



PUNE INSTITUTE OF BUSINESS MANAGEMENT

APPROVED BY AICTE | AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY



NEWSLETTER 2021



JULY 2021 - SEPTEMBER 2021



Newsletter

July 2021 - September 2021

From the CHAIRMAN'S DESK



**An institution that
Powers Impetus to
Brighten Minds,
called PIBM.**



The vision of PIBM is that **“Every student passing out from the institute must contribute to the economy of India & whole world by becoming a business leader - either by joining to lead a company or becoming a successful entrepreneur creating employment”**,

this entail students undergo character and personality building program. As an institute focusing on providing quality education, we believe in setting up unique training methodologies which gear towards competency and confidence building in the students which in turn increases Employability. We believe in building management careers on a solid foundation of Practical & Experience-based learning rather than just Classroom Theories. We follow a very simple yet standardized process of training our students where we build Logic and Skills.

4th September 2021 | www.pibm.in

Melascap

PIBM invited corporate leaders from Rural and Agribusiness to enlighten the audience on the Opportunities and Challenges of Agribusiness and how Agriculture and Rural Marketing acts as a backbone of the Indian Economy.

Panel 01

Theme: Agribusiness – Opportunities and challenges

Discussion Pointers:

- Covid and post covid scenario of agribusiness
- New horizons for growth of agribusiness
- Challenges faced by Agri input industries and Process industries
- Opportunities for budding entrepreneurs in agribusiness
- Domestic and international market dynamics

Panel 02

Theme: Agriculture and Rural Marketing as a backbone of the Indian economy

Discussion Pointers:

- Use of advanced technology in agriculture
- Government role in development of Agriculture and Agri infrastructure

- Policy intervention of government in Agricultural Market reforms
- Rural markets are becoming more dynamic is opportunity or threat
- Coping with new normal and challenges

25th September 2021 | www.pibm.in

MICROTOM 4.0

PIBM organized the Microtom 4.0, Exploring the Ray of Growth, to discuss on Post Covid Revival Strategies and Innovation of Business Models post-Covid. Many corporate delegates from the industry shared their views and insights during the panel discussions.

Panel 01

Theme: Business Model Innovation post-Covid

Discussion Pointers:

- Business drivers for new normal
- Exploring new markets/product lines according to changing market dynamics
- Measures for restarting business operations.
- Revisiting business goals
- Taking stock of Macro Environment

Panel 02

Theme: Defining the Sustainable and Conscious Branding

Discussion Pointers:

- Reskilling / Upskilling people
- Restructuring / modifying existing business models

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- New marketing strategies / Redefining business canvas
- Rethinking finances
- Vision for next 5 years



24th July 2021 | www.pibm.in

CgThon Season 2

PIBM's CgThon Season 2, Beyond the Temporary Blip focused on inviting the top corporate leaders to discuss on the Emerging Consumer Groups during Covid 2.0 and the Supply Chain Issues in Covid 2.0.

Panel 01

Theme: Emerging Consumer Groups during Covid 2.0

Discussion Pointers:

- Attitude towards Value-Based Purchases
- Choice of PoS
- Dilemma between Self-Indulgence and Social Sensitivity
- Covert vs Overt Purchases

Panel 02

Theme: Supply Chain Issues in Covid 2.0

Discussion Pointers:

- Major Disruptions in Supply Chain
- Collaborative Strategies
- Adoption of Technology
- Reaching the Last Mile



2021 | www.pibm.in

Business Orientation Program Batch 2021-23

Business Orientation Programme was a level playing field for students joining the PIBM's MBA and PGDM programmes from different educational environments. With the start of BOP, students were formally taking their first step to the world of business and management. It was imperative in this context to mention, BOP was not only for learning, but it was also a fun-filled activity. PIBM designed this programme to pull out the inner creativity and leadership skill of a student.



26th September 2021 | www.pibm.in

14th Foundation Day

Success always starts with an idea. An idea for the betterment of society, an idea that many may never have thought of, and an idea that focuses on helping generations after generations with ever-changing innovations and methodologies. In a nutshell, challenging and infusing change in the mainstream systems.

14 years ago, today, with an idea brewing, an institution was established in the heart of one of the biggest educational hub in India, Pune. With a vision to strive for the best and do better for the society, PIBM took the initial steps towards a better future. 14 years later, today, PIBM stands amongst the top B-Schools in India, providing top-grade Management Studies to 1000+ students annually.

On the 14th Foundation Day, we witnessed the spectacular journey of PIBM and how far along we've come since then.

NIRF India in 2021

Ranked among the top-100 B-Schools by NIRF India in 2021, Pune Institute of Business Management (NAAC accredited) is one of the most preferred destinations for students seeking advanced Management Education.

