



SYMBIOSIS INTERNATIONAL UNIVERSITY

CORPORATE BROCHURE MBA 2023



RANKINGS

1ST

Best Private B-School across India in Placement Strategies & Support (IIRF ranking 2023)

1ST

Best Private B-School in Maharashtra (CSR-GHRDC B-School Survey 2022)

2ND

Best Private B-School across India in Placement and ROI (Fortune India 2022)

3RD

Best Post Graduate Data Science Program in India (Analytics India Magazine 2022)

15TH

Best B-School in India (Business Today 2023)

OVERVIEW



For over three decades, the placement process at the Symbiosis Centre for Management and Human Resource Development (SCMHRD) has been a critical factor in establishing its reputation as a premier management education institute. The institute is known for its participant-centric pedagogy and diverse offerings in Human Resources, Finance, Sales & Marketing, Business Analytics and Infrastructure Development and Management. This unique approach to education brings together a broad and varied mix of skills, nurturing world-class leaders who can make a meaningful impact in their respective fields.

This year's final placements season has been a grand success, with all students securing placements and more than 112 recruiters participating. The institute saw the engagement of both legacy and new recruiters, offering coveted roles across various industries and sectors to SCMHRD students. The institute's commitment to maintaining solid partnerships with recruiters is evident in its efforts to foster seamless corporate-academic collaboration.

Several key factors contributed to the phenomenal results and growth achieved by SCMHRD. The highly revered faculty members possess a wealth of knowledge and expertise in their respective fields and the meticulously designed curriculum provides students with the necessary skills and knowledge to succeed in their chosen career's attributes to this success. Additionally, the institute has a strong network of alumni who remain connected to the institute and support the current generation of students.

SCMHRD remains committed to empowering its students to make a striking impact in all walks of life and business. The institute understands the importance of providing a well-rounded education and its graduates are known for their ability to excel in various domains, both locally and globally. With a focus on innovation and continuous improvement, SCMHRD remains at the forefront of management education and training. Its Final Placement process serves as a testament to its commitment to excellence.



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PLACEMENTS TALKS

- Summer Placement Talks
First week of September
- Final Placement Talks
Second Week of November

MESSAGE FROM LEADERSHIP



Year after year, SCMHRD continues to grow and receive accolades for its exceptional performance in both academic and corporate spheres. The summer placement season for the batch of 2022-24 saw phenomenal success. The institute received many commendations in corporate engagement activities and competitions conducted by esteemed organizations. We are incredibly delighted and grateful to be able to share these fantastic results owing to the unwavering trust our recruiters have shown in the SCMHRD brand. We extend our sincere gratitude to our legacy and old recruiters for their support and confidence in the grit of our students, our distinguished faculty for imparting knowledge and guidance, and alums for being a constant source of inspiration, enabling SCMHRD to be the premier management institute of choice.

Dr. Netra Neelam

Director, SCMHRD



From an online system last year to moving offline was a complete shift that saw many challenges and the institute adapting to the ever-changing times. We sincerely thank all our esteemed recruiters for recognizing the hard work and potential of the students. We also extend our heartfelt appreciation to all our alums who helped and guided the students enabling them to grab these exceptional opportunities.

We will take the SCMHRD brand to newer heights with unwavering spirits and carry our legacy for years to come.

Dr. K. Rajagopal

Deputy Director
Placements Head, SCMHRD

OUR ILLUSTRIOUS ALUMNI

HUMAN RESOURCES



Kalpana Mudaliar
Dy General Manager
SBI
1998-2000



Shweta Roy Mohanty
Head of HR-VP
SAP
1999-2001



Bani Kaur
Staffing Operations
Manager, APAC
Google
2000-2002



Ruchir Jhingran
VP & HR Head
ITC
2002-2004



Ratika Rastogi
Vice President and
Head of C&B - APAC
Northern Trust Corporation
2002-2004



Divya Sharma
Partner
EY
2003-2005



Anshu Garg
Executive Director HR
JPMC
2003-2005



Ashima Dayal
Associate Vice President HR
Dentsu International
2003-2005



Amulya Jamwal
National Head- HR
Bajaj Finserv
2004-2006



Anshu Mordia
Country HR Leader
FCM Travel
2004-2006



Sriram Rajaram
Senior Director-
Total Rewards
Qualcomm
2005-2007



Siddharth Kalel
Associate VP - HR
InfoEdge India Ltd
2008-2010



Jagannath Podder
Vice President
Deutsche Bank
2010-2011



Shreyas Haridas
HR- South Asia,
Middle East & Africa
Spotify
2010-2012



Somdutta Brahma
Senior HRBP
Amazon
2011-2013



Archisman Roy
Vice President - HR
PharmEasy
2012-2014



Ishita Sahni
Assistant Vice President
Genpact
2012-2014



Vimal Bakshi
Director- HR
Cipla
2012-2014



Ankita Agrawal
Global HR Project Manager
Philips
2012-2014



Divya Jha
Lead- HO, HRBP,
Talent Acquisition
Godrej group
2013-2015



Vratika Mittal
Senior manager HR
Perfetti Van Melle
2014-2016



Nirjhari Kher
Senior Manager Leadership
Development & TM
Titan
2015-2017



Pratyush Poddar
Deputy General Manager
Airtel
2015-2017



Amala P
Senior Consultant
AON Consulting
2016-2018



Parminder Kaur
Senior Analyst- Talent Acq
Deloitte
2016-2018

OUR ILLUSTRIOUS ALUMNI

SALES & MARKETING



Vishwanath Ramaswamy
VP - Technology Leader
IBM
1995-1997



Sharatee Ghosh
Executive Vice President
Kotak Mahindra Bank
1997-1999



Shobhit Roy
Head- CRM
Godrej & Boyce
1998-2000



Anil Gautam
Business Head -
Wipro Unza Africa & Overseas
Wipro
2000-2002



Vivek Dikshit
Senior Vice President -
Head Analytics
TATA Play
2003-2005



Abhishek Dube
Regional Manager
Tata Motors
2003-2005



Anish Basu Roy
Co-founder
TagZ Foods
2004-2006



Chetan Salunkhe
Director
Bank of Singapore
2004-2006



Aditya Prakash Sharma
Business Head for
Proptech Frontier
OVO
2006-2008



Shekhar Bansal
Associate Director
KPMG
2006-2008



Swati Paliwal
Digital Strategy & Consulting
Disney Hotstar
2009-2011



Kannan Dhananjay
Group Manager
& Global Head
UST Global
2010-2012



Harshad Danke
Associate Director
UBS
2010-2012



Harshdeep Singh
Category Manager
Mondelez International
2010-2012



Advait Patki
Associate Director
Program Management
Media.net
2010-2012



Sreekumar Subramanian
Group Product Head
Parachute Advanced
Hair Oils
Marico
2010-2012



Amit Baxi
Associate Sales Director
Johnson & Johnson
2010-2012



Khusboo Yadav(Nehru)
Senior Brand Manager
Sunsilk
HUL
2010-2012



Mohit Sudan
General Manager
Marketing
Hershey India
2010-2012



Lalit Kumar Gandhi
Marketing and
Brand Strategy
Coca Cola Company
2010-2012



Savio Cerejo
Senior Manager
-Content Marketing
Prime Video
Amazon-Prime
2010-2012



Aditi Gupta
Sr. Marketing Manager
- Merchant Offer Strategy
American Express
2010-2012



Abhijeet Kumar
E-Commerce
Marketing Manager
Whirlpool
2011-2013



Aditya Ranade
Senior Business
Development Manager
Philips
2011-2013



Aditi Sharma
Senior - Category Manager
Flipkart
2013-2015

OUR ILLUSTRIOUS ALUMNI

FINANCE



Puneet Jagatramka
Executive Vice President
JSW
1994-1996



Archana Naidu
Head of Strategy,
Governance and Business
Architecture
Citi Bank
1994-1996



Rakesh Arya
Chief Credit Officer
Yes Bank
1995-1997



Akshay Sapru
Country Head -
Affluent Banking and
Liabilities Product Management
Yes Bank
1998-2000



Aneesh Khanna
Executive Vice President
HDFC Life
1998-2000



Rajesh Thakur
Co-Head
Global Transaction Bank,
India & Fintech/ Platform
Coverage - India & ASEAN
Deutsche Bank
1999-2001



Rohan Deshpande
Executive Vice President
Kotak Mahindra Bank
2001-2003



Ruchira Singh
Principal
Kearney
2001-2003



Shamit Mukherjee
Partner-
Business Consulting
KPMG
2002-2004



Vyom Krishna
Partner
EY
2003-2005



Anup Dhanuka
Country Head-
Financial Market Sales
(SCME & Retail)
Yes Bank
2005-2007



Priyanka Arora
Assistant Vice President
Max life Insurance
Company
2005-2007



Akhil Aggarwal
Associate Director
Crisil
2005-2007



Saurav Basu
Associate Director
Accenture
2005-2007



Harsh Misra
Associate Director
Deloitte
2008-2010



Shreya Ghorawat
Director
Strat&Prog Delivery
CZ, SK & HU
Philip Morris International
2009-2011



Kishor Shivtarkar
Assistant
Vice President
TransUnion CIBIL Limited
2010-2012



Rishabh Baid
Vice President
State Bank of Mauritius
2010-2012



Sumit Dawra
Investment Director
Edelweiss Financial Services
2010-2012



Amrita Patnaik
Assistant Vice President
DBS Bank
2010-2012



Rishi Shah
Executive Director
Morgan Stanley
2011-2013



Akshay Narang
Assistant Vice President -
Equity Research
HSBC
2011-2013



Rohan Randeria
Vice President
Investment Banking
Goldman Sachs
2011-2013



Harshal Patkar
Head of Credit-NBFC
& Start up lending AU
Small Finance Bank
2011-2013

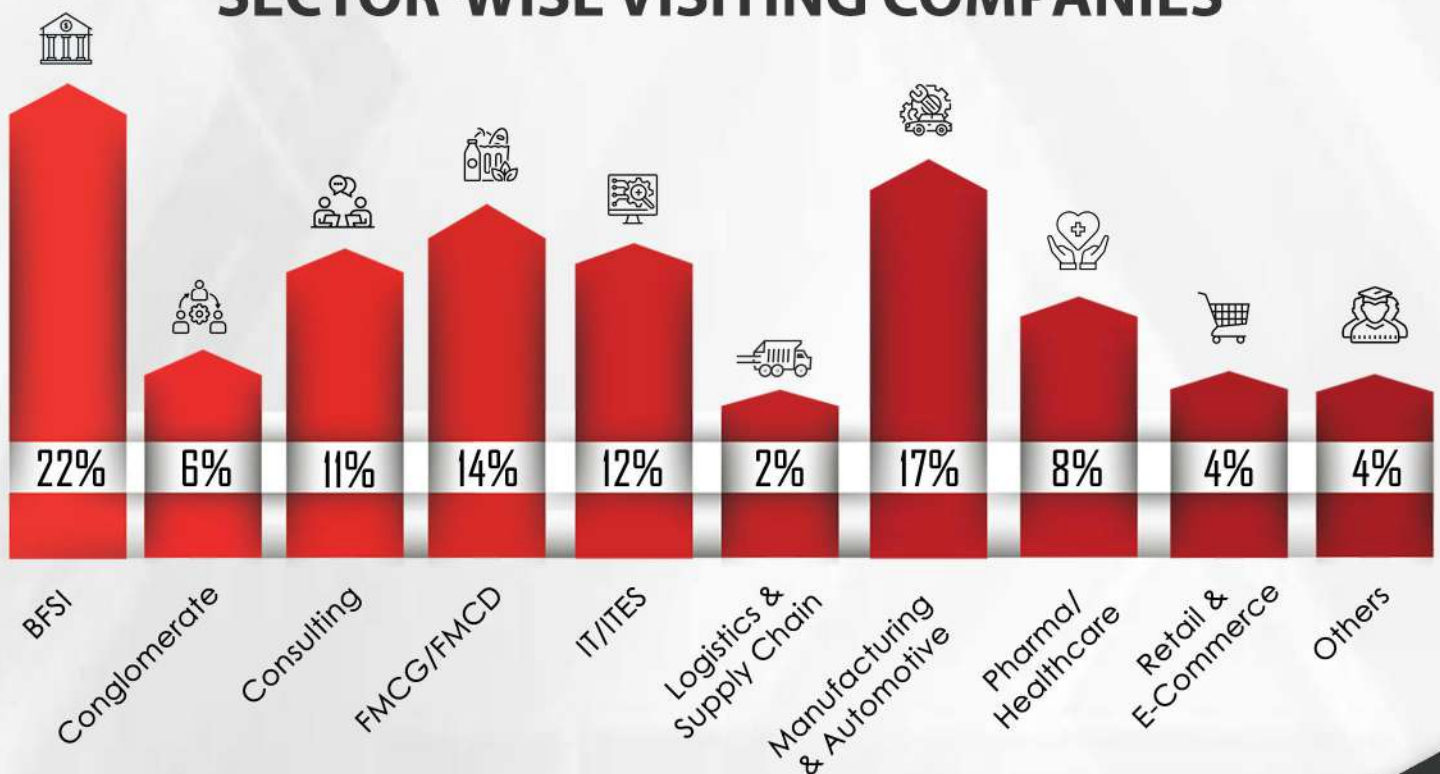


Deepak Mahajani
Vice President
Credit Suisse
Ex-MBA
2010-13

FINAL PLACEMENT RECORDS 2021-23



SECTOR-WISE VISITING COMPANIES



SUMMER PLACEMENT RECORDS 2022-24



 Human Resources	Highest 4.40L	Average 2.54L	Median 2.40L
 Sales & Marketing	Highest 3.20L	Average 2.67L	Median 2.40L
 Finance	Highest 2.40L	Average 2.35L	Median 2.30L

*Figures in INR Lakhs for 2 months

BATCH PROFILE 2022-24

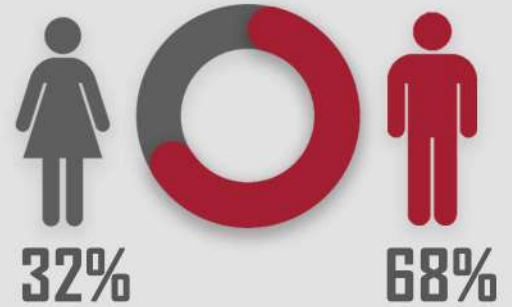
AVERAGE AGE



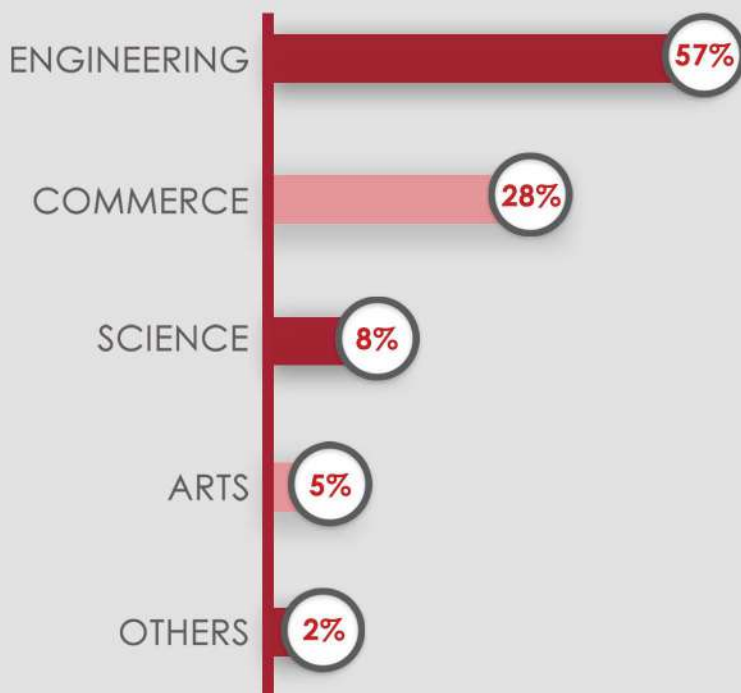
AVERAGE WORK EXPERIENCE



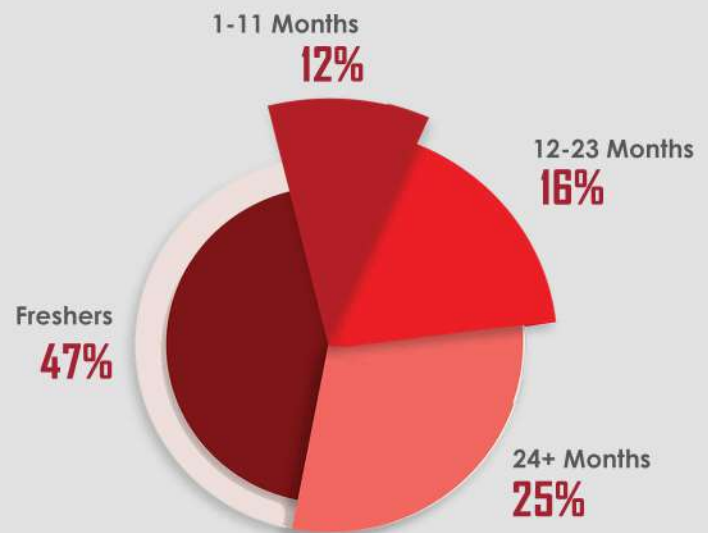
GENDER DIVERSITY



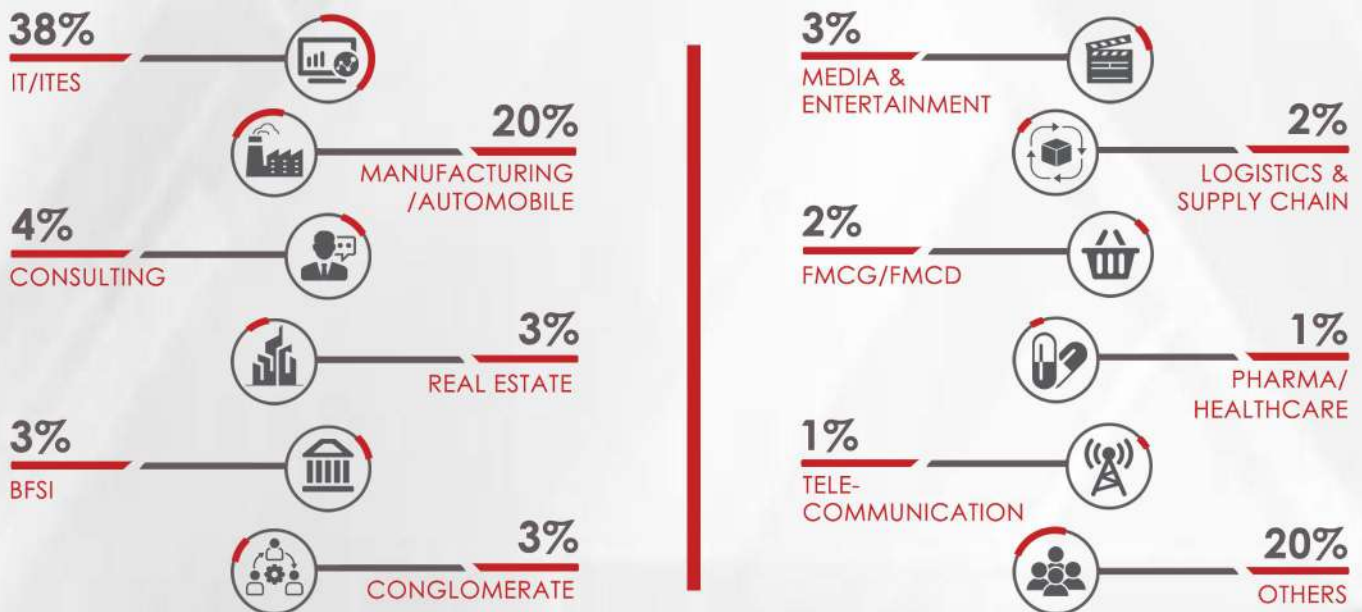
ACADEMIC BACKGROUND



WORK EXPERIENCE DURATION



WORK EXPERIENCE BACKGROUND



OUR ESTEEMED RECRUITERS

_VOIS

360
ONE

ABInBev

accenture

ADITYA BIRLA
CAPITAL

ADITYA BIRLA
FASHION & RETAIL

Adobe

ALIENS
GROUP
"INTELLIGENT LIVING"

amazon



Amrop

AON

AU
AU SMALL
FINANCE
BANK
A SCHEDULED COMMERCIAL BANK

AVERY
DENNISON

AXIS BANK



BAIN & COMPANY



BAJAJ

Bandhan
Bank

BARCLAYS

BOSCH

Boston
Scientific

Capgemini

Cipla

CISCO

citi

cognizant

Cosmo First
Ahead Always

DANONE
ONE PLANET. ONE HEALTH

DBS

DCM SHRIRAM
Growing with trust

DIAGEO

ECOLAB

elasticrun

EULER

everest

EXL

EY

FedEx

fibe

Flipkart

Fullerton
India
Rishta Sammaan Ka



GAIL (India) Limited

genpact

Godrej

ADITYA BIRLA
GRASIM

GSK

HashedIn
by Deloitte

HCLTech

HDFC BANK

HEXWARE

HILTI



Hindustan Unilever Limited

Honeywell

HONO.

HSBC

IBM

OUR ESTEEMED RECRUITERS

IBM Consulting



HUMAN RESOURCES

ABOUT

- The Flagship program of SCMHRD, MBA in Human Resources, through its case-based pedagogy including cases from Harvard Business Review, case competitions and exposure to Industry Live Projects has a legacy of producing HR leaders across industries.

KEY COURSES

- Talent Acquisition and Management
- Economics of Human Resources
- Industrial Relations
- Performance Management Systems
- Compensation and Rewards Management
- HR Analytics
- Leadership and Capacity Building
- Organizational Development and Change Management

JOB ROLES OFFERED

- Consultant
- Management Trainee
- Senior Human Resource Business Partner
- Senior Manager
- Talent Consulting Analyst
- Rewards Consultant
- Principal Analyst
- Campus Specialist

SALES & MARKETING

ABOUT

- MBA in Sales & Marketing focuses on providing comprehensive understanding of theoretical and practical aspects of marketing through in class case studies, live projects and business simulations.
- In addition to the conventional Sales & Marketing roles, MBA in sales & marketing at SCMHRD aims at producing quality talent in domains of Product Management, Program Management, Brand Management, strategy and growth Management.

KEY COURSES

- Market Simulation
- Sales Force & Channel Management
- Digital Marketing
- Brand Management
- Consumer Behaviour
- Sustainable Marketing

JOB ROLES OFFERED

- Marketing Manager
- Area Sales Manager
- Product Manager
- Category Manager
- Strategy Consultant
- Global Sales Specialist
- Management Associate

FINANCE

ABOUT

- With an 80% alignment to the CFA curriculum, an MBA in Finance at SCMHRD focuses on building a concrete understanding of investment banking, corporate finance, risk management, asset management, mergers and acquisitions, financial markets and derivative markets.
- The Bloomberg equipped labs at SCMHRD ensure that the students have a hands on experience with Financial data to conduct in-depth market research, analyse financial instruments and stay updated to ongoing market trends enhancing their ability to make informed investment decisions.

KEY COURSES

- Financial Modelling
- Corporate Finance
- Derivatives & Fixed Income
- Financial Risk Management
- Advanced Technical Analysis
- Mergers & Acquisitions

JOB ROLES OFFERED

- Credit Analyst
- Risk Manager
- Liabilities Product Manager
- Product Manager: Equities
- Credit Strategy Analyst
- Wealth Management Risk Analyst

LIVE PROJECTS



COMMITTEES AT SCMHRD



CORPORATE RELATIONS TEAM

The Corporate Relations Committee at Symbiosis Centre for Management and Human Resource Development (SCMHRD) is a student driven body, which under the guidance of Placement Cell Chairman Dr. K. Rajagopal Sir is responsible for the holistic development of students' careers and establishment of strong and sustainable corporate relations. We aim to increase corporate engagements through various platforms such as guest lectures, corporate interactions, and numerous other confluences. Anchored in the values of collaboration, cohesion, and teamwork, the Placement Committee works harmoniously towards a shared objective—to serve the greater good of our batch and unleash the true potential of each student. The main events of our committee are: **Final Placement Season, Summer Placement Season, Atheneum and HR E-Conclave.**



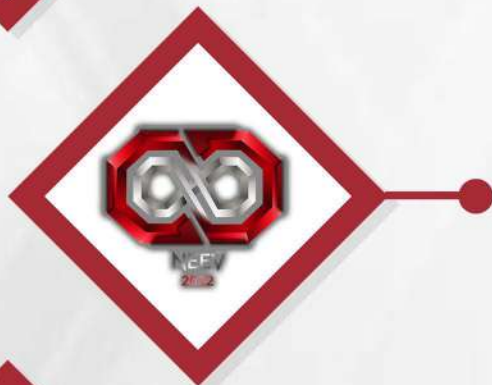
ADMISSIONS AND PR COMMITTEE

The Admissions and PR committee is a bridge between the aspirants and the college. Each year, the committee helps thousands of students achieve their dream of pursuing an MBA through SCMHRD through a variety of online and offline initiatives, as well as a smooth admissions process. The committee also works to maintain a positive public image for the college through nationwide outreach programs, print media, and social media. The main events include **Aspirant Outreach Drive**-for SNAP and SCMHRD registrations, **SCMHRD Zeal-A** national-level quiz and case study competition, **Stratagem-** Case study competition and **MBA Jam**



ALUMNI RELATIONS TEAM

The primary objective of the Alumni Relations Team is to maintain a strong network established with more than 6700 esteemed alumni working across diverse industries and sectors with various initiatives and events conducted throughout the year. Our prime motive is to increase Alumni outreach and bridge the gap between industry and academia through constant engagement between students and alumni. The various initiatives conducted are **Footprints** : Hosting city meets in major cities, **Alumni Connect Drives**: Connecting with Alumni, **Homecoming**: Alumni across different batches stay on the college campus for 2 days, and **Alumni in Spotlight**: Featuring Alumni reaching new heights regularly on social media platforms



NEEV

NEEV stands tall as India's third-largest B-school festival, spanning across three dynamic days. With a fusion of cultural and business activities, it draws enthusiastic participation from the country's top MBA colleges. It's not just an event, it's an eagerly awaited annual experience cherished by all who attend. NEEV hosts 35+ diverse events, featuring prominent highlights such as the **Theme Launch, Augustus, Atlantis Diaries**, and an electrifying **Celebrity Night**.



MEDIA AND PR CELL

Media and Public Relations Cell manages the college's brand identity and serves as the pillar to uphold the college's brand image. With state-of-the-art equipment to capture memorable moments, they **handle public relations** for internal and external events, **collaborate with other committees** for **event coverage**, and **promote content** on social media platforms. The MPR team **generates content** for key college activities, oversees digital marketing efforts, and serves as a consulting body to **maintain SCMHRD's brand image**. They also **document college interactions** with corporates and alumni, sharing them on various social media channels to bridge academia-industry gaps.

COMMITTEES AT SCMHRD



MANAGEMENT COMMITTEE

The Management Committee is deeply committed to enriching the MBA experience for students through a range of strategic initiatives aimed at fostering leadership, honing managerial capabilities, and refining business acumen. These initiatives include **Yashasvi** - The annual management conclave of SCMHRD, **A.C.E.** (Aspire-Conquer-Excel) for Seniors & Juniors, **S.A.P** (Summer Apprentice Program), and **A.C.E. The Case**. This comprehensive approach ensures students have a well-rounded and transformative educational journey.



SAMATVA

Institute Social Responsibility cell, SAMATVA, believes in equal consideration for all and strives to bring a change in people's lives. Founded in 2008 as Prayatna, our ISR cell has grown from catering to a few underprivileged students to now collaborating with Corporates and NGOs to engage in social responsibility events and raising awareness about social issues. As a team, our focus is on helping those who are not as resourceful and privileged as we are. We try to do our bit and support the dreams of a few, aiding them in their journeys. Major events include **Inspirit Kids**, **Joy of Giving**, **Vrikshak** and **Mental Health Week**



ENTREPRENEURSHIP AND CONSULTING CELL

The Entrepreneurship And Consulting Cell at SCMHRD is responsible for facilitating entrepreneurship and consulting skills and knowledge to the students. With keynote speeches from accomplished professionals, engaging panel discussions on diverse topics, and interactive workshops on essential skills such as business plan writing, investor pitching, and team management, students are provided guidance and are mentored by the E-CON Cell to participate and are helped to showcase their business, strategic and consulting ideas and win in these contests in and outside the campus. The ECON Cell at SCMHRD provides a platform to embark on a journey of innovation, empowerment, and limitless possibilities for your future in the world of business and consulting. The main events include **Paramarsh**, **Inspiro**, **Stratomania** and **Consulting Casebook Launch**



SCOPE (SUPPLY CHAIN AND OPERATIONS CLUB)

SCOPE organizes its annual flagship corporate event, **Corporate Excellence Awards (CEA)**, which offers an award-winning platform for corporates to display their industry-related projects. **Aarohan** is a yearly magazine the committee publishes with projects presented in CEA. **Saksham**, A National level case study event for all B-school students in India. **Ops Dairies**, A guest lecture series conducted for students in the Operations and supply chain domains.



GUEST LECTURE TEAM

The Guest Lecture Team brings the corporate frontier to SCMHRD and provides the opportunity for the students to learn directly from the stalwarts of the industry. The valuable insights from the guest lectures complement classroom learning and help in making the student learn about the practical implementation of traditional learning at SCMHRD. The Guest Lecture Team brings eminent personalities and industry experts, for interactive sessions with students in order to bridge the gap between academia and industry. The Guest Lecture Team hosts a number of eminent leaders from the industry through their year round events like **Odyssey** - A Confluence of Thoughts, **Marketing Conclave**, **Nitishastra**, **Arthashastra** and year long Leadership talk series, **Nexus** - The Province of Knowledge.

COMMITTEES AT SCMHRD



SPORTS COMMITTEE

SCMHRD Sports Committee is the pride and backbone of athletic excellence, an integral part of the collegiate experience. It offers students the opportunity to showcase their athletic abilities, pursue their passion for sports, and contribute to the pride and spirit of their institution. Whether on the field, court, track, or in the pool, SCMHRD Sports teams epitomize the pursuit of excellence, embodying the values of sportsmanship, determination, and the pursuit of athletic achievement. We plan and conduct inter and intra-college sports for SCMHRD students. The main events include **SPL (Symbiosis Premier League) Auction, War of Divisions, Futsal competition, Match Screenings**



ANALYTICS CLUB

The SCMHRD Analytics Club is a student body started in 2015 to bridge the gap between industry and academia and impart knowledge of analytics and its business implications to the student community. The club organizes four major events every year, viz., **E-Conclave**: Guest Lectures Series, **Colloquium**: Annual Analytics Panel Discussion, **Fidlatica**: Analytics Quiz and Case Study Competition and **Avenir**: Annual Conference Event, **Analytics lens**



CULTURAL COMMITTEE

A culmination of music, dance, and dramatics, the Cultural Committee aims to build a bit of reverberation, unison, and action into academic rigor. To increase the festive spirit among the students and faculty members and bring them together with a sense of unity and positivity, the Cultural Committee also takes measures to commemorate festivals throughout the year. The main events of the cultural committee are **Ganesh Chaturthi, Onam, Lohri and Open mic**



INFRASTRUCTURE COMMITTEE

The Infrastructure Committee at SCMHRD conducts and manages events aimed to augment the corporate visibility of the Infrastructure Development and Management batch. The committee's flagship event is **InfraBlaze**, an annual summit that brings together industry leaders, academicians, bureaucrats, and students to discuss the latest trends and challenges in the sectors of Supply Chain, Infrastructure and related domains. Infrastructure Committee also organizes **LEAdx**, an industry-academia symposium that provides students with an opportunity to learn from and network with industry experts. The committee also manages and organizes government interactions, and site visits. Our Main Events are **InfraBlaze, LEAdx, i-Emergence and InFocus - Internship in Focus**

KEY EVENTS

HR E-CONCLAVE

SCMHRD's HR E-CONCLAVE was an exhilarating event that brought together leading organizations and eminent speakers in the domain of Human Resources. Throughout the HR E-CONCLAVE, we delved into numerous topics, from the latest trends in HR practices in various domains such as Talent Acquisition, Diversity and inclusion, People Analytics, Artificial Intelligence, and Labour Codes. Industry leaders shared their experiences, best practices, and visions for the HR landscape, giving us inspiration to thrive as future HR professionals.

PARTICIPATING COMPANIES



TOPIC

- Impact of People Analytics on Future HR Decisions
- Talent Acquisition in the Digital Age and Managing Digital Talent
- Identity-based approach to people development
- Role of HR with ChatGPT 4.0
- Managing a Multi-Generational workforce in a horizontal hierarchy
- Labour Codes and its impact on workplace policies and practices

INTERNATIONAL RESEARCH COLLOQUIUM

With the business situation remaining complex, uncertain, and rapidly evolving and the need of the hour is both resilience and agility. International Research Colloquium, distributed over a span of 6 days saw discussion on the various facets of digital transformation from the perspective of the business, stakeholders, and society and its impact on achieving sustainable development goals.

TOPIC

- Digital Intelligence in the age of Artificial Intelligence
- Start-Ups and Entrepreneurship with a sustainable mindset
- Sustainable supply chains in the post-Crisis era
- Rethinking Digitalization and Sustainability
- International Business in times of Global Disruption

TOPIC

- Employee Flourishing as a Human Capital Strategy for Knowledge-Intensive Organizations
- Key to Sustainable Business Models Regenerations
- AI and workplace outcomes
- Gamification: Business and Research Opportunities ahead

S-TEAM

S-TEAM, the SCMHRD-TECHNOLOGY, ECONOMICS, ANALYTICS, AND MANAGEMENT conference, redefines business practices for the post-pandemic era. It's a dynamic, interdisciplinary platform promoting innovation by breaking down silos and fostering the fusion of knowledge from technology, economics, analytics, and management. S - Team, in collaboration with EM Normandie Business School, brings you the conference on the theme "Consilience in Business Practices," focusing on paving the way through artificial intelligence, Digitization, Sustainable Development Goals, and global Disruption. We're here from 11th to 15th September, with over 150+ Abstract submissions and Publication opportunities in 4 Journals, we bring to you the platform to gauge your research. We look forward to hosting 8 Academicians in the plenary session across three continents, 48 reviewers of track papers, and stupendous speakers to speak on various parallel tracks.

TOPIC

Pre-Conference Workshop on Mixed Method Research

Sustainable Urban Infrastructure for Future Cities

Digital Disruptions and Sustainable HR Practices

Evolving Face of Finance with AI, Digitization, and SDGs

AI, Digitization, Sustainable Development Goals & Global Disruptions

Reimagining Marketing in the Era of Digital Disruption

YASHASVI

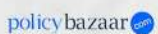
Yashasvi 2023 focused on the theme 'Avant Garde: Techceleration in the Business Era.' This theme highlighted the crucial need for businesses to adapt swiftly to ever-evolving technology. This proactive approach is essential for building resilient, adaptable organizations that thrive in a competitive market.

The event featured discussions on various topics, including 'Engaging Consumers in the Digital Age,' where experts shared strategies for capturing digital-savvy consumers' attention and loyalty. 'Advancements in Financial Services (Fintech)' explored how technology transforms the financial industry, making it more accessible and efficient.

'Changes in the Digital World' covered emerging digital trends, challenges, and opportunities. 'Empowering New Fintech Users' discussed how technology empowers underserved individuals in the financial sector. Finally, 'Technology's Impact on Leadership' examined how tech innovations reshape organizational leadership roles.

Yashasvi 2023 provided a platform for in-depth discussions on these crucial topics, equipping participants with the knowledge to navigate the challenges and opportunities of the tech-driven business era.

PARTICIPATING COMPANIES



TOPIC

- Panel Discussion: Driving Consumer Engagement in Digital Era
- Panel Discussion: How is Technology Changing Leadership?
- Leadership Talks: Leveraging AI for Digital Transformation
- Leadership Talks: Leadership Mindset

ATHENUEM: LEADERSHIP TALK



Leveraging the power of technology to overhaul last mile logistics

He began the session by discussing how Porter assists businesses with last-mile deliveries, as well as providing multiple support solutions such as on-demand transportation, real-time visibility, and supply chain management, and how this has helped businesses improve efficiency and save money on logistics costs.

-Mr. Chirag Maheshwari, City Head- Mumbai

PORTER



Future of work and workforce transformation

In the session, Mr. Kishore shared his valuable insights on the 'Future of work and workforce transformation,' enlightening the students about the changing dynamics and trends shaping the current workplace. During the session, he delved into the topic of the hybrid model of working, actively seeking the views of our students on this emerging trend.

-Mr. Kishore Poduri, Managing Director & Country Head- Human Resources

DBS



Leadership competencies for managing Indian millennials in functional roles

The session began by elaborating on skills a good leader should possess in the current dynamic business environment. Ms. Ashwini gracefully elucidated the changing expectations of millennials and Gen Zs at the recent workplace. Some of the crucial leadership competencies were discussed by speakers, including leading authentically, leading strategically, communicating and championing inclusion.

- Ms. Ashwini Kapoor, Senior Manager – Learning and Development



Overview of Pharma and Analytics in Pharma

Mr. Hitesh began the session by highlighting GSK's pivotal role in the pharmacy sector, emphasizing remarkable contributions during COVID-19. He shared insights on India's flourishing pharma industry by discussing business intelligence, market research, and a data-driven approach to research and development. He delved into the impact of Indian pharma on the global stage, forecasting substantial growth in the coming years.

-Mr. Hitesh Jain, Business Intelligence Lead

GSK



Leadership, Performance Management System & Gig Economy

Mr. Vikrant began the session by bursting some popular myths about HR and their role in the corporates. While discussing the omnipresence of AI, he thoughtfully explained how AI couldn't take over HR roles, as later includes dealing with human behavior. Then he gracefully elucidated the evolving role of leadership in the industry.

- Mr. Vikrant Goyal, Vice President, HR

GAMES 24



Employee Engagement

During the session, Mr. Ashish shared profound insights into the dynamic realm of HR challenges and opportunities. Focusing on Employee Engagement, he elaborated on strategies to foster a culture of inclusion and engagement within the organization. He also illustrated the difference between data and wisdom by using real-life scenarios.

-Mr. Ashish Srivastava, Head Human Resources

RELAXO



Future of work and workplace

Mr. Mallick initiated the session on "Future of Work and Workplace" by sharing his views on how early boomers and various generations work together. He furthered the presentation by deliberating the impact of AI in our daily lives, with chatbots, digital speech, facial assistants, augmented reality, and healthcare delivered by mobile devices. He emphasized the same by elaborating on ChatGPT and its powers and restrictions as a crucial example.

- Mr. Sanmitra Mallick, Assistant Vice President, HR

kotak life



The role of consulting firms in shaping India and making a career

Mr. Ankit initiated the session by sharing his insights about the role of consulting firms in shaping India and making a career in consulting. He discussed Grant Thornton Bharat's excellence in various sectors, offering services in public sector consultancy, trust and transformation initiatives, recovery and reorganization, and CFO support while embracing disruptive technologies like AI and ML.

-Mr. Ankit Jhamb, Chief Learning Officer

Grant Thornton



What should a young professional keep in mind while entering the corporate world

Mr. Rohit addressed the session on "What should a young professional keep in mind while entering the corporate world". He enlightened the students about a dynamic, and power-packed growth path in Corporate Career. He shared his view on Xiaomi's unique journey and various offline channel structures and their rationale with the students. He also spoke about how Xiaomi changed the landscape of the smartphone industry, SmartTV industry.

- Mr. Rohit Khattar, Head- National Distribution

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How data is driving business decisions and growth

Mr. Shwetabh commenced the session by highlighting the key factors that set Myntra apart, including their unique positioning, dedication to Making India Fashionable, and trendsetting personalization approach. He emphasized Myntra's tech-driven strategy, using skin analysis and Fashion GPT, shaping their success through data-driven decisions.

-Mr. Shwetabh Sushil, Director, Analytics & Business Insights (Head, T&S, CX Analytics)

M



How to be future ready MBA

In the session, Mr. Atulaya shared his valuable insights on 'How to be a future ready MBA', enlightening the students about the changing trends in the corporate world. We also had a fireside chat with Mr. Atulaya, which gave the discussion a deeper personal dimension and offered priceless insights into his position and experiences.

- Mr Atulva Goswami, Human Resource Director

General Mills



Making Construction Better

Mr. Ashish began by highlighting Hilti's remarkable journey from a family business under Martin Hilti's visionary guidance to a successful transition into the third generation. Hilti's global presence is evident, with operations in over 120 countries, 31,000+ dedicated employees, and daily customer contacts of 2.8 million, underscoring the company's vast scale and impact. His talk provided invaluable insights into Hilti's leadership strategies and enduring success in a competitive market.

-Mr. Ashish Mittal, Vice President-Engineering

HILTI

ATHENUUM: LEADERSHIP TALK



Leadership competencies for managing Indian Millennials in Functional Roles

In the session, Ms. Madhulika shared her valuable insights on Leadership competencies for managing Indian millennials in functional roles enlightening the students about the changing trends in the corporate world. She shared her ideas on navigating these transitions and developing a solid workforce culture that embraces failures.

-Ms. Madhulika Vedulai, Executive Director, Human Resources



Abfrrl Strategy- Crafting and Acquiring Brands while Adapting to Dynamic Consumer Demands

During this enlightening session, Mr. Amit Dwivedi shared profound insights on the theme: 'Abfrrl Strategy- Crafting and Acquiring Brands while Adapting to Dynamic Consumer Demands.' His discourse delved deeply into ABFRL's evolutionary odyssey, with e-commerce and brand building across the fashion market and various categories of the fashion industry.

-Mr. Amit Dwivedi, Head of Strategy, Business Development, Investor Relations



Talent Acquisition in Digital Era

Mr. Abhishek initiated the session by discussing the digital transformation in hiring processes, emphasizing ATS tools for efficient candidate screening using keywords. He addressed the challenge of assessing candidates during COVID, introducing AI-powered tools for secure digital screening and identity matching. He highlighted LinkedIn's significance in verifying job profiles, endorsements, and skills, streamlining recruitment.

- Mr. Abhishek De, Vice President, Talent Acquisition



Effective HR Consulting

Ms. Anupama commenced the session by highlighting collaboration with stakeholders and helping them with knowledge and skills to provide holistic solutions. She elaborated the three essential pillars of HR Consulting, starting with Observation - Understanding Non-verbal cues and defining the problem, followed by Judgement and Action.

-Ms. Anupama Kaul, HR Leader



Total Rewards

The session primarily revolved around the HR Value Chain, encompassing insights into the Employee Life Cycle and the concept of 'Hire to Retire.' Ms. Srivastava elaborated on the significance of recognizing and rewarding high-performing employees within an organization, outlining the various decision parameters of a 'Compensation Philosophy'.

- Ms. Shreshtha Srivastava, Human Resource Manager



HR Leadership in a VUCA world: Thriving in Turbulent Times

He enlightened the students about changing trends in the corporate world. He shared his insights on Key learning across three decades, which includes knowing where you are headed, building networks, and learning from experiences. Additionally, he discussed significant HR policy changes and then narrated the BrowserStack story at a glance.

-Mr. Gerald Menezes Senior, Vice President, People



FMCG, B2B & Roadmap to a successful Summer Placement

Mr. Dhillon profoundly emphasized the practical facet of MBA education and also highlighted the symbiotic importance of summer internships for students and organizations. Underscored by the significance of thorough company understanding and pertinent queries, his insights have effectively equipped the students to navigate B2B and B2C spheres.

- Mr. Upkar Dhillon, Marketing Strategist



Skills of the future

He initiated the session by discussing key management roles and their relevance by segregating them into categories like stable, new, and redundant roles. After that, he shared insights on the topic of the discussion: 'Skills for the future.' According to him, Emotional Intelligence, Analytical Thinking, Active Learning with Growth Mindset, Judgment & Decision Making are some critical skills to learn for the upcoming era.

-Mr. Atulaya Goswami, Human Resource Director



Effective HR Consulting Skills

During his discourse, Mr. Vijay emphasized key attributes that define a successful HR consultant, including Proactivity, Active Listening, Customer-Centricity, and Transparency. He introduced the trinity of Prestige, Pledge, and Turn, underscoring the significance of data-driven insights, client respect, and strategic decision-making. Mr. Vijay's practical examples, drawn from his extensive experience, highlighted the art of storytelling as a powerful tool in consultancy.

- Mr. Jude Vijay, Director of Work and Rewards



HR Leadership in a VUCA world: Thriving in Turbulent Times

Mr. Amanpreet started the session by explaining how dynamics have changed after the pandemic concerning travel. He gracefully explained how Airbnb dropped a chunk of its workforce to sustain itself in this ever-changing and evolving business environment.

-Mr. Amanpreet Bajaj, General Manager - India, Southeast Asia, Hong Kong, and Taiwan



Creating Memorable Brand Experience for Customers

Mr. Kulwinder explored the art of crafting memorable brand experiences for customers, shedding light on the diverse strategies employed by different brands. He thoughtfully emphasized understanding customers' perceptions about these experiences, underscoring the impact of emotions and authentic connections.

- Mr. Kulwinder Singh, Chief Marketing Officer



Leveraging technology to transform diversity for performance

Mr. Shaswat with his rich experience, started off on a very progressive note of inclusive nature of HR in leveraging Tech platforms. He discussed some innovation and disruptions underway in the field of HR analytics and its impact on the organizational frameworks.

-Mr. Shaswat Kumar, SVP- Global Customer Success and Delivery



STUDENT AWARDS & ACHIEVEMENTS



**National Winners
2023**



**National Winners
2023**



**National Finalists
2023**



**National Finalists
2023**



**National Finalists
2023**



**National Finalists
2023**



**National Runners Up
2022**



**National Runners Up
2022**



**National Second
Runners Up 2022**



**National Finalists
2022**



**National Finalists
2022**



**National Finalists
2022**



**National Finalists
2022**



**National Finalists
2022**



**National Finalists
2022**



**National Finalists
2022**



**Zonal Finalists
2022**



**National Semi- Finalists
2022**



**National Semi- Finalists
2022**



**National Semi-Finalists
2022**



**National Semi- Finalists
2022**



**National Semi- Finalists
2022**



**National Semi- Finalists
2022**



**Campus Winners
2022**



**IB League 2022
Campus Winners
2022**



**Campus Winners
2022**



**Campus Winners
2022**



**Campus Winners
2022**



**National Winners
2021**



**National Winners
2021**



**National Runners Up
2021**



**National Runners Up
2021**



**National Second
Runners Up 2021**



**National Finalists
2021**



**National Finalists
2021**



**National Finalists
2021**

LIFE AT SCMHRD



SCMHRD was conceived a pearl-century ago, with an idea to lay the foundations for an institute that would train the nation's leaders by dispensing quality management education. In this time, SCMHRD has made great strides by providing its students with sophisticated infrastructure to complement the erudite faculty, and has carved a niche for itself in management education. The institute has sculpted astute minds who have exhibited remarkable business acumen and have contributed to the stellar reputation that the institute enjoys today. Scaling great heights by featuring among the top business schools in the country in just 30 years of its existence, SCMHRD is a phenomenon that promises to amaze for years to come.



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SYMBIOSIS

INTERNATIONAL (DEEMED UNIVERSITY)

(Established under Section 3 of the UGC Act, 1956)

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