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# SYMBIOSIS

SCHOOL OF MEDIA  
AND COMMUNICATION

## INVITES YOU TO INDUCTION 2019

### GUESTS OF HONOR

**MR. SAM PANCHMUKHI**  
NATIONAL CREATIVE MENTOR  
BRAND ACTIVATION & SPECIAL PROJECTS  
WIZCRAFT INTERNATIONAL ENTERTAINMENT PVT. LTD.

**MR. RAMANUJAM SRIDHAR**  
FOUNDER AND CEO, BRAND-COMM PVT. LTD

### GUEST SPEAKERS

**MS. TARANGINI KUMAR**  
ASST. MANAGER BRAND SOLUTIONS, TEAM ESPN

**MR. SHIVA PRAKASH**  
CHIEF, THINKTANK IMC.

**MS. LAYA MENON**  
EXECUTIVE VICE PRESIDENT, INITIATIVE (IPG)

**MR. VINAY M.S**  
OPTIMIZATION MANAGER-VERIZON MEDIA

**MS. VERONICA U**  
OPTIMIZATION MANAGER-VERIZON MEDIA

**6TH FLOOR, AUDITORIUM, SSMC-B**  
**JUNE 10- 11, 2019**

## Inaugural Ceremony of MBA, Batch of 2019-21

**Schedule - June 10/06/2019**

EVENT	TIME
Students to be seated <b>(Life@ SSMC video to be playing)</b>	9:30am to 9:45am
Inaugural of the Event – welcoming the guests and the gathering	9:45am - 9:55am
Invocation Song	9:55am - 10:00am
Lighting of the Lamp and Dignitaries being seated on the Dais	10:00am - 10:05am
Video of SIU	10:05 am - 10:10 am
<b>Introduction of Dr N Thilaka Officiating Director, SSMC-B</b>	10:10 am - 10:15 am
<b>Address by Officiating Director ,SSMC B</b>	10:15 am - 10:25 am
Felicitation and Introduction of the Guest of Honour Mr Sam Panchmukhi National Creative Mentor at Wizcraft International Entertainment Pvt. Ltd.	10:25 am - 10:30 am
Address by Mr Sam Panchmukhi	10:30 am - 11:15 am
Felicitation and Introduction of the Guest of Honour Mr Ramanujam Sridhar Founder and CEO, Brand-Comm Pvt. Ltd	11:15 am - 11:20 am
Address by Mr Ramanujam Sridhar	11:20 am - 12:05 noon
Felicitation and Introduction of the Guest Ms Tarangini Kumar Asst Manager Brand Solutions, Team ESPN	12:05 am - 12:10 am
Address by Ms Tarangini Kumar Theme: Brands spends on Digital Media	12:10 pm – 12:50 pm
Introduction of Faculty Members by Officiating Director	12:50 pm – 12:55 pm
Introduction of Staff Members by Officiating Director	12:55 pm – 1:00 pm
<b>A film on Anti-Ragging</b>	1:00 pm- 1:20 pm
Vote of Thanks	1: 20 pm -1:25 pm
<b>Lunch</b>	1:25 pm – 2:15 pm
Felicitation and Introduction of Guest Mr.Shiva Prakash, Chief ThinkTank Imc	2: 20 pm - 2:25 pm

Address by Mr Shiva Prakash Theme : Future and Emerging Trends in Advertising	2:25 pm - 3:10 pm
Performance by <b>Dhun</b>	3: 10 pm - 3:30 pm
10 <sup>th</sup> year Celebration	3:45 pm – 4.30 pm
Vote of Thanks	4.30 pm

### Induction Program Schedule - June 11/06/2019

EVENT	TIME
Students to be seated <b>(Life@ SSMC video to be playing)</b>	9:30am to 10:00am
Welcoming the guests and the gathering	10:00am - 10:05 am
Welcome Address by Officiating Director	10:05am - 10:10 am
Felicitation and Introduction of the Guests Mr. Vinay M.S and Ms Veronica U Verizon Media	10:10am - 10:20am
Address by Mr. Vinay and Ms Veronica Optimization Manager-Verizon Media Optimization Manager-Verizon Media Theme: Communication and creative content on digital platforms	10:20am – 11:20 am
Q&A with Mr. Vinay and Ms Veronica	11.25 am to 11:45 am
Felicitation and Introduction of the Guest Ms Laya Menon Executive Vice President, Initiative (IPG)	11:50 am to 11:55 am
Address by Ms Laya Menon	12:00pm to 12:45pm
<b>Lunch</b>	1:00 pm – 2:00 pm
Address by Mr Sunil Jacob Campus Administrator	2:05 pm to 2:30 pm
Screening of the student film : <b>Aawaz</b> & SSMC B Club Presentations	2:35 pm to 3:00 pm
Joint Students Activity	3:00 pm- 4:45pm
<b>Vote of Thanks</b>	4.45 pm

*\*Subject to change*