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# SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT

(Constituent of Symbiosis International University)

## CELEBRATING



# CONNECT

SITM's Corporate Newsletter

August 2016 Issue

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## ABOUT SITM



### *SITM: Journeying towards infinity*

Symbiosis Institute of Telecom Management (SITM) is a well-known name in the ICT industry which proffers leaders and pioneers for its tremendous contribution towards the domain for over 20 years. It offers students, lot more than just an MBA degree where it is made sure that rational and analytical thinking is imbibed into the minds of every student. SITM specialises in nurturing future managers with additional technological acumen, a set of professionals who have the right blend of requirements to set the pace in their respective fields.

At SITM, the students are expected to discuss and interact with their respective professors, which is a holistic way for them to achieve an overall development at all levels. The students at SITM are inspired to participate in extra-curricular activities ranging from research and white paper writing to sports and ISR. Students study subjects about OSS and BSS which gives them a view of the complete scenario of the industry which they will be serving in near future.

The Students are trained in Value Added Programs like Six Sigma, ITIL, Digital Marketing, eTOM, Revenue Assurance and IBM Cognos. This year onwards Six Sigma and Digital Marketing programs have been introduced which are certified by TUV SUD, South Asia.

SITM, with its active alumni network, promotes communication and building connections between the students and the industry. The institute encourages its students to take part in projects in collaboration with leaders of the ICT domain who have been once a part of the same institute.

SITM hosts annual HR conclave called Conexion and Communique, which is an International Telecom Seminar where stalwarts of industry converge to discuss various topics from ICT domain. Prevision, an annual forecast magazine is also published by SITM, after a great amount of research and fact digging which predicts the trends of the Telecom industry. Telecom Business Review (TBR)- An Annual Journal of SITM is published every year in collaboration with Publishing India Group with the objective of participating and promoting research in the field of Telecom, IT, and Business. SITM emphasises on the practical side of the knowledge gained and motivates the students to apply this aspect of the knowledge into each task assigned to them.

To sum it up in a few words, SITM is a B-school with a difference, which makes each and every student enrolling into its residential course, ready to blend into the corporate world.

## DIRECTOR'S MESSAGE



Symbiosis Institute of Telecom Management (SITM) is the pioneer institute, founded in 1996. The institute has been providing excellent talent pool to the telecom and ICT industry and also to the other companies who are a part of the evolving ecosystem of telecom and IT in India and outside. Over the years, the institute has established strong connections with the companies globally.

SITM continues to reach out to experts in the industry for seeking their participation in various events such as panel discussions, workshops, guest lectures, and seminar. The team at SITM believes that our relationship with companies must be multi-faceted covering areas like jointly working on projects, internships, publications, exchange programs and sabbaticals for the faculty as well as employees in companies.

I personally visit several companies every year and enjoy immensely the kind of an interaction I have with the company officials. I learn a lot about the business dynamics and challenges faced by companies in the present and in the future which helps us at SITM in making necessary adjustments in the curriculum to keep it highly industry relevant. I intend to strengthen this initiative by seeking active participation of experts in the advisory council of SITM.

Team SITM will continue to build an even stronger relationship with the Corporate India and seek guidance, advice, suggestions for taking our relationships to the next level. I wish lots of luck to the 'Connect' team at SITM for connecting and integrating SITM with the companies in India and outside. I will support this team every step of the way in this initiative and look forward to the next issue of the newsletter.

-Prof. Sunil Patil  
Director, SITM



## CORPORATE CONNECT

### Conexion'16: HR-Management Conclave of SITM

Business goals of a company have been changing rapidly and along with it, the Human Resources goals would eventually have to change. SITM has always wished that its students should be in touch with the evolution in demand of Human Resources in industry. The HR management conclave of SITM- Conexion '16 aims to explore, discuss and highlight various strategies, challenges and opportunities for a successful stride towards excellence. 2016 marked the 7th successful year for HR conclave Conexion'16. The event helps the students to mould themselves as per the demand of the industry and offer right set of skills to the talent scouts.

Conexion '15 handled a very trending topic about how big data and analytics have been changing the approach in terms of HR management. It was an apt topic for students of a telecom management institute who know the value of data and how suitable analyzing tools can provide results which can benefit any industry or domain.

Continuing the legacy forward, the theme of Conexion'16 was "People, Planning, Prospect, Performance" which highlighted the fact on the 4 P's of HR management. As the theme indicates, this year's conclave was about how emerging talent needs to explore various strategies and possibilities to compete and excel in their field. The topic for first panel discussion was "Managing the Talent Lifecycle: HR challenges and opportunities in Mergers and Acquisitions". This topic was meant to emphasize on leadership development, change in roles and hierarchy in an organization and blending of two distinct work cultures and philosophies together during Mergers & Acquisitions. The second panel discussion was titled as "Re-Inventing HR: Building skills and competencies in evolving business" which revealed the need of constant knowledge up gradation. After the discussion, the students came to know what they need exactly to prove themselves as a reliable force in industry undergoing transformation in these ever changing times.

This event saw HR pundits interact with the students openly and enlighten them through their words of wisdom. The keynote was delivered by Mr. Dheeraj Goyal, Regional HRBP at ITC Ltd. The honorary panelists who graced this event were Ms. Shweta Srivastava, Head of Talent Acquisition, Indus Towers, Ms. Sarita Mathur, Sr. HR Manager at Datawind, Mr. Alexander R, Director HR, Oracle, Mr. Leenesh Singh, Head of Human Resources at Atom Technologies, Mr. Anuranjan Minj, Circle HR Head for Maharashtra and Goa circle, Indus Towers, Mr. Ninad Sonawane, GM of HR, NetMagic Solutions, Ms. Poornima S P, Group Director-Human Resources, Tejas Networks, Mr. Devesh Chaturvedi, Talent Acquisition Leader Software One, Ms. Sindhu Grandhey, Head of HR (Rest of Maharashtra), Airtel and Mr. Vishal Sharma, AVP HR (Maharashtra & Goa), Idea Cellular.



*HR Gurus sharing their insights.*

## CORPORATE INTERVIEW



**Mr. Lalit K. Mishra**

Talent Acquisition,  
TATA Communication

### **How was it like blending your past work experience with your new work profile?**

**Mr. Lalit:** Having had an extensive experience in the field of HR Consultancy for over two decades, working on roles to improve sales effectiveness, there has been a significant transition to my current job role in Talent Acquisition. Playing the dual role of being the interface between the company and the executive, there have been a lot many new learnings. There are several aspects that mark the similarity between both the job roles as both have a client facing aspect to them.

### **What keeps you happy apart from work?**

**Mr. Lalit:** Work is just an aspect of life and to be good at it one needs to enjoy other activities too. Being an avid mountaineer, I love the way it tests the mental and physical stamina of the person and encourages him to push the limits. Working out to remain fit and training to be able to follow my passion for mountaineering is what brings a smile to my face. Apart from this, reading spiritual and inspirational literature work uplifts my spirits even after a weary day. Touching the lives of students through my lectures, helping them in ways possible, making them aware about the stumbling roadblocks in their career path is indeed something that I feel good about. Being generous to the less fortunate ones is definitely a source that helps me drive happiness.

### **How do you balance your professional life and your hobbies simultaneously?**

**Mr. Lalit:** A person who understands the real work life balance is a successful man. It aches my heart to see my colleagues being burnt down by work. The basic mantra for a balanced life is setting the right priorities followed by proper and thorough planning. Interest along with the detailed planning is of utmost necessity. My family support has been immense and having a life partner who shares similar areas of interest is indeed bliss. As I believe in detailed planning before execution, a shift in the schedule is something I personally do not like. I believe everyone should stick to their interest and priority list and be dedicated accordingly.



**What advice would you give to yourself ten years ago?**

**Mr. Lalit:** Having started with a career in IT for hotel and designing the client primes architecture, then moving on to cloud computing site and eventually to the mobile app, I wish I could have foreseen earlier the advent of mobility aspect. I would have also advised my younger self to have developed interest about leadership skill development, which would have really helped me a lot in my profession.

**What gets you out of bed every day (your motivation for work)?**

**Mr. Lalit:** The basic driving force is self-motivation. The zeal to give someone a deserving role in the company along with seeing the company benefitting by the right set of people is what motivates me to work harder than I have been working. The recruited people belong to diverse demographics and it is a part of my job to create a balance in the job opportunities for both the genders as I believe the right mix of talent is required in a company.

**If you were not into your current profession, what would you be (alternate career choice)?**

**Mr. Lalit:** If given a choice I would have never taken up a run of the mill kind of job. Talent acquisition is the role assigned to me by the company, which to an extent fulfils my desire to have a customer facing job, but if it wasn't this then I would have loved to come up with some new products that are based on disruptive technology. On the social front, I would have definitely taken steps to design something to help increase the level of social interaction of ageing population in India. Working on my choice of profile would involve me in the ideation, execution, and designing of GTM strategies to derive a value for the company.

**Any advice for the young brigade of professionals passing out from SITM?**

**Mr. Lalit:** For the young brigade, I would like to break the news that they will be graduating at a fascinating time where disruptive technologies will have made connectivity an inseparable part of our lives. So dream big, have the guts and have patience; these three things have it all embedded in them. I would also like to make a mention that any work done with passion is far better than the one done out of frustration and obligations. Always have the zeal to question for the right reason and above all, believe in yourself!

## CORPORATE INTERVIEW

### Mr. Umar Ali Shaikh

Sales Director  
(Managed Services)  
Atos

#### Can you share your thoughts on how to best prepare oneself for a career in sales and managed IT services?

**Mr. Shaikh:** A person needs to have a particular mindset to work in sales. He/she must have that extra skills required for the sales. He/she must be ready for the job which requires continuous travelling, visiting the fields. The person must be highly target driven. He/she must be aware of the role of the job and the obstacles it may produce. The person must be fully aware about the product to be sold and knowledge of market dynamics need to

#### In your experience, what are some attributes of individuals who are most successful in business development and business management?

**Mr. Shaikh:** A person who wants to be successful in his/her career must understand that the things do not happen on its own. You have to make them happen. You need to get the task done. A successful individual is extremely agile and is always ready to work from anywhere. There is no fear of rejection in their mind. They are capable of handling the number driven system of corporate world. They are capable of presenting themselves with confidence and speak logically. They have all the information regarding their customers as well as their competitors.

#### If you were not into your current profession, what would you be (alternate career choice)?

**Mr. Shaikh:** If I were not in my current profession, then I would have been into teaching, or a motivational speaker, or a counselor.

#### What advice would you give to yourself ten years ago?

**Mr. Shaikh:** I wish I would have acquired certifications 10 years before. The certifications play very important role in one's career so I would advise the students to find out various useful certifications and do them diligently.

#### What gets you out of bed every day (your motivation for work)?

**Mr. Shaikh:** I am motivated by the way I live my world, the way I carry myself at my workplace and do my work with confidence.



**What keeps you happy apart from work?**

**Mr. Shaikh:** I am a fitness loving person. I regularly take time out for playing tennis or football. I also love reading, especially poetry. I like poetries by many poets, but Robert Frost is my favourite. Every evening, I read something to refresh myself, either a book or some articles from the internet.

**Any advice for the young brigade of professionals passing out from SITM?**

**Mr. Shaikh:** Every student must keep in mind that career is built over a very long period. It is a journey of about 30-35 years till you retire. A career is not a 100meter race, but it is like a marathon. Many ups and downs will come in the career, it is very important to keep yourselves grounded, motivated and steady. Do not be in a hurry to accomplish your goals. Just have patience and things would fall into place.

## ALUMNI CONNECT

### ALUMNI SPEAK



**Mr. Ashok Natarajan**

Experienced Sales  
&  
Marketing Professional  
Cloud & Mobility  
Microsoft

**Working for Indian IT leader, HCL to a global IT giant, Microsoft. Can you please brief us about your career journey?**

**Mr. Natrajan :** It's been an interesting journey for me over the last 15+ years, from managing customers looking at basic connectivity in the 2000's, to customers evolving their businesses on Digital platforms. While HCL was the learning ground, Microsoft has proved to be the battle-field where I could put all these learning into practice. While HCL set about giving me my 1st understanding of technology and sales, Microsoft has helped amplify this to several notches.

**One thing you learned in SITM that you will never forget?**

**Mr. Natrajan :** Being battle ready (especially during the time of campus placements).

**What advice would you give to yourself ten years ago?**

**Mr. Natrajan :** Tough times never last, Tough people do!

**What is the best business decision taken by you in your entire life?**

**Mr. Natrajan :** Having joined SITM back in 1999, immediately after Engineering, while I had already landed a job with one of the biggest business houses in the country.

**What gets you out of bed every day (your motivation for work)?**

**Mr. Natrajan :** The Alarm Clock! The motivation to learn something new and make a difference!

**What keeps you happy apart from work?**

**Mr. Natrajan :** My "A" Family – Amrita (my wife), Aakriti (my 8-year old daughter) and Advik (my 3.5-year old son).

**If you were not into your current profession, what would you be (alternate career choice)?**

**Mr. Natrajan :** I would have either been a columnist for a leading journal or a media person.

**Any advice for the young brigade of professionals passing out from SITM?**

**Mr. Natrajan:** Keep an eye on the larger world as it's transforming every minute, every second. Therefore, it's extremely important to keep transforming while we keep performing.



## ALUMNI SPEAK

### Mr. Rupinder Singh Thind

Director Sales,  
Tejas Networks Limited

**Sir, could you tell us one thing you learned in SITM that you will never forget?**

**Mr. Rupinder:** General management skills, since it's important to be business oriented in the industry. Besides that, making presentations, putting across thoughts, communication skills and interaction with the industry really helps. I think that's quite a lot for 2 years.

**What advice would you give to yourself ten years ago?**

**Mr. Rupinder:** Be flexible, stay focussed, and be very clear what you want from your career. There will be ups and downs in your career, but stick to it. Above all, it's very important to enjoy your work.

**What is the best business decision taken in your entire life?**

**Mr. Rupinder:** Deal with one of operators when 3G was coming and redrafting customer expectations.

**What gets you out of bed every day (your motivation for work)?**

**Mr. Rupinder:** Energy just to do something, going out and doing it, contribution to team, boss, company and taking each day as it comes.

**What keeps you happy apart from work?**

**Mr. Rupinder:** Physical exercise, which keeps changing from season to season, playing with kids and looking forward to annual vacations.

**If you were not into your current profession, what would you be (alternate career choice)?**

**Mr. Rupinder:** Well, I would have been an entrepreneur.

**Any advice for the young brigade of professionals passing out from SITM?**

**Mr. Rupinder:** Take job a little seriously and be clear about what you want. Enjoy, stay motivated and find activities which keep mind off the job. Invest in yourself, keep your energies high. Do what suits you and keep yourself critically informed.

## THE VISIONARY

**Mr. Dev Vig**

CMO, CereBrahm Innovations Pvt Ltd. (BabyBerry)  
Batch of 2003

**“We** have realized that parenting is a universal phenomenon, it is the same for every parent in the globe. Thus, we think of BabyBerry as a global product.”

I have been into corporate life for more than 10 years before I started this company. I started my job with mobile Value Added Services (VAS). In those days, VAS included setting up of ringtones, changing of wallpapers, etc. I used to do these things, and I strongly felt that these things didn't add any real value to the customers. I felt that there has to be something out there that could actually add a real value. And once this comes into existence, users can decide what they want from it. I wanted the app to be different from mundane value added services to something which is customer oriented.



*(L to R): Dev Vig, Subhashini Subramaniam, and Balasubramanian Venkatachalam, founders of Baby Berry*

We started as 3 partners; me, along with Bala and Subha who had approached me with this concept. The concept was to develop an App “Baby Berry” that can help in a child's growth and development. With this app, it is possible to schedule your child's vaccines and track their growth chart. I thought this idea as an extremely valuable service to the parents. I, as a parent, had missed out on my child's vaccine when my child was 5 years old. I realised that with this app parents will be able to have a full control over their child's health. This concept was needed to be explored and I wanted to be a part of it.

It was not an easy journey. It was very hard to get the first round of funding. We used to plan and decide the last date by which if we don't get the funding, we may have to shut down the app. We used to set time for funding. Investors used to come but they wanted to fund young people. As a result, we had to wait for a long time for our first funding. Thankfully, it eventually came. We worked and focused on the quality of



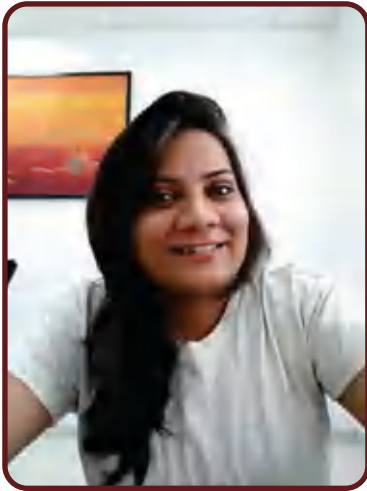
the product. Our aim was that even if we have to shut down, our product should go down as a live product, it should be a quality shutdown. We offered the highest quality so that the customers don't face any usage and quality issues. Engagement and acceptance of the app kept us going. We never compromised on quality, no matter what the circumstances, we never compromised on quality. We strongly believed that a product should always speak of high quality.

We have got an angel funding of USD 1 million recently and now we aim to get Series-A funding in the coming months. We are also aiming to reach a base of more than 5 lakh users in the next 6-8 months. We have realized that parenting is a universal phenomenon; it is the same for every parent in the globe. Thus, we think of Baby Berry as a global product. Therefore, if all goes well in the next 6 months, we will plan to launch our app outside India as well.

I am not at all successful. The main question to ask yourself is, what should one work towards to be successful. I've met many people and they have many products with them but not enough responses for those products. Market Research is very important. We should do a thorough research in all aspects. A combination of passion, pragmatism, and research is very necessary before planning your product's launch. You have to first convince yourself that this will be a success for A, B, C reasons and so on. I recently attended a forum where there were start-up founders with this product they launched, but now they are noticing that no one is ready to buy it. I asked them what according to them should come first, product or market research. This is the question you should ask yourself before taking any initiative. What are you building, what factors will affect it, whether the costing will suffice, if people are willing to buy your product in today's market, and so on, are the questions you should answer first. You should research thoroughly on your product's offerings to your consumer. It shouldn't be just a product; it should be a commercially viable product.

SITM really helped me to think out of the box. It gave me a practical understanding of how things work and move, which is very important once you step into the corporate world. It gives you a better understanding of situations. SITM gave me an excellent exposure to business aspects. It showed me the nuances of how business works.

## MESSAGE BOARD



**Niharika Singhai**

Marketing and Finance

Batch of 2016

Senior Marketing Executive  
Hughes Systique Corporation

*True Nostalgia is an ephemeral  
composition of disjointed memories!*

The summer of 2014 retracted me to a feeling which I had lost being an engineer in a leading IT firm for two complete years. With the onset of monsoons over the Western Ghats, off I flew to re-invent and re-discover myself. SITM, in the nest of Symbiosis Knowledge Village, Lavale welcomed me to do the NEW! The start was stupendous and it doesn't seem to end. Now I know, why they say, "Once a Symbian, always a Symbian!"

SITM has it all. Each day is an opportunity for you to innovate, renew and challenge yourself. Events, Academics, Committees, Friendships, Parties, Celebrations, Bunks, the much-awaited Campus-Getaways to Lonavla... These are not just words; these are experiences you live; these teach you to manage; these experiences shape you into a Manager.

Academics are just a part of the calendar, the real learning happened in the Committee Room. Having the fortune to be a part of the Prestigious Alumni Committee and the Head of Editorial Board of SITM was perhaps, I would term, one of the best platforms that helped me discover my strength, taught me how to work in a Team; the happiness of being recognized for your efforts; pushing yourself harder to be better than what you were yesterday!

Hats off to our Faculties, who have made a wonderful concoction of Telecom Technology and Management skills, which has transformed us into Techno-Managers in two years.

Friendships, their push, and help, taught me how a dark day actually turns into an amazing evening and you walk away even more motivated after the discussions you have had over the evening Chai! For the Friends who are now one of the most important parts of life, I definitely owe it to SITM! The walks down those Campus lanes of Lavale were times where we found our 'Road-Less-Taken' solutions to the most meticulous jobs and did planning for our Future. I am no more the same I was, before SITM happened to me. The confidence, the courage, and the continuous fuel to reach the stars is what this institute instils in you.

"It is strange how we hold on to the pieces of the past while we wait for our futures." - Ally Condie

Cheers to all the beautiful memories and everyone for being a part of these!  
Signing off as a Proud Alumna, Thank You, my Alma Mater, SITM!



## MESSAGE BOARD



### **Dennis Marcell V**

System & Finance  
Batch of 2016  
Consultant, Ericsson

**B**ack in December 2013 if anyone had told me that I'd be an MBA graduate working in one of the top companies, in a dream job, I would have laughed it off.

Everything happened so quickly that on 2nd June 2014, I was back to being a student again, in one of the most beautiful campuses I've ever seen - SITM. The college will be forever etched in my hearts as a place where I rediscovered myself. For a person who was holed up in his native place for 20 odd years, SITM was a whiff of fresh air. This was my first experience of staying in a hostel, away from family – and I cherish every bit of it.

8 am lectures in the chilly winter mornings, syndicate presentations, outbound program, festivities in the campus, numerous events, endless hours on the squash court, birthday celebrations at recreation hall; watching movies, football and cricket matches in the Auditorium and much more, are enough memories for a lifetime. An amazing bunch of friends and batch mates made it all the more enjoyable during the 2 years at SITM. Special mention to all the faculties and staff – THANK YOU for being my guiding light.

My experiences at SITM will be incomplete without a mention about the Alumni Committee. I thought I would be contributing to the committee but the committee has given me so much to treasure. Right from organizing events, interacting with senior Alumni and keeping them abreast of happenings in the college, supporting other committees - the time spent in committee room were life lessons. I've been primed at SITM to face any challenge thrown at me, which has helped me face the rigor of the corporate world. For that and for all the wonderful moments, I'll be always grateful to the SITM.

## HOMECOMING '16

Flaunting those sheening armours,  
You stepped on your metier harbours,  
And never, did time flow faster.  
Amidst the medley of busy lives,  
You may now pose a halt.  
Knock, Knock!  
Reminiscence has, with Euphoria come!  
Playing the beat of familiar drums,  
While sweet memories dance and thrum,  
Your kingdom is calling you!  
Come and experience,  
Those frenzied laughs,  
And yet again, revive those gleeful tales!  
For you shall realize the same aura,  
That benevolence and bonhomie brew.  
Alumni, your kingdom awaits you!



*Alumni: Reliving the good old student days.*





### *An evening to remember*

A two-day gala event dedicated solely to the SITM alumni was held by the Alumni Relations Team on 27th and 28th February 2016 on campus itself. As everybody rode with the tides of fervour and gusto, a series of fun events came by. The day started with an informal ice-breaking session amongst Alumni of different batches. Hidden stories came out and laughs were shared. It was followed by an ISR activity conducted by S.P.A.R.S.H. Team, where the alumni spent some time with the underprivileged. Next on cards was a 'Back to Classroom' themed interaction with faculties and Director, where old pranks coupled with words of wisdom were exchanged. The evening was a playful one, where everyone got geared up for a few games of box cricket. Teams were made while cheering was in the air. The sunset smiled as everyone gathered at the Amphitheatre for some barbeque, live music, songs, dance and making merry.

Next day started off with an adventure of sorts, as the alumni set out for a treasure hunt game, exploring the campus. It was followed by a Student-Alumni interaction where the students asked questions related to industry, formal and informal.

Hence, a beautiful two-day walk down the memory lane came to an apt end with a warm farewell.

## COFFEE TALES

Coffee Tales, an auspicious start of our rejuvenated Alumni Reunion was held on 23rd July 2016, the day where our young and aspiring Alumni turned up at Café Coffee Day, Baner, Pune, to celebrate the culture, belongingness, and the name and fame of our prestigious institute, SITM.

Two decades ago, ours was a tiny struggling organization. Today, our Alumni cover the globe making their way in the ICT domain and their contributions making a difference everywhere. As Alumni who truly love and faithfully support this great institution, they take pride in what we are doing and where we plan to go. And therefore this year celebrating the 20 years of its inception, SITM has started a new chapter which will be celebrated in the years to come.



*A lot can happen over coffee: Sharing belongingness*

Our esteemed Director Dr. (Prof.) Sunil Patil, Faculty members Dr. Giri Hallur, Dr. Tripti Dhote and Prof. Chintan Vadgama shared their dream about the future of SITM, based on the expectation of the industry and the support of our very own Alumni, as they share an emotional connect with us. The alumni too took the opportunity and provided their insights to build our brand even stronger. Dr. Patil put forward his idea of forming an Alumni Association for SITM to create a bond and a sense of belonging within the Alumni to cater to a never-ending relation. The idea and the initiative were well received by the Alumni as well as the people present as could be judged from the amount of appreciation received. Making the best use of the platform available, Dr. Patil also unveiled his idea of adding analytics as a subject to our upcoming curriculum and hence, hinted the intent of differentiating ourselves from the rest. With his vision, support and guidance of our Alumni, SITM would prosper and reach new heights. The belief in SITM, its values, and its culture will add many more chapters of success and a conviction to make the bonds much stronger and indispensable will result in a mutually benefitting relationship.



**FACULTY CONNECT****FACULTY MESSAGE****Dr. Tarun Kumar Singhal**

Professor - IT Management

Symbiosis Institute of Telecom Management (SITM), heralding a proud legacy of 20 years, is ushering into a new collaborative yet competitive era of Information & Communication Technology (ICT) and Telecom ecosystem. To carry this march onward, SITM has been strengthening its portfolio of offerings to the corporate by reinforcing the existing specializations with incorporation of the latest trends in the curricula and introducing new specializations in close conformity with ever changing demands.

Corporate experts and mentors had suggested a new specialization on “Analytics” as a natural fit to SITM offerings of specializations. While expressing strict confidence on quality of SITM graduates they recommended this new specialization as real game changer. Moreover, the deeper analysis of the portfolios engaged by SITM Alumni further reinforced the need for this new specialization. After multiple rounds of discussions and several back and forth movement of validation factors, we are now ready to offer a third specialization in Analytics from Academic Year 2017-18.

Indeed, a proud moment for all at SITM....

SITM has also aggressively poised itself to claim a larger pie of corporate education. A number of think tanks at SITM (formal and informal both) are researching on workplace requirements of future and are devising the training & development constructs to be offered to the corporate. In addition, joint research projects with corporate and consulting services are being tailored fit to the needs of the corporate.

SITM through its enriched faculty base having international credentials is making its presence felt in consulting & research domains as well. The faculty members of SITM have been requested to join advisory boards, panels, steering committees, and centres of excellence of the corporate as well as the government reflecting ever growing inter dependence among corporate, government and academia.

I derive deep satisfaction while I look back at the achievements of Alumni and faculty members of SITM. I also eagerly look forward to promising avenues that future holds for us. I solicit cooperation from all as we march ahead...



## FACULTY INTERVIEW



**Prof. Avinash Aslekar**

Associate Professor - Networking, Network Security, IT, Telecom

**According to you, what are the major threats the world will face because of the enormous data sharing?**

**Prof. Avinash :** Big data is providing a lot of opportunities and avenues currently, but at the same time it is posing a lot of threats too, as we are not aware of who all are having access to the shared information. So, it can lead to identity theft which can cause false transactions through mobile payment applications. This can cause nuisance in the economy.

**SITM has been organising the flagship event Communiqué since 1996. What prominent changes took place in the ICT industry that you would like to mention, that Communiqué highlighted over the years?**

**Prof. Avinash :** I have been conducting Communiqué from past 10 years. We have always been pioneers in highlighting the upcoming technologies in ICT industry which were relevant at that point of time. 2005's Broadband Revolutions, Network Virtualization, Electronic payments, NFC (near field communication), Smart Technologies, etc have been highlighted in Communiqué. Regulatory issues, Network Security issues will be highlighted in the upcoming Communiqué 2016. We will be discussing Virtual Currency, 5G technology, Big Data Monetization as well as new roles and challenges for HR in today's rapidly developing technology, along with the mantra of honouring the past, treasuring the present and shaping the future. With the themes like Big Data Monetization – Exploiting the Unexploited, Reshaping the organizations for the future- new roles and new challenges for HR, Communiqué has something new to unfold every time.

**According to you to what extent Digital India and Make in India campaign will help to boost Telecom industry? And how?**

**Prof. Avinash :** The question to be asked is, whether we have really reached the bottom of the pyramid, the poor people, the rural India. As unless and until rural India gets included, SMART cities cannot be a success. Just focusing on Urban or developed India will not make that an impact, as the Real India resides in the rural area. The government is putting in efforts to work on similar lines as well but there is still a long way to go. The government needs to follow a balanced approach. Telecom companies should try to cover more of the untouched population.

**What skills a Telecom management student must have to copewith the fast-changing industry?**

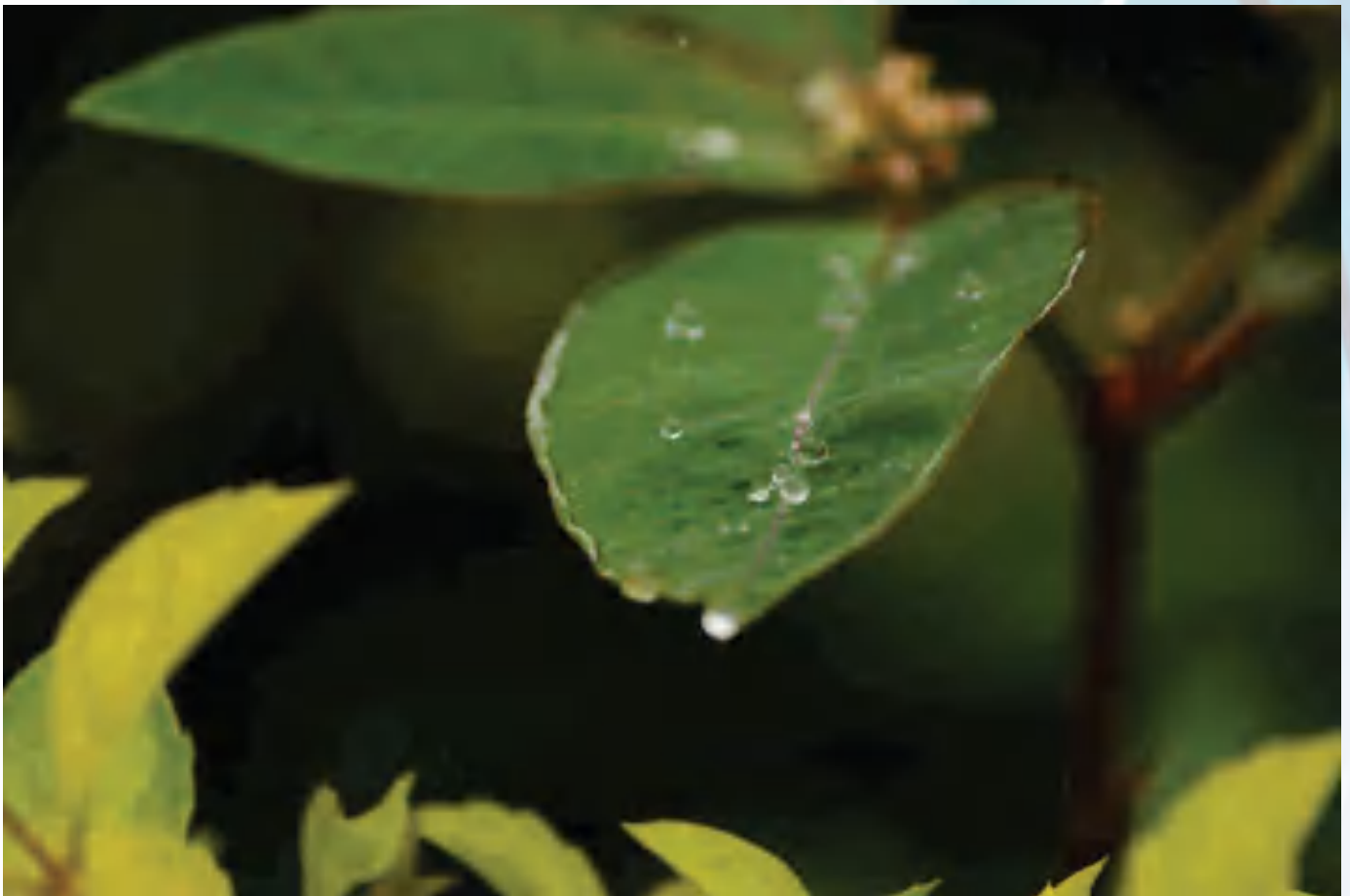
**Prof. Avinash :** Fundamentals should be very clear. Clarity in fundamentals of Telecom as well as Networking is a must have in a Telecom Management Graduate.A thorough understanding regarding the needs of the market and adapting to the changes can definitely give students an upper edge. General awareness of the business and economic world, also, is a must.

**Your association with SITM dates long back. How has the journey been?**

**Prof. Avinash :** It has been a very smooth journey. I cherish the bonding with all my colleagues. I have closely witnessed the growth of SITM and I feel very happy to be a part of it. Infuture, I wish to see it add many more feathers to its cap.

# CANVAS

*"Let your life lightly dance on the edges of time like dew drops on the tip of a leaf."*



Photograph by:

**Aniket Chavan**

*(Systems and Finance , Batch 2016-18)*



## STUDENT CONNECT

### STUDENT SPEAK



The journey started on the 1st of June, 2016 with a lot of hope and excitement. Since then, it has been over 2 months on this campus. The journey so far has been a roller coaster ride with interesting assignments every single day. It has been so much fun. The sprawling Lavale campus makes this experience even more special. I met so many new people, made new friends, got to learn different cultures. This campus offers you all the opportunities for your overall development. I hope to make many more memories in the coming days and carry the legacy of SITM.

*-Abhik Kumar Maji (System and Finance, Batch 2016-18)*

Sometimes you ignore and shield yourself from a beautiful truth; this had been my life before joining SITM. SITM embraced me with a full heart and so did I. It taught me to open up and provided me with a platform to nurture my skills. They say that good things don't last forever. Had I been given a chance to wish for something, I would wish that my involvement with SITM never ends.

*-Abhinav Sood (Marketing and Finance, Batch 2016-18)*



My journey with SITM began on 13th February 2016. It was the day of my GD-PI round. The campus and the decked-up seniors had worked their charm; I knew I was coming here in June. Looking back, the past two months on campus seem like an eternity spent, enjoying the campus with a sip of strong coffee from the Midnight Café, when friends became our family, presentations and excel sheets became a way of life and Committee work became worship. SITM is home now as I look ahead at the mountain of responsibilities. We draw inspiration from our seniors and guidance from our Faculty and hope to make it big.

*-Nikita Patil (System and Finance, Batch 2016-18)*

## STUDENT AWARDS AND RECOGNITION

**Pushpendra Thenuan(System and Finance, Batch of 2015-17) has the following research papers to his credit:**

- Published research paper on “Genesis of Payment Banks: It's Stimulus on the financial inclusion in India” at International Journal of Scientific and Engineering Research (IJSER), ISSN 2229-5518-Mar 2016.
- Research paper Accepted for publication on “Leveraging Outsourcing by Telecom Operators for Enhancing Competitiveness” at International Journal of Innovation and Technology Management (IJITM)
- Published research paper on “Study of Central Equipment Identity Register (CEIR) Model for Mobile Handset Tracking” at International Journal of Scientific Research (IJSR), (ISSN - 2277-8179)-Apr 2016



**Sunil Subrahmanyam Yadavalli,(System and Finance, Batch of 2015-17) has the following research papers to his credit-**

- Published a research paper on "Comparative Study of Online Shopping Experience With Specific Reference to Mobile Apps Based Shopping" in International Journal of Scientific and Engineering Research (IJSER) Volume 7, Issue4, April 2016 Edition (ISSN 2229-5518) (Sunil Subrahmanyam, Avinash Aslekar, Madhavi Damle)
- Presented a paper entitled "Competitive analysis of Social Media and Incident management" in national conference on Emerging trends in Management and Research organized at Institute of Management Development and Research (IMDR), Pune. Co-authored by Pushpendra Thenuan.



**Aditya Raina's (System and Finance, Batch of 2015-17) article titled 'B2B Trends- Moving towards digital era, we are observing an evolution in the way B2B marketing is conducted' got selected for Zeitgeist - IIM Udaipur Quarterly Marketing Magazine.**



## STUDENT AWARDS AND RECOGNITION

### SahilKumar (Marketing and Finance, Batch of 2015-17)

- Campus Ambassador for Airtel.
- Campus Ambassador for Tork Motorcycles Pvt Ltd
- Certificate of Excellence from Gaana.com for Gaana Growth Challenge



### Taru Gupta(Marketing and Finance, Batch of 2015-17)

- Campus Ambassador of OhCampus.com
- Campus Ambassador of Zaple

(L to R)Rajkamal A, Pradnya Kanade (Marketing and Finance, Batch 2015-17), Prachi Gedam (System and Finance, Batch 2015-17)and Senthil Kumar

Google Online Marketing Challenge (GOMC) 2016 – partnered with Bay Leaf Restaurant, Pune, under the esteemed guidance of Dr. Sujata Joshi ,on creating AdWords online marketing campaign for their range of products and services. The Campaign was ranked 'Good' by Google.



Prachi Gedam, Rahul Jadhav, Shubhi Sharma, Deepika Dave secured 1st position in Umeed B-Plan competition on social entrepreneurship.



## SYMCONNECT

**S**ymConnect is an initiative undertaken by SITM that creates awareness about SITM among MBA aspirants, helps them to clear their queries regarding the admission process and introduces them to the various opportunities that SITM offers.

This year the event took place at Pune, Mumbai, Bengaluru, New Delhi, Hyderabad and Kolkata in the month of January. It was conducted at Cafe Coffee Day in all the cities. We received a tremendous response from the aspirants in all the cities. Our Aspirant interaction team was successful in portraying image of the 'Techno-Managers' that SITM aims to produce.



*SymConnect: Introducing opportunities*

***Here's what some of the aspirants who became a part of SITM family have to say:***

*"SymConnect really helped me in taking an informed decision to choose among premier institutes. It was an insightful session about exposure, environment, and placements. It helped me to sort my doubts, and finally, I am really happy being enrolled for one of the top notch institutes! Feeling privileged!"*

*-Vaibhav Kulkarni (Systems and Finance)*

*"SymConnect was a very well organised campus connect program of SITM in which I got an opportunity to interact with the current students over a cup of coffee. I could ask a plethora of doubts related to SITM and the various opportunities they are offering. The team of students who conducted the program was very friendly and answered our doubts to the best of their knowledge. They provided guidance for the GD/PI session as well. The entire program was very much helpful."*

*-Gaurav Joshi (Systems and Finance)*

*"SymConnect program arranged by the Aspirant Interaction team of SITM was a very informative session. The way in which the event was conducted was appreciable and very systematic. All the aspirants interacted with the team which gave an insight about the college and the further selection process. Initially, I was not sure of applying for SITM, but the session and interaction with the alumni present helped me to make a decision of applying for SITM. Today, I can say that it was a decision well taken!"*

*-Shrikant Bhujbal (Systems and Finance)*



***SymConnect: A gateway to inside the campus***



## CAMPUS EVENTS

### AARAMBH 2016

Aarambh is a cultural gala event where young minds take a break from their busy academic schedule to come together and showcase their talents and skill. The event is organised by Symbiosis International University (SIU) witnessing participation from all the institutes at Lavale campus.

This year, Aarambh2016 came along with a strong message appealing to all the Symbians to unite and “Be the Difference”. This year's theme focused on how we, the students, the future of the country, can act as catalysts to make a big difference in the quality of life we all live environmentally, ecologically, socially and culturally.

Symbiosis Institute of Telecom Management (SITM) put up a spectacular performance like every year. The concept showcased, this time, was a rather sensitive one entitled “Boys Don't Cry”, an attempt to break the stereotypes. The concept perfectly blended with the master theme of “Be the Difference” which allured the young audience to ponder upon aspects of life that definitely needed some attention.

Mrs. Rajani Gupte, Vice Chancellor, Symbiosis International University was invited as a chief guest for this event. Dr. (Prof.) Sunil Patil, Director of Symbiosis Institute of Telecom Management (SITM) also enlightened the event with his presence.

The performers had been practising for more than a fortnight, giving in everything they could. They poured their souls out with their passionate performance against a full auditorium and won many hearts in the process.

E-Cell from SITM, the organizers of the event did a splendid job by making sure that the event goes smoothly. Those 2 hours of power-packed performances had filled the whole auditorium with positive vibes and energy. The cheering squad did a fabulous job by motivating the participants to be at their best.



*Aarambh: performing to express not impress*



## TEDxSIULavale

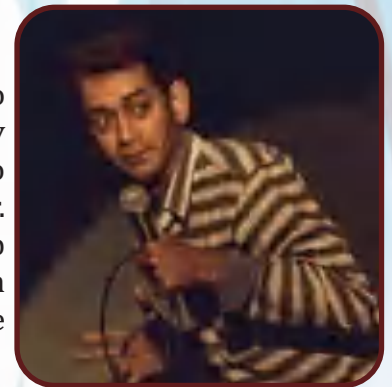
The journey to TEDxSIULavale 2016 started off in 2012 with SITM organizing its first ever TEDxSITM. The theme for the event was “An Eye for I”. Because of the response received from the attendees for a wonderful idea sharing platform, SITM organised its second TEDxSITM in 2014 with the theme “Together towards Transition”. Being the cultural melting pot that Symbiosis Lavale campus is, a need was felt to mark the unity of the campus in being an open-minded and an active idea sharing community of students. Hence, TEDxSITM was escalated to a whole new level – TEDxSIULavale. This year again, TEDxSIULavale was to ignite minds, and compel them to delve upon their thoughts and IDEATE. Moreover, SITM shares the same logic as that of TEDx-Ideas worth spreading, so it became the perfect platform for people to share their ideation. This went on to shape this year's theme “Ideations Unlimited...Dare to Share”. Under constant mentoring and supervision of Dr.Trupti Dhote, the event was a huge success.

### Vamsidhar Bhogaraju

Stand-up comedian, Theatre actor, Film Maker

*“It's just about taking that very first step for is to start excelling at what we like doing”.*

The story of Vamsidhar Bhogaraju is a journey from being an engineer to being a famous comedian of India. Through this, he noticed that after every promotion, we are simply excelling at things we don't even want to do. So one fine day, sitting in a pub and watching a bunch of comics on stage, Mr. Vamsidhar finally decided to take the plunge into the world of stand-up comedy and left his job. Walking the audience through his story, he went on to convey messages on decisions. The talk ended on an encouraging note saying that the best part of following your passion is taking the first step.



### Dr. Shyam Bhatt

Psychiatrist, Writer, Integrative Medicine Specialist

*“Why is heartbreak such a powerful experience?”*

Love is the most amazing thing that can happen to a human being, is what Dr. Bhatt precisely talked about. He further added that when love is followed by heartbreak it can be as lethal as a heart attack. Nearly 20% of the people in India commit suicide because of heartbreak and many suffer depression. The brain reacts in the same way as it would react in case of a severe physical pain, and this emotional stress can lead to death. Forgiveness is the way which can help one release this stress, the energy which can otherwise harm in the most critical way. Dr.Bhatt summarized by explaining that how the act of forgiving can help you to go on with your life peacefully and approach the next relationship with a fresh mind.



**Alicia Souza**

Freelance Designer, Artist, Entrepreneur

*"Will it make me happy?"*

Alicia Souza questioned the audience and then proceeded by mentioning things which bring happiness in one's life. She pointed out how user interfaces of all websites and products should be simple. She highlighted the importance of knowing one's target audience. She also emphasized the importance of details and the feelings of the customer while designing the product which imparts happiness with an emotional flavour. She summarised the talk with a beautiful concept of how making people happy gives you happiness in return.

**Dr. A Ravindra**

IAS (Retd), Former Chief Secretary - Govt. of Karnataka, Chairman - Smart Cities India Foundation

*"How do we manage urbanization?"*

A smart city is the one which aims at economic growth, quality of life, good education, clean air, and health. The challenges of building a smart city involve clearances from multiple authorities at the city level, finding the appropriate resources and redeveloping the old cities. The dream of building a smart city is only possible with the help of smart citizens who join hands together and show their commitment and pride towards the city.

**Gaurav Mehta**

Chief Business Officer – Quiditch, Entrepreneur

*"Demystifying the word drone"*

Mr. Gaurav Mehta very felicitously complemented the theme of Ideations Unlimited...Dare to Share, by talking about how drones will get much and much better in the future. He started with the evolution of drones and gradually moved on to how the drone industry has now come up as a multi-billion dollar industry. He also talked about the payload, the high-quality cameras, and a lot more factors a drone sits upon. At last, he left the audience with the idea of an Air Space Service Central System, capable of real-time tracking of aircraft, which he looks upon as a great innovation to save human effort and to regulate the use of the drone.

**Madhu Menon**

Chef, Writer, Photographer, Food Consultant

*"Demystifying the word drone"*

Madhu Menon is surely an inspiring personality, with his wicked sense of humour and witty demeanour with which he got the audience have a great time. He gave a detailed insight into what goes behind into the making of a successful restaurant with innovative ideas for specifically designing interesting menus. He went on to explain how a good design is a good business sense and how a perception of value can be manipulated. He laid a great deal of emphasis on customer satisfaction and also treating price as a cost plus model and explained everything with examples and a great finesse.



**Indrani Bagchi****Senior Diplomatic Editor – Times of India***“A good leader is one who makes his country stand tall.”*

Ms. Indrani Bagchi, in her talk, extensively focused on issues like foreign policy, nuclear deals, India's engagement with the world and the changing nature of diplomacy. She said, “A good leader is one who makes his country stand tall”. She highlighted the Indian economic conditions, foreign policy during 2014 and how our Honourable Prime Minister Mr. Narendra Modi's transformational projects like Make in India, Skill India, Smart City, Beti Bachao Beti Padhao earned country's respect and reputation. She explained how India is not amongst the underdogs anymore and is being recognized worldwide as an emerging superpower.





## INBOUND ACTIVITY

To provide an icebreaker which promotes cultural sharing, to send the message to students to use their learning in class and recognize the beauty and diversity of a number of languages, while tapping into some universal human experiences, SITM organises Inbound Activity every year.

The inbound activity for the fresh batch of 2016-18 started on a beautiful half-sunny day. The students were divided into several groups and were assigned group tasks. This helped them to know each other well and aroused in them a feeling of teamwork. The activity was a fun 'classroom outside classroom' that imparted a lot of outclasses learning like interaction, motivation, networking, taking mutual decisions and many more lessons. The best part of the activity was that the students got out of their cosy comfort zone and made many friends.



*Inbound Activity: A decision to try together*

## INDUCTION PROGRAMME

The Induction Program for the fresh batch of SITM started on Wednesday, June 1, 2016. MBA (Telecom Management) of SITM, Pune is an intensive two-year residential program. The program is conducted to welcome new students into Symbiosis Institute of Telecom Management (SITM), to get them acquainted with the institute, the faculty and the course.

The induction program started with the 'Welcome note' and basic orientation instructions by Prof. Madhavi Damle followed by an address from Ms. Kavita Sahastrabuddhe, Administrative Officer at SITM. Dr. (Prof.) Sunil Patil, Director of SITM gave a message through a video, welcomed the participants and enlightened them about the Institute. He went on to brief them about the Telecom industry in India, which he rightly quoted as being the 'Sunrise Industry' in India since the past 20 years; with tremendous potential for growth in the coming years as well. He advised the students on taking good care of their health. His advice on creating a Symbiotic bond with fellow students for growth portrays the true spirit of SITM.

Proceeding with the program, Deputy Director Prof. Abhijeet Chirputkar interacted with the students and gave them a brief about the two year course on the Academia at SITM. He also touched upon the various aspects of life at the campus; various committees, events and placements. He too, emphasized the importance taking good care of our health and advised the students on reading a business newspaper daily.

Later in the Day, Prof. Yatin Jog and Ms Bhakti Vyawahare, Officer – Corporate Interface shared some insights on placements and preparation.



*Induction programme: Fresh batch comes to know about the college*



## ICEBREAKER MATCHES

Sports do not build character, they reveal it! To follow the saying and to unwind the students from the frantic assignments and evaluations, a series of icebreaker matches were conducted, which included Intra-SITM Volleyball, Badminton and Chess matches. The event provided a great opportunity to the emerging athletes to showcase their talent and to become the face of SITM for all the upcoming tournaments. Students participated in huge number with full passion and perseverance and proved that SITM students are not only brilliant academically but have a great sportsmanship also.

The winner's list had Faraaz Gausee(Systems & Finance, Batch 2015-17) as the champion in Chess tournament, while Chetna Chandiramani(Marketing & Finance, Batch 2015-17) and Falgun Barot(Systems & Finance, Batch 2015-17) in the Badminton tournament.



*Faraaz Gausee (Left) with Rohit Tiwari(Right)*



## VALUE ADDED PROGRAMMES (VAP)

SITM conducts VAP programme with a vision to create a platform for the students, which will help them tremendously. The basic idea of VAP is to update them about the latest management techniques for smooth functioning and efficiency enhancement.

VAP 2016 saw the addition of Digital Marketing and Six Sigma. With most of the businesses going online, digital channel has been an indispensable part of marketing strategy for every company in the industry. Six Sigma is an effective technique used to achieve perfection and can prove very useful for the students when they enter the corporate world where quality of output matters the most. Both the programs were certified by TUV SUD, South Asia who are a leading testing, certification, auditing and training agency.



*The fresh batch with VAP faculties*



*Yet another group from the fresh batch with VAP mentors*

## GRUDGE

All work and no play would definitely make SITM a dull place to be in. So, for the second time, in the history of the Institute, a sports championship similar to IPL Model was held with all vigour and enthusiasm. In February 2016, it began with sports like Cricket, Badminton, Volleyball and Tug of war. The team selection had a unique modus operandi, in which team players were auctioned and bid. From interesting team names to a great show being put up during the matches, everything just added to the kind of sports fiesta going around in the campus. The zeal to win the championship along with sense of sportsmanship was the whole essence of the game. The audience thoroughly supported their favourite teams and the event turned out to be a wonderful platform for the players to show their skills in areas they excelled.

The games concluded on 2nd of March, with "White Walkers" emerging as the overall Champions, the various teams as in various sports were

**Cricket- Winners** : White Walkers  
**Tug of War- Winners** : Anonymous Avengers  
**Badminton- Winners** : Alcoballics  
**Volleyball- Winners** : White Walkers



*The Desi Crew: "Not the winners, yet the glorious!"*



## DESPEDIDA- Farewell to Batch 2014-2016

*Goodbyes are not forever, Goodbyes are not the end.  
They simply mean we will miss you until we meet again.*

The day 3rd March 2016 was filled with nostalgia in SITM. A warm farewell was given to the batch of 2014-2016. The event was hosted by Alumni Relations Team (2015-17). Goodbyes are the most painful part of life but, also memorable. All the faculty members shared some memories with the batch and wished them good luck as they were all set to take the first step towards their corporate journey. Certificates were distributed to all the students who helped SITM grow by taking part in various committees. Stories were told, games were played, awards were given and laughter was shared. At the end, all parted their ways with a heavy heart, knowing that the pain of parting is nothing to the joy of meeting again.



*Welcoming the to-be alumni to their last lecture*



*Glimpse of the last lecture*



## INDEPENDENCE DAY CELEBRATIONS

Symbiosis International University (SIU) celebrated the 70th Independence Day of India as a grand event at the hilltop campus. SITM took the initiative to organise this beautiful event.

Dr. Rajani Gupte, Vice Chancellor, Symbiosis International University was invited as the Chief Guest for this auspicious occasion. At 8:15 am, the Chief Guest unfurled the tricolour with the National Anthem being played in the background by SITM students. Directors of all institutes on hilltop campus witnessed the event along with the students, faculty and staff of the respective institutes.

Dr. Rajani Gupte gave a very inspiring speech to the students and the entire staff. In her speech, she appealed to everybody, to find pride in the work everyone does and discharge the responsibilities with utmost sincerity.

It was overcast the entire morning and it even rained for a brief period. However, that did not dampen the spirits of the spectators.

SITM students put up a splendid vocal and dance performance in front of the spectators and received plaudits from the Chief Guest and Directors of all institutes.



*Independence Day: Bleeding tricolour, celebrations galore!*

## BY THE STUDENTS

### Neuromarketing: The Neo Marketing



*By Senthil Kumar Perumal(Left) and Md.AquibZaman  
(Marketing and Finance, Batch 2015-17)*

What comes to your mind when you see \$400 bn in cool cash? No don't faint. It's the approximate amount of money, companies across the globe spend on sales and marketing activities each year. However, the biggest question that still remains, is: why companies are still struggling to break even or achieve estimated targets? The major reason being competition, clutter and consumer awareness. All these functions are interrelated. Due to lack of uniqueness in products offered by companies, competition picks up. Each of the competitors have their own strategy and unique approach of advertisement and promotional tactics. This creates a huge amount of clutter in the consumer minds. It is said that consumers are bombarded with an average of 10,000 advertisement and promotional messages on daily basis. This heavily affects the product awareness level for the consumers. Thus we need a more optimized approach of advertising for the effective reception of human brain. This can help avoid consumers to be more convinced and not confused. After all, there is a limit of neuroplasticity for each of us!

Neuromarketing term was coined based on this approach which classifies the usage pattern of human brain. As per studies, our brain makes use of three decisions with the help of three different sections of the brain. Rational, Emotional and Instinctual decisions are taken by the New brain (Neocortex), Middle brain and Reptilian brain (R Complex) respectively. Amongst the three decisions, the instinctual decision plays a key role in decision making. This part of brain is only concerned about survival which goes along with gut-feeling that avoids extensive thinking. Thus marketers need to mend these decisions by identifying the customer needs on timely basis.

However, the reptilian brain is activated immediately with sharp feature changes and hence the product sold must differentiate itself from other competitors so as to directly fall in the choice set of the customer. The reptilian brain is very skeptical about decisions and thus differentiating factor must append itself with adequate value gain associated with the product. This way you can communicate to the customer, the values that he/she may stand to lose apart from the gains, as a skeptic mind may think over the negatives rather than positives. This is one of the most emerging areas of research which blends marketing with consumer behaviour to result in a more focused targeting of customers. This can be an add on to the existing micro-targeting of consumers. This can help you understand the subconscious mind of the consumer that helps them make purchase decisions. In simpler terms, you understand what makes the consumer buy what he/she buys. This way, you can be aware about the consumer buying pattern and not just keep predicting the same.

Let us put this theory to practice by formulating marketing strategies for a more cluttered product like smartphone in a more cluttered market like India. For any new launch, it's very important to understand and analyze the status and trends of current market where that product belongs. With the entry of



various players into the already competitive smartphone market in India, there is a product clutter and as a result price war is very much on. The clutter in the smartphone market is both good and bad. Bad, because the heavy competition makes the business figures more volatile. Companies have to be on their feet all the time. They have to keep track of their competitor's competitors' moves and strategies and react quickly. Good thing is the increasing demand for smartphones. The main reasons behind this are competitive pricing of smartphones and increased reach of mobile data across the country. Setting objectives is very crucial, because they define and lead the marketing strategies to be followed throughout the life span of that brand. Segmentation is no more an important aspect for launching a new smartphone. No need to deviate too much from what other leading brands are doing. Smartphone segmentation is mainly done based on the basic demographical and psychological patterns. This means focus should be more on making the smartphone, multimedia feature-rich and elegant in terms of form factor. Having mentioned about diluting importance of segmentation, it is also important to note that positioning is becoming more and more crucial because once an image is set for a brand it is very difficult or more precisely, almost impossible to change it in future.

Maruti struggling to wipe out the impression it had created as 'layman's car' is an example in the case! Companies have to be very careful when it comes to positioning. Companies should explore more options for positioning itself to gain the early competitive advantage. Whatever element of marketing may it be, the key in today's market is to differentiate from others and yet not moving away from what is trending. It is like following the leader but in a smarter way. Product, price, place and promotion are also to be dealt with very carefully because gone are the days when companies were able to strategize these elements separately.

In the current ever-changing market scenario, slight variation in any of these Ps could severely affect the other elements. Product is always the centre of 4Ps of marketing mix. Marketing strategies actually start even before the product is manufactured, so price, place and promotion revolve around the product. Product placement options have really evolved over the years. Internet based online sales being the forerunner of these changes. The throwaway pricing and cluttered features attract traffic towards these online based sales method. This option is a must for any new launch because it helps the company to reach the breakeven point very quickly, thereby decreasing the burden of small initial sales figures. However, product is still a top-most priority, since a good product alone will sell in the second phase of the sales through positive word of mouth. Presence over social media is also a must for newly launched brands/products because it builds a positive aura when the company interacts directly with the customers and solves the doubts which clears the fear expressed by the mass. These are all the new digital marketing trends, which were absent few years ago. Very important factor is to keep in sync with the changing time and trend. And as usual, timely promotion through various available channels should be given high priority. The only differentiation any smartphone manufacturer can have over its competition is design or post-sales service. With more focused approach, we can identify the pain points of smartphone consumers and based on their usage pattern, we can highlight the differentiating factor and communicate the same to the consumers accordingly. Several advertisements by popular smartphone brands like Apple, Samsung etc. highlight their design and specifications.

All of this ultimately boils down to the need of listening to your customers very carefully. However don't just listen but sense their needs and gaps. Marketing has finally reached the stage where companies have started to do this. In my opinion the thought behind building a relation with customers has moved from the external to the internal phase wherein you no longer be the 'babysitter' to your customers but instead be a mother to them, as who knows you better than your Mom?



## THE SHIP OF BUSINESS – WHERE'S IT HEADING TO?



**By Naresh Kumar Hegde**  
(Marketing & Finance, 2015-17)

If you break a big sphere into multiple pieces, you'll have more surface area. That's something! That's how the economy works, that's why the market is ever-growing. As surface area increases you've more area prone to products/services requirement. Looks like everything in this world has its own secret formulae to adjust, to change with the system, to sync accordingly or to manipulate and co-exist. (Also with the increase in number of nuclear families, this total surface area available for marketers has grown like anything!)

But who breaks the sphere into pieces? Do customers ask for it or the companies perform this activity on products themselves? Did you ask Domino's for home delivery or Domino's itself prompted you to ask for it by promoting their home delivery service?

This very interesting concept of 'product-customer relationship' seems to have continued its dynamic nature. The market has openly witnessed a shift of business philosophy from product-centric to customer-centric, thanks to LPG (Liberalization, Privatization, Globalization) the internet!

As a result, in no time the 'supply based' market turned into the 'demand driven' market. Also over the past 20-30 years, the business world has been fortunate enough to have more enablers around it than restrainers. Changed political environment, globalization, the internet, electronic revolution, and now social media and digital disruption – all of these have been indeed in support of any business and are constantly pushing them towards continued growth. This doesn't mean the market is simply in a relaxed mode. In fact, it has become unimaginably competitive and only aggressive strategies are able to cope with the market condition. Again, it is cyclic in nature. In order to achieve sustainable competitive advantage, companies put more variants in front of consumers at competitive prices. This will, in turn, pull more and more customers.

Now, what next? Where's the business heading to? What after service? It was product based business earlier, and then the concept of company or brand influence had its show; now we are enjoying in a 'consumer-is-the-king' market condition, where service has become an equally dominant business entity.

If you are curious enough to look more closely into the current business scenario, this long held (or thought of so) customer centricity is stepping into some other level! Is it sliding back a little? Why am I saying this? Let's pay more attention - the difference between product and customer, it is steadily disappearing. We are no more simply customers! We're now, in a way product-cum-customers.

Hyperactive business environment and ever growing economies are successful in redefining certain market fundamentals. As Seth Godin rightly writes in his 'All marketers are liars', marketing is no more just convincing, it is now all about how well you can tell stories. Remember, when I say stories, you don't know what type of stories I'm talking about – true stories or built ones. But who cares?

So, what is happening? The business entities are working together and are able to implant some predetermined sequence of logic in each one of us. Today, inside our homes, out in the sun, inside schools, colleges, offices - we all are the product ambassadors. I don't just watch advertisements (read, ATL, BTL, TTL) I look upon my neighbours too. Companies are advertising through us! We, customers, are made Kings – knowingly!

As mentioned already, a ship sails through smoothly when all the externalities are in favour of the voyage. But the journey is challenged only in tough weathers!

By the way, I am surprised – why can't Flipkart sell some 10,000 (I don't know, maybe more!) cool looking t-shirts with 'Jabong' logo on it, FOR FREE??

#### **FROM THE FILLER FACTORY**

Her Honour, her pride,  
That once lay by her side;  
Her strength, her love...  
Now lay still in front,  
With the tricolour above!

*-Sudhansu Dhillon  
(Marketing & Finance, Batch 2015-17)*

## **Molecular Communication: Facilitating New Applications in the field of Nanotechnology**



**By Anmol Javadekar**  
(Systems and Finance, Batch 2015-17)

We have been used to viewing the ICT industry keeping the cellular network in mind. But, it comprises of many more concepts and communication networks, molecular communication being one of them. In molecular communication, molecules are used as a carrier of information and this allows naturally or artificially produced cell level entities to communicate at short distances from each other. The notable difference is that molecular communication uses chemicals as opposed to electronic signals in traditional communication. The key areas of such a communication system include a sender, a molecular propagation mechanism and system, a receiver and also an interface for communication. There are several applications of molecular communication in the field of nanoscale networks and communication of such networks. We already know the innumerable benefits of nanodevices and hence there is a need to leverage the benefits of nanoscale devices, their interactions, and their perceptiveness and off course their small size.

The Information and communication technology industry has seen a host of new trends in recent times. While some happen as a result of enablers like growing smartphone markets, 3G/4G penetration and the craze of shopping or doing things on the go using handheld devices while there are other trends that transpire due to technological innovations. One such movement in the ICT domain can be seen in the area of molecular communication and its role and applications in the much talked about the field of nanotechnology. Molecular communication is fast emerging as a new area for research for distinguished scientists, biologists, chemists, physicists and other notable researchers. It is considered to be a lucrative alternative for communication between Nano scale devices and Nano-sensors. The primary applications of molecular networks with these devices are biomedical applications like health tracking and monitoring, drug delivery, environmental monitoring and in military technology. To serve and assist this new exciting area of research, IEEE and ACM have founded many new conferences and journals.

It is a collection of devices or machines (Nano-machines) that are in the range of few Nano-meters in size and that are able to undertake computing tasks and functions like data storage, data sensing, and actuation. Their networks are termed as nanoscale networks. These networks typically enlarge the capabilities of a single nanodevice in terms of both, the range of operation and complexity and these networks allow them to share information amongst themselves in order to allow system intelligence. The advancements in the field of nanotechnology can be put to use in ICT space using molecular communication amongst nanodevices.



While there have been classical techniques of communication in place since long, most of these are impractical or infeasible when it comes to Nano-networks and communication between such networks. As nanotechnology already has certain benefits and advantages of its own, all we need is a facilitator. The concept of molecular communication works as a facilitator here and opens doors to a variety of new applications. These include mainly 3 key areas: Biomedical, Industrial, and consumer goods applications, Environmental applications.

In the field of biomedical sciences, Molecular communication will provide a path between intra-body networks of nanodevices and larger devices like ECG devices, oscilloscopes, etc. The interconnection of such devices with Nano level devices will provide up to date information of a person's body and its subsystems like the breathing and respiratory system or the cardiac functioning. These devices can fit into places where conventional devices cannot and hence leveraging these fundamental advantages is very important.

The second most valuable application is in the field of industrial and consumer goods. The small indiscernible nanosensors can be easily integrated into multiple consumer goods and products and a network of such sensors can add new functionalities to the resulting product. The product can become more intelligent as the sensors provide valuable inputs. One such example of this mechanism is the integration of nanosensors in the helmet and gloves of a biker. Gloves can have sensors fit into the fabrics. The network of such devices which can be incorporated easily because of their size will help in sharing important information and hence better rider safety. This concept can be applied to video games industry also where haptic interfaces can be designed and nanosensors can track player's body and hand movements in real time to enhance the overall experience.

Various environmental factors and parameters can be studied and retrieved using the small nanosensors which will be able to pick up the environmental concentrations of various substances in a better way as the nanoscale sensing is more accurate.

In any industry, be it telecom or non-telecom, the miniaturization of devices is currently perceived as one of the top priorities for manufacturers as well as various other businesses associated with that product. The telecom industry and ICT space will become more evolved than before if the devices are miniaturized from the current micro level to Nano level. Moreover, the efficient communication between nanodevices will further help in the progress of the entire industry. The long range molecular communication can be a means of reaching the distributed access points on the internet for the nanodevices. This new mode of communication is sure to have a huge impact on the networking capabilities of various devices and there will be many new devices launched in the future which will be ready to make use of molecular communication and have all the components in place to operate and deal with molecular information signals.

Molecular communication with its all new properties and functionalities has prodigious potential in coming up as the preferred mode of communication in a diverse new set of applications. Many new unique ways of monitoring a person's health or optimizing various business parameters or making systems more intelligent will be possible and a whole new world of connectivity using molecules will arise. This is bound to have a momentous effect on the ICT industry and its stakeholders.

# INTERNATIONAL CONNECT

## SUMMER SCHOOL, GERMANY



**By Anushya Bernard**  
(Marketing & Finance, Batch 2015-17)

One of the best opportunities provided to us by Symbiosis International University was the chance to attend the International Summer School in the month of July 2016. The eight of us had the privilege of attending the course on International Business in Hochschule Bremen University of Applied Sciences in Germany. The course had participants from across the globe. The Summer school team took special care of our comfortable stay. We were given a warm and a hospitable treatment in Bremen by the local people who offered us accommodations in shared apartments. After the induction ceremony, we were taken out for a guided city tour where we got to explore the history and architectural beauty of the lovely city, which was to be our home away from home for the coming one month. The welcome party at the riverside is one of the most beautiful memories etched into our hearts.

Our course on International Business was indeed a practical learning experience through various case studies, problem sets, group discussions, etc. Learning about the economic conditions and business scenario by analysing and comparing countries like USA, Europe, India and much more was indeed a great learning experience. The faculties were academicians with strong industrial experience. They took sessions on various trending economic topics. Along with the usual academic courses, we had to undergo many supporting programs teaching us about the cross-cultural management. During the visit, there were various fun activities planned for us which included mini golf in the dark, bowling, karaoke nights and even a visit to Mercedes Benz manufacturing unit. Apart from the academic and recreational activities included in the course, we had plenty of time to explore the city, interact with the natives and learn about their culture. Eventually, the journey came to an end with a warm farewell party on a cruise on the Warren River. The memories will be cherished lifelong as the experience had been a splendid one. On behalf of the team who went for the Summer School, I would like to thank SITM for letting us add such an enriching chapter in our book of life.



# CANVAS



*Bliss of warm rays on a cold self*

**Photograph by: Purvi Chugh**

*(Systems and Finance, Batch 2016-18)*

## FROM THE FILLER FACTORY

*"Dad, you still pamper me with such beautiful flowers," said a girl sitting beside the grave of a soldier.*

*-Arpita Ghosh (Systems & Finance, Batch 2015-17)*



## SOCIAL CONNECT

### FUN AND FOOD CARNIVAL

*The smallest deed is better than the greatest intention.*

Amidst all the classes, evaluations and assignments, there came an event with lots of enthusiasm and enjoyment, the Fun and Food Carnival. It was a fundraiser event, organised by S.P.A.R.S.H., ISR arm of SITM and the profits generated from the activities were donated to the underprivileged. The students of SITM volunteered to showcase their culinary and gaming skills for a noble cause. They came up with lots of creative ideas for both fun as well as food stalls.

The event started with an appetizing food carnival that presented several delicacies, involving lots of effort from the student volunteers. A special attention was given to ensure cleanliness and safety measures were in place. The day ended with an energetic fun fest that involved several games. The students put up their stalls with innovative games. Along with enjoyment the event served the purpose of extending a helping hand to the less fortunate ones.

The event was a huge success; SITM's young entrepreneurs were able to do a business of around INR 65,000 in a single day! Huge participation was received from students with a great feedback from rest of the colleges.



*Fun and Food Carnival: For "Chotu" at every tea-stall and for his dreams*

## BLOOD DONATION DRIVE

*If you donate money, you give food. If you donate blood, you give life!*

The Blood Donation Drive organised by SCHC, held on 1st August 2016 was carried out with support of a lot of enthusiastic individuals who came forward to donate blood. The S.P.A.R.S.H., the ISR arm of SITM actively took part in volunteering and promoting this event. Over 350 people including students, faculty, security guards and other staff turned up and showed their willingness to donate blood. With a collection of 251 units of blood, the event was a huge success.

A day before the drive, a Flash Mob was arranged intending to promote the event amongst all the students in the campus and seek their participation. This platform attracted a huge audience and created an aura of enthusiasm, which continued till the drive ended. Consequently, the drive was a huge success and a lot of people contributed their bit in saving countless lives. We truly appreciate and are proud of all the first time donors for travelling that extra mile.



***Blood Donation: Save lives!***

### FROM THE FILLER FACTORY

*"Where is my toy? Where is my toy?"*

*While going through the rubble that he once called home, a Syrian boy cried.*

*-Aabhas Bhushan (Marketing & Finance, Batch 2015-17)*



## THE MAN IN THE SHADOWS

Interviewing an introvert like Jai Singh Kaka could be quite a challenge. I literally had to take out words from his mouth. He was a little circumspect in the beginning but then opened up about his life in SITM.

Beginning the day at the college at 7:30 am, it could stretch upto 7 o'clock in the evening, depending upon the lectures. His duty starts with opening the locks of all the classrooms and cabins and checking the computers and the projectors. As the day progresses, his work gets hectic which includes giving files to the staff and teachers whenever needed, providing water to the teachers etc. He gets a much-needed break at 1 in the afternoon.

While preparing for events, he energetically sails through the day, from climbing heights for hoardings to monitoring many processes. This demanding and painstaking schedule is repeated for 6 days a week. His day ends with where it all begins, locking all the rooms and checking if anyone has forgotten anything which we do almost every day.

Talking about his personal life, he told that he lives with his wife and two kids downhill in Mulshi village. When asked about the better of the two batches between seniors and juniors, he was at his humble best saying that all children are equally good and kind to him.

All in all, it was fun to interview a bovine guy who is such an important part of SITM, and still happily works in the shadows.





## UPCOMING EVENTS

- Reconnect'16-Delhi Chapter
- Communique'16
- SymConnect-Aspirant Interaction Programme
- Coffee Tales
- Reconnect'16-Mumbai Chapter

## FACULTY MENTORS



**Prof A.V Chirputkar**  
Deputy Director  
SITM



**Mrs. Bhakti Vyawahare**  
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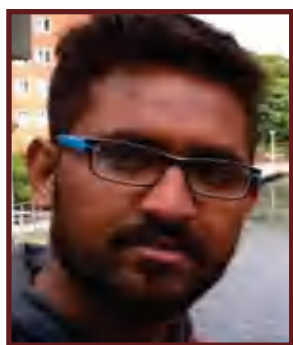


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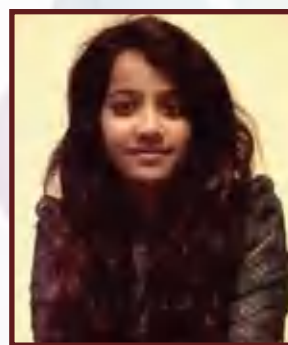


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