



Annual Report

2025 - 2026

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Introduction To MIC

WHO WE ARE

The Management Interaction Cell (MIC) is the official corporate and management society of Shaheed Sukhdev College of Business Studies (SSCBS). We foster strong industry student interaction through speaker sessions, live projects, and corporate collaborations. MIC is known for its multi-domain expertise in finance, marketing, consulting, and design.



OUR MISSION



To empower students by offering real-world corporate exposure, enhancing their practical knowledge, and creating a platform where ideas meet execution. We aim to bridge the gap between industry expectations and student preparedness through strategic events and initiatives.



Members



**Corporate
Collaborations**



**Digital
Impressions**

Student Committee



Snehal Srivastava
President



Kavy Rastogi
Vice - President

Senior Advisory Committee Members:

Meetakshi Dubey, Sanah Dhawan

Advisory Committee Members:

Abhishek Yadav, Harshita Gupta, Ritik Singh,
Vikas Yadav



Hansul Yadav
Co-Ordinator



Sahil Kumar
Co-Ordinator

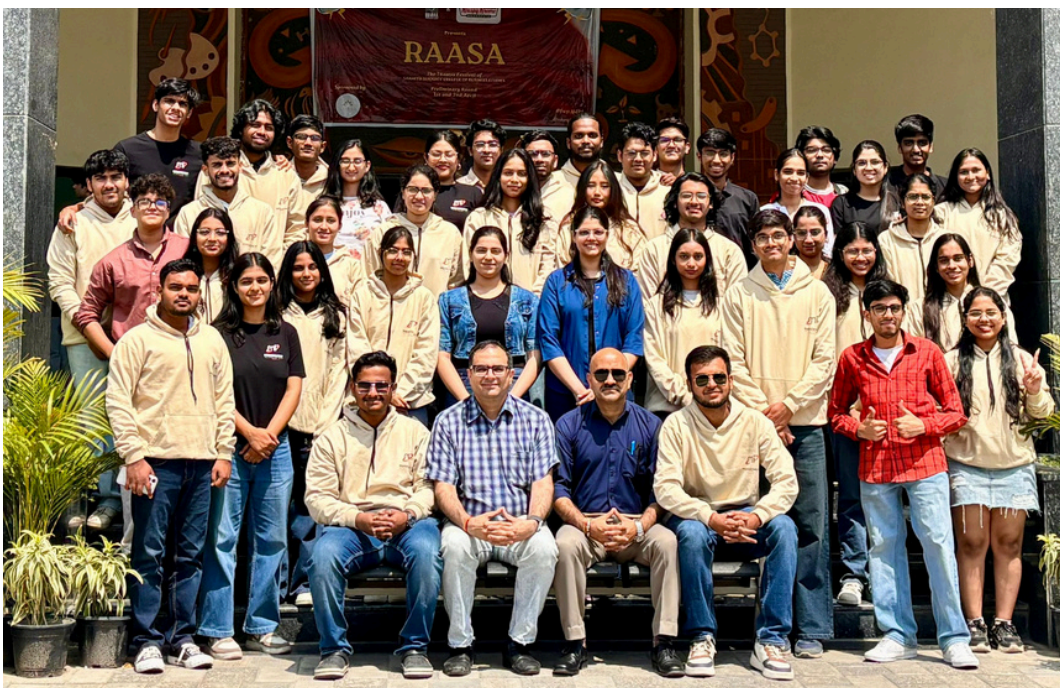
Student Committee

Core Committee Members:

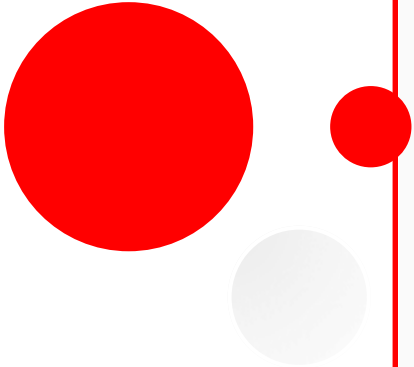
Rythm Bansal, Ashwini Gupta, Harsh Aryan, Parv Goyal, Priyanshu Jaiswal, Sudhanshu, Chhavi Siroha, Shubhangi Arya, Aditya Koli, Diya Marwah, Ujjwal Jain, Pranjna, Vidit Garg, Rohit Sinha,

Organising Committee Members:

Achyutam Koul, Antra Sinha, Anushruti, Anya Singh, Aryan Dhamija, Ashmeet Kaur, Avani Gupta, Dhruv Choudhary, Gajanan Ingewad, Garima Chaudhary, Hardik Baweja, Jarbera D.K. Tamang, Jiya Bishnoi, Kannan Chachra, Kashak Kumari, Kashika Jain, Kashish Raj, Khushi Jain, Mahi Gupta, Mohit Raheja, Niket Aggarwal, Sarthak Jain, Shivam Patel, Shivay Jain, Srisham Dash, Tanishq Amrute



Knowledge Sharing Sessions



At MIC, continuous learning lies at the heart of our culture. Through a carefully curated series of Knowledge Sharing Sessions (KSS), we empower our members with practical skills, domain expertise, and industry-relevant tools. These sessions span across consulting, finance, design, and tech — ensuring every member is not only industry-aware but also industry-ready. Each KSS is designed to be hands-on, collaborative, and deeply aligned with real-world applications.

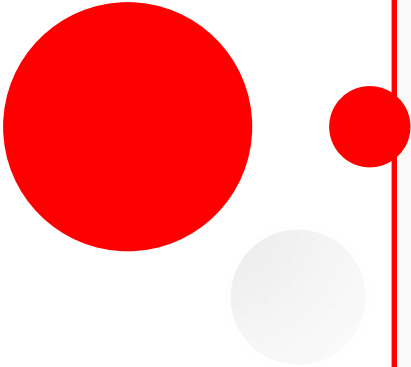
● 01. Case Competitions

Trained members on structuring business cases, approaching guesstimates, methods of research, building decks and presenting solutions with clarity and strategic insight.

● 02. Excel Tricks

Covered practical tools such as pivot tables, VLOOKUP, and dashboards, equipping participants with core spreadsheet and data-handling skills in a series of KSSs





● **03. Consulting Frameworks**

Introduced members to industry-standard problem-solving models like MECE, SWOT, and Porter's Five Forces to prepare them for case competitions and consulting interviews.

● **04. Power BI**

Provided hands-on experience with Microsoft Power BI to build interactive dashboards and perform business data visualization.

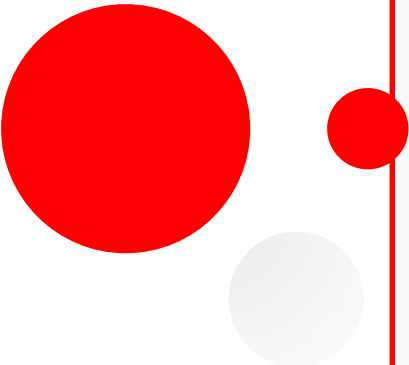
● **05. Canva**

Focused on impactful communication through design, covering basics of branding, content hierarchy, and visual storytelling using Canva.

● **06. Figma**

Introduced user interface and user experience design, familiarizing members with prototyping, wireframing, and design collaboration tools.





● **07. Finance- Derivatives**

Delivered foundational knowledge of financial derivatives, including options, futures, and hedging strategies, enhancing finance domain literacy.

● **08. Corporate Outreach**

Conducted sessions on professional communication, cold emailing, and pitch crafting to build partnerships and secure corporate collaborations.

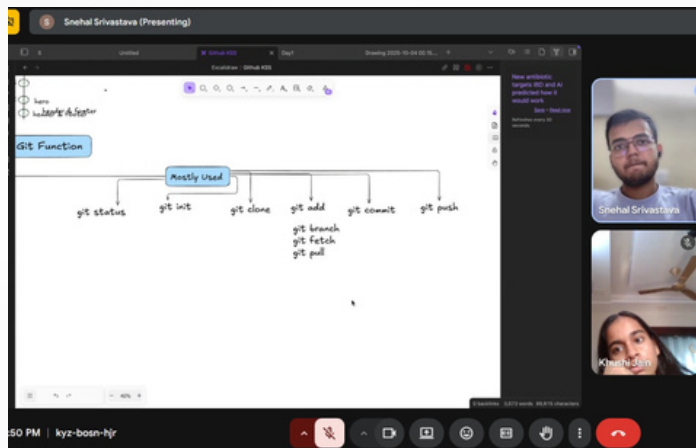
● **09. Python**

Introduced basic programming and data analysis using Python, with applications in automation and business intelligence.

● **10. SQL**

Taught data extraction and database querying fundamentals, with a focus on SELECT, JOIN, and aggregation commands for business use cases.

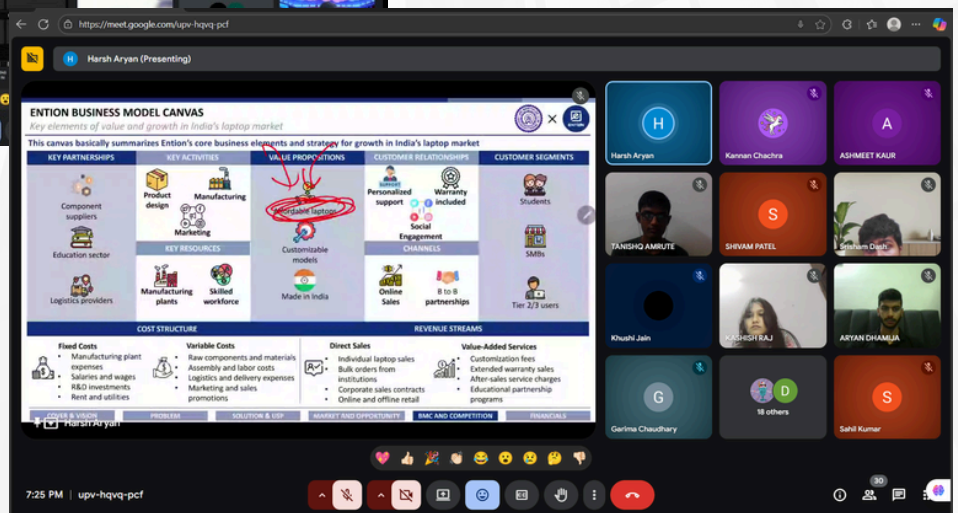
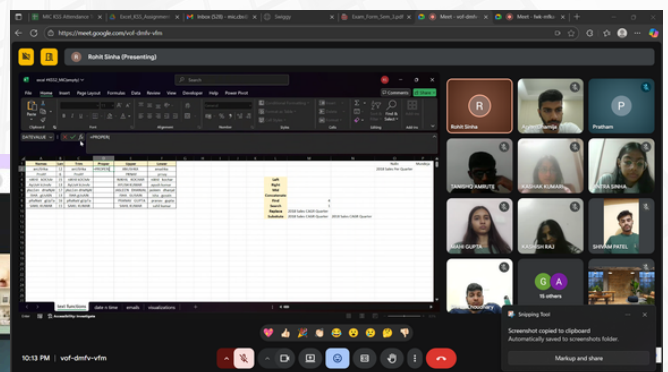
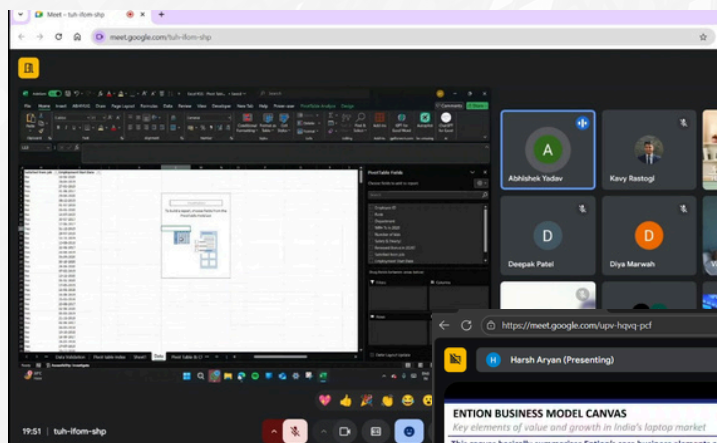




10+
KSS taken



50+
Hours devoted



Live Projects



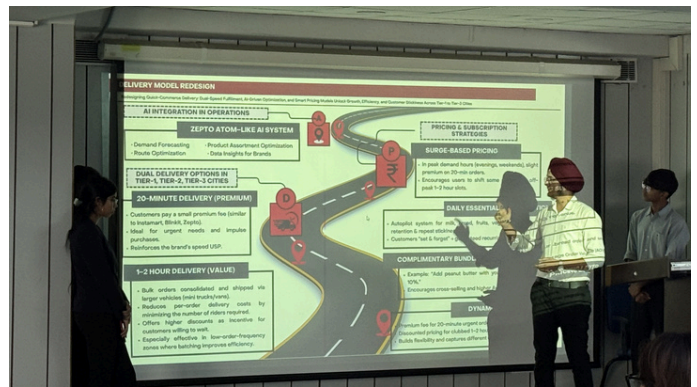
January 2026 - March 2026

Worked on problem statements across the FURR Personal Care and Feminine Hygiene segments during the live project with Peesafe, focusing on consumer adoption, trial, loyalty, and retention strategies. Conducted extensive primary research involving 500+ survey responses, 4 focus group discussions in total, and 30+ one-on-one interviews to generate actionable consumer insights across both categories. For the FURR Personal Care segment, contributed towards identifying consumer behavior patterns, trust factors, retention barriers, and engagement gaps to support the development of trial journeys, loyalty funnels, and insight-led content strategies. For the Feminine Hygiene segment, worked on analyzing customer pain points, purchase drivers, and communication gaps to help formulate community engagement frameworks, retention strategies, and category-specific growth recommendations. Additionally, supported the creation of implementation-ready deliverables including consumer insight frameworks, strategy decks, research datasets, experiment roadmaps, 30-day content calendars, and content ideas aligned with brand growth and long-term consumer engagement objectives.

Events and Activities

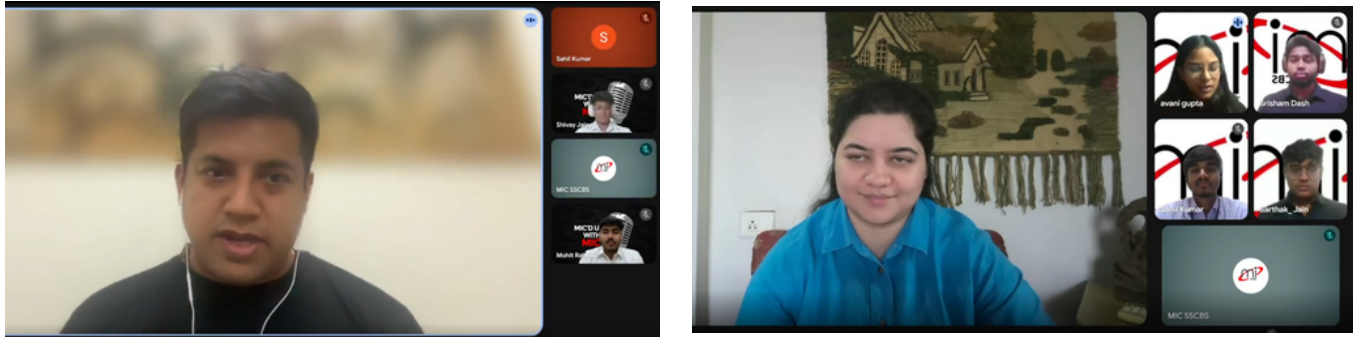


01.Case-ino Royale



Case-Ino-Royale, our flagship national-level case competition, witnessed 2,000+ registrations from premier institutes across the country. Participants tackled real-world business challenges, showcasing their strategic thinking and problem-solving abilities through multiple competitive rounds. With a prize pool of ₹23,000, the competition provided an exciting platform for aspiring consultants and business leaders to test their skills and gain industry exposure.

2. MIC'd Up podcast series



Continuing our MIC'd Up podcast series, we hosted two engaging episodes featuring Soumajit Bhowmik of Styched and Nikita Baliarsingh of Nexus Power. Through candid discussions on entrepreneurship, innovation, and business growth, they shared valuable insights and real-world experiences with our student audience. Building on the success of the series, these episodes helped us reach 10,000+ listeners across platforms, further strengthening MIC'd Up as a platform for learning and inspiration.

3. Industry Visit Dabur India



Team MIC organized an industrial visit to the production facility of Dabur India Ltd. in Ghaziabad, offering students firsthand exposure to large-scale pharmaceutical and FMCG manufacturing operations. Participants gained insights into the production of pharmaceutical formulations and OTC healthcare products, while learning about quality control, supply chain management, and operational efficiency. Students observed key stages of manufacturing, packaging, and quality assurance, helping them understand industry best practices, regulatory standards, and how leading organizations maintain product quality and achieve operational excellence at scale.

4. Networking Mixer



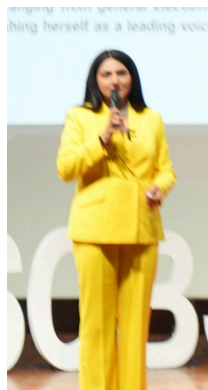
During this year's annual college fest, Crescendo, we successfully organized the Networking Mixer with MIC, JMC bringing together over 100 students from Jesus and Mary College and SSCBS. The event provided a vibrant platform for participants to network, exchange ideas, and build meaningful connections through engaging activities and interactive sessions. To encourage collaboration and participation, the mixer also featured a series of games and challenges with a prize pool of ₹20,000, making it both a rewarding and enriching experience for all attendees.

5. PG Education Masterclass



In collaboration with LilacBuds, we hosted a Postgraduate Education Masterclass led by Karan Sharma, focusing on higher education opportunities in India and abroad. The session attracted 100+ attendees and offered comprehensive insights into university selection, admissions strategies, scholarship opportunities, career planning, and global education trends. Participants gained practical guidance on application processes, profile building, and evaluating academic programs, enabling them to make informed decisions about their postgraduate aspirations and international education prospects.

6. TedxSSCBS



On 27th March 2026, MIC hosted TEDxSSCBS 2026 at the Akashganga Auditorium, SSCBS. Themed “The Inner Battlefield,” the event brought together distinguished personalities from journalism, entrepreneurship, public service, finance, and leadership. The speaker lineup featured Chitra Tripathi, CA Parag Gupta, Divija Pandey, Major General Yashpal Singh, Sanjay Arora, Shekhar Pandey, and Nishant Sapra, who shared powerful stories of resilience, self-discovery, and personal growth.

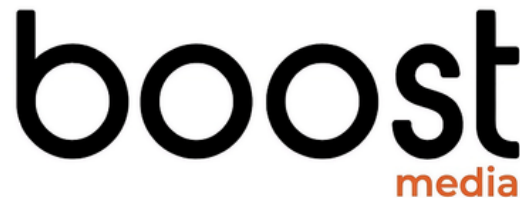
The talks explored internal struggles, defining moments, and transformative experiences, inspiring the audience to face challenges with courage and purpose. The event was further enriched by performances including a storytelling session by Ayushi Karasauliya, a soulful singing performance by Shivansh Sharma, and an energetic dance showcase by Stage One Studios.

Backed by a team of over 50 student organizers, TEDxSSCBS 2026 witnessed seamless execution across content, sponsorships, hospitality, logistics, and marketing. With an enthusiastic audience, extensive digital outreach, and positive attendee feedback, the event reinforced its position as one of SSCBS’s flagship student-led initiatives.

Brand Collaborations



More Delite in every Bite...



Past Brand Collaborations



XTCY



Our Alumni Base

MIC takes immense pride in its illustrious alumni base, with former members having gone on to shape impactful careers across top-tier firms and institutions. Our alumni have secured roles at McKinsey & Company, Bain & Company, BCG, Goldman Sachs, KPMG, Nation with NaMo and many others. Many have furthered their academic journeys at India's most prestigious institutions including IIM Ahmedabad, Bangalore, Calcutta, and XLRI. Their continued engagement—with many returning as mentors, speakers, and collaborators—is a testament to the enduring value of the MIC experience and the legacy of excellence we strive to uphold.



XLRI Jamshedpur
School of Business & Human Resources



McKinsey
& Company



LEK

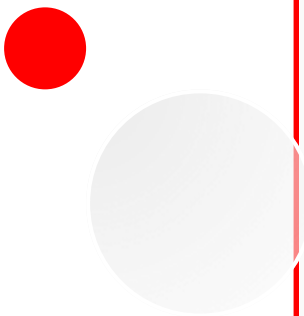


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From insight to action.

What makes MIC unique



As the official corporate and management cell of SSCBS, MIC stands apart for its vision, versatility, and pioneering spirit. We are proud to be the only society entrusted with organizing TEDxSSCBS—one of the most prestigious and intellectually enriching events on campus.

MIC was also a trailblazer in launching SSCBS's first student-led podcast series, MIC'd Up, at a time when audio formats were still unexplored by peer societies—many of whom have since followed our lead. From innovative knowledge-sharing sessions to impactful industry collaborations and participation in platforms like FICCI Frames, we consistently push the envelope of what student societies can achieve.

Our work is rooted in ownership, autonomy, and originality. To continue delivering high-quality experiences and maintain the standards we've set, it is crucial that MIC operates independently, free from structural bottlenecks that may dilute its intent or impact. We do not merely host events—we build platforms, create legacy, and shape thought leadership within and beyond SSCBS.



Thank You!

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@tedxsscbs

