



ASTUTE

NEWS LETTER, Oct. 2020 (16-31)

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Foundation Day Celebration



SaiBalaji Group of Institutes celebrated its 16th Foundation Day on Oct 26th 2020 virtually. SBES completed 21 years of glorious success and emerged as a major brand in the field of management education and development. This was a moment of pride and honour for the group and to celebrate the grand success with the entire SBES family.

The program witnesses the presence of Prof. Manish R. Mundada, Founder President SBES, Mr. S. Shrinivasan, Vice President SBES, Prof. Nirupama Mundada Founder Secretary SBES, Mr. D.M. Phadtare, Governing Council Member SBES, Mrs. Ramma Shivkumar, Academic Council member, Dr. Tripti Sahu, Director IIMS, Dr. Dhananjay Bagul Director SBIIMS, Dr. Anand Deshmukh, Director IIMHRD, Dr. Nalini Dixit, Principal RBMCACS, Mrs.

Lily Roy Principal SaiBailaji Public School, all the faculty and staff of SBES and students.

The program started with Saraswati Vandana, followed by welcome address by Dr. Ananad Deshmukh. All governing council and academic council members were felicitated with a virtual memento. On the occasion, Mr. Prashant Madhukar Kolhe, a student of SBIIMS, launched his Online Education Portal, LONAR Education. The budding entrepreneur took the blessings of all and launched the app with the auspicious hands of Prof. Manish R. Mundada.

SBES always recognizes all its alumni for their unconditional love and support. The alumni who chose the path of entrepreneurship and started their own venture and glorying the name and brand of the institution to the international level were awarded for their outstanding achievement. Awards were given to following alumnus

- 1. From Batch 2006-08 –Mr. Akshat Gupta-** He is working as Chief Manager ZM, Times Internet
- 2. From same batch i.e 2006-08 – Ms Neha Sakuja-**She is working as Senior Financial Advisor, ICICI Securities PWM
- 3. Batch 2007-09 – Mr. Puneet Gulati-** Currently working as Senior Manager. Sales and Distribution(East UP) The Hersheys Company
- 4. From Batch 2008-10- Mr. Ajay Dwivedi-** He is working as HR Specialist, MAHLE Engineering Services India Pvt Ltd
- 5. Batch 2009-11 – We have Akhilesh Yadav**
- 6. From Batch 2010-12 -Devansh Agarwal-** He is working as Sr. Manager Zimyo
- 7. From Batch 2011-13 – We have with us Ashish Jain-**Branch Head and

Assistant VP 2, IndusInd Bank

8. **Batch 2012-14** - Ferhan Ahmed
9. **We have another alumnus from Batch 2012-14**- Mayur Panth -Etihad Airways, Dubai
10. **From Batch 2013-15- Mr. Anirudh Patil** –He is a successful Entrepreneur,Founder and CEO, EV Update Media
11. **Batch 2014-16**- Maitrey Tahmankar- Barclays Bank PLC as BA 2 for DFX Confirmation Team.
12. **Batch 2014-16** - P. Vanaja- she is working as Sales Consultant, Fixperts Dubai
13. **We have with us Mr. Aman Arora from Barch 2015-17** –**He is working as a Senior Private Jet Consultant, Air Charter Service**
14. **From Batch 2015-17** -Anurag Choubey -Area Sales Executive, Mondelez India Foods Pvt Ltd
15. **We have another alumnus from Batch 2015-17**- Revati Yankie - Distribution Team Lead, Hindustan Coca Cola Beverages Pvt Ltd
16. **From Batch 2016-18** – **Entrepreneur Govinda Sharma** - Business Head, Genius Array Education
17. **Batch 2016-18**- Sarabjeet Kaur- She is working in OYO
18. **From Batch 2017-19**- Prason Gupta-Sales Officer, Mondelez India Foods Pvt Ltd
19. **We have one more alumnus with us from Batch 2017-19**-Shrirang Ambulkar-Assistant Sales Executive- Haldiram and Budding Entrepreneur

Towards the end Prof. Manish R. Mundada, Founder President addressed the gathering and expressed the gratitude to all involved in the journey of 15 years. The vote of thanks was presented by Dr. Vijay Nimbalkar, Registra, IIMS. Later students presented their colourful cultural performances on online platform.

Use of Gamification at Workplace

Gamification is the application of game elements in a non-game context for instance, the workplace. It is commonly used as a marketing technique to boost customer loyalty and increase customer engagement. At work, gamification can be used to enhance employee engagement and we see many game elements at workplace for example employee training and e-learning. Some of the most common and traditional gamification features people encounter in the workplace include:

- Value
- Badges
- Physical rewards

Why it is used & How does it Works?

Gamification is used to attract the attention of job seekers and rise fascination for a job opening. Firms are actively changing their recruitment processes into digitally supported alternatives, which analyses the future job performance of the candidate. It exercises the techniques related to behavior, motivation, performance improvement etc in social and traditional game environments. The program actually looks like loyalty program which needed to be competed for achieving business goals. These can be in the form of interactive games or business processes.

Coca-Cola's on-boarding process has been completely gamified. There is chatbot in which every morning a popup question comes on each employees portal which they have to answer and by looking at these answers the firm gets to know about

the mood of the employee. Gamification also aids to increase engagement inside organization.

The organization should analyse the following before implementing gamification in their processes.

- **Strategise Gamification:** Understand the specific company oriented objectives that are to be achieved through gamification.
- **Motivating factor:** Understanding what motivates employees and their needs, as gamification is only 25% while the rest 75% depends on understanding the psychological needs of the employee.
- **Finding the emotional connect with the employees:** To do more than providing badges and physical rewards to employees , gamification helps engage employees emotionally and feel more attached to the organisation.

Gamification in the workplace has the ability to make work more fun. It can have a positive impact on employees motivation, engagement and even happiness.

“ Life is a game they say so let’s try and make the workplace look like one a little more with help of gamification ”

Anshu Jha (Batch 2020-22)

Section: A, IIMS

Mesmerizing Destination, Beautiful Path

Now this sounds pleasing..... isn't it?

Actually it is what it sounds, A Mesmerizing Destination is all about the beautiful path. Path makes the destination beautiful. I know it sounds strange because we always see people struggling to get their goals...but let me remind you do we get anything for free? No..... Right!

Even we have to breathe out first to breathe in. So how can we assume that we will get our dream destination for free.... It is the dream which we see all day it doesn't matter either our eyes are close or not it constantly runs in our mind so it's obvious that it will cost something in return..... will not costs us penny but it will costs our energy after all making our dream castle the amount that costs is our motivation. No one is always there to motivate us so we should have the capability to motivate ourselves because nobody can play this role better than us.



And if we talk about our beautiful path, no path is laid with flowers in every point we will get thorns which comes in the face of distraction, frustration and many more but we should not waste our energy there instead we have to save our energy and spend there where the it is worth spending.

The struggle is everywhere, without struggle there is no fun in living because we never understand the value of anything which comes for free. The oxygen which we get for free all day we will not understand its value.....but its value is understood by the person who is on ventilator whose family is paying amount for the oxygen support just to make him live they know the value of oxygen

Look I told you..... nothing comes for free. So cherish every moment which we are getting even the struggling path.

A path is a bridge that heads towards our destination while crossing that bridge we should live our life to the fullest So from now whenever we lose confidence or got extremely frustrated we should only close our eyes and think of that destination, that dream of ours which is so mesmerizing. It is there....only a step away only a bridge we have to cross then see we will follow that dream with full enthusiasm and double motivation and yes with full of life because this time will never come back. We should make the path so beautiful, so memorable with our energy that whenever we look back in future we can only say that “ Mesmerizing Destination is all about the beautiful path.

So for this we have to start today because...

**"The Right time is never in the
future
It is now".**

Aanchal Thakur (Batch 2020-22)

Section- B IIMS

Congratulations!!!

- Dr. Shraddha Kulkarni and Dr. Lokesh Arora for getting their research paper titled **“A Peer into Dinshaw’s Evolution as a Brand from Inception to Millennial Era: Product Quality, Innovation & Presentation”** published in scopus listed journal, Test Engineering and Management
- Dr. Geetanjali Srivastava for getting her research paper titled **“Yes Job pressure causes Burnout”** published in scopus listed journal, Test Engineering and Management
- Dr. Geetanjali Shrivastava Prof, Ekta Joshi for getting their research paper titled **“Sequencing Amid Covid-19 Pendency”** published in scopus listed journal, Test Engineering and Management
- Dr. Tripti Sahu, Dr. Nitin Ranjan and Dr. Lokesh for getting their case study titled **“Will Mahindra Be the first Choice of Consumer?”** published in UGC Care listed Journal Shodh Sarita
- Dr. Geetanjali Shrivastava for getting her research paper titled **“Strategic Leadership of MRSCPS, A Real Feather in Cap”** published in UGC Care listed Journal Shodh Sarita
- Dr. Tripti Sahu, and Dr. Lokesh Arora for getting their research paper

titled “A study of factors influencing digital marketing adoption by SMEs in India” published in UGC Care listed Journal Shodh Sarita

- Dr. Lokesh Arora for getting her research paper titled “From Birth to Boom: A study on journey of Xiaomi in India” published in UGC Care listed Journal Shodh Sarita

Student’s Placement

S. No.	Name of Student	Specialisation	Company	Date
1	Mr.Abhishek Sahoo	Marketing	NoBroker.com	19/10/20
2	Mr.Swapnil Pol	Marketing	Kolte Patil	23/10/20
3	Mr.Ashish Patil	Marketing	Kolte Patil	23/10/20
4	Mr.Dnyaneshwar Gadekar	Marketing	Kolte Patil	23/10/20
5	Ms.Pragati More	Marketing	Kolte Patil	23/10/20

Dr. Tripti Sahu

Head

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