

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, NAGPUR

Newsletter

November'23 Edition



In This Issue

The Man obsessed
with meeting
consumers'
unfulfilled needs!

Monthly glance at
the activities of
SIBM Nagpur

Must read books of
the month

**'It always seems impossible
until it's done.'**

-Nelson Mandela

The November edition is the first issue by the Magazine & Internal Publication committee. Through this newsletter and upcoming monthly issues, we aim to acquaint our readers about the latest news, views and announcements of the events taking place at SIBM Nagpur. The readers can expect to not only be notified of the campus happenings, but also a separate section is dedicated towards the expression of students' thoughts and opinions in the form of articles or poems. Lastly we have an additional section of book recommendations, inspiring quotes, tips to survive MBA, cross word puzzles, and many more to keep our readers engaged.

The Man Obsessed with Meeting Consumers' Unfulfilled Needs!

In a bustling world of consumer goods, there are some brands or products that almost every Indian can relate to. We all have turned to products like Fogg for its fragrances, Moov for relieving pain, and Itchguard for soothing itches at some point. But have you ever paused to consider the creative mastermind behind these ubiquitous products?

Meet Darshan Patel, the Gujarati businessman who can be credited with creating multiple brands meeting consumers' unfulfilled needs. Darshan Patel is the founder and Managing Director of Vini Cosmetics Pvt Ltd, the company behind Fogg deodorant. Before Vini Cosmetics, he transformed his family business, Paras Pharmaceuticals, into India's fastest-growing pharma enterprise.

His portfolio of over 15 of India's most iconic household brands is born from distinct consumer insights and out-of-the-box thinking. He identified and addressed consumer needs, some of which led to the creation of unique solutions and previously unheard-of product categories.

To name a few, Moov (for pain relief), Krack (for cracked heels), ItchGuard (for itch relief), RingGuard (for ringworm treatment), Borosoft (antiseptic cream), Stopache (headache relief) and D Cold (for cold and flu). The product range also included personal care to FMCG products – Livon (hair disentangling serum), Set Wet (hair gel), Zatak (cooling talc for men), DermiCool (prickly heat powder), Mrs. Marino (hair softener), Recova (age-defying cream) and Dr. Lips (medicated lip balm).

Many of these brands took on market leaders in their respective categories. For example, Borosoft was launched to compete with Boroline, DermiCool faced off against Nycil, and Krack overtook Vaseline in market share. Set Wet and Livon created new product categories. Within two years of its inception in 2013, Fogg's unique positioning, "No Gas, No Wastage; 800 sprays guarantee," became an instant hit with customers who dethroned HUL's Axe from the top spot.

Mr. Patel firmly believes in maintaining customer relationships via surveys and feedback. His success can be attributed to his in-depth knowledge of customer insights. As he continues to exemplify consumer-centric thinking, one can only anticipate what groundbreaking products await in the future.

-SURAJ BANSAL (MBA 2022-24)

NEW COMMITTEES

Student Coordination Council

The student coordination council at SIBM Nagpur is a group of elected students who offer students to express themselves and assist with college affairs, to provide opportunities to gain leadership experience, and to promote relationships between students, faculty, and the community.

Research and Career Development Team

The responsibilities of this committee include compiling SIBM research, preparing students for placement procedures, fostering students' intellectual growth through stimulating events and workshops.

WebEx

WebEx committee is all about managing websites and digital marketing. This committee's objectives are to improve our institute's platform in the field of digital marketing and assist students in better understanding how SIBM Nagpur websites operate.

Scholarly Development and Publication Committee

The goal of this committee is to provide an environment that encourages scholars and students to carry out in-depth research that increases our understanding of education and offers practical data to businesses.

Start-Up, Innovation, and Entrepreneurship Cell

The E-Cell is a dedicated platform to foster innovation, creativity, and entrepreneurship among students of this institute. This cell marks the beginning of a journey towards cultivating an entrepreneurial spirit within SIBM Nagpur's academic community.

Aspirants Outreach Committee

The goal of the Aspirant Outreach Committee is to connect with people who are considering SIBM Nagpur and offer helpful information, encouragement, and a warm welcome. Its mission is to guide prospective members on their path to becoming engaged members of this Institution.

MONTHLY GLANCE OF ACTIVITIES

Staff Moodle Training

On November 2, 2023, Mr. Suyog Gupta empowered 17 faculty members at SIBM Nagpur with Moodle training, elevating their skills in crafting personalized learning environments through the open-source content management system.



Reduction of Violence against Women

On November 25, 2023, SIBM Nagpur's ISR Club, led by Dr. Rimjhim Jha, raised awareness on violence against women with impactful acts, including a dance and street drama, involving twelve impressive participants.



Constitution Day

Team Symfonia, under the guidance of Dr. Rimjhim Jha, marked Constitution Day on November 26, 2023, with a collective reading of the Preamble of the Constitution of India with an objective to perceive the democratic traditions of the nation.

Chase the Case

On November 28, 2023, SIBM Nagpur's Markiosys Club hosted the "Chase the Case" competition, led by Dr. Rajesh Vaidya, promoting teamwork and entrepreneurial skills, with notable attendees including Director Dr. Shailesh Rastogi, and judge Mr. Anish Buche.

Inauguration of Entrepreneurship Cell

On November 29, 2023, SIBM Nagpur launched its Startup, Innovation, and Entrepreneurship Cell (SIEC) under Prof. Mohit Kant, featuring guest insights from Mr. Vishal Agrawal, Dr. Tejinder Singh Rawal, Mr. Prashant, CA Pulkit Batra and Mr. Abhilash Raja, fostering networking and mentoring opportunities for MBA students.

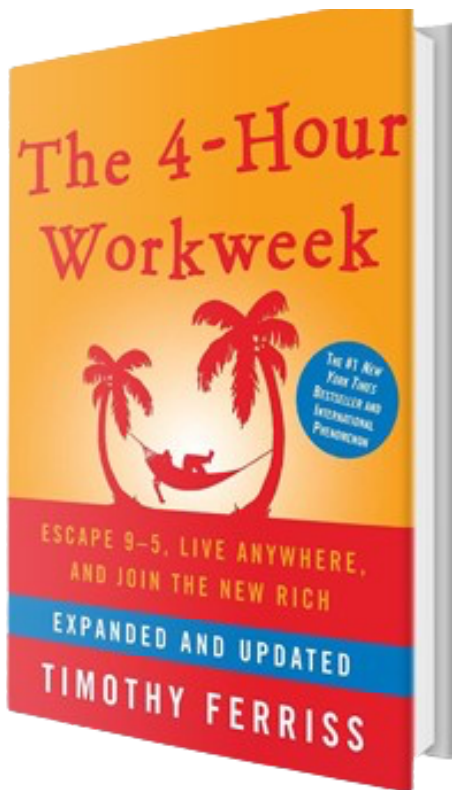
Diwali Celebration

SIBM Nagpur hosted a heartwarming Diwali celebration on November 8, 2023, fostering positivity and community spirit among faculty and staff, featuring a special lunch, gift-giving, and joyful entertainment.



PAGE-TURNER PICKS

UNVEILING THE MUST-READ BOOKS OF THE MONTH!



ABOUT THE BOOK:

- **Ignite entrepreneurial spirit:** Break free from the 9-to-5 routine.
- **Reimagine work-life balance:** Align your lifestyle with passions.
- **Embrace mini-retirements:** Achieve location independence and travel.
- **Outsource, automate, & liberate:** Reclaim time and freedom.
- **Embrace calculated risks:** Step outside your comfort zone to innovate.
- **Invest in continuous learning:** Empower yourself for lifelong success.

ABOUT THE BOOK:

- **Unconventional Wisdom:** Rework' challenging norms with fresh perspectives.
- **Practical Insights:** Offers actionable advice on productivity and work-life balance.
- **Startup Relevance:** Ideal for those interested in startups and entrepreneurial ventures.
- **Efficiency Emphasis:** Advocates for simplicity and efficiency in organizational management.
- **Entrepreneurial Mindset:** Encourages creative thinking and adaptability for success.

