



SaiBalaji Group Of Institutes

SBIIMS

SaiBalaji International Institute Of Management Sciences

**(Affiliated to Savitribai Phule Pune University & Approved by AICTE, Ministry of HRD, Govt. of India)
(NAAC ACCREDITED)**

EPISTEME

ANNUAL MAGAZINE

2K25



Vision

TO MOULD STUDENTS INTO PHYSICALLY FIT, MENTALLY ROBUST AND PROFESSIONALLY COMPETENT INDIVIDUALS, WHO ARE CAPABLE OF ASSUMING THEIR RIGHTFUL PLACE AS LEADERS IN THE INDUSTRY AND IN THE SOCIETY OF TOMORROW.

Mission

TO IMPART HOLISTIC AND INDUSTRY ORIENTED MANAGEMENT TRAINING TO STUDENTS THEREBY ENSURING THEIR EVOLUTION INTO INDUSTRY PROFESSIONALS AT THE END OF THEIR SELECTED MANAGEMENT PROGRAMME.

Founder President's Message

SBIIMS



As we move on from century of specialization and technique to century of connectivity and relationship along with every other profession and institution in our society management education is also being asked to justify its usefulness to society. "Innovate or perish, invent and cherish" has become the most frequently chanted mantra in the corporate world today. Be dynamic or die, is clear and simple call of time. In the light of globalization of Indian economy and capitulation of Indian brands, it is imperative for future leaders to be aware of ground realities so that they can face with confidence the emerging global challenges of international markets. In pursuit of excellence, our purpose is to practice management education, research and science. Our faculty and research, teaching and service reflect core assets of SBIIMS. Our primary purpose is to enhance the professional life of students and through them improve the organizations they lead. I am glad to see to see excellent article, poems, stories etc. from the students.

Prof. Manish R. Mundada
Founder President, SBES

Founder Secretary's Message

SBIIMS



Dear Readers,

I am pleased to present to you the latest issue of our SBIIMS magazine. This issue is packed with informative and engaging articles that I hope you will enjoy. We at SBIIMS constantly strive to provide you'll with the best of everything possible. In this issue, we have articles on a variety of topics, including education, health, fitness, and travel. I hope you find this issue informative and enjoyable.

Thank you for reading!

Sincerely,

Executive Director

Nirupama Mundada

Prof. Nirupama M. Mundada
Founder Secretary, SBES

Director's Message



SBIIMS offers ample opportunities to all its students for translating their potential into the reality. The qualified and experienced faculty members who are expert in their respective domain of specialization put concerted efforts with the support of the industry professionals to groom the management graduates, so that they become not only the industry leaders, but also responsible citizens of our country. I congratulate the editors of Episteme, the annual Student magazine and I firmly believe that the current issue will turn out to be a reader's delight for it encompasses wide range of topic

Prof.(Dr). L .K .Tripathy
Director, SBIIMS

EDITORIAL BOARD



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Magazine Secretary



Mr.Krishna Sharma
Joint Magazine Secretary

“Everyone has talent. What’s rare is the courage to follow it to the dark places where it leads.” It gives us immense joy and satisfaction to finally introduce our very own institute's magazine “EPISTEME”. Just like the gods and the asuras churned the ocean of milk to extract the nectar, we have tried to churn out creativity from this mess of science. A lot of effort has gone into publishing of this issue. The best thing about this issue is that it represents the creative side of SBIIMS students to a fair degree-something that we think we all need to reconnect with. So this time we have made an attempt to bring out the talent concealed within our student community. This issue includes articles, poems, travelog its, art-works, a host of other things and also a life at SBIIMS. The annual magazine has been successfully completed under the motivation of our Founder President Prof. Manish R. Mundada and guidance of Dr. L K Tripathy, Director SBIIMS. We hope you enjoy reading this issue as much as we have enjoyed bringing it out

STUDENTS COUNCIL OF SBIIMS BATCH 2024-26



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Conference

ज़िंदगी तेरे जाने का अब कोई और
मलाल नहीं रखते,
तुझसे वादे किए थे, लेकिन वो अब
सवाल नहीं रखते।

चेहरे पे हंसी तो रख लेते थे तेरे
बिना पर अब तेरे बिना जीने का
इरादा नहीं रखते हैं,
ग़म तो रख लेते थे तेरे बिना पर
अब कोई जज़्बा ज़ाया नहीं करते।

-KRISHNA SHARMA

Motivational Quotes

"Success is not final, failure is not fatal: It is the courage to continue that counts."

– Winston Churchill

"You are too concerned with what was and what will be. Yesterday is history, tomorrow is a mystery, but today is a gift. That's why it's called the present."

-KRISHNA SHARMA

Motivational Story

The Story of the Unstoppable Climber:
Arjun dreamed of conquering a treacherous mountain that had never been climbed before. Despite warnings and doubts from others, he believed that with enough willpower, he could succeed.

The climb was grueling—strong winds, freezing cold, and steep cliffs. At one point, Arjun slipped and almost fell. Exhausted and on the verge of quitting, he remembered his mentor's words: "The mountain doesn't care if you succeed. It's your willpower that will determine if you do."

With renewed determination, Arjun pushed forward. Days later, he finally reached the peak. It wasn't the mountain he had conquered—it was his own willpower that made the impossible possible.

-SHRADDHA SINKAR

Poetry

मेरी सारी खुशिया तुझीसे है..
हर दुआ में शामिल तेरा नाम है

हर राह हो मखमली तेरी..
तेरे हिस्से के कांटे मुझे चुबे

सारे जहाँ की खुशियों से भरे तेरी जिंदगी..
तेरा हर गम खुदा मुझे दे

लंबी हो उमर तेरी..
मेरी भी आयु तुझे लग जाये

ना आए कभी अब आँखों में आँसू तेरे..
तेरे आँसू का हर कतरा मैं पी जाऊं..

घमंड नही गुरुर है तू मेरा..
जिसे सारी उमर संभालना चाहती हूँ..

जान भी तुझपे वार दुंगी..
तुझसे जादा अजीज मुझे कोई नही..

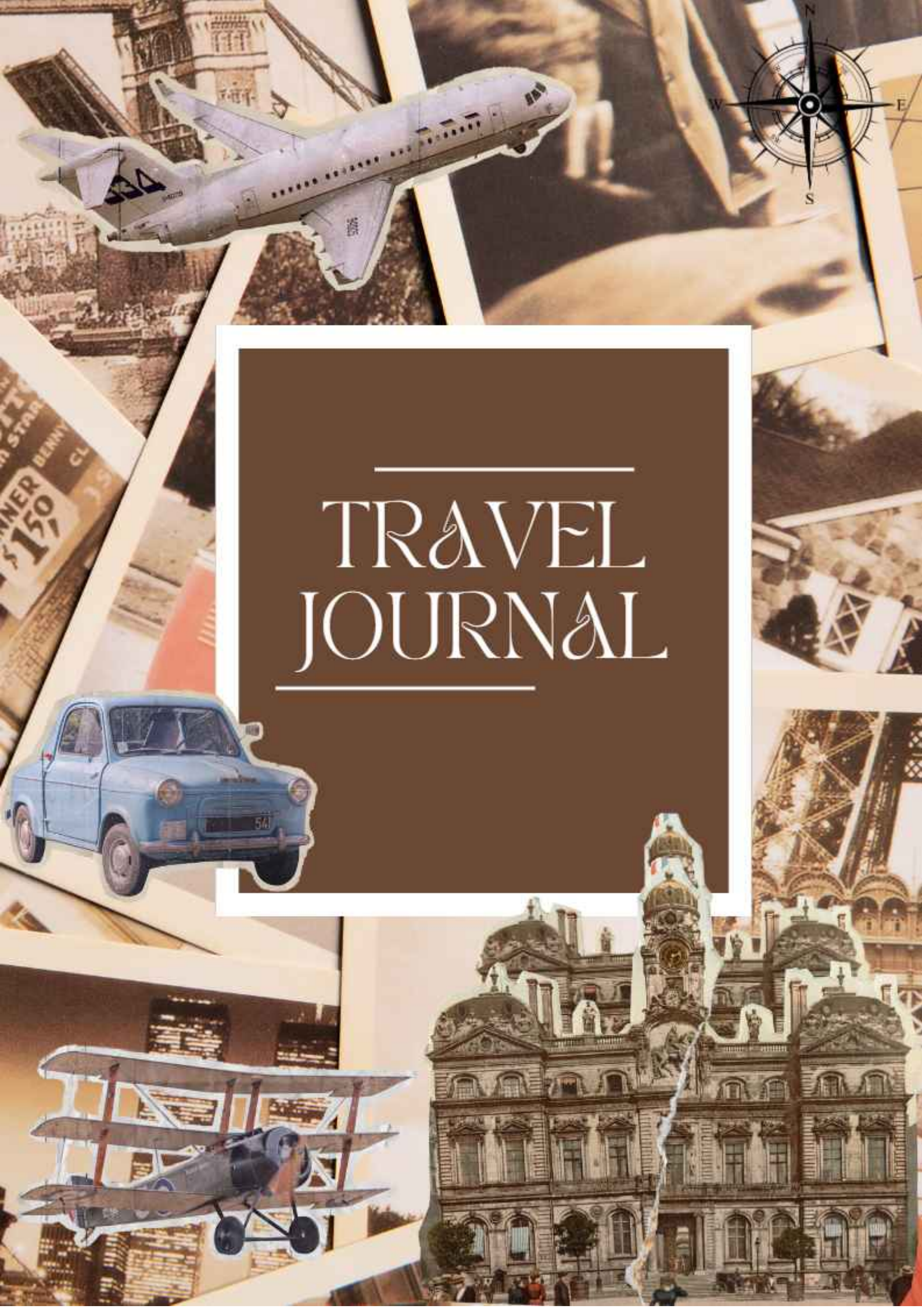
कभी टूट ना पाओ ऐसा सहारा बनेंगे..
हालात चाहे जैसे हो उमरभर आपका साथ देंगे..

सोना, चांदी, हीरे, मोती की चाह क्यों रखे..
जब कोहिनूर मेरे पास है..

जान से ज्यादा चाहुंगी तुझे उमरभर..
खुदा एक बार तुझे मेरे नाम तो लिख दे..

तेरा साथ हो जीवन में आखिरी तक..
और तेरी बाहों में मौत को लगा लू गले..

-Sandhya



TRAVEL JOURNAL

MANALI BLOG BY SHUBHAM PHAD



Manali, in Himachal Pradesh, is a popular hill station known for its stunning landscapes. Located at an altitude of 2,050 meters, it offers activities like trekking, skiing, and paragliding. The town is famous for the Hadimba Temple, scenic Rohtang Pass, and Solang Valley.

Manali is also a hub for adventure seekers and backpackers, with numerous cafes and markets. Its cool climate makes it a perfect summer getaway. The town is accessible by road, with the nearest airport in Bhuntar, 50 km away.



The Hadimba Temple, a unique wooden temple dedicated to Hidimba Devi, is a key historical site. Manali is also known for its vibrant markets and local crafts, including woolen clothing and shawls. The town has a thriving backpacker culture, with numerous cafes and guesthouses catering to tourists.



Discovering Shrivardhan: A Hidden Gem on Maharashtra's Coast

BY - SRUSHTY MHASKE

Nestled on the serene coastline of Maharashtra, Shrivardhan is a charming town that blends natural beauty, rich history, and religious significance. Often overshadowed by its more popular counterparts like Alibaug and Goa, Shrivardhan remains a peaceful and less-explored treasure. Whether you are a nature enthusiast, a history buff, or simply looking to escape the hustle and bustle of city life, Shrivardhan offers something for everyone.



Maharashtra's coastline spans 720 km along the Arabian Sea. Key cities like Mumbai and Ratnagiri are known for their ports and beaches. The state is famous for its fishing industry, historic coastal forts, and landmarks like Elephanta Caves. Its maritime heritage plays a vital role in the region's economy.

Ajant Caves

The Ajanta Caves in Maharashtra, India, are a series of 30 ancient Buddhist rock-cut caves, known for their stunning frescoes, sculptures, and carvings. Dating from the 2nd century BCE to the 6th century CE, they depict the Buddha's life and Jataka tales. These caves, rediscovered in 1819, offer a rich glimpse into ancient Buddhist culture and Indian art, making them a UNESCO World Heritage Site.



Vedant Murkute
MBA -1,SBIIMS

Lohagad Fort



The fort offers breathtaking views and is a popular trekking destination. Upon reaching the top, I was welcomed by stunning panoramic views of surrounding Sahyadri ranges.

The ancient Lord Shiva temple is a focal point for pilgrims, and the tranquil atmosphere enhances the overall experience of the fort.



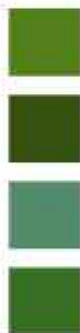
Exploring nearby attractions like Ekvira Devi Temple and Karla Caves enriched my journey further.

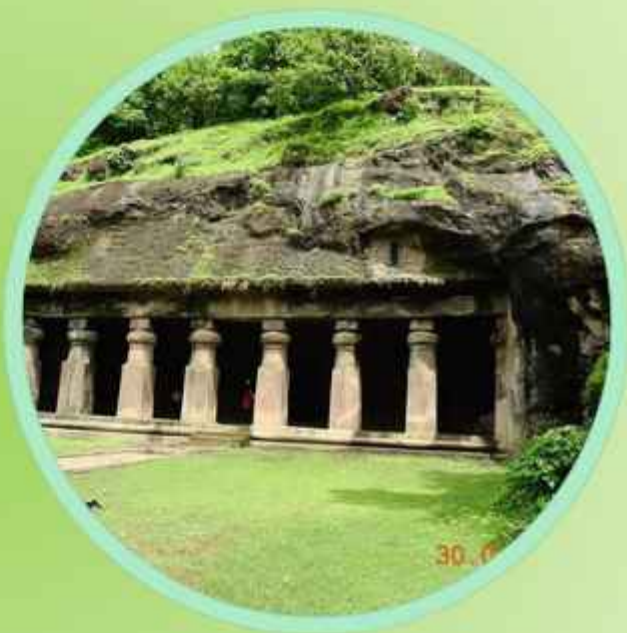
-Sangram Jagtap



Nature

PHOTO COLLAGE





-KRISHNA SHARMA



PAVAN BHOI



ARTICLES



Rape : A Threat Beyond Gender

"Rape is not just a women's issue; it is a human issue."* It is a brutal crime that affects people of all genders, yet male survivors often go unheard due to societal stigma and misconceptions. **"Sexual violence does not discriminate; men, too, can be victims."** Many male survivors hesitate to report their assault out of fear of being mocked or disbelieved, while women continue to fight against victim-blaming and lack of justice.

"Breaking the silence is the first step toward change." Society must recognize that rape is a crime that causes deep emotional, psychological, and physical trauma for all victims, regardless of gender. **"Awareness, education, and strong legal action are the keys to prevention."** Both men and women must be taught about consent, personal safety, and the importance of reporting sexual violence. Only by addressing this issue openly and ensuring equal support for all survivors . we can build a more safer,world. "No one should suffer in silence—every survivor deserves justice and dignity."

-KRISHNA SHARMA

Financial Inclusion in India: Progress, Challenges and the Road Ahead

Financial inclusion in India aims to provide affordable financial services to all, especially underprivileged communities, driving economic growth and reducing inequality. Significant progress has been made through initiatives like the Financial Inclusion Index (FI-Index), which increased to 64.2 in March 2024, reflecting improved access to financial services. The Pradhan Mantri Jan Dhan Yojana (PMJDY) has opened over 500 million accounts with deposits exceeding ₹2 lakh crore by June 2024, enhancing financial security. UPI has seen 10 billion monthly transactions in 2024, facilitating digital payments, particularly in rural areas. The Economic Survey of 2024 emphasizes shifting the focus to "Every Adult" for active account usage. Women's financial inclusion has also improved, with 81% of PMJDY account holders being women.

However, challenges such as the digital divide, low financial literacy, regional disparities, and cyber threats hinder further progress. To address these, expanding digital infrastructure, strengthening financial literacy, promoting female-friendly finance, and ensuring cybersecurity are essential. India's journey towards financial inclusion can serve as a global model for inclusive growth if these challenges are overcome.

- Sangram Vilas Jagtap

Change in Technology : Shaping the Future of Industries

Technological advancements are rapidly transforming industries and reshaping business operations. Key innovations like Artificial Intelligence (AI) and Machine Learning are enhancing decision-making and operational efficiency across sectors, such as improving disease detection in healthcare and revolutionizing trading strategies in finance. Blockchain technology, the foundation of cryptocurrencies, provides decentralized, tamper-proof transactions, streamlining processes and reducing costs in industries like finance, supply chain management, and healthcare. Quantum computing promises to tackle complex problems beyond traditional computing, particularly benefiting pharmaceuticals and cryptography. The Internet of Things (IoT) is driving innovation in manufacturing by reducing bottlenecks and improving efficiency, while also enhancing smart city infrastructures, energy use, and public safety. Additionally, the future of work is being shaped by automation and AI, which are automating routine tasks and allowing workers to focus on higher-value activities. Remote work and digital collaboration are also enabling businesses to tap into global talent. As technology continues to evolve, businesses must embrace these changes to remain competitive in an increasingly digital world.

-GAURAV PATIL

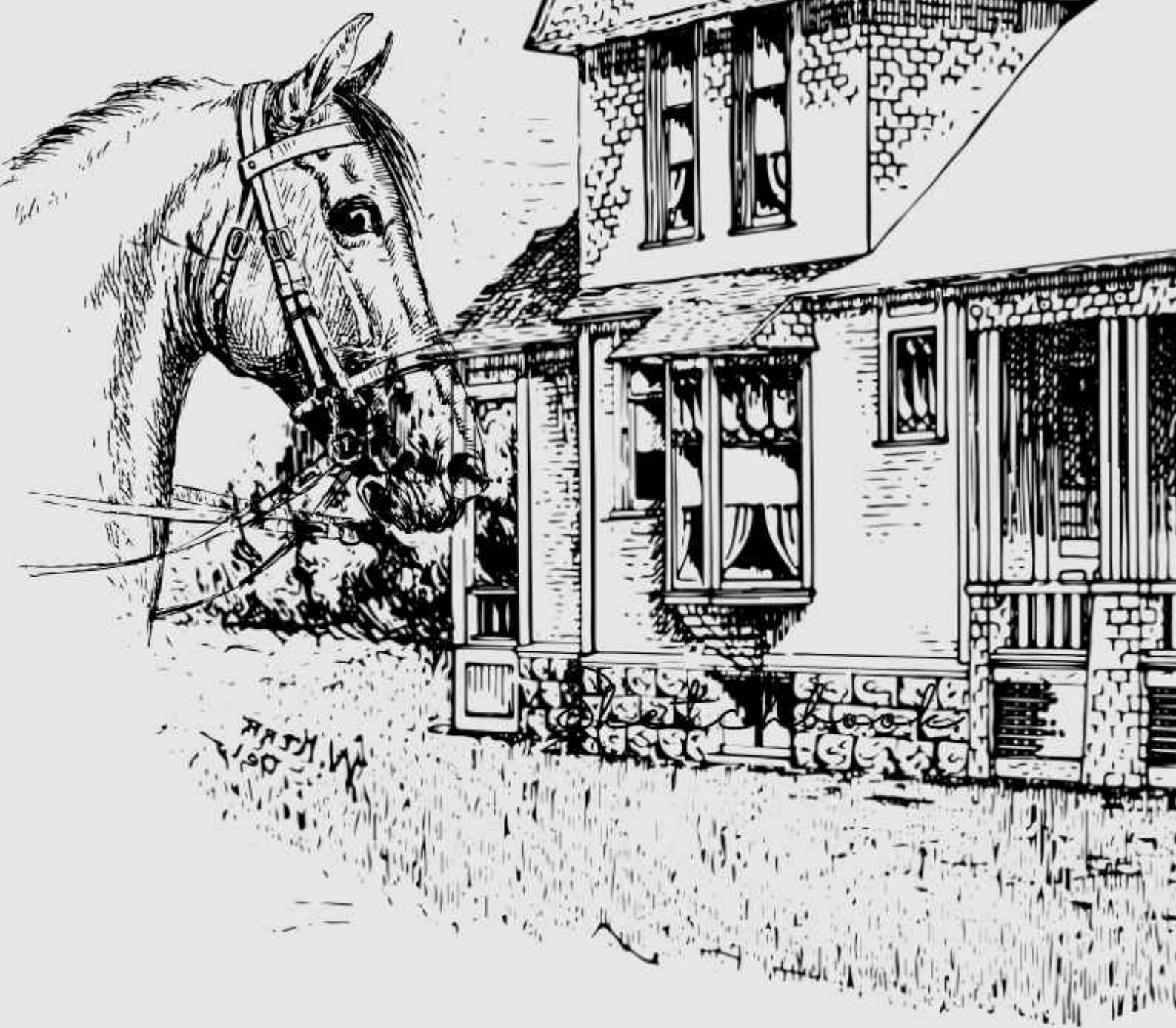
The Rise of Quick Commerce Marketing: Meeting Instant Gratification Demands.

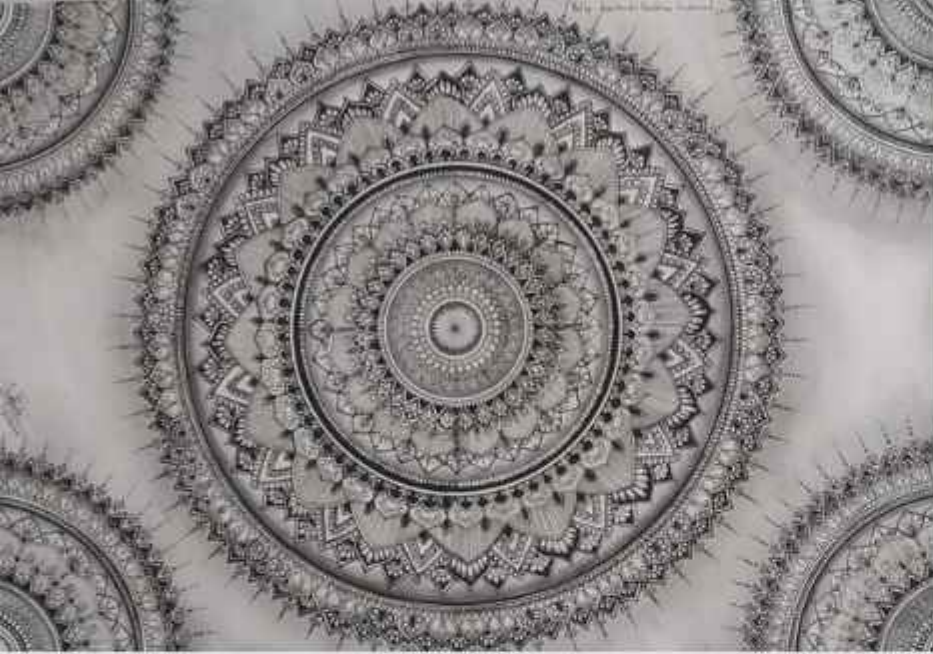
. Quick commerce, or Q-commerce, is transforming the retail landscape by offering ultra-fast deliveries, often within 10 to 30 minutes. Fueled by advancing technology, busy lifestyles, and the demand for instant gratification, this market segment has unlocked new avenues for innovative marketing strategies. Q-commerce marketing emphasizes hyper-local targeting. Platforms use geolocation data to craft campaigns tailored to consumers in specific neighborhoods, promoting convenience and relevance. Personalized ads featuring nearby stores and real-time inventory updates enhance customer engagement. Another critical aspect is leveraging impulse buying psychology. Limited-time offers, flash sales, and app notifications trigger immediate purchases, aligning with the speed-driven nature of Q-commerce. By highlighting products like snacks, groceries, or personal care items, marketers tap into consumers' everyday needs.

Sustainability is also gaining prominence in Q-commerce marketing. Promoting eco-friendly packaging and carbon-neutral deliveries resonates with environmentally conscious consumers, strengthening brand loyalty while driving sales. Lastly, trust remains paramount. Emphasizing transparent pricing, dependable service, and robust customer support is vital to sustaining long-term growth. Influencer collaborations and user-generated content are popular tactics, showcasing real-life testimonials and creating authentic connections with target audiences.

-Vedant Murkute

SKETCHES AND ARTS





-HARSHADA GAIKWAD



**-HARSHADA
GAIKWAD**



ANUJA SOMVANSHI



ANUJA SOMVANSI



NANDIKA PRASAD



-GAURAV PATIL



-GAURAV PATIL



Rangoli Designs

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-VANI RAGHUVANHI



**EVENTS
OF SBES**

MANAGEMENT GAMES



POSTER COMPETITION



TEACHER DAY



Krishna Janmashtami

Krishna Janmashtami celebrates the birth of Lord Krishna, an incarnation of Lord Vishnu, on the eighth day of the dark fortnight in Shravana month. The day marks Krishna's role in upholding dharma and his teachings in the Bhagavad Gita. Devotees fast, keep night vigils, and engage in singing, dancing, and reenacting episodes of Krishna's life. The festival symbolizes the victory of good over evil, as Krishna's birth marked the end of the tyrant king Kansa's reign. It brings communities together in devotion, celebrating love, righteousness, and divine protection.





Happy Ganesha Chaturthi







ATrambh

2K24

Fresher Party

Batch - 2024-26

Get ready to rock guys!

ARAMBH 2K24

FRESHERS PARTY

2024-26



"Arambh" is an exciting and vibrant event typically held as a college fresher's party to welcome new students into the college community. The name "Arambh" signifies a fresh beginning, symbolizing the start of a new academic journey and the initiation of unforgettable college memories.

The event is designed to help freshers bond with seniors and peers through interactive games, music, dance, and fun activities. It serves as an icebreaker, allowing newcomers to feel comfortable and engage with their fellow students in a relaxed, celebratory atmosphere. The party often includes performances, ice-breaking activities, and a chance for students to showcase their talents. Arambh is an essential part of the college culture, ensuring that every fresher feels included and excited about the opportunities ahead.







DANDIYA

Night

WE SECURED IN THIS YEAR NAAC GRADE "A"



FOUNDATION DAY



AYUSH GADRE MEMORIAL FUN RUN 2K25

Fun Run 2025





NATIONAL Youth Day





HAPPY
Makar Sankranti



CFL & SFL

2025







REPUBLIC DAY



Blanket Donation



HAPPY Birthday



BLOOD DONATION CAMP



**DONATION
DRIVE**



DUATHLON & MARATHON



Pune, MH, India



शिवजयंती



ANVESH International Conference



BATCH 2024-26



SaiBalaji International Institute Of Management Sciences



**Sr.No. 54(1+2/1)Nere Dattawadi, Near
Hinjewadi IT Park. Pune - 411033
Tel. : 020-66547500**

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www.sbiims.edu.in