



To,
The Staff,
SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT
HYDERABAD

SUB: Invitation for Firande 4.0

Dear Staff,

Greetings from the Student Council of Symbiosis Institute of Business Management, Hyderabad!

We are excited to announce that we are organizing our Annual Management and Cultural Fest, **FIRANDE 4.0**, on the **6th and 7th of January 2020**. **Firande**, a Swedish word that **means Celebration**, is packed with loads of exciting academic and cultural events, Firande offers a platform for the participants to not only showcase their talent but also turn their aspirations into reality and weave various memories to reminisce about, for the rest of their lives.

We cordially invite you and look forward for your gracious presence on the 6th & 7th of January.





Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

FIRANDE 4.0 | Invitation

1 message

J RADHA <18021141051@sibmhyd.edu.in>

Sat, Jan 4, 2020 at 2:18 PM

To: non-teaching.staff@sibmhyd.edu.in

Dear Staff,

Greetings from the Student Council of Symbiosis Institute of Business Management, Hyderabad!

It gives us immense pleasure to cordially invite you for **Firande 4.0** on 6th and 7th of January, 2020.

The **Inauguration Ceremony** will be held at the **Auditorium at 10:30 AM**.

Kindly grace the occasion with your presence.

Please find attached the Invitation.

Thanks and Regards,

Student Council

Symbiosis Institute of Business Management, Hyderabad



Firande_Invitation.docx

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Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Change in Timings of the Welcoming Ceremony

1 message

J RADHA <18021141051@sibmhyd.edu.in>

Mon, Jan 6, 2020 at 10:52 AM

To: faculty@sibmhyd.edu.in, non-teaching.staff@sibmhyd.edu.in, students2018-20@sibmhyd.edu.in, students2019-21@sibmhyd.edu.in

Hello,

Please note that there has been **change in the timings** of the Welcoming Ceremony of Firande.

The Ceremony which was scheduled at 10:30 am will now happen at **3:30 pm**.

Kindly grace the occasion with your presence.

Sorry for the inconvenience caused.

Thanks and Regards

J. Radha

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Administrative Coordinator

Member - Discipline Committee

Member - Inquisitive

Member - Humanalaya

Symbiosis Institute of Business Management,
Hyderabad



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

Firande 2020

January 06 to 07, 2020



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A SIGN OF GRATITUDE

At the onset of this report, we, the students of Symbiosis Institute of Business Management would like to extend our heartfelt gratitude to each and every individual who contributed in making Firande 4.0 a grand success. Our sincere regards to Dr. Ravi Kumar Jain, Director SIBM-Hyderabad;

Dr. K.P. Venugopala Rao, Deputy Director, SIBM Hyderabad; Col. B.S. Bali, campus-administrator; Dr. Tanmoy De, Faculty-Marketing and In-charge-Students Activities; participants from all the colleges; club and committee members of SIBM Hyderabad and all the teaching/ non-teaching staff. The event couldn't have been executed sans the collaboration and contribution of each of them. We look forward to a similar and stronger participation in the times to come.



FIRANDE 2020: AN OVERVIEW

Firande, the Annual Cultural and Management Fest of Symbiosis Institute of Business Management, Hyderabad, hosts many B-Schools at the Symbiosis, Hyderabad Campus for a Two-Day event, with games and activities organized by the various clubs and committees run by the students of SIBM-Hyderabad.

The two-day fest had many interesting and exhilarating events being conducted by the students in their various clubs. The flagship events of each club are listed below:

Club/Committee	Flagship Event
7PM - The Marketing Club	Nomopoly
Mint - The Finance Club	Fin-Dextrous
OpsEra - The Operations Club	Opereshon
Humanalaya - The HR Club	Aahvan
Club Samarthya	Aagamya
Corporate Interaction Cell (CIC)	CorpCon
Hashtag - The Public Relations Committee	Pacman
InkQuisitive - The Literature Club	Odyssey
Mess Committee	Gourmet Battle
Pratibimb - The Photography Club	Click-O-Ment
Individual Social Responsibility (ISR) Club	Amet Sustineri
Women Development Cell (WDC)	Karvaan
Entrepreneurship Cell	Udyokta
Book Sleuths - The Learning Resource Committee	Tortuga Secrets
Anti-Ragging Committee (ARC)	12th Battalion
Graffiti - The Arts and Creativity Club	Funcrive Loop
Web Committee	Pirates of the Black Pearl
Discipline Committee	
Antardhwani - Cultural Committee	Vibe (Dance)
	Flaunt It (Fashion)
	Saaz (Music)
	Kalakaari (Street Play)
	Spotlight (Dramatics and Theatre)

Other than these meticulously planned and organized events of each club, Firande 2020 boasted of one of the best EDM (Electronic Dance Music) Concerts, by DJ VanMoon, an electronic music artist based out of New Delhi.



FIRANDE 2020, DAY 1

On the morning of the 6th of January, 2020, the students of Symbiosis Institute of Business Management, Hyderabad, woke up to the arrival of Firande. A much awaited event for all Symbians, the preparations for Firande had been going on in full swing for over a month prior to the fest, with each team and club working on decoration, ideation for various exciting games and preparing plans and budgets to ensure that Firande 2020 was the best experience for our cousins from other B-Schools.

At 8:00 AM, new faces could be seen arriving at the campus gates - our guests from the other B-Schools had arrived.

At 9:00 AM sharp, a flurry of activity ensued. Firande 2020 was under way.



INAUGURATION CEREMONY

Due to certain time constraints, the inaugural speeches by our Director, Dr. Ravi Kumar Jain, as well as the Director of Symbiosis Law School, Hyderabad, were conducted at 3:30 PM. Dr. Jain spoke of the importance of building connects and relations with others in our lives as management students and how such connects could guide us towards achieving greatness and success in the future. He also emphasized the importance of living by our college motto, “Vasudeva Kutumbakam”, as he greeted and welcomed our friends from the various other participating institutes from across India. With the lighting of the ceremonial lamp and a prayer to God to guide us and protect us, Dr. Jain and the other honored guests declared Firande officially open. A loud cheer rose from the crowd as the festivities were now truly under way.



Each club/committee had their own agenda for the day. Here is a description of the games and activities they had to offer to the numerous participants.

7PM – The Marketing Club: NOMOPOLY

After an online poster-making round, conducted through the Dare2Compete Portal on 16th December, 2019, the participants arrived for the on-campus rounds of Nomopoly, the flagship event of the Marketing Club of SIBM, Hyderabad, and also the name of their first game.

Nomopoly: Everyone knows Monopoly, right? You roll the dice; you land on a place and you buy the place. This round was similar, except that the board and the dices were much bigger; instead of pawns, it was the participants moving across the board, and most importantly, instead of buying the property that they landed on, they had to sell the property to one of their competitors through auction. Every property had its own set of unique characteristics that the seller would have to use to pitch and promote that property to the prospective buyers (the competitors). The actual price of the property was known only to the seller and while pitching, the seller could quote whatever price he/she wished to quote. At the end of the game, total hard cash that a team had, plus the actual value of the properties they had purchased, would become the budget for the next round.

The game saw multiple teams playing the intricately designed game of Nomopoly, being made to move across the board as pawns and throwing rock-sized dies to roll a favorable number.

Team Name	Members	College
The Tailenders	Himanshu Dutta	SIMS, Pune
	Akshay Ragesh	
	Anant Sharma	

Team Name	Members	College
Protagoniste	Utkarsh Singh	SIBM, Nagpur
	Punit Daga	
	Udit Pal	
Symbians	Srikar	SIBM Hyderabad
	Praneeth	
	Jogesh	



Mint – The Finance Club: FIN-DEXTROUS

The Finance Club got their journals and ledgers prepared to host their exciting event, Fin-Dextrous. The event consisted of 2 rounds on the first day:

- Bloom B:** A Bloomberg based quiz competition, which consisted of 10 questions that participants were supposed to answer within a stipulated time. For every right answer they gave, teams got points. The team with the maximum number of points at the end of 10 questions won this round. The event made great use of the Bloomberg terminals provided by the campus in the Computer Laboratory on the first floor of the Academic Block of SIBM, Hyderabad. The participants were thrilled with this game as they were given exposure and a deeper understanding of how the world of finance works, in a fun and interactive setup.

A total of 5 teams participated, which are as follows:-

TEAM NAME	NAMES	COLLEGE
JKSHIM	Winston Dsouza Chethan Nayak	JUSTICE K S HEGDE INSTITUTE OF MANAGEMENT (JKSHIM), NITTE, KARNATAKA
SOUP BOYS	Surendrasaipujith Gopaluni Bajish Shaik	IFMR GRADUATE SCHOOL OF BUSINESS AT KREA UNIVERSITY, SRI CITY
MURPHY'S	Botlagunta Abhilash Bheti Navya Reddy	INSTITUTE OF MANAGEMENT TECHNOLOGY, HYDERABAD
THE TAILENDERS	Akshay Ragesh Himanshu Dutta	SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES (SIMS), PUNE
ALL ROUNDERS	Jyogesh Srikar	SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, HYDERABAD



2. **Symbi Stock Exchange:** This was a virtual stock exchange spread over 5 rounds in which contestants had to analyze certain industrial specific news and how it impacted the stock price of respective stocks. Though dry run of the even had been successful, a small technical error in the formulas used in Excel to imitate the stock exchange, forced the Finance team shift the platform to online mode. Nevertheless, the event went off smoothly and the participants enjoyed the challenge, more so as the stock being exchanged was based on the names of the various clubs at SIBM, Hyderabad.

A total of 4 teams participated, which were as follows:-

TEAM NAME	NAMES	COLLEGE
JKSHIM	Winston Dsouza Chethan Nayak	JUSTICE K S HEGDE INSTITUTE OF MANAGEMENT (JKSHIM), NITTE, KARNATAKA
SOUP BOYS	Surendrasaipujith Gopaluni Bajish Shaik	IFMR GRADUATE SCHOOL OF BUSINESS AT KREA UNIVERSITY, SRI CITY
MURPHY'S	Botlagunta Abhilash Bheti Navya Reddy	INSTITUTE OF MANAGEMENT TECHNOLOGY, HYDERABAD
THE TAILENDERS	Akshay Ragesh Himanshu Dutta	SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES (SIMS), PUNE



OpsEra – The Operations Club: OPERESHON

On the first day of their event, Opereshon, The OpsEra team banded together to make their event work as seamlessly as a well-oiled machine. With 2 rounds planned with precision and ingenuity, the participants were in for a thrill.



Pizza Time:- Participants had to manage a hypothetical pizza outlet, keeping track of the inventory and ensuring that none of their customers left disappointed. Teams had to formulate a strategy that resulted in minimum waiting time and helped in delivering quality pizzas to the customers. The game worked in cycles, with teams being given money at the end of each cycle. A set of order specifications (which included customization and quantity demanded) were displayed for a period of 15 seconds, based on which participants had to order the ingredients and plan how to make optimum use of the same based on the orders. The activity made the participants have to decide which pizza they would need to bake first, so as to optimize production and delivery, with extended waiting times and mismatched orders earning team negative points.

The teams that participated on Day 1 of Opereshon were:-

TEAM NO.	MEMBERS	COLLEGE
TEAM 1	Prerona Dey	SIBM HYDERABAD
	Abhiti Patidar	
	Lavanya.P	
TEAM 2	Balaji Sridharan	MANAGE, HYDERABAD
	Hubaib Hassan	
	Shivani Sharma	
TEAM 3	Ankit Singh	SIBM HYDERABAD
	Twinkle Pandita	
	Harsh Agarwal	
TEAM 4	Gaurav Agarwal	SIBM HYDERABAD
	Asima Majhi	
	Amarpreet Singh	
TEAM 5	Shubham Rawat	NAARM, HYDERABAD
	Shravya Kuravi	
	Arvind Mehara	
TEAM 6	Anmol Sharma	SIBM HYDERABAD
	Swayam Awasthi	



Humanalaya – The HR Club: AAHVAN

The HR club hosted their event, AAHVAN, a reiterated version of the challenge presented to participants in their event ‘Chakravyuh’ in 2019. The HR team had set up their designated room with various HR related paraphernalia, with a very surprising piece of work on the floor – a human-sized Snakes and Ladders board.

The club had two events planned for the participants on Day 1:

1. **Snakes and Ladders:** A whole snakes and ladders board was made on the floor of the Marketing classroom using copious amounts of adhesive. Also, a spin wheel was made using cardboard and fidget spinner.

A game of snakes and ladders, but with a twist. Played with 3 members per team, one member was blindfolded and had to move across the board, one had to guide the blindfolded person, and one would roll the dice. 2 teams played together for a total of 15 minutes.

Here’s the twist: if the blindfolded member got “bitten” by a snake on the board, not only did they have to come down to a lower space on the board, but the team also had to answer a simple question based on HR trivia. A correct answer kept the player safe on the board and awarded the team one additional point, but if the team gave a wrong answer, the teammates had to switch positions, i.e., the next teammate would then be blindfolded and put on the board, and they had to resume their game from the same spot at the tail of the snake. The team with the highest total score won the round.





The following teams participated in the event:-

TEAM NAME	MEMBERS NAME	COLLEGE NAME
GARGOYLES	Shubham Rawat K. Shravya	NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT (NAARM), HYDERABAD
KUCH BHI	Rahul Preety	SYMBIOSIS INSTITUTE OF BUSINESS ADMINISTRATION, HYDERABAD
JOKER	Ankita Ayush Vishal	SYMBIOSIS INSTITUTE OF BUSINESS ADMINISTRATION, HYDERABAD
TOP CATS	Aditya Bhargava Darshana Sawlani Simran Sabnis	VIVEKANANDA EDUCATION SOCIETY'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI
ESSENTIALS	Nidhi Sachdev Divya Shinde Gaurav Landge	VIVEKANANDA EDUCATION SOCIETY'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI
BEAR THE BEARS	Swagata Shatabdi	SYMBIOSIS INSTITUTE OF BUSINESS ADMINISTRATION, HYDERABAD

The game went on smoothly, with the blindfolded players crashing and bumping into each other, creating an atmosphere of general hilarity and fun. Every participant completed the game with a smile on their face, having had a great time experiencing HR from a fun perspective.

The winners of the first round were Team 'Kuch Bhi' from SIBM, Hyderabad, with a total score of 87 points, followed by Team 'Top Cats' from VESIM, Mumbai, who scored 75 points.

2. **Shields Up:** A challenging game testing the fortitude and cognitive skills of the participants, Shields Up put each team out of their comfort zone with high profile media cases targeted at their hypothetical organization. The participants were to play the role of the HR representatives of their organization, and pick a topic at random from a set of chits. Each case was based on a real-life instance of a grievance or issue that had occurred in an organization, such as racial discrimination, harassment, misappropriation of profits, declining industrial relations, etc. The other teams would then act as the 'media reporters' covering the story, and ask any relevant questions to the team on the dais based on the case given to them.



4 of the teams had moved ahead from round 1, which were:-

TEAM NAME	MEMBERS NAME	COLLEGE NAME
GARGOYLES	Shubham Rawat K. Shravya	NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT (NAARM), HYDERABAD
KUCH BHI	Rahul Preety	SYMBIOSIS INSTITUTE OF BUSINESS ADMINISTRATION, HYDERABAD
TOP CATS	Aditya Bhargava Darshana Sawlani Simran Sabnis	VIVEKANANDA EDUCATION SOCIETY'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI
ESSENTIALS	Nidhi Sachdev Divya Shinde Gaurav Landge	VIVEKANANDA EDUCATION SOCIETY'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI

The round was adjudicated by Dr. Saradhi Kumar Gonela, who also posed various questions to each team at the end of their respective presentations. The round culminated with Team 'Top Cats' emerging as the victors with 45 points, and Team 'Essentials' coming in a close second with 40 points.

Samarthya Club: AAGAMYA

AAGAMYA 4.0 was organised by Samarthya, the club which fosters understanding about the interlinking of various disciplines of management studies. The event was divided into 2 rounds. The event was kept open to students from all domains. Both undergraduate and post graduate students were eligible to participate in the event.

Teams of 2 members were to be formed. The following teams were shortlisted for the final round:

1. Team Red Dragons (Nihil Agarwal and Shivanshu Sinha from SIBM- Hyderabad)
2. Team Duopoly (Kshitij Raj and Moushumi Mandal from SIBM-Hyderabad)
3. Team Champions (Deepak Vyas and Anish Kumar Gupt from SIBM-Hyderabad)

ROUND 1: ONLINE QUIZ

The online round was a quiz related to the four pillars of management – Finance, Operations, Marketing and HR. Top 3 teams out of a total 12 teams were selected.



ROUND 2: BOARD GAME

The teams which qualified for the second round were to face the Board Game. This round was designed to test the application skills in macroeconomics, latest business trends and concepts related to all the 4 specializations. This game was played in groups. Each team was randomly assigned an industry (FMCG, IT and Infra). The groups were given rankings based on their scores in the Kahoot app. The points each team accumulated were used to decide the winner.

The winning team was Team Red Dragons and the runners up were Team Duopoly.

Corporate Interaction Cell (CIC): CorpCon

CorpCon 3.0 is the flagship events of the Corporate Interaction Cell of SIBM Hyderabad. Corporate Interaction Cell conducted their third series of CorpCon event on the 6th and 7th of January 2020 during Firande. The event was spread over three rounds, "Pictoraction" being the first followed by next round "Nerd Bot", and the last round conducted being the "Fallen Titans". It was spread across two days, with the first two rounds conducted on the first day and the last round (Fallen Titans) conducted on the second day.

Four teams from different management colleges participated in the event.

1. Pooja and Manisha from NITTE Karnataka
2. Balaji Sridharan and Shivani Sharma from MANAGE Hyderabad
3. Himanshu Dutta and Ananth Sharma from SIMS Pune, and
4. Rohan Sai and Dharmin Varaiya from SIBM Hyderabad

The Rules and Regulations for CorpCon version 3.0 was as follows:-

1. The event was open only to B-school students.
2. A student cannot be a part of multiple teams.
3. Teams of 2 members can register for the competition.
4. No change in team structure will be entertained after registration of the team.
5. The format and structure may change, subject to the requirement of the event.
6. Answers can be submitted only via a single login id (team leader's email id).
7. All members should be of the same college.
8. The teams could have a combination of first year and second year members too.
9. There will be no retakes for the online round once the time is up.
10. No entries will be accepted after the communicated deadline.
11. The decision of the organizing team i.e. Corporate Interaction Cell would be final and binding.
12. Using mobile phones or any other electronic devices is prohibited during the rounds of CorpCon 3.0.
13. Teams who do not adhere to the rules and regulations can be disqualified at any phase of the event.
14. All decisions in matters of eligibility, authenticity and final judgment will be with the Corporate Interaction Cell (CIC) of SIBM, Hyderabad.



Event Flow:

Online Round – CorpoPedia

The Online quiz “CorpoPedia” was a 10-minute quiz in which the teams were to answer 20 questions spread over 4 categories. The teams that qualified were invited to the SIBM-H campus to fight it out in 3 exciting rounds.

Day 1 On-campus

In the first round called Pictoraction, all four teams had to identify logos of various companies wherein one team member explained the logo to the other, only by describing the symbol’s shapes and colours and the other member had to guess it by drawing it on the board within one minute of time. The team members were not allowed to see each other, and only had to listen to verbal instructions given by his/her teammate. A 20 second sneak time was given to the person who was giving the instructions to check the pictorial diagram drawn and understood by his co-member. This round was conducted four times and participants were graded based on their right answers.

Round two, Nerd Bot, was a collection of Analytical and pictorial rounds conducted by the Corporate team which consisted of: Part 1-Connecting the dots wherein participants had to find a common link between the clues with explanation, and Part 2- Analytical where the participants had to identify names of a company of any sector where they were given hints by displaying brand names and they had to solve or decode the answer by using their analytical skills.

At the end of the day, based on the points tally, the top scoring teams proceeded to the next round to be held on Day 2.



Hashtag – The Public Relations Committee: PACMAN

Pacman is the flagship event of the Public Relations Committee of SIBM Hyderabad. Every year this committee comes up with innovate games to test the students on various parameters. This year was not an exception. Pacman 3.0 was an exuberant set of events intended to test and harbour the

creativity, management and interpersonal skills of the candidates. The teams 5 teams which participated in the event are as follows:-

Team 1: The Tailenders - Akshay Ragesh Himanshu & Dutta Anant Sharma (SIMS Pune)

Team 2: Rohit Karna & Vamsi Yendeti (SIBM Hyderabad)

Team 3: Riya Agarwal Deepika Solanki & Ritam Chakraborty (SIBM Hyderabad)

Team 4: Raveen K Pai Akshima Gulati Nihil Agarwal (SIBM Hyderabad)

Team 5: Ayush Khaitan & Shivangi (SIBM Hyderabad)

The event was split into 2 on-campus rounds to bring out the innovator and creativeness. Round 1 was an eliminating round on day 1 which was conducted on 6th Jan'20 and round 2 was the final round on day 2 i.e. 7th Jan'20.



Round 1: #Pitchers

Stage 1: “Caption That!” –The team was required to get their own laptops to make a poster on Canva. This poster was later used for advertising the fictional product on their assigned social media platform. Then the team had to come up with a tagline along with a hashtag (#example) for the chosen fictional product and this was to be used while posting on social media as a caption. The participating team had to fix a capital required for the product establishment.

Stage 2: “Pitch your way up!” – The team then had to sell their idea alongside justifying the capital decided for the fictional product. In this round, the judge took the role of a sponsor and the team had to use their negotiating skills with the ad campaign from the previous round to convince the board of judges as to why they should invest in their product.

After these two stages of the first round only two teams made it to the second round. The rest was left for the second day.

InkQuisitive – The Literature Club: ODYSSEY

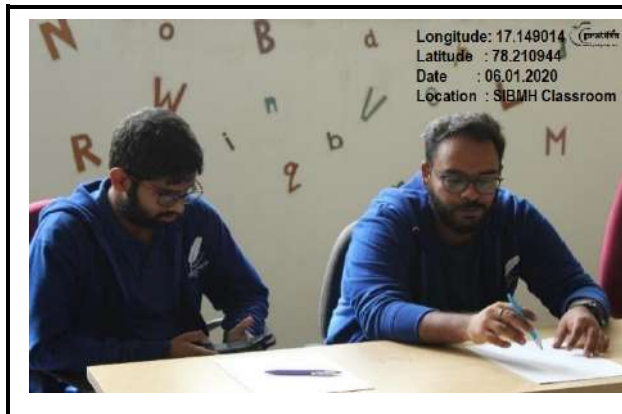
The InkQuisitive clubs’ flagship event “Odyssey” was revived again this year and it brought with it some new activities and exciting events for participants to explore their literary skills and talents. A total of 5 teams registered and attended the event on Day 1.

TEAM NAME	MEMBERS	COLLEGE
QUIRKS ON FIRE	Disha Agrwal	SIBM HYDERABAD
	Arpita Paul	
STEELERS	Akhil Raj	SIBM HYDERABAD
	Harshitha V	

SLEEPY	Kshitij Raj	SIBM HYDERABAD
	Maushumi Mandal	
POWERPUFF GIRLS	Akanksha Verma	SIBM HYDERABAD
	Hema Thapa	
TV	Tanaya Saha	SIBM HYDERABAD
	Venushree Agarwal	

The club conducted two games on Day 1, which are as follows:-

1. **Writer's Block:-**This game tested the participants writing and improvisation skills. Each team was given a random beginning and a random ending to write a story. The start and end points had to be a part of the story, but the teams were free to make up whatever they liked to tie it all together. Each story was judged based on the creativity involved, as well as seamless transition between the beginning and ending of the story. Not being an elimination round, every team moved on to the next round.
2. **Brain freeze:-** This game now tested the speaking and storytelling skills of the participants. Each team was shown a 1-minute video clip with an abrupt ending. The teams then had 30 seconds to discuss and come up with a continuation of the story. The twist in the game was that, whenever needed, the teams could ask for a 'chit'. When they did, the moderator threw in a random situation to break the story. The team then had to include the situation in their narration to continue, and this was repeated until each team was given 10 additional situations to add to their story, one at a time.



At the end of the event, the participants were asked to leave their feedback as to the quality of the games and their experience. The InkQuisitive clubs event also saw a lot of footfall, as people queued up to take selfies at the 'Photo Wall' and various other decorative item added to the walls by the décor team at InkQuisitive. The participating teams were briefed about the finale of the event which would take place the next day, and were sent personalised messages as well. Of the teams that participated, 4 teams made it through to the final round.



Pratibimb – Photography Club: CLICK-O-MENT

In the light of the annual college fest of Firande, Team Pratibimb, the photography club of SIBM Hyderabad organized a spot photography event called, “Click-O-Ment 4.0”. The event received 13 participations. A well-known photographer, Mr. Vinay Parelkar, judged the entries and selected the winners. The participants were from Symbiosis Institute of Business Management and Symbiosis Law School.

The competition commenced at 10:00 am on 6th of January 2020 and entries were accepted till 7th January 2020, 3:30pm. It was a spot photography competition where participants were asked to pick one or two of the provided themes and were required to click and submit pictures based on the selected themes within the stipulated time. Each picture submitted by the participants had to be of a different theme and a maximum of two pictures were allowed per participant. Entries were accepted via emails and also physical submission at the registration desk. The judge was sent the entries, in complete anonymity, at 04:40 pm of 7th January 2020 and the results for the same were received at 06:20 pm on the same day.

The themes given to the participants were: candid, play with lights, props (water/patterns/colors).

The judge, Mr. Vinay Parelkar, ARPS(UK), AFIAP(Belgium), FFIP(India) has a 35+ years of experience in advertising industry and industrial photography & corporate film making. His clientele includes National Geographic Channel, Ogilvy & Mather, Mahindra & Mahindra and Godrej to name a few.

Following enlists the participants for the event:-

NAME	COLLEGE
BHASKARA SHARMA	SLS, HYDERABAD
SMRITHI SREEKUMAR	SLS, HYDERABAD
SATVIKA SHARMA	SIBM, HYDERABAD
CHANDRASHEKHAR HUMBE	SIBM, HYDERABAD
RAHUL	SIBM, HYDERABAD
ARNAB GAJBHIYE	SIBM, HYDERABAD
HARSHIT G	SIBM, HYDERABAD

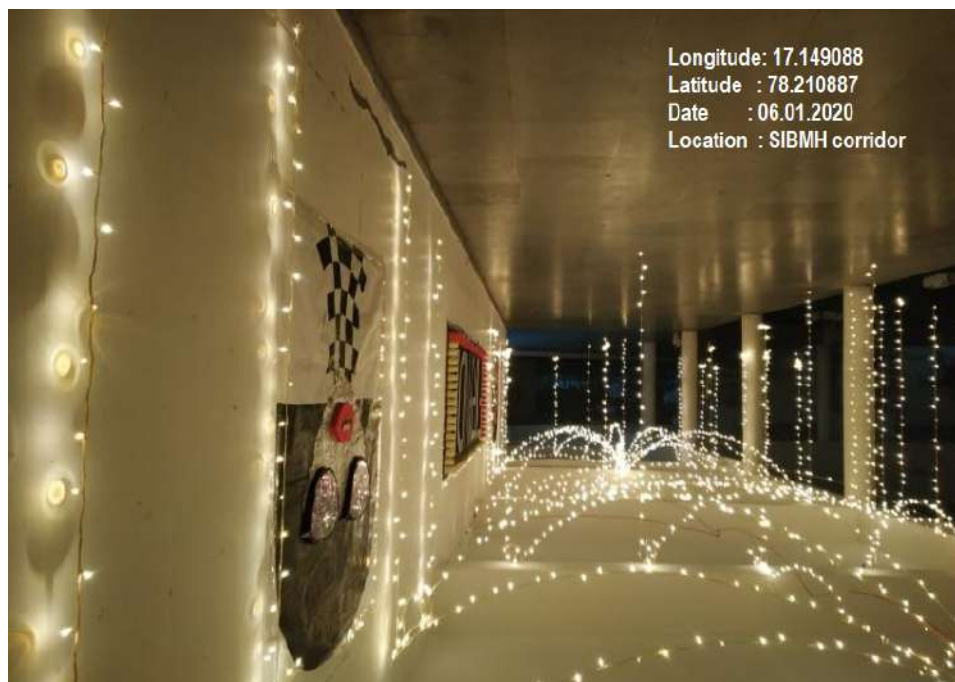
HARSHA NISHANT	SIBM, HYDERABAD
SAYALI UGGADE	SIBM, HYDERABAD
BHARAT KORAPATI	SIBM, HYDERABAD
SAHITI JONNALAGADDA	SIBM, HYDERABAD
MOHIT DHOTARKAR	SIBM, HYDERABAD
SHALINI SHARMA	SIBM, HYDERABAD

The same event continued on Day 2. Following were the winning teams with their respective photograph submission:

Winner: Bhaskara Sharma, SLS-Hyderabad



Runner up: Chandrashekhar Humbe Deshmukh, SIBM-Hyderabad



Individual Social Responsibility (ISR) Club - Sahaayata: AMET SUSTINERI (environmental sustainability)

The aim of the club- Sahaayata has always been about generating as much awareness as possible about the social issues and enroll our peers in implementing active measures to curb the problems.

Environment is everyone's concern. Every individual must be well-versed about the massive depletion of resources is impacting our daily lives. So, for the flagship event of Symbiosis Institute of Business Management, Hyderabad, Firande 2020 – the ISR club organized an event which was centred around environmental sustainability and waste management.

The event was a fun-based learning opportunity and also aimed to reinforce sustainable methods and ways, one can develop on – for optimum utilization of natural resources and the importance of waste management. This event was spread across three rounds each of which emphasizes on major concerns around the theme.

The event saw one of the highest turnouts and the list of registered teams is as follows:

TEAM NAME	MEMBERS	COLLEGE
SPOT PLAYERS	Deepak Vyas	SIBM HYDERABAD
	Rahul	
THE UNPREDICTABLE	Harshitha V	SIBM HYDERABAD
	Harishankar Cn	
CAME TO WIN	Salil Aryan	SIBM HYDERABAD
	Anup Kumar	
DOPPERS	Swagata	SIBM HYDERABAD
	Deepika	
KOLKATAR ROSOGOLLA	Debopom	SIBM HYDERABAD
	Ayushi	
NA	Nihil	SIBM HYDERABAD
	Aditya	
RS	Swayam	SIBM HYDERABAD
	Riya	
VE-MON	Venushree	SIBM HYDERABAD
	Monisha	
THE 13	Manishi	SIBM HYDERABAD
	Swikruti	
BOYS	Kireet	SIBM HYDERABAD
	Shreeshail	
SEEKERS	Madhura	SIBM HYDERABAD
	Anusha	
CAT	Anmol	SIBM HYDERABAD
	Abhiti	
DOERS	Debopriya	SIBM HYDERABAD

TEAM NAME	MEMBERS	COLLEGE
	Prerona	
BRAINIERS	Nitam	SIBM HYDERABAD
	Darshana	
TWO IDIOTS	Ekta	SIBM HYDERABAD
	Pallav	
THE IRISHMAN	Madhukar	SIBM HYDERABAD
	Priyansh	
SOUP BOYS	Bajish	SIBM HYDERABAD
	Pujish	
FUN LOVERS	Mukta	SIBM HYDERABAD
	Shekhar	
INVISIBLE	Srikar	SIBM HYDERABAD
	Praneeth	
CHAMPIONS	Aparna	SLS HYDERABAD
	Laki	
POTATO TOMATO	Deepiga	SIBM HYDERABAD
	Gawri	
ROCKERS	Hiral	SIBM HYDERABAD
	Aditya	
RANITHI	Rahul	SIBM HYDERABAD
	Niti	
FUTURE HRS	Shrishti	SIBM HYDERABAD
	Avineet	
SPARTANS	Prithviraj	SIBM HYDERABAD
	Abhijeet	
101	Anjana	SIBM HYDERABAD
	Zainab	
BOND 007	Charul	SLS HYDERABAD
	Shruti	
ISR	Rohit	SLS HYDERABAD
	Brahma	
SS	Shivangi	SIBM HYDERABAD
	Sukanya	
SHINCHAN	Bhavana	SLS HYDERABAD
	Shraddha	
SK	Shivank	SIBM HYDERABAD

TEAM NAME	MEMBERS	COLLEGE
	Kasturi	
POWERPUFF 1	Akanksha	SIBM HYDERABAD
	Shreshtha	
EVEREST	Sushmita	SIBM HYDERABAD
	Saroj	
POWERPUFF 2	Tanvi	SIBM HYDERABAD
	Ayushi	
SANA	Samiksha	SIBM HYDERABAD
	Ahana	
P^2	Vaibhav	SIBM HYDERABAD
	Shalini	
SAI-PORE	Sai	EX-SIBM HYDERABAD
	Pore	
HT	Hema	SIBM HYDERABAD
	Tanaya	
QUIRKS ON FIRE	Disha	SIBM HYDERABAD
	Arpita	
ZENITH	Shivani	SIBM HYDERABAD
	Balaji	
NRCS	Tanumoy	SIBM HYDERABAD
	Samujjal	
KKR	Gaurav Das	SIBM HYDERABAD
	Karan Kakkad	

ROUND 1: Bulls-eye (one-minute games)

The first round was based on one-minute games to choose from, where focus was on creating an understanding of the pressing issues and also educating the unaware. At the same time, it tested the players in their quick wit and time management skills, also checking their knowledge on the topic.

Heads up:- One player held a set of flash cards with certain words written on them and the other player had to enact the word/given hints. One minute was given to guess as many words as possible.

Name that thing! One participant of the team had to throw a ping pong ball into plastic cups and keep trying. Each ball that landed in a bowl, the other participant had to pick up a chit and answer a question. The questions were related to environment and each correct guess fetched the points.

Blow-it, Solve-it:- One participant had to blow balloons under a minute while the other participant had to solve a jigsaw puzzle. Each balloon blown gave them the pieces they required to solve the puzzle.

Jigsaw-Seesaw:- Both the participants had to throw ping pong balls into a dustbin and each goal gave them a puzzle piece and the balls were thrown alternately and a puzzle of six clues was to be solved under a minute.

ROUND 2: Twister with a Twist

The second round was an out of the box game that was created to test the players' knowledge about segregation of waste while also judging them on their flexibility and creativity.

This game was played on a large mat that was spread on the floor. The mat had six rows of large coloured circles on it with a different colour in each row: red, yellow, green, and blue. Each circle had some waste item put on them. A spinner was attached to a square board and was used to determine where the player has to put their hand or foot. The spinner was divided into four labelled sections: left foot, right foot, left hand, and right hand. Each of those four sections was divided into the four colours (red, yellow, green, and blue). After spinning, the combination was told (for example: "right hand yellow") and players had to move their matching hand or foot to a circle of the correct colour and picked up the waste item and segregated it.



RULES:

Players first removed their shoes and stood at opposite ends of the mat, near the word twister, facing each other.

1. Each player placed their feet on the yellow and blue circle closest to them.
2. A third person – or the 'referee' – spun and read aloud the limb and colour the arrow is pointing to. (For example, "Right Hand – Red).
3. Players moved to obey the direction of the Referee and picked up the waste material placed on the circle and segregate it.
4. Only ONE limb from ONE player only occupied any one circle at one time

5. Once limbs have been placed on the circle, including both feet at the start, they could not move or lift without the direction of the Referee by each spin.
6. If all the circles of one colour were taken up, the Referee spun until a different colour turned up.
7. Except for rule 7, the player moved the limb that was called to another circle even if it was already on the same colour that was called.
8. Whenever anyone player fell, or lets an elbow or knee touch the mat, the game was over.

Scoring:

- The scoring was based on the number of correct guesses of the waste items in the given time.
- Participants were asked to segregate the waste items under wet waste, dry waste, plastic waste, hazardous waste.
- Time given was 4 minutes for each team under which the maximum number of correct guesses gave one point each.

ROUND 3: Connect 4

The final and the most exciting round of the event was a mix of the obstacle course and treasure hunt where the players were put through a series of interlinked levels under allotted time and had to complete their respective tasks. This round focused on waste management while testing their speed and agility. This round was designed with varying levels of complexity.

This is an activity-based game where the participants have to achieve their targets in a given amount of time. It is a series of interlinked rounds that take place like a mix of obstacle race and treasure hunt.

Step 1- A table was set up on which 4 plastic bottles were placed equidistantly. Contestant X was given Ping-Pong balls to try and hit a bottle in 5 turns. Each bottle had a chit inside it that consisted of the name of a colour. Once a bottle was hit, contestant X handed over the chit to contestant Y.

contestant X was blindfolded and following the guidance and instructions of contestant Y. If he didn't hit a bottle in 5 turns, the team was given a colour at random.



Step 2- After taking the chit from contestant X, contestant Y played in the second step of the game where there were four flags resembling the colours given in the chits hanging with a rope that was tied to two trees at a medium height. Contestant Y was standing at an assigned position and picked out the flag that matched the colour given in chit. A long wooden stick whose end would be fastened with a hook was given to help the contestant to pick the flag. Contestant Y could not move from the assigned position but only stretch to reach his target. He/she must only pick the colour that he got from step 1 and not any other.

Step 3- Contestant Y was facing a maze made with jute ropes resembling a laser maze. He/she had to figure way out of the maze while simultaneously picking up chits scattered around the area in the colour of the same as that was assigned to him from the previous steps. In each chit was written a letter of a word. Contestant Y had to collect all the chits of the particular colour and jumble them to form a meaningful word. The words were that of an article/item of trash like banana peels, plastic cans, waste papers etc. to name a few. No part of his/her body could touch the rope/thread while navigating through the maze, else there was penalty of 5 seconds of time added to their final time. Tiny bells were fixed at places in the maze which helped to monitor if the contestant was touching the rope.

Step 4- Contestant X was performing in this step where he/she was navigating through an area filled with waste materials which were written in the chits. The contestant had to pick out the item that was assigned in step 3. Collect all of those and put it in the waste bin at the end. Contestant X was blindfolded and followed the instructions of contestant Y. Contestant Y used limited instructions using 6 words only - left, right, forward, backwards, stop, pick. Usage of any words other than these added penalty of subtracting half a point each from the final score. He/she was collecting the item that was given to them in step 3.

In the end, the participants were asked to take a picture behind a photo frame and posted on their Instagram stories to boost publicity for the event.

With the end of the Day 1 - Amet Sustineri gained much popularity. The same zeal and enthusiasm were carried forward to Day 2 as the club held the same event with the same rounds, but with new participants. Everyone was enjoying the series of the games and completed the rounds. There is no doubt that it was an amazing event and the club had put a lot of effort into ensuring its success.

Through their event, the Sahaayata team hoped that they had created a dialogue among the participants and others about the importance of sustainable utilization of resources while also taking a note on the level of understanding. The club also welcomed suggestions from the participants on new and innovative ways that ISR can employ in creating a difference.

Shakti – Women Development Cell (WDC): KARVAAN

The Women's Development Cell- Shakti of SIBM, Hyderabad organized one of the most enthralling and awe-inspiring events at Firande 4.0- 'Karvaan'. In association with Aashrita Homes, an orphanage in Hyderabad, the team set up a Games cum Sales stall in the campus. Day 1 of Karvaan began with a charismatic euphoria among the team members and participants. Beautifully decorated stalls, vibrant in hues of red and yellow were a major attraction. Women and girls from Aashrita homes had been invited to exhibit their hand-made collection of candles and put them up for sale. This was accompanied by a Treasure-Hunt organized by the team. On-spot registrations were accepted for the same. The event received 14 registrations. All the participants were given hand-made chocolates and candles a token of appreciation. Students participated in teams of 2. Following were the winners of the Treasure Hunt:

1. Vikram Goneka, Ayushi Verma- SIBM Hyderabad
2. Debopom Ghosh, Akshita- SIBM Hyderabad
3. Sanchit Chaudary, Rupal- SIBM Hyderabad



Symbiosis Centre of Entrepreneurship and Innovation (SCEI): UDYOKTA

The SCEI Club brought their entrepreneurial spirit to the table with their event, Udyokta 2.0. A reiteration their event from the previous year, the club wanted to boost the entrepreneurship zeal of the participants with their exciting games played over 2 days.

Huzzle the Puzzle

The event started with all the enthusiasm and entrepreneurial spirit, introducing the club and its event Udyokta2.0 to the 5 teams participating. The following is a list of the participants at the SCEI Clubs event.



TEAM NAME	TEAM MEMBER	COLLEGE
NUANCE	Madhuri Ranka	SIBM-HYD
	Surbhi Chauhan	
	Karan Kakad	
SAMMU	Saroj Raut	SIBM-HYD
	Shamikshya Joshi	
	Susmita Poudel	
FUKREY	Pravallika Reddy	SIBM-HYD
	Deepshikha Singh	
	Harsha Nishant	
THE	Anant	SIBM-HYD

TEAM NAME	TEAM MEMBER	COLLEGE
TAILENDERS	Himanshu Akshay	
THE TEAM HAS NO NAME	Tanvi Jain	SIBM-HYD
	Hanzala Yousuf	
	Ayushi Chandra	

Huzzle the Puzzle was a jigsaw puzzle with a twist. Each team was given 40 puzzle pieces and cash, and could further buy pieces in an auction. Teams could barter and trade among themselves. The game started simply enough, with teams realising that it was more about how to get the other teams to trade puzzle pieces with them rather than just asking for the pieces.



Book Sleuths – Learning Resource Committee (LRC): TORTUGA SECRETS

The flagship event of the LRC Club, Tortuga Secrets was a game played in a maze of books and literature. Teams were allowed to register on the spot, with 14 teams signing up for the thrilling challenge presented by LRC.

TEAM NAME	TEAM MEMBER	COLLEGE
JOKERS	Ayush Khaitan	SIBM HYD
	Vishal Varakhedkar	
	Ankita Agarwal	
THE NINJA	Kshitij Raj	SIBM HYD
	Maushumi Mandal	
THE BOOKWORMS	Krushang Mistry	SIBM HYD
	Swikruti Mohanty	
BRAINERS	Nitam Baro	SIBM HYD
	Darshana Sah	
SYMBIRAIDERS	Aditi Munje	SIBM HYD
	Shivangi Singhania	
DUMBLEDORE'S ARMY	Nanditha	SLS
	Druthi	

TEAM NAME	TEAM MEMBER	COLLEGE
3 IDIOTS	Pallav Narad	SIBM HYD
	Anuj Raina	
	Priyansh Shrivastava	
TEAM NO 9	Guntaka Karteek Reddy	SIBM HYD
	Rao Pooja Prakash	
	Mohit Dhotarkar	
R2	J Radha	SIBM HYD
	Rutvik Shah	
ZENITH	Sridhar	MANAGE
	Shivani	
	Hubaib	

The event started at 11:00 AM and the first teams to register were called to play. The teams were handed slips with clues to search for certain objects/prizes, treasure hunt style. The game saw teams running about in circles, with the LRC team having to work double-time to ensure smooth gameplay and avoid confusion.

The winners of the event were Team Zenith from National Institute of Agricultural Extension Management, Hyderabad (MANAGE) and the runners up were Team R2 from SIBM, Hyderabad.





Graffiti – Arts and Creativity Club: FUNCTIVE LOOP

The Arts and Creativity Club of SIBM-H organized its flagship event, Functive Loop 2.0 with the Hawaiian theme. The game on Day 1 consisted of 2 rounds: Kala Aakaar and COCO-Nuts. The duration for the Kala Aakaar was 2 mins and that for COCO- Nuts was 3-6 mins.

The rules of the game required each team to have 2 participants. None of them was an elimination round. The decision of the organizers was to be final and binding.

The first day began with lot of enthusiasm and excitement. The Graffiti team was divided into 7 members of which 1 was responsible for registration, 2 for the first round (Kala-Aakaar), 2 for the second round (COCO-nuts) and 1 for the feedback and 1 for the distribution of vouchers for the participating teams. On spot registration started at 9:30 am with first participants Deepshikha and Harsha who started the Kala Aakaar round by Deepshikha drawing an owl using the 6 given geometric shapes and Harsha guessing the picture within 1 min 30 sec and thus they got to pick 3(1 red and 2 pink) chits out of 8 from the aquarium. As per the chits they picked, they got 3 colours (Blue, green and red), cotton, and sketch pens using which they made scenery.

Before starting the Coco-nuts round, the 2 participants were tied together facing opposites and each participant getting 1 minute each to draw and the other continuing where he/she left. In the similar way, the participants, Disha & Ruthvik, Priyansh & Pallav, and other teams played the 2 rounds and the event went on till 4 pm. Some of the feedbacks which was received were “Beautiful Decoration”, “Well planned”, “nicely executed” and many more.



Following enlists the participants for Day 1:-

Deepshika	Shubham	Aditya	Anuj
Harsha	Anup	Avneet	Madhukar
Venusree	Salil	Tanaya	Mukta
Monisha	Maushumi	Nandita	Shekhar
Harshit	Kshitij	Shrindhriti	Simran
Sathvika	Shatabdi	Ayush	Darshana
Disha	Swagatha	Ankita	Divya
Ruthvik	Harshit	Javed	Nidhi
Abhijeet	Kanika	Aparna	Preeti
Himanshu	Sai	Priyansh	
Nihil	Pallav	Shamikshya	



Web Committee and Discipline Committee: Pirates of The Black Pearl

The Web Committee and Discipline Committee of SIBM- Hyderabad jointly came forth with one of the most unique events at Firande 4.0, called 'Pirates of the Black Pearl'. The event consisting of 3 rounds started accepting registrations from 24th December, 2019.

The first round, **The Gold Bug** was a scavenger-hunt round. Based on the tale of William

Legrand's delirious search for the pirate treasure hidden by notorious real-life Captain Kidd, this was a treasure hunt which was actively participated by all. Stepwise clues were given to the participants who had to follow them to reach the final destination. Each team had their individual POCs. The timer started once the team got their first clue. The teams had only two help-lines to use to solve their clue and for each help-line they use, they will be cost 2mins.



The second round, **Devil Follows** was an innovative management game. among them. The objective of this round was to instil a creativity-based team learning approach among the participants. Each team consisted of 2 members who were required to complete a task. One of members were blindfolded (Follower) while the other was forbidden to speak (Devil). The Devil was allowed only to touch the respective Follower, while the Follower could touch the material to collect during the given task. The team was given a 2-minute time for strategy-building and a 5-minute penalty for cheating.

Round 3 was called '**The Deca-Virtual Business Challenge**'. This was a role-play round in which players assume the roles of characters in a fictional setting. Players take responsibility for acting out these roles within a narrative, either through literal acting, or through a process of structured decision-making regarding character development.

Following was the list of participants:

The same rounds were repeated on the second day. The event concluded with the announcement of the winning teams. The winners were Team Invincibles: K. Pooja Upadhaya and Manisha (J.K. Nitte, SHIM). The runners up were Team Seekers: Madhura and Pooja (SIBM-Hyderabad).



Antardhwani - Cultural Committee: NUANCE

One of the largest clubs belonging to the SIBM community, Antardhwani Cultural Club boasted of a wide array of cultural activities and competitions, involving their 4 main verticals – Dance, Music, Dramatics and Fashion. With a special stage set up on the campus grounds, all the participants for these events gathered under the cover of dusk to bring their talent to centre stage and wow the mass of students and faculty alike.

Day 1 began with a showcase of the participants skills at Street Plays. After the inaugural speech by our venerable Director Dr. Ravi Kumar Jain, the Antardhwani Dramatics Team could be seen in yellow kurtas, chanting their beckoning call “Aao Aao Natak Dekho”. Their chants echoed across the campus, and as the team moved towards the Amphitheatre, the crowd followed them, on their way to witness an amazing set of performances during Kalakaari – the Nukkad Natak (Street play) Competition.



Teams from institutes such as Team Xpressionz from IBS, Hyderabad, Team Tafri from Narsee Monjee Institute of Management Studies (NMIMS), Hyderabad, and Team Antardhwani from SIBM, Hyderabad, participated in this event.

The Nukkad Natak acted out by the teams focused on a variety of themes, from Harassment of Women and Children, Acid Attacks and Human and Animal Trafficking. For the duration of 2 hours, the air rang with the loud and clear voices of the actors on the Amphitheatre stage, and the crowd sat enthralled by the power of the message that the participants were trying to send across.



The event concluded with Team Xpressionz from IBS, Hyderabad, winning the title of best street play, with Team Antardhwani from SIBM, Hyderabad, as the runners up.

As night fell across the sky and the crowd now moved slowly towards the food stands to partake of some refreshments, the sounds of musical instruments caught everyone's attention. At 8:00 PM, the Firande stage came to life with Saaz – the Music Competition presented by the Antardhwani Music team.



The evening opened with a performance by Ms. Binish Siddiqui, member of the Antardhwani Music Team, who serenaded the crowd with her mellifluous voice, singing classic Hindi songs from popular Bollywood films. The hosts for the evening Mr. Yusuf Hanzala and Ms. Rakshita Asati, entertained the crowd with their wonderfully hilarious informal style of compering, and announced the commencement of the Music Competition.

The competition was split into two parts: Duet Performances and Group Performances. The evening began with duets sung by teams from various institutes – IBS, Hyderabad, IMT, Hyderabad, SLS, Hyderabad and SIBM, Hyderabad. After 9 enthralling performances, the judges declared Team All Strings Attached (Ms. Archita Baiju and Ms. Gitanjali Sadan) from SLS, Hyderabad as the winner of the Duet Singing Contest, and Team Antardhwani (Ms. Akshaya T.V. and Ms. R. Anjana) from SIBM, Hyderabad as the runners up.



Next, various bands from the participating colleges took to the stage to begin the Battle of the Bands. Team Insha'Allah Boys, Team All Strings Attached and Team Alpha Q from SLS, Hyderabad, as well as Team Antardhwani from SIBM, Hyderabad, participated in this event. Each band was given 5 to 7 minutes to wow the crowd with their vocal prowess and band cohesion, as well as their stage presence and ability to entertain. The night air was full of the sounds of drums thumping away their beats, strings being strummed and voices bending and twisting air into a stream of beautiful sound. The crowd cheered aloud as each team took to the stage one at a time and proceeded to entertain the crowd with everything from popular Bollywood tunes to classic Western songs, Rock & Roll and even some romantic love songs.

The contest concluded with Team All Strings Attached as the winners of the Battle of the Bands, and Team Antardhwani as the Runners up.

The evening did not end there, as Mr. Vishal Varkhedkar took to the stage to deliver a stunning solo performance. To add to the brilliance of the night's festivities, the crowd also got to witness a performance by the esteemed judge for the event.





Thus, concluded Day 1 of Firande 2020, with a promise to have an even more exciting and action-packed Day 2.

FIRANDE 2020, DAY 2

Day 2 of Firande commenced with a hubbub on campus, everyone discussing the amazing events and activities of the previous day. Day 2, the grand finale of Firande - the Cultural and Management Fest of Symbiosis Institute of Business Management, Hyderabad, had begun.

7PM – The Marketing Club: NOMOPOLY

The Marketing Club continued their event from the previous day with their next activity, the IMC Presentations. As it was a continuation of the previous days event, each team had some properties and some cash to play the game. Out of the properties that each team owned, they had to promote the top 3 properties (top 3 based on the value they paid for it, and not the actual value of the property) using various tools of IMC (Integrated Marketing Communication). Along with all this, they also needed to justify to the judges why they paid what they paid for the properties purchased (Justification of only top 3 properties). Each team was given a maximum time of 40 minutes to present and another 15-20 minutes for the question-answers from the judges.

Due to a last-minute change, this round was not conducted in the Academic block of the campus, but was rather conducted later through submission over emails, and the judges evaluated the teams based on their submissions. The winners of the event were Team Symbians (Mr. Srikar, Mr. Praneeth and Mr. Jogesh) from SIBM, Hyderabad, and the runners up were Team Protagoniste (Mr. Puneet Daga, Mr. Udit Pal and Mr. Utkarsh Singh) from SIBM, Nagpur.

Mint – The Finance Club: FIN-DEXTROUS

The Mint Club continued their events from Day 1 with their final game – CFO Shoes.

Based on the results of the previous days rounds, teams were ranked and the teams with the top 3 highest ranks were selected for this final round.

TEAM NAME	NAMES	COLLEGE
JKSHIM	Winston Dsouza Chetan Nayak	Justice K S Hegde Institute of Management (Jkshim), Nitte, Karnataka
SOUP BOYS	Surendrasaipujith Gopaluni Bajish Shaik	Ifmr Graduate School of Business At Krea University, Sri City
THE TAILENDERS	Akshay Ragesh Himanshu Dutta	Symbiosis Institute of Management Studies (Sims), Pune

The activity was a presentation round wherein each team had to present their organizational plan, stating their strengths and areas of improvement. The game was judged by Dr. Shyam Sundar Chitta, who declared Team JKSHIM from JKSHIM, Karnataka as the winners and Team Soup Boys from IFMR University as the runners up.



OpsEra – The Operations Club: OPERESHON

Day 2 of OpsEra’s event, Opereshon, consisted of two games:-

1. **Kūkō (Airport Game):-** In this game, participants had to design a airplane route that would fulfil all their passenger’s demands and would ensure timely landing of flights at the final destination, while generating maximum revenue for the airline company.

The activity saw teams working on a plan to maximize the revenue of their airline company by making sure that their flights took off and landed on time and took care of the comfort and other needs of their passengers. Feedback gained from the participants showed that they were all very intrigued by the setup of the game, which gave them a keener view of the intricacies of the world of operations.

TEAM NO.	MEMBERS	COLLEGE
TEAM 1	Prerona Dey	SIBM HYDERABAD
	Abhiti Patidar	
	Lavanya.P	
TEAM 2	Balaji Sridharan	MANAGE, HYDERABAD
	Hubaib Hassan	
	Shivani Sharma	
TEAM 3	Ankit Singh	SIBM HYDERABAD
	Twinkle Pandita	
	Harsh Agarwal	
TEAM 4	Gaurav Agarwal	SIBM HYDERABAD
	Asima Majhi	
	Amarpreet Singh	
TEAM 5	Shubham Rawat	NAARM, HYDERABAD
	Shravya Kuravi	
	Arvind Mehara	
TEAM 6	Anmol Sharma	SIBM HYDERABAD
	Swayam Awasthi	
	Tanaya Saha	

1. **Saitan keiro! (The Jersey Game):-** The final round of Team OpsEra’s Event, Saitan keiro was a game that tested the speed and operational proficiency of the participants.

The game required participants to sell 3 pieces of Jerseys, which had to be given to 3 different customers, in a predefined order. Each team was given a step tracker which measured their distance travelled. While they were travelling from one customer to the next, teams also had to formulate a

problem and solve a decision tree. The game, although not a physical one, challenged the limits of the participants endurance as they formulated and implemented the shortest route possible, using decision trees.



At the end of the event, Team 6 (Mr. Anmol Sharma, Ms. Swayam Avasthi and Ms. Tanaya Saha) from SIBM, Hyderabad were declared the winners and Team 5 (Ms. Shravya Kuravi, Mr. Shubham Rawat and Mr. Arvind Mehara) from NAARM, Hyderabad were the runners up.

Humanalaya – The HR Club: AAHVAN

Day 2 of Aahvan, the HR club’s flagship event, brought to us ‘Let’s Hire’, a game where each team were required to set up their own hypothetical company in an industry of their choosing and hire for their company using a certain budget.

The event was hosted by Mr. Rohit Rastogi of the HR Club, and he explained the rules of the game to the 4 remaining teams from Day 1.

TEAM NAME	MEMBERS NAME	COLLEGE NAME
GARGOYLES	Shubham Rawat K. Shravya	NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT (NAARM), HYDERABAD
KUCH BHI	Rahul Preety	SYMBIOSIS INSTITUTE OF BUSINESS ADMINISTRATION, HYDERABAD
TOP CATS	Aditya Bhargava Darshana Sawlani Simran Sabnis	VIVEKANANDA EDUCATION SOCIETY’S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI
ESSENTIALS	Nidhi Sachdev Divya Shinde Gaurav Landge	VIVEKANANDA EDUCATION SOCIETY’S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI

All the participants were asked to choose an industry on their own or pick from the given chits. For the chosen industry they were allotted a budget of 100 crores that had to be split and shared among the four core departments (HR, Finance, Marketing, Operations) out of which they were asked to meticulously prepare and showcase the allocation and hiring strategies of one of the departments at each level (Executive, Managerial/Supervisory, Associate), number of people they wanted to hire for each level, salary allocation and recruitment sources.



Participants were required to showcase their interview and assessment procedure, job descriptions and skills for each role in the form of a PowerPoint presentation. The judges scored each team based on the creativity and innovation, job description, hiring strategy, effective budgeting and justification.

Each team had 10 minutes to use the internet out of a total of 1 hour allotted to them to prepare their presentations. Teams were not allowed to copy any data from the internet, and were required to generate a recruitment plan based on their own thought processes. A team of POCs assisted and supervised the teams, guiding them whenever they had any doubts. Other than a few technical issues with internet access, the event was hugely successful.



The Judges for the final round of Aahvan were Dr. Ridhi Rani and Dr. Jagan Mohan Reddy, our esteemed HR faculty at SIBM, Hyderabad. They evaluated each presentation critically, asking the participants questions about specific details in their presentations, as well as giving all of us various bits of information and insights into the workings of various industries and incidents related to HR hiring processes.

After each team was done with their presentations, the Judges made their evaluations and declared team 'Top Cats' from VESIM, Mumbai as the winners and Team 'Gargoyles' from NAARM, Hyderabad as the Runners Up.

Corporate Interaction Cell (CIC): CORPCON

On the second day, the last round Fallen Titans was scheduled, which comprised of a presentation round on a particular company that was given on the day of the event where each participating team had to present on the theme ‘the reason for the downfall of various start-ups and established firms and what measures could have been taken to save ABC Co. from its downfall’. The teams were judged on the following criteria:

- Problem Identification,
- Solution to the problem,
- Cost and Benefit Analysis, and
- Communication Skills

The round was judged by our esteemed faculties, Dr. Ramakrishna Dikkatwar and Dr. Mohammed Laeequddin. The scores given by the judges for the last round and the scores achieved in previous rounds by the teams were totalled to decide the winning team.

The list of winners and runners up of CorpCon 3.0 are given as follows:

Winners: MANAGE Hyderabad - Team Zenith

- 1) Balaji Sridharan
- 2) Shivani Sharma

Runners up: SIMS Pune - The Tailenders

- 1) Himanshu Dutta
- 2) Akshay Ragesh



Hashtag – Public Relations Committee: PACMAN

On the second day, round 2 #theimPReSSIONS was conducted. The two teams which qualified for the second round had to undergo the following 3 stages of the given round.

The game was divided in three rounds- BUILD, PROTECT and ENHANCE. The participating teams were asked to pick a famous personality at random using chits.

Stage 1: “BUILD the brand” Time: 10 minutes

The participating teams had to act as the publicist of the famous personality and come up with a strategy to build their brand as they were new to the industry.

Stage 2: “PROTECT the brand” Time: 10 minutes

The client/celebrity was at the centre of a scandal and the participating teams had to come to their rescue and protect their image and brand in the industry.

Stage 3: “ENHANCE the Brand” Time: 2-3 minutes for the video, 2 minutes to explain the concept of the advertisement.

The celebrity had endured the wave of a scandal and had come out the other side. In order to enhance their image and reinforce their brand in the industry, they were announced as brand ambassadors for a product/service that was completely opposite to their personality. It was up to the teams to shoot an advertisement that helped them to convince the public that they were fit for the product/service. The time limit of the advertisement was 2-3 minutes. The teams could take the help of anyone and everyone for video shooting purpose.

The two shortlisted teams presented their video on the assigned celebrity and Dr. Ramakrishna Dikkatwar made the final scores based on the judging parameters. The winners were The Tailenders (SIMS Pune) Akshay Ragesh Himanshu Dutta Anant Sharma and the runners up were (SIBM Hyderabad) Ayush Khaitan Shivangi.



InkQuisitive – The Literature Club: ODYSSEY

Bringing back the energy of Day 1, Day 2 of Odyssey saw the return of 4 of the initial 5 teams, ready for the next and final round of the Literature Clubs’ event.

TEAM NAME	MEMBERS	COLLEGE
QUIRKS ON FIRE	Disha Agrwal	SIBM HYDERABAD
	Arpita Paul	
STEELERS	Akhil Raj	SIBM HYDERABAD
	Harshitha V	
POWERPUFF GIRLS	Akanksha Verma	SIBM HYDERABAD
	Hema Thapa	
TV	Tanaya Saha	SIBM HYDERABAD
	Venushree Agarwal	

The final game conducted by the InkQuisitive team was ‘Presidential Debate’ – An Odyssey of Presidents.

The round was based on democratic mantra to select a President. It was a scene of debate and dialogue unfolding itself in its full fervour. The round was of 2 hours and was judged by respected faculty of SIBM-H, Dr. Saradhi Kumar Gonela.

Participants were given a sheet containing details about a college and its problems. They were given 15 minutes to read and come up with solutions to said problem. Pen and paper were provided for taking down any points they wished to write.

Afterwards, each team was given 10 minutes to let others know the problem and present their solution, at the end of which other teams and the judge were asked to question the team on stage. After all teams had spoken and been questioned the debate was over.

The teams enjoyed the debate and were happy to be the part of it. The solutions to the situations were practical and acceptable. The teams were given refreshments and were asked to give feedback on the day's events as well as about the entire event as a whole. The results were declared during the closing ceremony.



The winners of Odyssey were Team 'Quirks on Fire' (Ms. Disha Agarwal and Ms. Arpita Paul) and the runners up were Team 'Steelers' (Mr. Akhil Raj and Ms. Harshitha V.).



Mess Committee: GOURMET BATTLE

Cooking with eyes open is a cakewalk for many. But, do you have what it takes to up the notch of cooking without fire while being blindfolded? With the trigger of this question, the MessComm of SIBM-H organized its flagship event, Gourmet Battle- a one-day event on 7th January, 2020.

The first round was called Baaton Hi Baaton Mein. 24 teams registered for this round. Teams who registered were from SIBM and SLS. The team members had to make papdi chat while blindfolded, all under 5 minutes. The team members, only through their senses of taste, touch and listening skills had to prepare the all-time favourite Indian snack, Papdi Chat. The teams were tested on their coordination skills and also their sense of taste. 18 teams in total registered for the first round, out of which 4 teams were selected to proceed to the final round.

Following was the list of participants:-

TEAM NAME	TEAM MEMBER 1	TEAM MEMBER 2
THE BAGUETTES	Twinkle Pandita	KRUSHANG MISTRY
THE INCREDIBLES	Monisha Binker	VENUSHREE AGARWAL
FOODOHOLIC	Debopriya Banerjee	PRERONA DEY
OH, CRÊPE!	Princess Preet	MEHAK MAHAPATRA
PINA COLADA	Shreya Singh Thakur	BOBBALA JYOTHIRMAI
320	Deepshikha Singh	PRAVALLIKA REDDY
AFICIANADO	Gaurav Agarwal	ASIMA MAJHI
CEREAL KILLERS	Manvi Agarwal	SWAYAM AVASTHI
BARISTA	Abhiti Patidar	ROHANSAI RAJ
GAS STOVE DESTROYERS	Shalini Sharma	HARSHIT GONDOLE
APNE GHAR K SANJEEV KAPOOR	Devanshi Pokhriyal	RASHI KABRA
GRILLERS AND CHILLERS	Yashika Manwani	PRANAV
SHAKEEL	Aakarsh Mishra	BONAM SHRUTI
THE INCREDIBLES	Telaru Dharani	AKSHAT MITTAL
WE ARE NOOB.	Ayushi	SANCHIT CHOUDHARY
SK	Shivank	KASTURI
JOSHI	Saroj Raut	NILAM YADAV
SO CHEFS	Snigdha Jidigam	SATHVIKA SHARMA

The following teams were selected to proceed to the next round on the basis of the judges' decision

TEAM NAME	TEAM MEMBER 1	TEAM MEMBER 2
MAMIDIPALLI KE MASTERCHEF	Telaru Dharani	Akshat Mittal
SHAKEEL	Aakarsh Mishra	Bonam Shruti
JOSHI	Saroj Raut	Neelam Yadav
CEREAL KILLERS	Manvi Agarwal	Swayam Avasthi

The second round was called 'Daawat-E-Ishq'. In this round, the participants as a team had to prepare one starter, one main course and one dessert of their own choice from the available ingredients with Bitter Gourd being core ingredient. But, Daawat-E-Ishq was no regular round. In the first 15 minutes, only one participant was allowed to cook. While in the next 15 minutes, the other participant had to cook. From the 30- minute mark, there were no constraints or conditions. The competition ended at the stroke of 60 minutes. The panel of judges evaluated all dishes presented in this round. Dishes were judged based on taste, quality, presentation, quantity, and the name.



The winners were Team Joshi (Saroj Raut and Neelam Yadav), out cooking every team in both rounds – truly a team of master chefs. The runners up were Team Mamidipalli Ke Masterchef (Telaru Dharani and Akshat Mittal).



Shakti – Women Development Cell (WDC): KAARVAN

The second day at Kaarvan began with as much ardour as the previous day. The team organized a Dart-Game and a Pictionary/ Dice Game. The sale of candles continued on the second day and received a huge appreciation from the crowd. The event was marked by a large footfall. There were 150 registrations received for the second day. The participants were encouraged with a return-gift of hand-made candles and chocolates. Following were the details of the sales registered:-



Total Number of Candles:-	Number of Candles Sold:-
<ul style="list-style-type: none"> ➤ Christmas trees – 15 ➤ Flower – 9 ➤ Animal - 9 	<ul style="list-style-type: none"> ➤ Christmas Trees – sold – 3 ➤ Flowers- sold- 6 ➤ Animal – sold- 2

➤ Big Flowers- 7	➤ Big Flower – sold - 1
➤ Small Flowers – 2	➤ Small Flower – sold- 2
➤ Star – 8	➤ Star – sold -1
➤ Roses – 2	➤ Roses – sold -1
➤ Christmas balls – 6	➤ Christmas balls -
➤ Shells – 12	➤ Shells – sold - 6

2qSymbiosis Centre of Entrepreneurship and Innovation (SCEI): UDYOKTA

The activity planned and conducted by SCEI on Day 2 was the Business Plan Presentation. There were three themes on which teams could present their business plan:

1. Healthcare industry
2. Smart city/smart technology
3. Agricultural sector

All the teams came up with the great business ideas during the round. Team Nuance- Madhuri Ranka, Surbhi Chauhan and Karan Kakad from Symbiosis Institute of Business Management, Hyderabad were best at their business ideas, and along with their win at Huzzle the Puzzle, emerged as the winners of both the overall winners of Udyokta 2.0. Team Tailenders, Anant, Himanshu and Akshay from SIMS- Pune also came up with the great business ideas and became the runners up of the event.

Anti-Ragging Committee (ARC): 12th BATTALION

12th Battalion was the flagship event of the Anti-Ragging Committee of SIBM Hyderabad. It was a one-day event conducted on 7th Jan, second day of the fest. The event attracted participants because of its game structure. It consisted of several stages, each having its own unique concept. The participants were required to possess both mental and physical stamina while playing. Though tough and challenging, the event was hilarious and the participants enjoyed a lot.

Team	Members
Team A	Praneeth and Hemanth
Team B	Hema and Tanaya
Team C	Srishti and Sreshta
Team D	Preety Sushmita and Saroj
Team E	Karteek and Priyadarshini and Priyanka
Team F	Ritam and Samujjal
Team G	Rahul and Niti
Team H	Tanumoy and Harsh
Team I	Shalini Sharma and Vaibhav
Team J	Gaurav Ashima and Akanksha
Team K	Venushree Mayank and Monisha
Team L	Srikar Deepiga and Harsha
Team M	Hari Shankar Harika Harshitha
Team N	Javed and Shatabdi
Team O	Shivangi and Ayush

The details of each stage are as follows:-

Stage 1: Puzzle solving:-

Teams needed to solve a puzzle board of about 20 pieces within 3 minutes. (in case they failed they had an option to pass after completion of 3 minutes with a penalty of 30 seconds to the total task time.)

Stage 2: Bamboo steps:-

One of the team members walked on the elevated bamboo poles (height of about ½ inch each off the ground).

A penalty of 10 seconds was applied if the feet of the players touched the ground at any point or if they increased the length of their stride on the poles.



Stage 3: Balance walk:-

Participants had to carry bamboo on the shoulders, with weights of approximately 3kg on either side, and walk through a path consisting of hurdles.

Stepping out of path or mis-stepping on the hurdles added a penalty of 10 seconds to the total task time.

Stage 4: Tyre Pull:-

Participants had to pull a large tyre with a heavy-duty rope from one end to the other in the least possible time through the track highlighted.

Stepping out of the track added an extra penalty of 20 seconds.



Stage 5: Net Crawl:-

One of the participants from the team was blind folded and made to crawl through a net and collect flags with the help of their partner who was guiding them with verbal directions throughout the task. The time allotted for the task was 30 seconds. If the participants head touched the net, they incurred a penalty of 10 seconds, and moving out of the tarpaulin sheets added a penalty of 20 seconds. After every stage (after stage 2) teams had to solve 2 riddles i.e. 8 riddles in total throughout the game. This made the whole event more interesting.

After an exciting day of physical activity and exercise during these events, the results were declared and the winner were Praneeth and Hemanth, SIBM- Hyderabad and the runners up were Srikar, Deepiga and Harsha, SIBM- Hyderabad.

Graffiti – Arts and Creativity Club: FUNCTIONIVE LOOP

The second day of the Hawaiian event started in high spirits. The game began at 11 am, with great response and participation of 16 teams with two members each. The team received participation from other colleges like Symbiosis Law College with 4 teams among which the winning team was Rohit and team who made the famous Dragon ball Z character, ‘Goku’ and they won a cash prize of ₹ 10,000. All the participating teams had thoroughly enjoyed the game. Other teams were from SIBM-H, like Shivangi and Sukanya, Shrishti and Ayushi , Ashmita and Debopriya, Manishi and Akhil and 12 other such teams participated for the event. Some of the portraits made were those of pineapple, scenery, galaxy, nature and its power, flamingo, sailing boats, etc. The portraits were really creative and theme based.



The main motive of the game was to bring out the artistic and creative side of participants which could be seen through the portraits. The game was closed by 3:30 pm and then began the tough decision to evaluate and decide the winners of the event.

The parameters to decide the winner were: Theme, Creativity and Spontaneous Thinking Abilities. The decision was taken unanimously by Graffiti members after going through all the portraits. Finally, two portraits were selected and the winner and runner-up were decided among them. Both the winners were then informed to be present for the prize distribution which was held at 7:30 pm. Thus, the event turned out to be a grand success with immense support from participants and the team members.

Following was the list of participants for Day 2:-

Name	College
Sushmita & Gaurav	SIBM-Hyd
Ashmita & Debopriya	SIBM-Hyd
Shrshti & Ayushi	SIBM-Hyd
Shivanshu & Vaibhav	SIBM-Hyd
Aditya & Anusha	SIBM-Hyd
Rupal & Rahul	SIBM-Hyd
Madhura & Mohit	SIBM-Hyd
Poornima & Deepika	SIBM-Hyd
Pooja & Sreshta	SIBM-Hyd
Aparna & Loki	SLS-Hyd

Name	College
Charul & Shruti	SLS-Hyd
Rohit & Bramha	SLS-Hyd
Sukanya & Shivangi	SIBM-Hyd
Shradha & Bhavana	SLS-Hyd
Manishi & Akhil	SIBM-Hyd
Praneeth & Srikar	SIBM-Hyd



Valedictory Ceremony

With the events completed, all that remained was the felicitation of the winners and runners up of all the events conducted by the different clubs of SIBM, Hyderabad. The anchors from the InkQuisitive club, Mr. Gaurav Agarwal and Ms. J. Radha, welcomed the gathering of students and faculty. Dr. Tanmoy De, Faculty In-charge – Student Activities at Symbiosis Institute of Business Management, Hyderabad, delivered an opening address, thanking all the participating colleges and judges for taking time out from their busy schedules to grace our event.



After Dr. Tanmoy De's address, the prizes were distributed to all the winners and runners up of all the events conducted by the various clubs during Firande.



After the prize distribution to all the winners and runners up, Mr. Paul Abraham, President of the Student Council at Symbiosis Institute of Business Management, Hyderabad, gave a vote of thanks to all the participants, students, judges, faculty and our beloved Director Dr. Jain for making it possible for us to organize and host such a massive event as Firande. He expressed his gratitude to all the clubs for their diligence and effort to make Firande an outstanding success.



At the end of the President's vote of thanks, the upcoming Dance and Fashion competitions were announced, with the promise of a dance and music night at the end of the festivities.



Antardhwani – Cultural Committee: NUANCE

The evening of Day 2 began much the same as Day 1 for Antardhwani's event, Nuance. With new participants taking the stage, the crowd witnessed Vibe and Flaunt It, the Dance and the Fashion Competitions organised by Antardhwani, interspaced with some witty anchoring by Mr. Hanzala and Ms. Rakshita Asati.

The evening's events kicked off with the Dance Competition, with a Host Performance by the students of SIBM, Hyderabad to welcome the participants to the competition.



The following teams participated in the Dance Contest:

- a. Apurva and Team from SLS, Hyderabad
- b. Fusion Femmes from SLS, Hyderabad
- c. 7 Rings from SLS, Hyderabad
- d. Team IMT from IMT, Hyderabad
- e. Antardhwani Dance Team (A.D.T) from SIBM, Hyderabad

Dances from various cultures and styles were performed by our participants on the main stage, with the students showcasing their lithe movements, flexibility and dance prowess to the judges and the crowd. The crowd cheered and shouted as the dancers put on an amazing show, with the sound of applause never ceasing.



The judges had a hard time choosing a winner, but after much deliberation, the winners were the Antardhwani Dance Team (A.D.T.), led by the head of the Antardhwani Cultural Club, Ms. Madhuri Ranka and the head of A.D.T., Ms. Surbhi Chauhan. The runners up were team Fusion Femmes from SLS, Hyderabad.

The final event organised by the Antardhwani Club, Flaunt It, began immediately after the dance performances ended. Team from various colleges had dressed up and put on various thematic costumes to portray many themes from popular culture such as Game of Thrones, Greek Mythology, and the 7 Deadly Sins. The participating teams were:

- a. Bohemian Muses from SLS, Hyderabad
- b. Moving Mannequins from IBS, Hyderabad
- c. Hell's Angels from SLS, Hyderabad
- d. Antardhwani from SIBM, Hyderabad.

Each team showcased their style and panache, portraying the attitudes and airs of the characters they were portraying. Each team attempted to tell a story through their costumes, and the crowd cheered them on as they walked back and forth on the stage under the spotlight.



The judges were, yet again, faced with the difficult task of evaluating these fantastic performances and choosing a winner. In the end, Team Antardhwani were declared the winners, led by the head of the Fashion Team, Ms. Akshita Khar, for a portrayal of the 7 Deadly Sins with such grace and power. The runners up were Hell's Angels from SLS, Hyderabad.



EDM NIGHT WITH DJ VANMOON

With all the events at an end and all the winners announced and awarded, the students were ready for a party. And that is exactly what they got, in the form of an exhilarating EDM concert by Delhi-based DJ and performer, DJ VanMoon.



The night was full of the thumping beats of the bass and the claps and cheers of the crowd as VanMoon dominated the stage and entertained the crowd to the fullest. The concert was a celebration of the completion of Firande, of the two days of fun-filled, energy-fuelled activities and events.

The students celebrated the end of Firande, and geared themselves up for the next two days of ELYSIUM – the Sports and Fitness Competition organised by Symbiosis Institute of Business Management, Hyderabad.



Partners:

When we think about fests we think about style and glamour and when it's about style and glamour it's about going for the best. In this case, who better than **ENVI**, who was Firande's style and fashion partner. The wellness of the event, it's organizers and participants are another major priority for the event, which for this year was be handled by **VLCC** who was the wellness partner. To make sure the guests and participants of this event had a safe and comfortable ride to our campus, **Uber** joined hands with Firande as its travel partner. This year's Firande was about taking it to the next level. Which is why, to experience the reality virtually, **iB Cricket**, came out as the gaming partner. To ensure all the gifts and rewards were distributed in a decorated manner, The Souled Store, joined the party as the gifting partner. Additionally, to assure that this grand 2-day fest made headlines, Firande had **Youth Inc.** as its media partner. Power is well defined by **Royal Enfield**. They had provided trial rides to the students on their bikes whose thrust and the RPM took the riding experience to the next level.

Firande, is about celebration, and when we talk about celebrating it's all about food. To make sure that all everyone enjoyed a feast a huge team was ready with all the delicacies of various cuisines and drinks. The food and beverage partners included **Thickshake factory**, **Wokstars**, **London Bubble**, **99 Dosas**, **Kulcha Culture**, **Rollzone**, and the front running partner being **McDonalds**, everyone was indeed loving it.

List of colleges that attended the event

Sl. No	Name of Colleges
1	IBS HYDERABAD
2	SIBM HYDERABAD
3	SLS HYDERABAD
4	IMT HYDERABAD
5	MANAGE
6	SIMS Pune
7	NAARM, HYDERABAD
8	JUSTICE K S HEGDE INSTITUTE OF MANAGEMENT (JKSHIM), NITTE, KARNATAKA
9	IFMR GRADUATE SCHOOL OF BUSINESS AT KREA UNIVERSITY, SRI CITY
10	VIVEKANANDA EDUCATION SOCIETY'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (VESIM), MUMBAI
11	SIBM Nagpur
12	NITTE Karnataka



Dr. Tanmoy De
Assistant Professor
Incharge-Student Activities



Dr. K P Venugopala Rao
Dy. Director



Dr. Ravi Kumar Jain
Director
SIBM - Hyderabad

