

SCMS Insights 4.0

From the Directors Desk

Lock down!

I am not sure I had heard this word before...

It all changed after March 2020.

The pandemic hit the world and hit SCMS also.

Yes, we were a little concerned (very concerned) but SCMS is committed to the welfare of its students, and we ensured that we stood by our commitment.



- There is always a solution ... We started our semesters online on time i.e on 1st June
- Upgrade yourself... Faculty and staff took the challenge and upgraded themselves on online tools.
- Where there is a will there's a way... We provided free access to the online courses offered by Coursera and Edx also
- Team work..... We always knew that SCMS has the best team and we really work together. As we progress further into Twenty Twenty WON! I am sure that all of us together will emerge as stronger and better human beings.

Thanks to Prof. Neha and Ms. Aditi for bringing out this edition of the newsletter.

My thanks to all our stakeholders for their support during this unprecedented time.

Dr. Adya Sharma,

Director- SCMS Pune

Special points of interest:

- To ensure that teaching and learning doesn't stop during the Pandemic, SCMS-Pune adopted the Synchronous and Asynchronous mode of teaching. Students were also given access to E books and E learning resources.
- Students were given free access to numerous courses offered on the Coursera and Edx Platform.
- SCMS-Pune completed the third edition of Collaborative Online International Learning (COIL) with Bridge Valley Community and Technical College, US. The news was covered on 55 different online platforms
- E- Placements: We are proud to state that even during the pandemic E placements and E guest lectures continued and our students benefitted from them.

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Our students have excelled in various platforms and we would like to mention a few of them :

- Prakhar Tiwari (Batch 2018-21) was selected as a Delegate at the HPAIR 2021 Conference at Harvard University. HPAIR (Harvard College Project for Asian and International relations) is an internationally recognized student organization at Harvard College, offering a forum of exchange to facilitate discussion of the most important economic, political, and social issues relevant to the Asia-Pacific region. The conference was held on 15-18 January 2021 virtually.
- Bhavya Handa (Batch 2018-21) cleared all the papers and was awarded ACCA Advanced Diploma Certificate.
- Priyanka Lalwani (Batch 2018-21) was conferred with the tag of "Top 101 Emerging Strategy and Transaction Experts" in the EY Corporate Finance Woman of the Year competition on 2 October 2020. The EY Corporate Finance Woman of the Year is a global competition that recognizes talented women currently studying at the University level or equivalent with the potential to have a fulfilling career in EY Strategy and Transaction.
- Smriti Gupta (Batch 2018-21) has secured admission at ESCP Business School which is ranked fourth in the world by The Economist, for Masters in Management
- Suchismita Paul (Batch 2019-22) ranked fourth in a National level Heartfulness Essay Event organized by "Shri Ram Chandra Mission" and the United Nations Information Centre for India and Bhutan (UNIC) on 13 February 2021
- Arnav Mittal (Batch 2019-22) was selected as the Campus Director of SCMS, Pune for Hult Prize On-Campus Program 2020/21 cohort. Hult Prize, in partnership with the United Nations, is an annual, year-long competition on solving social issues.
- The Google Online Marketing Challenge: A team of 5 students of Batch 2018-21 successfully completed the Google Ad Grants Project and was awarded the prestigious "Google Top Marketers" due to their credible performance in the project and relevant feedback from the non profit partner. The students who have received the top marketer certificates are eligible to submit their experience as a team for the "Google Spotlight Series". The team consisted of: Jita Mohapatra- (Team Lead), Simran Wasan, Dhruv Talreja, Riya Jetly and Abhinav Dua.



Prakhar Tiwari selected as a delegate at HPAIR 2021



Priyanka Lalwani in the EY Corporate Finance Woman of the Year competition _02/10/2020.

Student Achievements

Our students have excelled in various platforms and we would like to mention a few of them :

- Our students received honorable mention in the International YRE Competition 2020:
 - 1) Sakshi Yadav under the age category of 19-25 for article, 'A Journey from littering less to litter -less'
 - 2)Chinmay under the age category 11-25 years for Single Photo reportage titled 'Eat Local'
 - 3) Abhishek Gopalakrishnan (Alumni from Batch 2015-2018) under the age category of 19-25 for video, 'Another way out-upcycling.'
- The following students are winners for the National LLC (Litter less Campaign) Competition 2020

Under Photograph category : Age Group : 19-25: Aishwarya Mullamuri

Under video category : Age Group : 15-18 : Priyansha Pathak

Under Article category : Age Group : 15-18 : Krishi Rai, Priyansha Pathak, Shloka Vasudeva

Age Group : 19-25 : Aditya Salunkhe, Sneha Devaraj
- Jita Mohapatra (Batch 2018-21) was interviewed by Capt. Praveen Roy, Principal of Samsara- The World Academy | Career counsellor/ Motivational speaker for addressing school students who are aspiring business students and other key concerns highlighting a post COVID recruitment efficiency.
- The Dance Club of SCMS Pune, Step-Up secured second position in an Online Dance Competition organized by VIT Velore on 24 July 2020. The theme on the dance was portraying mental health.
- Divija Marwaha (Batch 2018-21) secured First position in the National Level Online Quiz Competition on Commerce, Management and Current affairs organized by St. Vincent College of Commerce, Pune.
- Riya Jetly and Dhruv Talreja (Batch 2018-21) completed a Virtual Experience Program from the Boston Consulting Group (BCG) on Inside Sherpa covering modules in Market Research, Data Analysis, Understanding Consumer Needs, Client Recommendations.



National LLC Winners from SCMS, Pune



The Dance club of SCMS Pune secured 2nd in the online dance competition organized by VIT Velore on 24th July 2020. The theme of the dance was portraying mental health.

Students of SCMS, Pune make conscious efforts to contribute to the society. A few initiatives taken by students of Initiate Cell during this unprecedented times are :

Creative Teaching

The students of Initiate cell organized a creative teaching drive in which they went to different NGOs. These NGOs taught students who were from slum areas or were incapable to pay school fees. Some children were also taken on field trips as an idea of 'creative' learning. The core members decided to specifically teach activities that could be of those children's interest like dance, music, English speaking skills, art and craft, etc. One of the NGO was Jagriti which aimed to provide education to as many students as possible. The students through this drive tried to spread happiness to those children who barely get opportunities to learn activities they are interested in.

Sanitary Pads distribution

All the Initiate Cell core members together contributed enough to be able to buy sanitary pads for 100 girls. These pads were then distributed by the core in the cities Pune, Baramati, and its nearby areas.

Donation to Animal Welfare: Initiate cell members worked effectively on a drive to collect money and contribute to the noble cause of providing shelter to stray dogs through an NGO Sharanam's pet heroes. The NGO works towards safeguarding and protecting street dogs.

Awareness Activities by Institute

Jan Andolan Campaign' on COVID-19

Faculty and staff gathered together on an online platform and took a COVID-19 Pledge. Jan Andolan Campaign on COVID-19 was a public awareness drive launched by honorable Prime Minister with the aim to encourage people's participation with the key message of wearing of mask, follow social distancing, and maintain hygiene.

Rashtriya Ekta Diwas (National Unity Day)

Faculty and staff gathered together on the virtual platform and took a 'Rashtriya Ekta Diwas Pledge'. Government of India observes 31st October all over the country as a special occasion to foster and reinforce our dedication to preserve and strengthen the unity, integrity and security of our nation by celebrating it as a Rashtriya Ekta Diwas (National Unity Day) to commemorate the Birth Anniversary of Sardar Vallabhahai Patel.



Donation to Animal Welfare



Social initiative by students



Creative Teaching by Initiate Cell



Rashtriya Ekta Diwas Pledge taking ceremony

E Learning @SCMS

Online teaching-learning and evaluation

SCMS Pune was one of the few institutes to adapt to the new normal and start with the academic sessions (online) as planned from the 1st of June irrespective of the Pandemic. Faculty and staff were trained to use various online platforms to deliver classes effectively. The mode adopted during the pandemic had Synchronous and Asynchronous teaching. The synchronous mode of teaching had faculty interacting live online with students through google meet, zoom, etc. In the asynchronous mode faculty made pre recorded videos that were shared with students through their Google Classroom. All evaluations were conducted and administered online. The online sessions were made interactive through a blend of Harvard Business Review Case Studies, Polls, Quizzes, Mural based activities, Kahoot quiz, digital library resources, etc.

Students were also given access to E books published by Pearson Publication and Tata Mc Graw Hill Publications so that they would not miss out during the Pandemic.

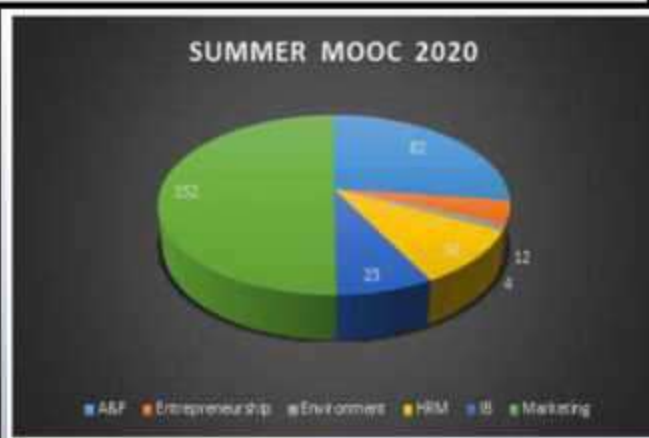
Summer MOOC's

Around 303 students completed a summer MOOC linked to their curriculum and evaluation from various platforms such as Saylor.org, Edx, Udacity and Alison.

MOOC's through Coursera and edX

SCMS-Pune has always taken proactive steps to support the learning and growth of its members. The institute had a tie up with Coursera and edX for free access to online courses (MOOC). Our students had free access to more than 3600 online courses from leading universities including Stanford, University of Michigan and Yale among others on Coursera. We have also been able to renew our tie up with Edx and our students would have unlimited access to courses included in the "Edx online campus essentials catalogue". These courses are offered by Universities including Harvard University, Columbia University , Massachusetts Institute of Technology among others. Students have utilized this opportunity to upgrade themselves and we are proud to note:

- 152 students completed 1 course from Coursera,
- 356 students completed 2 courses from Coursera,
- 169 students completed 3 courses from Coursera, and
- 277 students completed more than 4 courses from Coursera.
- 97 courses were completed by SCMS students from edX



Beyond Classroom Teaching

Student Research

At SCMS, we have an independent Research cell of students to cultivate research habits and acumen. Various events have been conducted by this cell.

Erudite 2021

Erudite, a flagship event of Research & Development Cell was conducted online on Dare2Compete on 20 October 2021. The event was conducted in partnership with the Climate Reality Project, an UN-recognized environmental activism organization. The event had a sustainability based quiz and case study event. The top 30 performers of the quiz got a chance to participate in round 2 of Erudite.

Research Paper Workshop

A research paper writing workshop was organized for the first year students of the R & D Cell to explain the format of research paper and importance of research paper.

Corporate research project

The R&D cell tied up with a growing start-up in India to conduct corporate research on an extended sample population and to further analyze data gathered. Cell members were trained on data analysis using SPSS software, excel, etc.

We are very proud of our students for taking the initiative of publishing /presenting research papers at such a young age. We would like to mention a few of them:

- Jikmee Wangchuk Kazi, Shounak Sengupta (03/2020) Brand Culture and Identity: A Comprehensive Study, International Journal of Research in Management & Business Studies, Vol. 7 Issue-1 Jan. - Mar. 2020 (IJRMBS 2020) ISSN: 2348-6503 (Online) ISSN: 2348-893X (Print)
- Jikmee Wangchuk Kazi, Shounak Sengupta, Abhiraj Aggarwal (04/2020) A Comprehensive Study of Japanese Business Culture, Volume 11, Issue 4, pg:134-137, ISSN 2229-5518
- Raghav Agarwal, Atharva Shirke (08/2020): Enablers of the Collective Bargaining in industrial relations: A Study of India's Industrial Policies through ISM and MICMAC analysis, The Indian Journal of Labour Economics, Volume 63, Issue 3, pg 781-798, Scopus
- Mihir Madhekar (08/2020) Perception of Integration of Gurukul System in Modern Indian Education: A Study into Quality Education, International Journal of Research and Analytical Reviews (IJRAR), Volume 7, Issue 3, pg:244-257, (E-ISSN 2348-1269, P- ISSN 2349-5138)
- Ashish Bagewadi, Simoni Chopra (09/2020) India-China Trade Relations: A Comprehensive Study with Reference to Covid-19, International Journal of Research and Analytical Reviews (IJRAR), Volume 7, Issue 3, (E-ISSN 2348-1269, P- ISSN 2349-5138)
- Ashish Bagewadi (09/2020) Analysis of banking sector in India: post covid-19, International Journal of Research and Analytical Reviews (IJRAR), Volume 7 Issue 3, ISSN:2349-5138
- Fiza Niyas, Dr. Sushil Mavale : A study of user behavior and preferences across age group towards Digital wallets, productivity, A Quarterly Journal of the National Productivity Council, Volume 61
- Anusha Goyal, Deepak Bansal (10/2020) Assessing Total Quality Management adoption rates as a comparative study among the three sectors of Indian Economy, International Journal of Creative Research Thoughts (IJCRT) UGC Approved Journal, Volume 8, Issue 10, pg. 3829-3856, ISSN 2320-2882
- Shweta Bobhate (10/2020) A Study of Talent Management Practices and Strategies in the Service Sector, International Journal of Engineering and Management Research, Volume 10, Issue 8, Pg: 21-29 -ISSN: 2394-6962
- Ria Mathur (11/2020) Effect of recruitment sources and advertisement on candidates intend to pursue the job, International Journal of Creative Research Thoughts (IJCRT) UGC Approved Journal, Volume 8, Issue 11, pg 837-841, ISSN 2320-2882
- Sakshi Yadav (11/2020) Cruelty in Cruelty-free Cosmetics: Is an Indian Consumer contributing towards Cruel, Unethical Cosmetic Companies? International Journal of Creative Research Thoughts (IJCRT) UGC Approved Journal, Volume 8, Issue 11, pg 1111- 1128, ISSN 2320-2882
- Sai Aishwarya Mullamuri (11/2020) The impact of sensory marketing on consumer behaviour in a retail environment, International Journal of All Research Education & Scientific Methods, Volume 8, Issue 11, pg, ISSN: 2455-6211, Google Scholar

Beyond Classroom Teaching

Student Research Continued..

- Varsha Agarwal (11/2020) Green buying: the impact of green marketing mix and environmental awareness on green purchase decision (IJCRT), Volume 8, Issue 11, Pg: 685-692, ISSN: 2320-2882
- Prarthana Fabyani (12/2020) A study of the relation between impostor phenomenon and self-esteem among management students, The International Journal of Indian Psychology, 8(4), 785-799. DIP:18.01.099/20200804, DOI:10.25215/0804.099
- Shraddha Mahapatra, Aparajitha Srinivasan (11/2020) Singapore And India: A Path Towards Industrialization, Development And Policy Capacity, International Journal of Creative Research thoughts (IJCRT), Volume 8, Issue11, pg 451-476, ISSN 2320-2882
- Rahul Mande, (12/2020), Rural Marketing in India: Opportunities, Challenges, Key Decision Areas And Marketing Strategies, International Journal of Creative Research Thoughts (IJCRT), Vol.8, Issue 12, pp.3215-3230, ISSN:2320-2882.
- Aadhya Mehra (11/2020) Citizenship Amendment Act, 2019 (CAA): The Pernicious Effects On the Country, International Journal of Creative Research Thoughts (IJCRT) UGC Approved Journal. Volume 8, Issue 11, pg 1111-1128, ISSN 2596-2605
- Ishan Khatri, Vaibhav Periwal (11/2020) Study of influence by family on career decisions of Indian management students, International Journal of Creative Research Thoughts (IJCRT), Volume 8, Issue 11, pg 2848-2853, ISSN 2320-2882
- Supratik Sarkar (11/2020) COVID-19 Impact On Stock Market and Economy of India, International Journal of Research in Engineering, Science and Management, Volume-3, Issue-11, pg: 55-64, ISSN (Online): 2581-5792
- Aarushi Bhatnagar(11/2020) Crises in tourism industry: Role of tourists and airplane authorities, International Journal of Scientific Research in Engineering and Management (IJSREM), Volume: 04 Issue: 11, pg:1-6, ISSN: 2582-3930
- Oorvi Yarnal, Dhruv Bhawe (11/2020) Domestic Goods Vs. Foreign Goods in the Atma Nirbhar Bharat Abhiyan Scenario, International Journal of Scientific and Engineering Research (IJSER), Volume 11, Issue 11, (ISSN 2229-5518)
- Eshaan Sojatia (11/2020) A study of consumer perception and buying intension of Electric Vehicles in India, International Journal of Research and Analytical Reviews (IJRAR), Volume 7, Issue 4, (ISSN: 2349- 5138)
- Gourav Tuteja, Rachel Mathai (11/2020) Impact of training on employee performance in hospitality industry in Sonapat, Haryana, International Journal of Creative Research Thoughts (IJCRT), Volume 8, Issue 11, pg:1025-1036, ISSN:2320-2882
- Varsha Agarwal (11/2020) Green buying: the impact of green marketing mix and environmental awareness on green purchase decision, International Journal of Creative Research Thoughts (IJCRT), Volume 8, Issue 11, pg:685-692, ISSN:2320-2882
- Ishant Chawla (11/2020) One Nation, One Tax: How the Goods and Services Tax (GST) have Impacted the Indian Economy, International Journal of Research in Engineering, Science and Management (IJRESM), Volume-3, Issue-11, pg:144-144, ISSN (Online): 2581-5792
- Shivam Singh, Omkar Mandhane (11/2020) A study on the relationship between the expenditure of selected states in India and few health indicators, International Journal of Advances in Engineering and Management (IJAEM) Volume 2, Issue 8, pg: 693-697, ISSN: 2395-5252
- Riya Gupta (11/2020) Impact of Image based Reviews on College Students Intention to visit Restaurants, International Journal of All Research Education and Scientific Methods (IJARESM), Volume8, Issue 11, (ISSN:2455-6211)
- Shivangi Kakkar, Sanyukta Magar (11/2020) Employee Perspective on Work from Home, International Journal of Creative Research Thoughts (IJCRT), Volume 8, Issue 11, pg:1457-1463, (ISSN 2320-2882)
- Shairal Dang (11/2020) Patterns of over the top (OTT) content consumption among student population in India across genre and language, International Journal of Advances in Engineering and Management (IJAEM), Volume 2, Issue 9, pp: 166-171, ISSN: 2395-5252
- Shreya Tinna (11/2020) Methods to improve productivity and engagement of remote workers in India, International Journal of Research and Analytical Reviews (IJRAR), Volume 7, Issue 4, pg: 282-293, (ISSN 2349-5138)
- Udhaya Kumar Aishwarya (11/2020) Effectiveness of Performance Appraisal Systems of Banks in India, International Journal of Advances in Engineering and Management (IJAEM), Volume 2, Issue 9, pp: 347-362, ISSN: 2395-5252

Alumni Achievements

SCMS is proud of its alumni, who have been achieving laurels at different platforms.

- Abhinav Motiwal, Batch 2013-16 published his first book , 'Sonder: Book Of Epiphanies' The book is available on Amazon India & globally.
- New Patents of Akhil Singhal (Batch 2017-20) have been published in Patent Office Journal.
- Articles by Neeraj Thakur (Batch 2017-20) were published by Times Of India (Readers Online Blog). The link of the articles is:
<https://timesofindia.indiatimes.com/readersblog/wakeup/why-shouldnt-he-also-cook-20776/>
<https://timesofindia.indiatimes.com/readersblog/wakeup/is-fear-and-hatred-needed-to-overcome-a-pandemic-21278/>
- Pallavi Soni (Batch 2017-20) successfully converted 9 IIMs and has joined IIM Udaipur PGP Batch of 2020-22..
- Aniket Khemani (Batch 2016-19) completed Advanced Diploma in Accounting and Business level of ACCA.



READ.AMAZON.IN
Sonder: Daily Epiphany (Yellow Diaries)
 Shared via Kindle. Description: The word 'Sonder' has its origins in neologism and was coined in 2012 by John Koenig. What does it mean? It is inspired by German "sonder" - special and French "sonder" -to probe. It has a very special meanin...

Book by Abhinav Motiwal

Alumni Achievement
 New patents of Mr. Akhil Singhal (Batch 2017-20) have been recently published in the Indian Patent Office Journal.
 Patent numbers and titles are as follows:
 2020P00944 IN-WHEEL LIGHTING SYSTEMS FOR TWO-WHEELER VEHICLES
 2020P03945 COMPUTER KEYBOARD AND METHOD OF OPERATION
 2020I03946 SYSTEMS FOR EXTINGUISHING FIRES ORIGINATING FROM ENGINE BLOCK OF VEHICLES.

Patents of Akhil Singhal

READERS' BLOG
 Why shouldn't he also cook?
 "Does your laughter crack?" Everyone has read or heard this line many times, if you are not believe then these words are nothing but a build up to most of the Bollywood comedies. The humor in a better the writing happens or not is highly dependent by the nature of the question.
 During this lockdown phase in which the entire world is fighting coronavirus which has resulted in to being a global pandemic from a virus that started in the city of Wuhan, we are seeing something really unusual. The only pain entering the kitchen is an unusual phenomenon, we all are screaming, but also it is something that is making women feel grateful. But have we all ever thought if this is going to continue after service is gone? Are the men going to keep entering the kitchen, looking food, and make our outdoor the thought of being their messengers?
 The rest of the men is not related to the lockdown but it goes deep down into the possibility of the women. In the world of people around us really appreciate! The power is a big one. If you believe or want to be in control in every circumstances, this article is more waiting for you. [Read More](#)

READERS' BLOG
 Is fear and hatred needed to overcome a pandemic?
 Coronavirus disease is a result of a novel form of coronavirus. People who get infected with Covid-19 experience mild to moderate respiratory illness and can recover without any hospitalization. Coronavirus has affected around 6.8 million people from 191 different countries for only 10% of the world population. India is presently the 5th largest contributor to the world total with a 1.17 lakh cases. But, have we ever given a thought as to how many people have been affected by Covid-19 overall? Science and Research workers have been struggling to find solution and still, information about the pandemic which keeps on to move from burning locality about the entire situation. But one continued thing is that there are no traces of even slightest of those which state that the virus is directly impacting the overall health of people. So what is it that is making people to lose their minds? The answer is their disturbing perceptions by... [Read More](#)

Articles by Neeraj Thakur

Guest Speakers at SCMS



Ms. Revs Rao - Head, Home Equity Marketing at Prosper Marketplace, California



Mr. Patrick Renvoise -Chief Neuromarketing Officer and Co-Founder, SalesBrain



Dr. Suneel K. Sr. Lecturer Leeds Business School, UK



Ms. Pooja Sharma-Solutions Architect, Tata Consultancy Services



Mr. Kaushik Deka- Deputy Editor India Today



Mr. Sourabh Jain- Ex VP Paytm, Founder Fun2Do Labs



Mr. Naveen Nigam Head Developer Eco Systems, North America Google



Mr. Ranjan Negi Former Hockey player and Hockey coach



Ms. Divya Kumar Khosla Indian film actress, producer and director



Ms. Deepa Umrikrishnan Indian rapper and playtrack singer



Mr. Paul Marshall Indian Dancer and Choreographer



Mr. Kern Cox Belgian Music Producer



Mr. Anurag Gour- Partner Microsoft Development



Ms. Harshita Lalwani, Alumni Batch 2004-07



Mr. Kunal Shah, Alumni Batch 2006-09



Mr. Sagar Adheu-Technical CFO Consultant with CAs Australia and New Zealand



Ms. Twisha Chaturvedi, Alumni Batch 2006-09



Mr. Rohit Jindal, Alumni Batch 2006-09



Mr. Yuvraj Thakur Indian television actor, model and writer



Mr. G. Srinivasan, CEO Sparjo



Mr. Ashish Goyal - Co-founder & CFO, EarlySalary

Online Guest Lectures

SCMS continued its practice of providing industry / corporate exposure with real time experiences shared by the renowned industry experts as well as by our own alumni. 33 Online guest lectures were conducted for students throughout the year. Few of them are:



'What it takes to be a Marketing Professional' on 15 May 2020 by Ms. Hanisha Lalwani. She is a multi-award winning marketer and Marketing Manager of Page Group - Middle East and Africa and alumnus of SCMS Batch 2004-07.



'Influence of Sales and Marketing in Product Development' on 17 June 2021 by Ms. Reva Rao (Head of Home Equity Marketing at Prosper Marketplace, California)



'Neuromarketing' on 25 June 2020 by Mr. Patrick Renvoise Chief Neuromarketing Officer and co-founder of Salesbrain



'Sustainability - The future of finance and reporting' on 13 August 2020 by Mr. Sagar Adhau Technical CPD Consultant with CAs Australia and New Zealand.



'Developments in the field of sports' on 10 October 2020 by Mr. Ranjan Negi, Former National Coach



'Role of IIMUN in this phenomenon' on 17 October by Mr. Rishabh Shah, Founder and President IIMUN

- Six Sigma**
 KPMG conducted an online Six Sigma Green Belt (SSGB) Certification course for our students on 30, 31 October and 6, 7 November, 2020.
- Excel for Business**
 Workshop on “Excel for Business” was conducted online for students on 24, 25 and 27 July 2020.
- Library E-Resource training:** Research is an integral part of the learning process, the recent National Education Policy (NEP) has also laid emphasis on the importance of research. In line with this students were given training on e-resources like - Ebsco host, JStor, Delnet and many more.

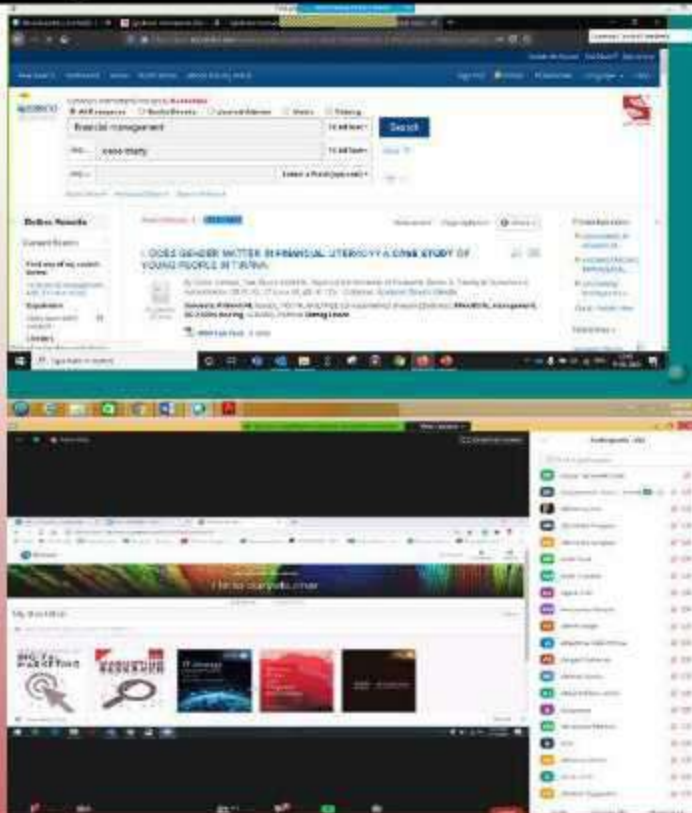


Excel for Business Workshop held online



Six Sigma online Workshop

Online Library Workshops at SCMS



Internationalization

The Institute provides opportunities for International Exposure through the University's Global Immersion Programme. This year even in the pandemic situation our students were given an opportunity to pursue the exchange virtually as well as physically with DHBW K, Germany, ESSEC, France, IESEG, France, Macquarie, Australia.

Collaborative Online International Learning (COIL): SCMS continued its initiative with COIL 3.0 with an Institute in USA. SCMS students worked on a project on Microeconomics together with students of Bridge Valley, USA. The faculty of SCMS and Bridge Valley co-taught a case virtually. The students experienced virtual international exchange, which was the best possible mode of internationalization given the current situation.

This initiative was highlighted on 55 Online Platforms in India and Abroad. Some of the links are :

<https://aninews.in/news/business/virtual-internationalization-at-scms-pune-through-collaborative-online-international-learning-coil20201201181356/>

<https://www.unitedstatesnews.net/news/267136236/virtual-internationalization-at-scms-pune-through-coil>

<https://www.britainnews.net/news/267136236/virtual-internationalization-at-scms-pune-through-coil>

<https://www.chicagochronicle.com/news/267136236/virtual-internationalization-at-scms-pune-through-coil>

<https://www.theasianews.net/news/267136236/virtual-internationalization-at-scms-pune-through-coil>

<https://www.bombaynews.net/news/267136236/virtual-internationalization-at-scms-pune-through-coil>

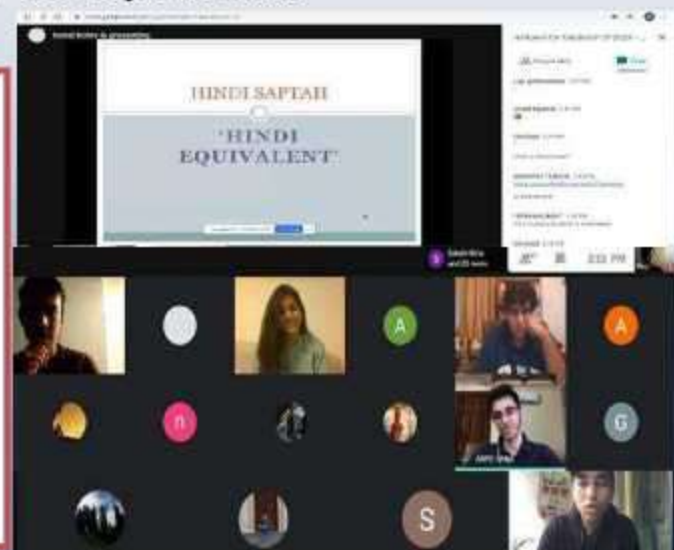


COIL 3.0

Hindi Saptah Celebration: 17th & 18th September, 2020

Every year International Cell of SCMS Pune organizes Hindi Saptah to help SCMS international students acclimate to the environment and attain a taste of the rich tradition and culture of India. This year Hindi Saptah was celebrated online on 17-18 Sept 2020.

International students from Afghanistan, South Korea, Nepal, UAE and Uganda participated in the events. The students enjoyed themselves thoroughly. The events concluded with Bollywood music with wholesome Indian experience.



Corporate Connect @SCMS

E- Placements

SCMS is always committed to the all round development and growth of its students and hence in spite of the adverse effect of the pandemic on employment the placements offered by SCMS were same as any other regular years. SCMS, Pune has a dedicated Placement division which handholds students with building CV's to the final selection process. As a result, the track record for placements has been rising over the years. We are happy to share that the students were selected at various companies this year:

- KPMG
- Search Bourne Consulting
- My Gate
- ICICI Bank
- Hats off
- GOMO
- Jaro Education
- TresVista
- Trufedu
- Wipro
- Deloitte
- Statiq
- Talent Corner
- MGH

Quotes from Recruiters...

"We at KPMG believe that hiring the right talent ensures long-term success of an organization and hence, our team of HR Managers go to great lengths to hire the best of candidates. This has lead us to a deep rooted association with SCMS Pune that offers a talent pool of the most dedicated and ambitious candidates. We are hopeful of a perpetual and robust association with SCMS Pune and look forward to seeing the hired candidates achieve great things in life".

Mr. Sourabh Tripathi, Director, Risk Consulting - KPMG

"We at PWC Risk Assurance Services have been associated with SCMS-Pune for over 8 years now. We have been happy with the candidates we have hired and they too have delighted us with their hard work and sincerity. We look forward to our continued association with SCMS and hope to recruit bright, young students to be a part of our team."

Mr. Shreyas Petkar, Director, Risk Assurance Services, PWC

National and International Virtual Internships

Our students were selected for international internship at Companies like Panda & Wolf Holding, Mauritius, Cleverly SG Pte. Ltd, Singapore, Finage Group Pte Ltd, Singapore and ForBis Human Capital Pte. Ltd., Singapore.

Among domestic companies, IDBI, Deals for Corporates, FundCorps and City Furnish are some of the companies that offered internship opportunities to our students.

Corporate Connect @SCMS

E- Placement Workshops

Numerous workshops and guest lectures on different topics have been organised by the placement cell of SCMS ranging from international E-guest lectures to pre placement trainings, where prominent people from the industry including Ms. Reva Rao, Head of Home Equity Marketing at Prosper Marketplace, California, Mr. Patrick Renvoise, Chief Neuromarketing Officer and Co-Founder of SalesBrain, Dr. Suneel K, Senior lecturer in innovation management at the Leeds Business School, U.K. Mr. Sagar Adhau, Technical CPD Consultant with Chartered Accountants Australia and New Zealand, Ms. Pooja Sharma Solutions Architect, Tata Consultancy Services. And Mr. Saurabh Jain Vice President, Paytm & Founder, Fun2Do Labs amongst others engrossed the inquisitive minds at SCMS, Pune.



Virtual Pre- Placement Training- CV Building Workshop

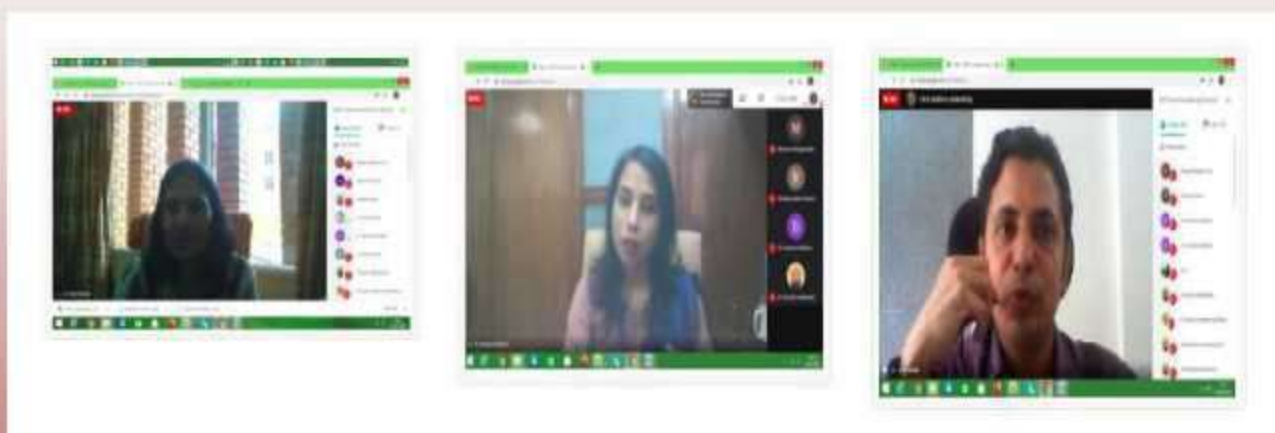


International E- Guest lecture by Dr. Suneel K- Senior lecturer in innovation management at the Leeds Business

Management Development Program

Sigatul Mazaraat Al Vazarat Tus Saifiyah

Symbiosis Centre for Management Studies, Pune organized a Virtual Management Development Program for Sigatul Mazaraat Al Vazarat Tus Saifiyah on the 10th of July, 2020. The programme was conducted on the topic "Internal Auditing" and was attended by the director, managers and team leads of Sigatul Mazaraat. Overall the event was very successful and helped the participants get a better understanding of the financial concepts & terminologies.



Glimpses of student activities

By My Side
 DRAMMEBAAZ PRODUCTIONS
By My Side
 A SHORT FILM BY DRAMMEBAAZ
Chandani Bhagwanani
 8:00 PM
 29th January
 @SCMSPUNEOFFICIAL
 @DRAMMEBAAZ

A short film by students of Drammebaazclub "By my side" which depicts how the relationship between 2 people deteriorates because of the distance between them. To launch this short film, an Instagram Live was held on the 29th January at 6pm featuring Television actress Chandani Bhagwanani who has acted in many premier serials siring on Sony, Colors and Zee TV



Creative teaching by students of Initiative Cell

Symphony-Virtual Concert by Encore Club

Symphony Virtual Concert by Encore Club

STEP UP LIVE PERFORMANCE
 31 May 2020

The video showcased 45 members of the club including our present students as well as alumni. The performers belonged to 8 batches of SCMS Pune ranging from Batch of 2016 to Batch of 2022.

SCMS Alumni during Orientation Programme

Ms. Harisha Lakshmi, (Batch 2004-07)
 Senior Marketing Manager for the middle East and Africa region, Page Group, Dubai

Mr. Rupal Shah, (Batch 2006-09) *AVP - Non Financial Risk Management, Deutsche Bank, London*

Ms. Twisha Chaturvedi, (Batch 2006-09) *Channel Marketing Manager, Siemens Financial Services, London*

Ms. Priya Venkatesh, (Batch 2015-18) *Customer Care Executive, CMA CGM Agencies Pvt Ltd India*

Events at SCMS

Online Induction Programme : SCMS, Pune welcomed its students with a virtual Induction ceremony which was spread over 5 days (21-25 September 2020). This ceremony included addresses from renowned speakers like: Mr. Kaushik Deka, Deputy Editor of India Today, Mr. Anurag Gour, Director Partner Development, Microsoft. Also there was Panel Discussion with Alumni Ms. Hanisha Lalwani, (Batch 2004-07) Senior Marketing Manager for the middle East and Africa region, Page Group, Dubai, Mr. Kunal Shah, (Batch 2006-09) AVP- Non Financial Risk Management, Deutsche Bank, London, Ms. Twisha Chaturvedi, (Batch 2006-09) Channel Marketing Manager, Siemens Financial Services, London and Ms. Priya Venkatraman, (Batch 2015-18) Customer Care Executive, CMA CGM Agencies Pvt Ltd India. Sessions on the Entrepreneurship and Innovation cell, Biodiversity and Waste management were also conducted for students.

Common Induction Programme: Online Common Induction ceremony of 12 Symbiosis Institutes was organized on 9th October 2020 to welcome the newly admitted students of Batch 2020. SCMS, Pune shouldered the responsibility of the event. Esteemed dignitaries of SIU: Honorable Chancellor Sir, Honorable Vice Chancellor and Honorable Pro Chancellor addressed the students. There were also sessions from Student Affairs dept. SIU and Health and Sports dept. SIU to introduce the students about functions and facilities of those departments.

16th Foundation Day of SCMS, Pune: SCMS, Pune celebrated its 16th Foundation Day virtually by performing to the tunes of 'Mile Sur Mera Tumhara'. It was an amalgamation of different cultures beautifully brought together which portrayed unity and togetherness of the team SCMS, Pune.



SCMS Induction Programme_ 21 to 25 September 2020



Common Induction Programme _9 October 2020

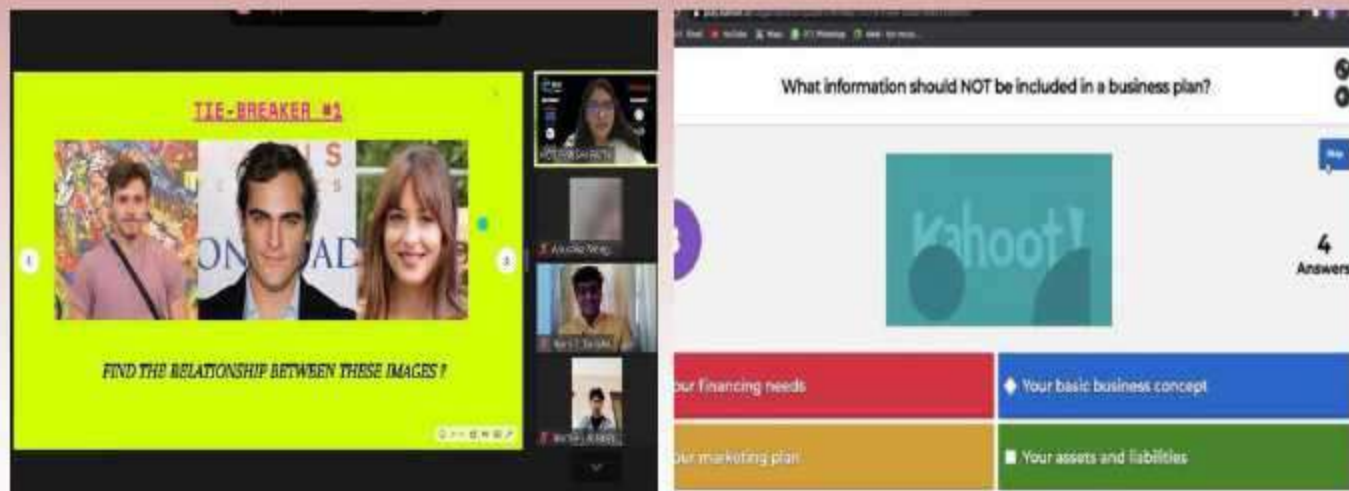


16th Virtual Foundation Day of SCMS, Pune _12 July 2020

Sympulse 2021-Annual Students Fest

Over the years, the College Festival, Sympulse which started off as humble celebration of the campus spirit and bonhomie has grown into spectacular extravaganza which draws thousands of students from across India and abroad. This year too the students adapted to the difficult times and came up with online events.

Intra Sympulse'21 from 26 to 28 February 2021 online



Media Visibility

Our Induction week was featured on many online platforms. Some of them were:

- <https://www.dailypioneer.com/2020/avenues/new-Batch-with-virtual-induction-programme.html>
- <https://www.educationworld.in/scms-pune-to-start-new-academic-session-with-virtual-induction-programme/>
- <https://www.punekarnews.in/scms-pune-to-kickstart-new-session-for-the-incoming-Batch-of-2020-23-with-virtual-induction-programme/>
- <https://nrinews24x7.com/scms-pune-to-kickstart-new-session-for-the-incoming-Batch-of-2020-23-with-a-virtual-induction-program/>
- <https://brainfeedmagazine.com/scms-pune-to-kickstart-session-2020-23-with-virtual-induction-programme/>
- <https://indiaeducationdiary.in/scms-pune-to-kickstart-new-session-for-the-incoming-Batch-of-2020-23-with-virtual-induction-programme/>

SCMS Articles featured In different media platforms :

IN FOCUS

SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, PUNE

Symbiosis Centre for Management Studies, Pune, was set up in the year 2004 and is a Department of Symbiosis International (Deemed University). The Department offers a unique curriculum with the luxury of choosing subjects from six disciplines resulting in a general BBA or BBA degree with single or dual specialisation. The learning experience is further enriched by a multitude of clubs managed by the students themselves. SCMS, Pune's MoU with ACCA (Association of Chartered Certified Accountants), UK allows us to offer training to aspiring students. SCMS also provides opportunities for International Exposure through the University's Global Immersion Programme.

KPMG, PwC, Catenon, TresVista, MGH and GPTW are some of our regular recruiters. The new companies that visited the campus this year were Amazon, Tommy Hilfger, Club Mahindra, Wisegity Reports, Tech Mahindra and My Gate. SCMS-Pune offers all students with the opportunities to learn, develop skills, grow and expand their horizons under the able leadership of our Director - Dr. Adya Sharma.

brainfeed

SCMS Pune to kickstart Session 2020-23 with Virtual Induction Programme

The induction programme by SCMS Pune is spread across 5 days, where students interact and present industry activities at SCMS, Pune.

SCMS, Pune, September 2020: Symbiosis Centre for Management Studies, Pune is all set to welcome the incoming batch of 2020-23. The virtual induction programme will be spread by distinguished and renowned leaders from the industry who will be addressing the students to a host of BBA's leading its induction week. This effort is to the fullest extent to give, effective guidance, the students to grow to achieve the students' unique and unique program in the next session. The programme is designed in a way that the students can interact with the experienced faculty, with involvement and knowledge from industry leaders.

The daily induction program will be conducted by: **Ms. Kavitha Datta - Deputy Editor of India Today Magazine, Ms. Supriya Ghosh - Director, National Recruitment of Mahindra, The Institute for Global Business**

[6.pdf \(scmspune.ac.in\)](https://scmspune.ac.in/6.pdf)

[SCMS Pune to kickstart Session 2020-23 with Virtual Induction Programme \(brainfeedmagazine.com\)](https://brainfeedmagazine.com/scms-pune-to-kickstart-session-2020-23-with-virtual-induction-programme)

BW EDUCATION

Corporate Entrepreneurship: Enabling Students To Climb The Staircase To An Entrepreneurial Journey

An article by Dr. Adya Sharma, Director, Symbiosis Centre for Management Studies, Pune. The article discusses the importance of corporate entrepreneurship in today's world and how it can help students develop the skills and mindset needed to succeed in the business world.

21 | **21** | **21**

EDUCATION PLUS 15

Revolution in education, COIL

The Symbiosis Centre for Management Studies (SCMS) in Pune is now focusing on an innovative learning module that focuses on 'internationalisation at home.' Called COIL (Collaborative Online International Learning), it is an interactive and collaborative way of international teaching and learning.

Unlike other methods, it focuses on a majority of students who are not mobile. "The idea is to provide a learning environment that attracts ideas from different cultures and thus help in dissemination of relevant management education and ethical leadership," feels SCMS director Adya Sharma.

Unique curriculum
The institute offers a unique curriculum for BBA programme where students are offered opportunities to learn, develop skills, grow and expand their horizons with the help of a host of extra-curricular activities along with their academics.

THE HINDU

Onward & upward

By Adya Sharma

The article discusses the importance of corporate entrepreneurship in today's world and how it can help students develop the skills and mindset needed to succeed in the business world.

[Corporate Entrepreneurship Enabling Students To Climb The Staircase To An Entrepreneurial Journey - BW Education \(businessworld.in\)](https://www.businessworld.in/article/Corporate-Entrepreneurship-Enabling-Students-To-Climb-The-Staircase-To-An-Entrepreneurial-Journey/2020-09-21)

[Onward & upward - The Hindu](https://www.thehindu.com/news/national/onward-and-upward/article17444441.ece)

SILICON INDIA

The Changing Role of College Festivals - A Tool for Practical Learning

With over two decades of experience, Dr. Adya is a well-known researcher who brings with her rich practical experience from the corporate world.

Changing Education
Educational changes are often associated with new learning approaches the learning process. We believe that they reach or maybe even the disciplinary side of teaching. But education is not just limited to these aspects and educational institutions are going beyond classroom teaching and are incorporating the methods to reach real life skills.

By Dr. Adya Sharma, Director, SCMS, Pune

[The-Hindu.pdf \(scmspune.ac.in\)](https://www.thehindu.com/news/national/onward-and-upward/article17444441.ece)

ANI

SCMS Pune ensuring students' safety and continuous learning during COVID-19 pandemic

ANI | Updated: Sep 24, 2020 12:47 PM

The article discusses the measures taken by SCMS Pune to ensure the safety and continuous learning of its students during the COVID-19 pandemic.

[The Changing Role of College Festivals - A Tool for Practical Learning \(siliconindia.com\)](https://www.siliconindia.com/2020/09/21/the-changing-role-of-college-festivals-a-tool-for-practical-learning/)

[SCMS Pune ensuring students' safety and continuous learning during COVID-19 pandemic \(aninews.in\)](https://www.aninews.in/news-story/2020-09-24-1247pm-scms-pune-ensuring-students-safety-and-continuous-learning-during-covid-19-pandemic)

Media Visibility



[Why undergraduate courses need to teach much-needed skills to help graduates get jobs - Education Today News \(indiatoday.in\)](https://www.indiatoday.in/news-education/story/why-undergraduate-courses-need-to-teach-much-needed-skills-to-help-graduates-get-jobs-1486483)

[Principal Speak: SCMS has its Coil around the MOOC | Hindustan Times](https://www.hindustantimes.com/pune/principal-speak-scms-has-its-coil-around-the-mooc-101686483.html)



Dr. Adya Sharma was invited as one of the speakers in a webinar today by Business World on 2nd September 2020.

Topic: BW Education Presents Wednesday Wisdom - "The Future Business Schools- What Will It Be?" in Association with BW Business world.

This was a live telecast on the Facebook page of Business World.

https://m.facebook.com/BWEducate/videos/3226485297432260/?refsrc=https%3A%2F%2Fm.facebook.com%2Fwatch%2F&_rdr

CP HR Services Pvt. Ltd. BOOK LAUNCH EVENT

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Author: Mohammed Bawaji, MD, CP HR Services Pvt. Ltd.

Chief Guest: Prof. Pravin Bhat, MD, Director, Pimpri Chinchwad Education Trust, Pimpri, Maharashtra

Guest of Honor: Dr. Anand Kulkarni, Chairman, Board of Directors, Pimpri Chinchwad Education Trust, Pimpri, Maharashtra

Esteemed Dignitary and Panelists: Dr. Anand Kulkarni, Chairman, Board of Directors, Pimpri Chinchwad Education Trust, Pimpri, Maharashtra; Dr. Adya Sharma, Director, SCMS, Pune; Dr. Subir Patil, Director, SCMS, Pune

27 JUNE 2020 5:30 PM

About the book: This book is a must-read for all who are involved in HR processes. It is a comprehensive guide to HR processes. It is a must-read for all who are involved in HR processes. It is a comprehensive guide to HR processes.

Book Launch Webinar Registration: <https://bit.ly/2Nt5Kyx>

Dr. Adya Sharma was invited as Esteemed Dignitary and Panelist for the **Book Launch Webinar** by CP HR Pvt Ltd on 27 June 2020. The title of the book is 'Transformational HR beyond Processes' authored by Mr. Mohammad Bawaji, MD CP HR Pvt Ltd. The same was covered in yahoo.com news.

The URL to the article:
https://in.news.yahoo.com/e-book-titled-transformational-hr-beyond-processes-launched-124244598.html?soc_src=community&soc_trk=wa



A big thanks to the dedicated faculty and staff of SCMS. The well qualified faculty of SCMS kept themselves updated by completing various courses and degrees. They continued to share knowledge outside the classroom through management and faculty development programmes. Our faculty also contributed by publishing articles and case studies in reputed journals.

The SCMS journal is available on: <https://www.scmspune.ac.in/journal/>

Connect with SCMS at:

Do visit our Institute's pages on different Social media platforms. We would be happy to hear from you.

Our website: <https://www.scmspune.ac.in/>

Our Facebook Page: <https://www.facebook.com/scmspuneofficial>

Our Instagram page: <https://www.instagram.com/SCMSPUNEOFFICIAL/>

Our Youtube Channel
<https://www.youtube.com/channel/UCwyTLn3STgvrdrHQYBARGhA>

Our Linkedin page:
<https://www.linkedin.com/school/symbiosis-centre-for-management-studies-pune/>

