



**Symbiosis Institute of Business Management
Hyderabad**

(A constituent of Symbiosis International University, Pune)
Re accredited by NAAC with Grade "A"



WARM GREETINGS FROM SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT HYDERABAD

The Symbiosis family welcomes you

At Symbiosis Institute of Business Management Hyderabad, we offer four major specializations in MBA viz. Finance, Human Resource Management, Marketing and Operations. Each specialization is catered to by highly qualified, proficient and dedicated faculty. Emphasis is laid on learning concepts through real life scenarios, case studies, mini-projects and group discussions.

In order to give the budding managers insight into the corporate world, we regularly invite professionals from different industries to share their experiences and current trends in the market.

Equal emphasis is laid on co-curricular and extra-curricular activities. Students are encouraged to be a part of various clubs/committees such as Corporate Interaction Cell (CIC), Dramatics Club, Literature Club, Sports Club, Training and Placement Cell etc. and hone their skills in the areas of their interest.

The MBA program is a fully-residential one and the hostel facility has uninterrupted electricity, high-speed internet, hot water, provision for laundry, state-of-the-art gym, indoor gaming facilities, volleyball, basketball and badminton courts in addition to football / cricket field.



Dr. Ravi Kumar Jain
M.B.A. , Ph.D.
Director, SIBM-Hyd

"Management skills are better demonstrated by impactful endeavors."

FIRANDE, the mega management fest of SIBM-Hyderabad, provides an apt platform for the aspiring managers to demonstrate their managerial prowess and leadership skills.

Come let's celebrate and promote the Spirit of Managerial Excellence.





Dr. Rajkumar Pillay
M.Sc, M.Phill, M.B.A., Ph.D
Faculty In-charge, Students council

FIRANDE is a significant opportunity to highlight the fundamentals, concepts of teamwork, and leadership. It seeks to enhance the student's leadership skills in line with our commitment to support their talents and to provide opportunities to express themselves with transparency.

This event acts as a forum for student leaders to grow their networks and exchange novel ideas as well as best practices for continued personal and professional success while also providing the students with a holistic view of leadership.

At SIBM Hyderabad, we believe that leadership skills require a fertile environment to grow and hence students are given complete freedom to enhance their skills through a pragmatic approach.

I, being the faculty in-charge of the student's council Constellation, am proud of our students' spirit of responsibility and community engagement, which contributes to building the student's council and realizing their vision.

I wish all the best to the entire team.



Vision

Firande has started with a vision to provide a platform for post graduate college students all across the country to come together and vie against each other. Being in its pioneer year, Firande seeks to reach out to the mainstream colleges across the length and breadth of the nation.

Aim

The aim of the Symbiosis Institute of Business Management, Hyderabad management fest, Firande, is to build a bond with students of different colleges and to test their skills and abilities in different fields.

MESSAGE FROM THE TEAM

Greetings!

Celebration is incomplete without friends, and our maiden management fest- Firande, literally means celebration in Swedish, so needless to say we would love your presence.

We invite you for some mind-boggling competition and mouth-watering rewards, but as our teachers would say "figure out the core strategy!!!" and believe us when we say this, celebration is our core strategy.

We call upon all you brilliant minds to showcase your talent and compete with the best of the best rooting for victory, glory and fame.

Socrates said- "the secret of change is to focus all your energy, not on fighting the old, but on building the new." So let's build our friendship on the foundation of competition, challenges, excellence and of course, Firande.

See you there.



EVENTS PROPOSAL

Academic Events

1. Finance – Mint Club

Shell out

This is a hard core finance event which involves three rounds-Round 1 would be an online time based Quiz. Round 2 would be to submit and present a financial product that created by them. The participants would be intimated about the product in prior itself. Round 3 will require the participants to evaluate the companies given to them followed by presentation.

2. Human Resources – Humanalya

cHakRavyuha

The event takes you through a fun filled ride where the participants get to show off their HR concepts, applying them through a medium of dance, drama and entertainment. If you have the HR spirit, we promise to make this event another level experience for you!

3. Marketing – 7PM Club

BIGSPiN

The event comprises of three rounds, starting with INCORRECTO during which the teams will be required to answer a total of 25 MCQ questions based on Marketing and General Knowledge.

This round will be preceded by another round, 100 *ka funda*, wherein the teams will be given Rs 100 each and they'd have to form a virtual company of their own; the most essential element of this round is getting your product patented before the competitors and generating the maximum amount of profit.

The last round will be the bidding round, where each team will be given a particular product that they'll improvise on and then put it across for the other teams to bid.

At the end, whichever team is left with the highest amount of money will be the winner.

4. Operations – Op\$Era

OPERAZIONE

Do you hear yourself saying this? If yes, OPSWAY is what you are looking for !With an exciting quiz on Operations ,it's all about speed and accuracy in this game which will be followed by an event where you can show all your skills as an operations manager !And finally to bring it all to the finish an event which will make you a inventory champ !

Co-Curricular & Cultural Events

5. ISR

Let's Connect

The event comprises of two rounds, wherein in the first round, the teams will make a 2.5 minute video on an allotted current social issue, for which they'll be given a preparation time of 15 minutes.

The second round will be a *Dumb Charades round covering proverbs, phrases and quotes. Each team will be allotted a preparation time of 2 minutes and a presentation time of 3 minutes.*

6. Photography

Click-O-Ment

If Photography is a place you can be at any time and the camera is something that people always connect you with, you shouldn't miss this event! We bring to you an event where you can send in your best pictures and get selected for an event wherein you can showcase that you are the photographer for every situation!

7. Corporate Interaction Cell

Samvaad

A event wherein you can analyze a real time business scenario which on conquering you will go through a rigorous and fun business quiz revolving around all that management is about followed by a channel surfing where you can showcase your creativity, adaptability and your ability to think out of the box with a finishing fun filled round of treasure hunt that can bring you to the finish line! Will you make it?

8. Samarthya

Agamy

This event is based on BIG DATA. It will consist of 3 rounds (1 online and 2 on-campus). The game will deal with managerial thinking and decision making, general awareness about the current affairs, concepts related to economics and finance domain. It would be a challenging as well as a fun filled learning experience.

9. Messcom

Gourmet Battle

Mess Committee of SIBM-H would be organizing an event wherein, the participants will be given a dish to taste and would be asked to tell the ingredients of that dish. This is followed by another round in which the participants are required to prepare a dish of their own choice with the ingredients provided by the committee.

10. Hashtag

Game of tweets

The participants will be required to promote the given list of sponsor's brands and to share their experience of the fest through pictures and texts on Twitter having tagged SIBM Hyderabad in all the posts that they make. The posts with maximum number of tweets and retweets will be chosen as the winner of the rounds

11. Entrepreneurship

ENTREPRENDRE

The participants have to send in an industry specific start up idea for the online round, clear rounds requiring a comprehensive analysis of a situation testing the

innovativeness of the participants and present their ideas to a prospective venture capitalist.

12. InkQuisitive

Mock Press

A mock press is a mock rendition of a press conference wherein the participants would pose as public figures ranging from politicians to scientists to writers, singers ,sports personalities or film stars to hear them speak and raise questions.

The agenda of this event would be based on recent happenings and the participants would be accepted to take up the stand as taken up by the figure in question.

The participants will put themselves in the shoes of the prescribed personality & feel the heat and stress of the situation in the shower of questions asked by a team of reporters. This will check the stress handling, presence of mind & knowledge about the personalities given to the participants.

13. Cultural

The cultural fest will include various events related to art, drama, dance, fashion and music.

DETAILS OF SPONSORSHIP

SPONSORS

TITLE SPONSOR	CO-SPONSOR	ASSOCIATE	EVENT
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PARTNERS

FOOD & BEVERAGES	COMMUNICATION	RADIO	HOSPITALITY
KNOWLEDGE	MERCHANDISE	TRAVEL	MEDIA

Either you can be our partner or sponsor. Please find below the various categories of sponsorship.

Perks offered ▼	Pick One ►	TITLE SPONSOR	CO SPONSOR	ASSOCIATE SPONSOR	EVENT SPONSOR
ELIGIBILITY Amount Bracket		INR 6 LACS+	INR 4-6 LACS	INR 1-4 LACS+	INR BELOW 1 LACS
Banners Posters CERTIFICATES in COLLEGE CAMPUS		✓	✓	✓	Yes, but ONLY Of the PARTICULAR event
Merchandise Event Passes Event Brochures Invitation Letters		✓	✓	✓	✓
During Events + On Radio		✓	Yes, but NOT ON RADIO	Yes, but NOT ON RADIO	Yes, but NOT ON RADIO
On Social Media Websites		✓	✓	✓	✓
Standeers (On Campus, during Fest)		10 to 5	5 Only	2 Only	2 Only
Coverage in After Movie released on Youtube		✓	✓	✓	
Stalls at Premium location		Yes. 2	Yes. 2	Yes. 1	

"It is not the fastest Formula One driver who wins, but the one with the most intelligent Pit-stop strategy!"

Symbiosis International University has always been known for its vibrant culture. The motto "**Vasudeva Kutumbakam**" (The world is one family) defines the essence of multi ethnicity the University has nurtured over the period of time. The Symbiosis Institute of Business Management, Hyderabad strongly follows the legacy of SIU and is enroute to driving towards sheer excellence.

What makes us special?
Is it Caliber or Talent or Knowledge?

NO, it's **YOU**.

We, at Symbiosis are not just students, but yardsticks of quality, driving to excel in everything to outperform the world!

**THIS NEW YEAR WE INVITE YOU TO BE A PART OF THIS BEAUTIFUL JOURNEY AS WE ARE ABOUT TO ROLL OUT
THE MAIDEN MANAGEMENT FEST OF SIBM HYDERABAD
WE WELCOME YOU ALL TO BE A PART OF**

FIRANDE

**WHICH IS TO BE HELD FROM
17TH JANUARY 2017 TO 18TH JANUARY 2017**

"MAKE MEMORIES AND UNLEASH THE ARTIST IN YOU"





INVITATION LETTER OF SPONSORSHIP FOR "FIRANDE"- MANAGEMENT FEST OF SIBM HYDERABAD

Greetings!

Dear sir/madam,

Symbiosis Institute of Business Management is proud to announce the launch of our first ever Management Fest, "Firande". This is a national level management and cultural fest, conducted on the 17th and 18th of January, 2017. We are expecting participants from various B Schools, across the length and breadth of the country. We believe such events will not be successful without the corporate association, in terms of sponsorship. Details of sponsorship are attached along with this mail. The sponsorship need not entirely be in monetary nature, but can be in any manner that you may feel functional for organizing our fest. Hoping to receive a positive response from you.

Thank you in advance.

Regards,

Team Firande

Tushar Ghai - 09958102606

Symbiosis Institute of Business Management,
Hyderabad.

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