



**PUNE INSTITUTE OF
BUSINESS MANAGEMENT**

APPROVED BY AICTE | AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY



NEWSLETTER 2021



OCTOBER 2021 - DECEMBER 2021



Pibm Newsletter

October 2021 - December 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.

International Conference 2021

The International Conference 2021 on Innovation and Resilience aims at bringing students, research scholars, teaching professionals, and corporate experts together to share their knowledge and experience on various challenges faced by business organizations, and the role of innovation in transforming the challenges into opportunities. This conference focuses on various innovations in the field of Marketing, Finance, Human Resource, Operations, Services, Analytics, etc. It creates a platform for delegates to share knowledge related to the application of innovation in various business functions, the role of technology in innovation, government intervention, changes in consumer habits, etc.

As we all know, the global business environment is changing at a desperate pace. Digitalization, technology, innovation, and entrepreneurship are at the core of business dynamics in the uncertain business environment. Innovation is at the heart of every business and in today's challenging environment, every enterprise needs to

understand its importance and drive innovation in various functions of the business.



09th October 2021 | www.pibm.in

Omnikart 2021

Due to the rapid increase in health consciousness caused by Covid, the health and wellness brands in India have found their way to the carts of the consumers, making their spot in the FMCG sector, the 4th largest sector of India.

Pune Institute of Business Management's FMCG Center of Excellence organized the 'Omnikart 2021 - Entering The Era of Responsible Consumption', to discuss on 'Cracking the Consumption Code post-Covid 2.0' and 'Defining the Sustainable and Conscious Branding'.

Panel 01

Theme: Cracking the Consumption Code - Post-Covid 2.0

Discussion Pointers:

- The buzzword – Health & Wellness
- The puzzle of price (in) sensitivity
- Shifting loyalty - from generics to brands
- From flamboyant consumption to value-based purchase
- Channel preference and responsiveness

Panel 02

Theme: Defining the Sustainable and Conscious Branding

Discussion Pointers:

- Reviving consumer confidence
- Prioritizing convenience
- Integrating health and wellness
- Responsible promotion and Distribution
- What matters – Cost or Price?
- models
- New marketing strategies / Redefining business canvas
- Rethinking finances
- Vision for next 5 years

