gave a glimpse on secure online financial services and shared some useful cyber crime common questions, and cyber threats on email. Overall it was very informative session.

Guest session – 3

Mrs. Deepali Mohol – Entrepreneur (5th March 2021)



Mrs. Deepali Mohol, Entrepreneur, Sky Elevators Pvt. Ltd., enriched the students on the topic “Expectations from MBA students” She emphasized what the entrepreneurs. HR managers seek when they recruit MBA students. She elucidated about the various skills required by the MBA students in the corporate world. The session was informative and students got an opportunity to understand the requirements of corporate stalwarts.

Guest Session- 4



Mr. Shripad Pendse - Veteran Banker (26th February, 2021)

Mr. Pendse gave an overview of the History of Union Budgets in India. He emphasized how the Budget affects various sectors and industry. He also briefed about how the Government earns and spends a rupee. Besides this he also elaborated on budgetary. Provision such as NPA creation of Bad Bank etc. Overall it was quite informative session.

Guest session – 5



Mr. Ashish Gakrey

Founder of HR Shapers (Employee Retention 12th March, 2021)

Topic: Employee Retention Day & Date: Friday, 12th March, 2021 Time: 12:00 pm to 1:30

pm

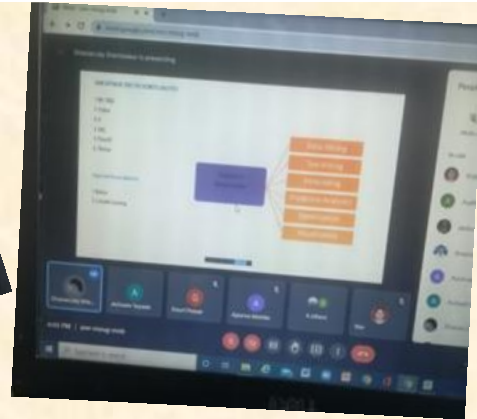
Mr. Ashish has explained the audience regarding the importance of stable workforce for an organization. He has also specified the significance of retention of employees who have proven themselves as the asset for the organization. Various employee retention strategies were discussed with suitable examples. Potential hurdles in the process of employee retention were also focus. In the question answer session students asked various queries on the topic discussed and Mr. Ashish has clarified all of this with appropriate examples. Mr. Ashish has expounded the audience regarding the significance of steady workforce for an organization as well specified the consequence of retention of employees who have established themselves as the forte for the organization. Various employee retention strategies were discussed with suitable examples. Potential steeplechases in the process of employee retention were also focus. The guest session was concluded by questions and answers rose by students.



Guest session – 6

Dhananjay Shembekar - Analytics Analyst - Capita UK (Scope of Business Analytics –in current Scenario 29th June. 2021)

Mr. Dhananjay Shembekar started his session by explaining how to implement research plans to find and collect data and he also explained how to develop project work. He also emphasized various technologies in Analytics, Software & Services. Besides this he explicated Information Communication Technology its importance in day to day and the usage of digital technology referring to computer, tablet etc. Overall it was a very informative session. Students had asked various questions and the same was answered by giving various examples.



International Women's Day Event at SBS -8 TH MARCH 2021



Speaker : Ms.Trupti Shrimli - Wellness Trainer

Topic: Cultivating Happiness & Well Being In Your Life.

On 8th March, 2021, International Women's Day an event is celebrated all across the globe. Sinhgad Business School amalgamated in to celebrate the spirit of womanhood. This activity was held on online platform Microsoft Teams.

Ms.Trupti Shrimli emphasized on how to" Cultivate happiness & Well Being in Your Life".

She highlighted that If one make an effort to cultivate and build their connections with others, they will ultimately soon reap the rewards of more positive emotions. And this in turn leads to become a happier person. And as we become happier, we will attract more people and higher-quality relationships, leading to even greater positivity and enjoyment.

In the end of the day we got to learn that, " It's the happiness gift that keeps on giving."



“CULTURAL EVENT – “AURORA”-



***SBS students had organized AURORA 2021 a Cultural & Fun Game Zone event on 13th & 14th June 2021. Events such as, Online Tambala, Ludo, Drawing, Dance competition etc., was held.
The whole event was executed by the students.***

PLACEMENT

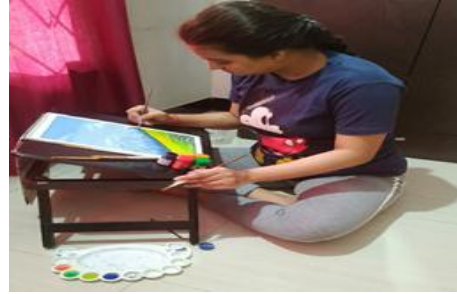


Sinhgad Business takes vast vanity in declaring the successful completion of the Campus Recruitment Program 2020 for the MBA batch of 2019-21. The institute navigated through the challenging times by adapting to the changing needs and modes of enlistment.

The institute's sturdy student-driven culture, organized academic rigor and firm corporate meeting model have ensured the students excellence thereby, securing them premium roles across top organizations in spite of the odds of the pandemic. Sinhgad Business School provides various training sessions, provides career counseling, workshops on various contemporary requirements for the overall development.



2- ART GALLERY



Name - Purva Kothari FIN A(2019-2021)
Landscape Paintings (Nature) and Mandala Art

"Do more -THAN JUST- exist"

Painting is my hobby. It makes my mood refreshing and helps me to reduce my stress levels. It also helps me to improve my concentration.

Painting is a good way to escape from the real world and take a break from everything going on in life.



Name - **SAMPADA PATIL**

DIV FIN B

Event – **“ZENTANGLE ART ”**



Name - Manasi Digambar Waingankar
Roll no. - FA226
Div - Finance A
Event name - Paper Quilling Creations

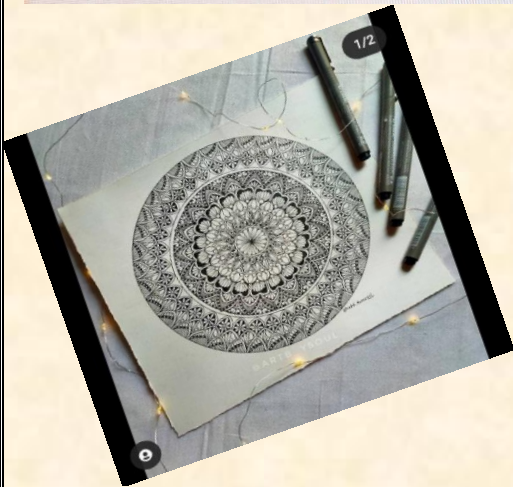


Bhakti Shete ,Marketing A

Participated in the 'mandalastic' event as a representative of SBS. It was conducted by Amity University.

Trained as classical Kathak Dancer & I recently performed at south-central Cultural Zone,

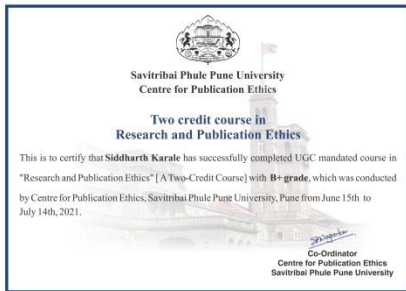
Nagpur. This event was conducted by the ministry of culture.





3-Achievements – Faculties & Students

1- Achievements & Rewards



“Congratulations” to Prof SIDDHARTH KARALE for achieving certificate in “Research & ethics” rom “Savitribai Phule University”



“Congratulations” DRISHTI- CHAVAN - (Student -Sem - 2) “ BEST WISHES for Future Endeavour



"Congratulations" Rishabh Taware"for showing your academic excellence.....!!

SECTION - 4- Write-Up



“Do You Know “Interesting & informative articles”

Article - 1

“Wake Up Call to the Industry”-Dr. Vijaya Puranik- Director – SBS

March 22 2021, Micosoft Corp. released its first-annual Trend index titled ‘The next Great Disruption Is Hybrid Work-Are We Ready?’ (<https://news.microsoft.com/2021/03/22/microsoft-releases-findings-and-considerations-from-one-year-of-remote-work-in-work-trend-index/>) written by Redmond Wash. (<https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work>)

This may be a wakeup call the HR department. There is an urgent need to reassess the functioning, processes and systems which have to be adapted to the new work practices of Hybrid mode and online mode. As mentioned above in the work trend index published by Wash, Microsoft, the following are the trends; Flexible working hours, leaders are out of touch with their employees, high productivity is making an exhausted workforce, reenergizing Gen Z, shrinking networks are endangering innovation, authenticity will spur productivity and well-being, talent is available globally.

Resultant trends are a high attrition rate which is costing the companies in terms of recruitment and training cost and man-hours lost. This is a global finding, however relevance to local companies cannot be denied. There are some significant changes which the HR department may consider in order to accommodate these changes and still have a happy and productive employee. The top priority may be given to the reduced connection between boss and subordinates. Online connectivity though sufficient for work support, still lacks in the support required for understanding individual needs and emotional labour of the employee, to facilitate work life balance. When physically in the work place, the body language and accessibility to all departments makes communication about smaller issues easy. However when working remotely, an employee may not communicate the smaller issues as it may be time consuming or may not be something the employee wants to put in writing.

Remote working is resulting in a complete loss of the softer aspects of communication. However such issues may accumulate to give rise to a grievance or make the employee feel unappreciated or insignificant in the company. The HR should design an alternate channel which can effectively replace/substitute face to face communication, which is equally accessible and easy to use so that this gap can be filled. The exhaustion resulting from lack of socialising is something we have still not understood completely and research on the same needs to be done increasingly. Increasing number of the Gen Z are in need of counselling for symptoms which are physiological and psychological as pointed out by clinical psychologists (<https://www.cnn.com/2020/10/21/survey-more-than-7-in-10-gen-zers-report-depression-during-pandemic.html>). The young generation Z need to be reenergized and HR needs to revamp the performance management and reward structure. It must be remembered that this Gen Z was to inherit a strong economy after the recession and high employment rates. However they are now facing an uncertainty in everything. This is something for the industry to address & embrace in their policies and practices if they want to retain these members of the society. Gen Z have thoughts of their own and they are more diverse racially and ethnically (<https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>). High flexibility and the unique ability and preference to question the established, are a strength which they possess. Innovation is going to be driven by this generation Z. Unless HR works towards addressing these issues, the industry is likely to severely disappoint this generation of employees whom we cannot afford to ignore.

Article-2 – Prof. Siddharth Karale

“PREMIUMIZATION” OF PRIVATE LABELS in RETAIL WORLD.

Retail sector is rapidly growing in India. In the last few years’ lots of business & placement opportunities have been created in this sector. At this point an emerging concept called “**Store Brand** or **In House brand** has taken place in the retail world.. They are popularly known as “**PRIVATE LABELS** “in retail world.

*Private labels are companies own established brands available only in particular stores, they are very good in quality & quantity yet in competitive pricing .The main aim of this concept is “**My store my product**”.*

These “Private brands are becoming very popular among customers and from here the term “premiumization” of private brands took shape.

“Premiumization” of *In house brands* is another fastest & effective way of bringing business into profit. This concept brings *product differentiation* which will ultimately create fix customer base for the retailers & generates steady income & profitability even in crisis. This is the only concept which makes retailers stand on their own feet.

Almost all retail companies from India are entering into this private label segments & trying to bring range of products to make business more profitable. They are tapping *cost conscious customers from smaller towns*.

The only area they should focus more is *profitability & recovery* as *huge amount of debt & equity* is involved. This is challenging but will certainly help companies to survive in the market even in recession times.

This recent lockdown situation is a great learning for all retailers & they realized the importance of IN-HOUSE BRANDS “which played a remarkable role in terms of *constant income through steady sales* & also played a role of SAFEGUARD & SHIELD when market was down.

But to get best results in future continuous **review, benchmarking, research & development** are highly recommended.

Article – 3-“Positive Attitude”- Dr. Vrinda Pandit

“Positive thinking is approaching life’s challenges with a positive outlook. It does not necessarily mean avoiding or ignoring the bad things; instead, it involves making the most of the potentially bad situations, trying to see the best in other people, and viewing yourself and your abilities in a positive light.”

A good description of positive attitude can be extrapolated from these lines - as the tendency to focus on the bright side, expect positive results, and approach challenges with a positive outlook. Possessing a positive attitude is a habit of thinking positive, continually searching for the silver lining and making the best out of any situation that one comes across.

Let us now dive into the next important question: What are the traits and characteristics associated with positive attitude?

A person with a positive attitude will never go unnoticed. Positivism is the harbinger of encouraging vibes. The traits and characteristics associated with positivism include -

- Optimism: a willingness to make an effort and take a chance instead of assuming your efforts won't pay off.
- Acceptance: acknowledging that things don't always turn out how you want them to, but learning from your mistakes.
- Resilience: bouncing back from adversity, disappointment, and failure instead of giving up.
- Gratitude: actively, continuously appreciating the good things in your life.
- Consciousness/Mindfulness: dedicating the mind to conscious awareness and enhancing the ability to focus.
- Integrity: the trait of being honorable, righteous, and straightforward, instead of deceitful and self-serving

Actively adopting optimism, acceptance, resilience, gratitude, mindfulness, and integrity in life along with consciously imbibing the above characteristics may help to develop and maintain a positive attitude.

Here are various examples of positive attitude in action:

- Enjoying the unexpected, even when it's not what is wanted originally.
- Looking at adversity in the eye... and laughing.
- Getting what you get, and not pitching a fit.
- Motivating those around you with a positive word.
- Using the power of a smile to reverse the tone of a situation.
- Being friendly to those you don't know.
- Getting back up when you fall down. (No matter how many times you fall down.)
- Being a source of energy that lifts those around you.
- Understanding that relationships are more important than material things.

- Being happy even when you have a little.
- Having a good time even when you are losing.
- Being happy for someone else's success.
- Having a positive future vision, no matter how bad your current circumstances.
- Keep Smiling.
- Paying a compliment, even to a total stranger.
- Tell someone you know that they did a great job.
- Making someone's day.
- It's not complaining no matter how unfair things appear to be. (It is a waste of time... instead, do something!)
- Not letting other people's negativity bring you down.
- Giving more than you expect to get in return.
- Being true to yourself... always..

So now, you know a little bit more about positive mindset. Remember, your thoughts determine your feelings and actions. So, whenever any negative thought comes to your mind, immediately replace it with a positive one. Even if you are in a dire state of affairs, a positive mindset will help you sail through the difficult phase easily. Resolve to be cheerful, no matter how the situation is. If things are not working in your favor, instead of fretting, work towards your goals with a positive attitude and you will see amazing results

“So it's always easier to follow someone with a positive attitude.”
