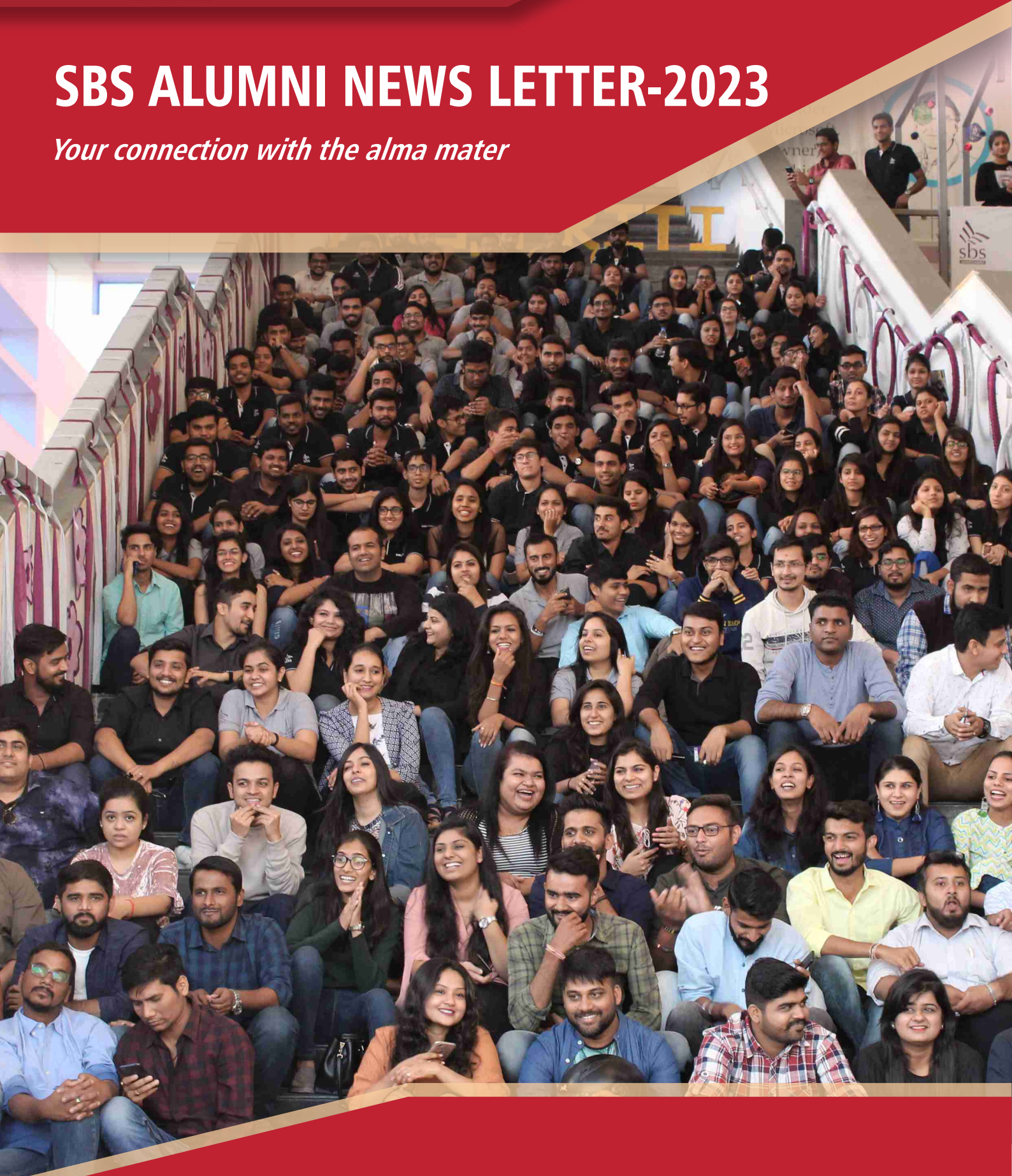




SHANTI BUSINESS SCHOOL
AHMEDABAD

SBS ALUMNI NEWS LETTER-2023

Your connection with the alma mater





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SBS Alumni Association (SBSAA) is a registered body. The mission of SBSAA is to provide a vibrant, national and global network and a forum that connects and engages all SBS Alumni with SBS, Ahmedabad in a mutually beneficial and actionable ways. The objectives of the Association are:

- Facilitate the association of its members with their Alma Mater by promoting interaction and networking among the alumni.
- Contribute to the Alma Mater's vision of creating leadership in Creating Strategy Leaders in all spheres.
- Collaborate with SBS, Ahmedabad for facilitating and supporting selected alumni participation in the ongoing academic activities including teaching, research, workshops, conference events, Placements and MDPs etcetera
- Champion all relevant fundraising activities including the development of an Alumni Fund and mentorship scheme for SBS students and alumni ventures and innovations that benefit all partners
- Facilitate Alumni achieve their professional and societal goals and help them in their hour of need
- Promote best practices in different areas of marketing and communication for the benefit of the society, especially the weaker sections
- Create public awareness about the Institute and its Alumni



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When you turn the pages

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From the table of President SBS Alumni Association & Director SBS, Ahmedabad



It gives me immense pleasure to witness the publication of second edition of the Alumni Newsletter.

A lot has happened at SBS since the last edition. The placement team worked hard to have companies from varied sectors for the campus placement. Before facing the interviews, the students were given intense training to crack these companies. Many companies like AC Neilson, General Mills, EY and Beardo recruited students for the first time. This was also the time when the campus is usually all geared up to host the students across Ahmedabad during Bauddhika. The Bauddhika on campus during 21st & 22nd February, 2023 footfalls a huge gathering on the campus. The indomitable spirit of SBS ensured that life is celebrated on the campus. The Students' Council took the lead in organizing a Food Carnival and celebrating Saraswati Puja on the campus.

It is said that change is the only constant thing in life. Hence, there has been some changes in SBS team. Some colleagues have left the institute for personal reasons while others have joined to add value to the academic program. We have also changed and updated our curriculum based on the changing times and demands of the industry.

Through this newsletter, we aim to keep you updated about our institute and stay in touch with each other. Like I have always said, SBS, Ahmedabad belongs to its students and we look forward to having you on our campus soon.

Stay connected,

Dr. Neha Sharma

From the Campus office of Alumni Engagement Committee



Dear Alumni,

The SBS Alumni Association was registered as a TRUST No. F/20451/Ahmedabad dated 30-1-2019. The onslaught of Pandemic in 2019 and its uninterrupted victory march continued till the beginning of January, 2022. Now that normalcy is back on the wheels and the situation demands action, the management committee of the Association met on 30th January, 2022 with a clear agenda. The members discussed at length and decided the following:

1. Chapters will be formed at Ahmedabad, Patna and Udaipur to begin with and more chapters will be formed based on the progress of the above chapters with Manish Roy and Zaid Farooqui as coordinators of Patna Chapter, Hiral Panchal, Misha Bhatt, Shailja Choksi and Gautam Sarkar as coordinators of Ahmedabad Chapter, and Ayushi Soni as Udaipur Chapter.

These representatives may co-opt more members for effective implementation of the responsibilities as Chapter coordinators.

2. It was decided to have an Association News Letter and Hiral Panchal as the Editor. Gunjan Dua and Ayushi Soni have been nominated as the News Letter Editors.

3. It was proposed to have the Grand Alumni Meet on Campus soon.

Due to the academic schedule we will have the next alumni meet on 24th September, 2022. The Alumni Meet 24th September, 2022 attended 112 alumni across all batches. We had a wonderful and fruitful discussions with an agenda besides informal discussion with faculty and alumni and current students. It was appreciated that in spite of work pressure after the Pandemic, quite a number of the Management Committee Members could be present in the Meeting and took part in the deliberations. I appreciate your passion about the pressure of work

Prof. KGK Pillai
Vice President
SBS Alumni Association

Alumni Meet (Anusmruti 2k22)



Shanti Business School (SBS), Ahmedabad organized the Alumni Meet – Anusmruti 2022 on 24th September 2022 to nurture the relationship and the bond with the esteemed alumni. The event witnessed the presence of all convocated batches of SBS starting from the first batch of 2010-12 till date. It was focused to foster a lifelong cordial relationship between the college and alumni, to provide an effective platform for networking with the alumni and current students.

The Annual PGDM Alumni Meet began with the inaugural address by the Director Dr. Neha Sharma where she welcomed all the alumni in the campus and asked them to stay in touch assuring them the support of all the faculty and staff at SBS. It was followed by the address of the Executive Registrar Prof. KGK Pillai who shared the reports of the Alumni Committee of SBS and encouraged the alumni to be part of the activities conducted at SBS, sharing their valuable experiences and achievements.

Some of the notable alumni of all batches, Mr. Carl Sandhana, Mr. Manish Roy, Mr. Kakdiya, Ms. Shailja Zumkhawala and Ms. Divya Inani shared the stage and addressed the fellow alumni and students of SBS their experiences and life learnings in the corporate world.



Alumni Meet (Anusmruti 2k22)

They were very helpful in making the students understand the need of the industry and giving them a direction towards learning and being industry ready. It was followed by Q & A session of the current students to the alumni. They shared with them the challenges faced and the steps taken to overcome them and prosper in their professional carrier. It was followed by a fun-filled event – a DJ Party, full of smiles, laughter, bonhomie, and bonding. All the students and alumni danced to the tunes of music as it was a nostalgic way for alumni to relive the SBS vibes. The event concluded with a delicious dinner and lots of memories of the place where the alumni laid the foundation of their professional careers. The Annual PGDM Alumni Meet - Anusmruti has gone from strength to strength, growing bigger and better with each passing year.



Feedback from the graduating batch



Dear Shanti Business School,

I wanted to take a moment to provide feedback on my experience at your institution. Throughout my time here, I have been truly impressed by the exceptional quality of education and the dedication of the faculty and staff. The professors have demonstrated an unwavering commitment to nurturing a dynamic learning environment, fostering intellectual curiosity, and promoting critical thinking skills. Their passion for their respective fields and their willingness to go the extra mile to support student success have been inspiring.

Moreover, the wide range of extracurricular activities and opportunities for personal growth have enriched my college journey.

In conclusion, I am immensely grateful for the education, experiences, and personal growth opportunities that Shanti Business School has provided me. The college's commitment to excellence, supportive community, and dedication to fostering a holistic learning environment have truly shaped my journey. I am confident that with continued dedication to innovation and responsiveness to student needs.

Thank you for your time and consideration.

Sincerely,

Amiya Tiwari
[PGDM/2023]

[Executive- TATA Asset Management Company]

Orientation of Batch 2022-24

SBS Ahmedabad as a part of the On-campus Induction Program – "Parambh 13.0" for the PGDM batch 2022-24 organized Outdoor Management & Team Building Activities (OMT) which resulted in the development of bonding and cheerful camaraderie among new students. All the Student Managers, Faculty and Staff Members enthusiastically participated in the Team Building activities focused on making student managers understand the importance of working in a team. Sheep and the Shepherd, Toxic waste management, Acid River, and Helium sticks were activities focused on Building Trust, Regulating Communication, Fostering Creativity, Healthy Competition, and Bringing People Together. These activities helped the student managers in getting recognized amongst themselves, motivated them to achieve more and better next time, and helped foster a positive & motivating culture.



Beyond the syllabus Events



Leader Speak Series

Mr. Prashant Kumar, Head of Communicate, SE Asia and Founder & Senior Partner Entropia, Accenture, Kuala Lumpur addressed the SBS students on "Made in Future"- his new book published by Penguin and launched in May 2022. This book is a national best seller on Amazon India for more than six weeks is finding its place in essential reads list of leading national media such as CNBC, Outlook, Asian Age and Financial Express. He stressed the importance of Brand power in consumer market which has been detailed in the book "Made in Future". The students after the class raised a series of questions on the topic to which Mr. Prashant Kumar clarified all points to the satisfaction of the audience.



Farewell of the Batch 2020-22

SBS witnessed a Farewell program- 'Adios- The Farewell Eve' for the students of 2020-22 batch of PGDM program, on 23rd April 2022. The entire event was organized and managed by students of 2021-23 batch of PGDM program. Dr. Neha Sharma (Director), Prof. KGK Pillai (Executive Registrar) and Faculty Members of SBS remained present during the event to motivate the students.

The theme of the party was Ballroom Dance, where all women decked up in ball gowns and dresses, while the men showed off their tuxedos. Musical band and DJ were the life of the night.

The event started with warm welcoming of the senior students around light music and beverages. The Professional Stand-up Comedian took the party ahead. Along with Shayaris and dancing moments students enjoyed their dinner; started with a bowl of hot soup and ended with a scoop of ice cream.

MOU Tie up with CIMA



In its continuous endeavor to provide value-added and industry-ready management education, Ahmedabad-based Shanti business school ties up with the Chartered Institute of Management Accountants (CIMA®). Founded in 1919, CIMA is the world's leading and largest professional body of management accountants and the global professional management accounting body based in UK. It is focused on accountants working in the industry and provides support and training for members. CIMA also offers training and qualification in management accountancy and related subjects. The CIMA program will now be offered to students of Shanti business school. The memorandum of Understanding was signed between Shanti business school and CIMA. The Director of Shanti Business School explained the importance of multiple qualifications and benefits to the students because of the tie-up.

This tie-up will benefit Students of Shanti business school greatly if they choose to pursue the CIMA course along with the PGDM program. The students opting for the CIMA program will be exempted from the first two levels i.e. Certificate and operational level and they will directly move to the management level and will have to appear in the management level exam and finally, the strategic level examination. The students will be able to complete the program at a significantly lower cost compared to pursuing the program outside the tie-up framework.

The tie up will benefit the student to pursue career in management accounting, Management consulting, business analysis, financial controller, and Forensic accounting etc. It will also enhance employability and packages.

Make In-tern



Up skilling is the need of the hour and SBS strongly believes in this principle. SBS has collaborated with "Learntoupgrade: Make Intern" to upskill students with the corporate relevant skill of Business Analytics to ensure a smooth transition of students into the corporate world. A total of 41 students participated in it and among them, 5 students were invited to participate in the 9th International B-Plan Championship held at IIM Indore on 18th and 19th August 2022. A group of 5 students, Mr. Avik Maiti, Mr. Aakash Bhakta, Ms. Neetusingh Rajput, Ms. Tripti Jain and Mr. Manthan Thakkar had participated in the event. A total of 35 groups from different colleges participated in the event which was held in 2 rounds. SBS reached the final round and acquired overall 7th position. Their idea Amblink an app set to disrupt the healthcare sector in the form of ambulance services was highly appreciated. Overall it was a great learning experience for the students.

An update on Alumni changed jobs or elevated.

Madhulika Tripathi

(PGDM Batch 2020-22 HR Specialization) shifted from Big Basket, Ahmedabad as HR Compliance Officer at Odo, Ahmedabad.

Jessica Michael

(PGDM Batch 2018-20 HR Specialisation) from Khimji Ramdas India Pvt Ltd, Ahmedabad to Assistant Manager- HR at Tulsi Tea, Ahmedabad.

Vaibhav Vyas

(PGDM Batch 2015-17 HR Specialization) Senior Manager HR Business Partner at Smytten as HR Alum represented in HR Board of Studies.

Alumni included in the Board of Studies of SBS, Ahmedabad.

Akash Soni in Marketing Specialization.

Dishant Vora in Finance Specialization.

Sweta Mukhopadhyay in Communication specialization.

Darpan Thanki in SCM specialization.

Hunaidkhan Pathan in DS specialization.

Priyank Doshi in IB specialization.

New course(s) started in specialization areas in the academic year 2023-24.

HR Specialization: semester-III: Knowledge Management & Role of HR (KMRH).

International Business Specialization: Semester-III: Service Supply Chain Planning-1 ;

Practicing & Managing International Business' in Semester-IV.

Communication: Semester-III: workshop on AI as a creative aid, workshop on using canva. And Leveraging AI for Digital Marketing.

Semester IV: Advertisement & Analytics.

Alumni participated in teaching-learning at SBS

Darpan Thanki from IB Specialization.

Dishant Vora from Finance specialization.

Anjali Dasgupta from HR specialization.

Carl Saldanha from Marketing Specialization.

Vishal Sharma from Finance specialization.

Shailja Zumkhawala from Communication Specialization.

SBS students received the global jury award on their Entrepreneurship Projects with the potential of becoming a real venture by Wadhvani Group.

Nakul Patidar (Lemonade/ Team Member)

Upendra Kumar (Origami Crane / CEO)

Priyanshi Mourya (Lemonade/ CEO)

Nikita Ghorawat (Recycle Rack / CEO)

Rakesh Dhanki (Agrochowk/ Team Member)

Zara Rashid (Greentics / CEO)

Junaid Mohhamed (Greentics / CEO)

Prafulla Pandey (Kapdawalla / Team Member)

Yuvraj Gawale (Medico/ Team Member)

Sudhir Kumar (RSR/ Team Member)

Ujjwal Singh (Kapdawalaa/ Team Member)

Vijayanand Balane (Medico/ Team Member)



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**WOMEN IN
EDUCATION**
LEADERS

Presented to



DR. NEERA SINGH

Associate Professor & Area Chair HR
Shanti Business School

Dr. Neera Singh has a career span of 20 years and has worked at several places and institutes across India running PGDM and MBA course and is currently associated with Shanti Business School, Ahmedabad from 2015. She has been awarded PhD. in English Literature in the year 2004 and has also completed her PhD in Human Resource Management. She has done the Trainer course from ISTD scoring highest marks in HRD. She was the University topper in English Literature. During the tenure of her career, she has introduced many new courses in area of HR and OB to enhance the employability of the students. Her interest area is in HR Analytics, Emotional Labour, and other cotemporary areas of Behavioral Science and has written research paper on these topics. She has been invited to be the technical session chair at National and International Conferences. She has also been the part of the panel for faculty selection. She has conducted MDPs on the topic of HR Analytics, Leadership Development and Emotional labour. She was resource person at ISTD, Silvasa chapter. She has published research papers in refereed journals and presented papers at national and international conferences. She has also rendered her services as an HR consultant to organizations. She has been invited as an expert in the Review Committee of several universities like Gujarat Technological University, Indus University and others.

Dr. Neera Singh received an award from the World Education Congress.

"The 50 Women as Education Leaders in HR and OB area is an intensely researched process undertaken by the Research cell World Education Congress which consists of Post Graduates in History & Management with over 5 years of research experience post their studies. It is the iconic job of the research cell to produce a shortlist of Individuals who are doing extraordinary work and track the record of their achievements. The shortlisted academicians then reviewed by a Jury composed of senior professionals from across the globe.



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“Wadhvani NEN Start Me Up Awards 2021”
Among a select group of top 60 Practice Ventures selected from over 6,000 submissions.

INSTITUTE AWARDEES- INDIA



SILVER AWARDEES: INSTITUTE - INDIA

GOLD AWARDEES: FACULTY-INDIA



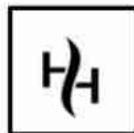
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STUDENT ENTREPRENEURSHIP EXCELLENCE AWARDS- INDIA

SHANTI BUSINESS SCHOOL



Sirjan Singh Chibber -
CEO



Herbal n Hair



Shruti Kumari -
CFO

Dr. Shreya Biswas, in charge of the entrepreneurship programme run at SBS in coordination with the Wadhvani Foundation, received the Gold Faculty Award given by the Foundation from the foundation in recognition of her valuable efforts in guiding a high number of global jury-certified student ventures. She is a Wadhvani-trained entrepreneurial faculty who has successfully completed 2 training sessions with the Wadhvani Foundation. She has been successfully running this programme at SBS since the last four academic sessions.

SIP Batch 2021-23

Summer Internship Program (SIP)

Shanti Business School (SBS), Ahmedabad has an elaborative Summer Internship Program (SIP) as an integral part of its PGDM curriculum with full 3 credits granted to it. Taken up after the completion of the second semester and before the commencement of the third semester the SIP is a 2 month process in which all the students are required to join a company as intern in the area of their interest, work like a full time employee of that company in a project that is allocated by the company. The primary objective of the process is to provide the students with the real life exposure of the corporate world and in the process not only provide them with a hands-on experience, but also sensitize them about the nuances thereby existent over there.

It is a well guided process with each student being provided with a faculty mentor and an industry mentor throughout the process. It also has well-defined milestones at predetermined regular intervals that are evaluated on a set of pre-determined parameters. To ensure healthy competition the best SIP projects under each faculty mentor receives a letter of appreciation from the director.

A large number of companies from different sectors like banking, food and beverages, retail, FMCG, IT and ITES, pharmaceuticals, manufacturing, paint industry etc. visits the campus every year for hiring the students as interns at their place. Companies like Aditya Birla Fashion and Retail, Bajaj Capital, Fullerton Zydus Cadila Life Sciences, Bajaj Finance Limited, Adani Port, Anand Rathi Online Stock Trading, Shriram Life Insurances, Khimji Ramdas, SBI Life etc. are regular visitors to our campus. The interns work either as a part of their ongoing project or are allocated a new project. After the completion of the project the students are expected to present their work both to the company as well as to the institute in the form of a report and presentation and viva. Our students also on their part to have given their best efforts and as a result of which some of them have been offered Pre-Placement-Offers (PPO)

Dr. Shreya Biswas
Faculty coordinator

Best Management Institute for Placement - 2022 by CEGR - New Delhi



11th Convocation of SBS, Ahmedabad

19th November, 2022

SBS Ahmedabad celebrated its 11th Convocation for the PGDM / PGDM (Marketing) students of the Class 2020-22 on 19th November 2022. Shri. Lalit Jadhav, Chief Executive Officer of IndusInd Bank, Gift City, Gandhinagar was the Chief Guest of the event. SBS conferred degrees to 181 students who graduated in the year 2022.

The celebrations started with the academic procession in which the graduands were ushered with musical accompaniment into the venue. The dignitaries adorned the dias and after the customary lamp lighting, the Chief Guest Shri. Lalit Jadhav were felicitated with the Bouquet.

Shri Vishal Chiripal, Director of the Chiripal Group presided over the Convocation. Dr. Neha Sharma, Director SBS welcomed all the dignitaries, invitees, parents, faculty and graduands. She emphasized on the five key lessons that SBS has collectively learned and internalized during their span of two years which were innovation, transformation, teamwork, effective communication and developing resilience. She blessed the graduands with the skills of being great leaders.

The Chief Guest Shri. Lalit Jadhav in his address congratulated all graduands calling them the "Future Leaders" of the country. He advised the student managers to imbibe two important qualities of Leadership and Discipline. He focused on sharpening the qualities of Knowledge and Competence and the ability to take a decision and shoulder full responsibility to be a good leader. He emphasized developing Moral Courage to deal with people around with absolute honesty and fairness.

The Executive Registrar Shri. KGK Pillai called out the names of the graduands who were awarded with their diplomas. The Overall Academic excellence award, given to the topper of the Class 2020-22 was presented to Nair Akhil Krishnadas. The academic topper of PGDM (Marketing) course was presented to Gidhavani Lalitkumar. The others who received meritorious awards as the toppers of their respective specializations - Marketing, Finance, Human Resources, International Business, Decision Science, and Communications were Deshmukh Kaustubh Shyam, Harjot Kaur Bhatia, Gajjar Zeel Manish, Animesh Anand, Sudhanshu Purohit and Anwasha Ghatak. The audience appreciated and responded overwhelmingly and expressed their joyful gratitude for molding these graduands as professionals. The success of the event was evident through the joyful smiles of the parents.



Graduating Candidates of 11th Convocation with Chief Guest, GC members and Faculty.



Chief Guest with GC Members and Faculty



Receiving the diploma from the Director and Chairman Governing Council-

Final Placement batch 2020-22

Placements of Shanti Business School – 2020-22

Every student's journey at SBS Ahmedabad and beyond is different, which is why our placements and training team provides personalized career resources to help students make an impact for years to come. SBS Ahmedabad, is not a final destination, but a transformative experience that won't end after post-graduation. SBS Ahmedabad Placement and Training Team ensure' students have the tools they need to continue growing after post-graduation.

Placements and Training Team provides a diverse range of resources, tailored to each individual's needs, including personal career coaches. With our help, students not only have the tools they need for both their internship and full-time search, but also an array of resources geared toward professional development throughout their career.

With the motive of grooming students with various competencies and employability skills that will help them become a part of Top-Notch companies. The vision is to place every student manager in their dream company they desire to footstep in.

The Placement team at SBS Ahmedabad creates tremendous opportunities which help to inculcate valuable skills such as Good Communication, Better Approach, and Time Management. Giving them an opportunity to develop connections and understand the industry in a better way.

Most of the students and faculty members at SBS, Ahmedabad are highly tech-savvy and continue to think of innovative and creative solutions to solve complex challenges. These include Zoom calls, Google meet, webinars, and video conferencing for students and employers. As a result, many students excelled in the online interview and got an instant positive result.

Our placement coordinators informed that all students seeking support for placement in 2020-22 were placed, with the maximum securing an average package of INR 6.50 LPA.

Our placement cell reported that companies visited our institute for final campus placements are:-

Knowcraft Analytics, General Mills India, EY, Hindustan Unilever Limited, Asian Paints, MRF, Perfetti Van Melle, Haldirams, Khimji Ramdas, Nestle India, Vivo, NielsenIQ, Tata Consumer Products, Deutsche Bank, Lodha, HDFC Ltd, Udaan, S&P Global, ICICI, CDB, HDB, Byju's, S&P Global, Hafele India, HDFC-Bank, Growexx, Drip Capital, eInfochips, Innovatics Consulting, Berger Paints, Synoptek, Social Pilot, eInfochips, HDFC Life, Evosys, Veeba, Ashv Finance Ltd, Fingertips, BVP, GTPL, UrbanSpace, Krishika Advisory, UpGrad, Practo, Beacon Insurance, Egniol, Teltonika, Parshv Labels, Panchshil Realty, Big Basket, Thillophilia, Saint Gobain, Fullertone, Trestvista, PhillipCapital, DHL, Beardo, ICICI Prudential, SMHFC, JBR Group etc.

The students of Shanti Business School, Ahmedabad get placed in all the top brands and MNCs. Let us congratulate the students and Placement Team of the SBS for achieving such a milestone. The students have achieved the highest packages in the top companies. The average package of the students has also seen a rise in numbers. The companies were happy to hire students from our campus. They were surprised to see students' enthusiasm and devotion during the interview processes. Even the top brands and MNCs did not hesitate to offer the best packages to our students.

To achieve such a milestones for our institute, we offer our gratitude to the entire placement team of SBS, who had pulled their socks up to achieve the most difficult task on hand. In order to achieve the vision of our college with the great support of corporate relations and the alumni network of Shanti Business School. We also congratulate the students who have got placed in the top brands and MNCs.





SHANTI BUSINESS SCHOOL
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Editorial Board

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- **Vice President:** Prof. KGK Pillai
- **Faculty Representative:** Dr. Shreya Biswas

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