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# Connections

ALUMNI MAGAZINE OF IBS HYDERABAD





- Prof. M.S. Prasad  
Mentor  
Alumni Relations Cell

"Success is a science. If you have the conditions you get the result"

### GREETINGS!

On behalf of the IBS Hyderabad family I extend my heartfelt welcome to the batch of 2013-15. IBS-Hyderabad, one of the best B-School in India produces skilled graduates every year who leave a mark in top firms not only in India but at a global level. The corporate world has given IBS a ringing endorsement. Today, our graduates are seen as extremely bright and are eager to succeed in this competitive environment. They enhance their personality in a way that they become the best fit for corporate recruiters seeking top business talent.

Oscar Wilde once said "Success is a science. If you have conditions you get result". Our institute has an environment where every student is encouraged to reach his or her full potential. Life at IBS is much more than the regular academic activities; there are various other extracurricular activities that help in shaping a person's overall personality to become the future managers. There is an effective balance between co-curricular, social life and academics. We hope that all the students succeed in making the best of their two years at IBS.

I am delighted to see the young talent in the new team of Alumni Relations Cell. I hope to see that the team with their fresh ideas and enthusiasm will be able to bridge the gap between the college and the alumni. The spirit that the current ARC team works with is commendable and I look forward to the legacy being taken forward. The spark lit by your seniors can only turn into fireworks.

My blessings are always there with the students of IBS. I want all of you to excel and flourish in the future with good morals. A humble request to the 2014 batch and the previous batches that have passed out to remain connected with the alma mater in the long run. The novices will feel proud to welcome their seniors as well established and successful alumni.

All the Best!!

-Prof.M.S. Prasad



Prof . G.K. Srikanth  
Department of Marketing and Strategies,  
IBS HYDERABAD

### Dear Alumni

**I wish to inform you that IBS is proposing to connect the alumni of different batches who have passed out from different IBS centres across India. In this regard I would like all of us to participate in order to benefit yourselves, your friends, your associates and your alma mater. With collective efforts we can become more strong, capable and more energetic to obtain the value of the relationship in order to benefit and sustain in this environment.**

**Our efforts would build the IBS Brand Equity along with Individual value creation which shall further enhance the progress of all stakeholders of IBS in an highly competitive corporate world.**

**Wish you all a very happy and prospective future.**



## From the Editor's Desk.....

**C**ONNECTIONS, the official Alumni magazine of IBS-Hyderabad is back with its fifth issue to bring its esteemed alumni, the captured indomitable spirit and rigorous academic and lively social character of IBS. Alumni Relations Cell has recently recruited a team of 25 new zealous members from '15 batch to carry the legacy forward. The successful conduction of events are testament to the hard work and stellar skills of the ARC team letting us conclude that we're doing something right! "CONNECTIONS" is a tangible effort on the part of the cell to build a strong link between the Alumni and the Institute.

From 19th to 21st July, IBS had been buzzing with an entire gamut of activities including the much awaited Arbidon Fresher's 2013. The entire IBS was invaded by the seven clans during the event. From Clan-March to Fashion show to a dummy corporate organisation, each clan tried its best to outbid the other in the race to win the much coveted Arbidon fresher's trophy, the success and fun of which has been deliberated in the upcoming pages.

We may not have any royalty among our freshers to show off in this exciting year but the Alumni profiled in this edition definitely demonstrate one of the best of IBS through their achievements. This issue brings to you inputs from our beloved Alumni, Mr. Chayan Jain, Mr. Rohan Jain and Mr. Ankit Saxena. Also, Prof. G.K Srikanth has shared his valuable experiences and words of wisdom for our Alumni.

"CONNECTIONS" Team will leave no stone un-turned in fostering a lifelong, mutually beneficial relationship with alumni and the students of IBS. On this note, we take this opportunity to remind our beloved alumni that "YOU BELONG HERE!" Alumni are essential members of the IBS family – you are lifelong stakeholders in the institution, and your passion and loyalty to your alma mater inspires devotion that is second to none and we hope to maintain our connections for years to come, within the nation, across the seven seas.



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## Influencing Change - Role of MBA students in building an inclusive society



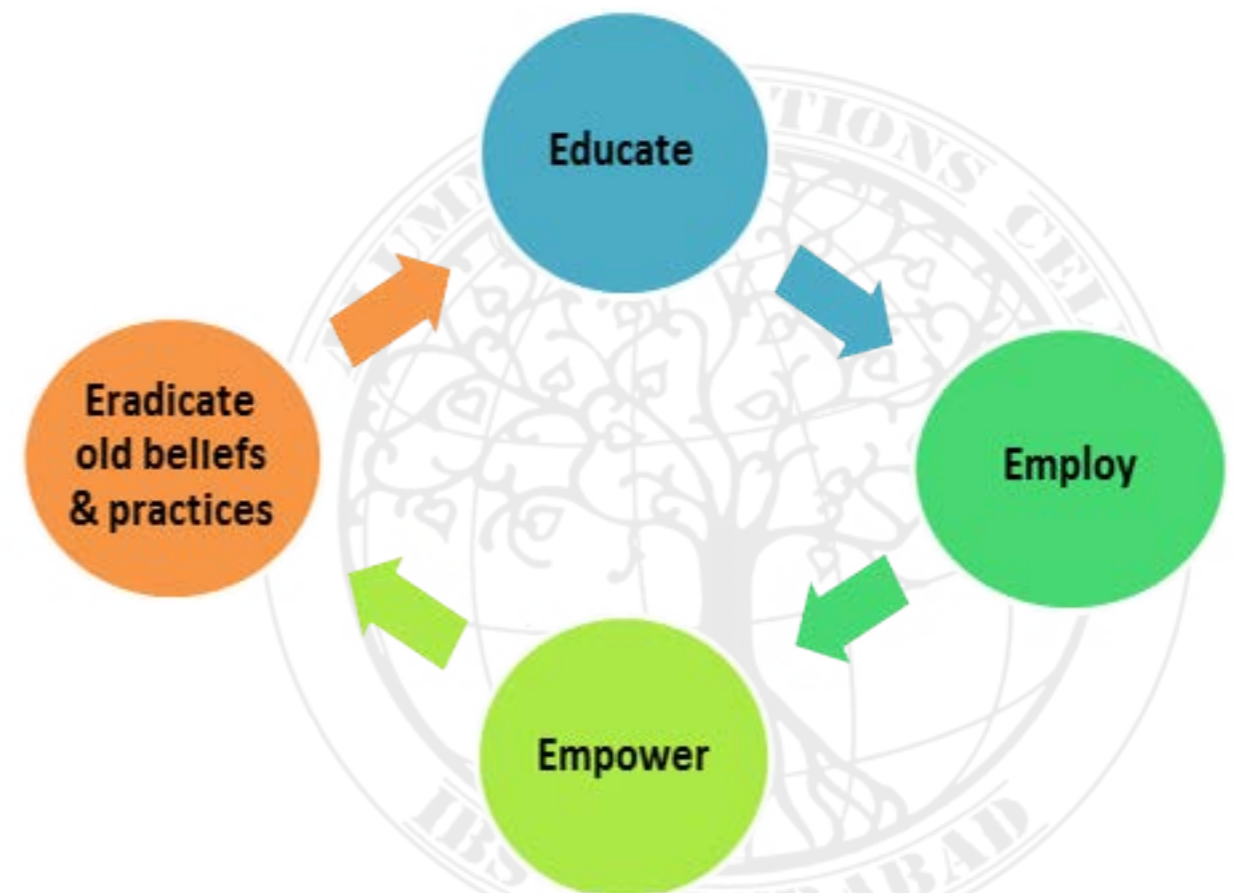
**"To build an inclusive society, the first step is to educate individuals about their rights, duties, freedom and all mechanisms used by a country's constitution to establish equality."**

Often nations proclaim about their efforts to form an inclusive society. But it becomes important to know about the word before we discuss it in detail. Inclusive society is the concept of a society that is free of distinction on the basis of gender, caste and race; it ensures an active role for each individual to play by providing equal opportunity as well as the ability to determine social institutions governing interactions. Moreover, a society in which all members, regardless of their background, are able and motivated to participate in civic, social, economic and political activities. Chanakya (Kautilya, management guru) gave the ideology of Sampurna Bharat (one united India) for his country not just to unite kingdoms but to remove discrimination that existed even at that time.

Though born equal, people have been discriminated over centuries to establish superiority of one person/group over the other on the basis of colour, gender, profession, family background; accumulated, acquired or inherited wealth and many others. The major concern raised by making distinctions has been denial of freedom to take decisions, participation and sometimes the right to be treated as humans which led to formation of an inhuman exclusive society.

Therefore, a need to establish equality arose and exists even today. Considering the present, for any change to be initiated, the youth of a nation (dominated by MBA aspirants and students) is targeted for its flexibility as well as its inner drive and motivation to break pre-laid norms and reconstruct them according to the changed time. The solution to this problem can be proposed in 4 steps (inter-related and interdependent) that MBA students can take up.

Firstly, there is a requirement to bring awareness about the social problem of inequality while imparting knowledge and building values. This can be done by bringing our focus to the children attaining knowledge presently as they have to shape the future. To build an inclusive society, the first step is to educate individuals about their rights, duties, freedom and all mechanisms used by a country's constitution to establish equality. Principles don't guarantee equality but awareness can enhance knowledge that leads to equality. For instance, Vinayak Lohani (PGDM, IIM-Calcutta) established Parivaar foundation, an NGO to take care of children, their education and overall development as a contribution to build the society. Also, Suyash Chopra,



Co-founder, Aashayein foundation, Hyderabad (MBA from IBS Hyderabad) has taken steps to empower unprivileged children through education. Also, IBS Hyderabad students (prospective managers of tomorrow) conducted a street show event called "Samajika" in the city to convey the various social causes demanding change in the thought process during their fresher's welcome event. Management graduates can take steps in this direction to break the on-going circle of illiteracy which deprives people of knowledge that leads to a better individual.

Secondly, MBA graduates include those who go for entrepreneurship, generating employment that provides funding mechanism for families. Income not only adds to family's progress but also adds ability to think beyond constraints when clubbed with education. It is the prerogative of MBA graduates to include people from various predefined sections ensuring equality in organizational culture.

Thirdly, employment leads to empowering of members of the society to make decisions as well as participate actively. Though the Government provides right to equality along with reservations for the weaker sections of the society, it fails in its implementation miserably. C.K. Prahlad (PGDM, IIM Ahmedabad) has shown management students a guiding light in his article "The Fortune at Bottom of Pyramid: Eradicating poverty through profits" by serving the not so wealthy people with products of good quality, while generating employment which triggers the process of society building. By following this path, managers can not only earn profits but utilize the same in nation's progress along with establishing an inclusive society. Learned people like Deep Kalra (PGDM IIM-A, CEO makemytrip.com) has established an NGO named "I am Gurgaon" to enhance the quality of life for the people residing in the area. Thus, management graduates who are well equipped with knowledge and ability to start new ventures (entrepreneurial) can also lead to overall growth of families by generating employment, providing individuals an opportunity to participate in decision making processes, National growth and initiate the feeling of equality at the same time.

Fourthly, empowering people by inclusion and providing autonomy will create an impact in their performance which in turn will begin the slow eradication of conventional beliefs and practices. An example to this is Mr. B. Ranganayakulu (MBA, Ph.D.) Managing Director of Thrive Energy Technologies Pvt. Ltd. came up with solar charging lamps for the rural women so as to empower them to work in evenings when there is no electricity at an affordable price (with support from an NGO). With such an initiative, not only their income increased but also their families started incurring lesser daily costs. These outperforming examples can be actively used in form of biographies, success stories etc while educating the masses and making them think.

Countries and their political parties will always continue to raise this concern to affect citizens emotionally but much needs to be done on the practical front by the citizen himself. Corporate social responsibility is nowadays just a plastic smile to the government to show overestimated corporate expenditure on society. There is an acute need of affecting the society by inculcating in it a sense of oneness and cohesion by the corporate. Equality depends upon the eradication of age old beliefs which would come as the end product of the process discussed already. A learned individual can influence the society by educating others, changing the value system over time and generate thinking. Once equality begins to set in, it will provide further ability to society and include them in the process of education, decision making and empowerment leading to an aimed inclusive society.

*- CHAIYAN JADON*  
*Senior Executive (Corporate Sales)*  
*99 acres*  
*Class of 2012*  
*DBS, Hyderabad*



*"People over a period of time have developed a notion that B-Schools need alumni for the development of the institute, but at the same time alumni needs the institute to have an identity in the corporate world."*

## Do Alumni Need Alumni Relations ?

**"Dropping out of Harvard was not a wise decision despite Microsoft achievement"**

- Bill Gates, Founder Microsoft

These were the words of none other than one of the richest man on earth. Bill gates, who understood the importance of going to college and then being an alumni. Today, he regrets his decision despite being the founder of Microsoft. Another story is of our very own Indra Nooyi. From an average student of IIM C to the CEO of Pepsi Co., the journey has been amazing for her. Both the stories are contrasting, but people tend to forget that Harvard was famed before Bill gates actually joined it and IIM C was a prestigious B-School long before Indra Nooyi even entered its premises for the first time.

People over a period of time have developed a notion that B-Schools need alumni for the development of the institute, but at the same time alumni needs the institute to have an identity in the corporate world.

It's a give and take relationship which needs to be sustained mutually. To be continuously associated with your alma mater is a proud feeling for any alumnus. But the question is why do alumni need alumni relations? It is a common practice among students in a B School to blame the alumni for not actively participating in the development of the institute by delivering guest lectures, providing opportunities for summer internships, industrial tours and ultimately placements. Though once these students pass out of the institute, they forget their very own duties and responsibilities as an alumnus.

Alumni need to understand that as the institute will develop and grow in its repute, it will ultimately help the alumni in having successful careers. Every one aspires to be a part of Harvard, the Stanford and the IIMs but very few understand that these institutes are what they are because of their alumni. If one wants to be a part of a reputed institute then everyone including the alumni need to understand their responsibilities and make their institute worthy in the eyes of the world.

Having said that, the onus of maintaining alumni relations is in the hands of the institute. The institute will have to take two steps forward for every one step taken by the alumni. Constantly involving the alumni in different activities of the institute is a task to be taken seriously. Regularly organizing alumni meets, dinners and inviting alumni to be a part of college fests, events and admission process are some of the basic ways to do it.

It gives me immense pride to admit that IBS, Hyderabad has been able to increase the intensity of its interactions with the alumni in the last few years by continuously carrying out the above mentioned activities. The feather in the hat has been regular editions of its alumni magazine "CONNECTIONS" which has lured the alumni to write their experiences which is of immense help for not only the alumni but also for the students and faculties.

Alumni Relations Cell, indeed have bridged the gap between the alumni and the institute, but the expectations have risen to take the initiative further. On a closing note, I extend my appeal to all the alumni of IBS to continue writing and doing our bit to develop the institute, because the success of an alumni is synonymous to our alma mater.

- ANKOT SAXENA

Class of 2013  
Risk Consulting  
KPMG

# My Life @ IBS...

*"Once you have traveled, the voyage never ends, but is played out over and over again in the quietest chambers. The mind can never break off from the journey."*



*"It was a very difficult good bye to say, but as they say 'All good things come to an end'. But there was a sense of satisfaction on seeing where I stood on personal front after the completion of M.B.A."*

The day when our batch was inducted at IBS, there were many dignitaries who walked up to the podium and talked about the life at IBS, but of all the good things said; one statement which captured my attention was "Time flies at IBS". At that point of time I actually wondered thinking "how true the statement would actually be"? And with that note began my roller coaster journey at IBS. We started off with our prep classes which were held for about 15-20 days and these classes introduced us to an all new teaching methodology "Case Study Method". It took some time for all of us to get used to this methodology, as right from the childhood all of us were accustomed to an altogether different and traditional method of lecture based classroom teaching. But slowly we started to develop a liking for the new method. As the feeling of belonging to the campus just started to sink in, we were all ready for our fresher's party which was a three day long celebration, full of fun, with many exciting events.

The fresher's party gave us the taste of the vibrant life and culture at the campus. It was also a great opportunity for all the newly joined students to interact with their batch mates and with the seniors. With the conclusion of fresher's party we were back to our routine classes. But the life was not monotonous despite the routine classes and the credit for this goes to the numerous clubs and club related activities at the campus that go on continuously. There was a perfect balance between academics and extra curricular activities. I strongly believe that even 24 hours of a day were less at IBS and time management becomes the key factor. Time management was one of the most important learning that we got at IBS by just managing our day to day activities in a proper and timely manner. As along with our daily studies, projects, presentations, NCP's, we had to manage club related activities or prepare for any of the upcoming events.

I remember the time when we were preparing for “Trishna”, the annual fest, I used to leave my room at 9 AM for the classes and rehearse for the events after the classes and return to the room after 14 long hours at 11 PM, but it was never tiring as the excitement levels were so high. After the completion of Trishna, began our SIP (Summer Internship Program). We were back at the campus with the learning and feel of corporate life taken during SIP and it was time to select the elective subjects. The time table being relaxed in the second year compared to first, we could take considerable time off, for sports activities as well, and we had all newly constructed sports complex with great facilities for ourselves. This contributed to the overall personality development of the students. Just after a couple of months we were ready to take on the placement season. By the time we all were placed, it was time to leave the campus. That was the time when I could hardly believe that the 2 years of MBA have come to an end, and I actually realized that yes it is absolutely true that “Time flies at IBS”.

It was a very difficult good bye to say, but as they say “All good things come to an end”. But there was a sense of satisfaction on seeing where I stood on personal front after the completion of MBA. I realized that how much I had grown in terms of confidence, personality, business acumen, professionalism, discipline etc. I was ready to take on the corporate world and begin a new journey of life. But my 2 years of stay at IBS will always be a memorable and important part of my life, and I will cherish the great moments spent with friends and other peers here, forever.

- Rohan Jain  
Class of 2011  
Manager (Marketing),  
IDEA!

**MULTI-TASKING**  
VS.  
**HIGH PERFORMANCE**  
(An Ideological Dilemma of HR)



"Multitasking is the concept which worked backstage of the development of today's successful information technology."

There is a prominent view that the contemporary management style being seen today in most of the organizations is surrounded with some controversy or the other leaving scope for more frustration levels among the workforce. This has become so in the dynamic workforce called 'Gen Y' which is subject to lot of compulsions and complexities in various forms. Precisely, the quantum of work to be carried on by the new generation workforce is raising huge concern keeping in view the multi-dimensional characteristics and the diverse nature of the work assignments. Whether it is a sales job or financial analyst or systems analyst one serious observation with regard to the work profile is the multitude of tasks associated therein. The pursuit of 'multi-tasks' has become the order of the day in the name of 'high performance' and many a times it is further justified in the form of 'effective performance'. Numerous studies are being undertaken in studying the phenomenon of multi-tasking and its repercussions on the quality spectrum of organizational performance. Our present concern here is to bring into reality the hidden dynamics of multi-tasking scenarios and their symbolic identification with the tenets of 'high performance culture' as enunciated by most of the organizational development theorists. Certainly, this would make the readers to get enlightened on the basic qualities of multi-tasking phenomenon and the necessity of differentiating it from the high performance culture which itself stands as a separate entity. As a result of which the working patterns of HR departments in service sector are bound to have some inevitable revamping mechanism. Especially, the ideological dilemma faced by them in prescribing multi-tasking assignments before the new generation workforce needs to be resolved with a proper debate on it.

By traditional definition multitasking is defined as “the performance of multiple things at one time rather than focusing all available attention on one task and completing it before moving on.” The term multitasking is a buzz word over the last several decades and has become something in which we all consciously or unconsciously take part. Its important in today's contemporary era of increasing demand for efficiency and productivity.

An individual multitasks in different ways and in different roles: as an employee, as a family person or as a social being. He has to change his role and tasks as per the situation in which he is currently in. Simultaneously his tasks also changes but an individual has more than one role and task at one time. At a particular time he might be serving the role of an employee but does not cease to be a husband or a father and has to simultaneously cater to his family and their needs. Similarly while serving as an employee and a father he can talk to his friends and be a social being. Serving so many roles and tasks may create a constant pressure on an individual. He might not be able to do his office work with full attention and focus if his child is lying ill at home or if he has to attend a friend's marriage. It may cause great anxiety or even annoyance at certain times. There may be pressures from all sides which may be time pressure, peer pressure, family pressure, or pressures from bosses, or superiors, your spouse or your best friend.

The need and the expertise of multitasking changes its importance according to the job profile. A manager or authorities even higher in profiles than him need to be well versed with multitasking skills as his/ her job involves supervision of more than one job. They maybe required to manage various departments of administration, human resources, marketing, technical and logistics etc. and may be required to handle problems and make decision on issues related to all the above fields. However a technician or a specialist need not be very good in multitasking. He/she are experts of their respective fields and masters of their single trade and are limited only to that domain.

Multitasking is a tool good enough in dividing and distracting one's attention from a particular job. It can be practiced in three different ways. Firstly a person may work

on two or more tasks simultaneously, such as watching television while having dinner. Secondly, a person may switch between tasks repeatedly, such as answering emails and listening to a discussion during a presentation. Thirdly, a person may complete two or more tasks in rapid succession, such as scanning a case and a class script right before the class rather than reading it previously.

While multitasking, two processing stage occurs- goal shifting and rule activation. In the goal shifting process, the focus of the brain shifts from one task to the other which results in switching of tasks. In the rule activation process, the brain turns off the rules associated with the original task and turns on the rules associated with the second task. This process takes time away from the performance each time a task is switched. Even though the time is only several tenth of a second, the delay adds up to a considerable amount as a person repeatedly switches between tasks.

**Recent Trends**

The recent form of multitasking can be dubbed more of a HYPERTASKING than multitasking which is not just restricted to the desktops but exceeds beyond them into all aspects of an individual's daily life. The recent trend termed 'Hyper tasking' is coined because it actually turns a calm, cool individual into a hyper who has to do several tasks in a very short period of time. This has probably also become the root cause of majority of corporate stress. Another recent trend which has been evolving is a trade-off between the comparison of a multitasked to a juggler or a pianist. The act of juggling can be explained as a negative connotation whereas the act of a pianist connotes a positive explanation of the concept of multitasking. As juggling, multitasking is also not sustainable for long without accidents.

As a juggler, in spite of his expertise will drop at least one ball in the process of juggling sooner or later. Similarly no matter how good a multitasker an individual might be he/she will fail in at least one aspect of their life.

A pianist however works in a contrary way. He produces a beautiful song by using all his ten fingers. The beauty of the song is brought about only when all the fingers are used. However the propagators of this concept say that it is not just the use of ten fingers which results in a good composer but the constant touch with the instrument piano. This constant touch keeps the pianist in a kind of a flow which is missing in a juggler's act.

Similarly while multitasking an individual needs to keep a constant touch with all the projects he is doing rather than focusing on one and completely ignoring or forgetting the rest. Also instead of viewing every aspect of life as something very different if we consider all of them as one whole and maintain connection with all of them simultaneously on a continuous basis and not sacrifice one for the sake of the other. This will enable all the aspects of the life to stay connected with each other where every role of a human is fulfilled well and everyone is happy and satisfied with his actions.

**Is it Cost Effective?**

The concept of multitasking itself is a very

relative term and can be viewed differently by different organizations. Some may view it as a tool to maximize productivity whereas others may see it as a hindrance to their employee productivity. For those who view multitasking as a tool for efficient employee productivity, identify employees with multitasking abilities. As per the current day requirements to

maximize productivity with minimum employees, multitasking is best suited. Management favours multitasking because they find it cost effective as it increases the outputs with fewer employees. The cost is also lowered

in terms of increased time utilization. Multitasking tends to save time and the time thus saved can be utilized for other productive purposes. Effective multitasking requires knowledge of several skills of different areas. This vast knowledge base increases the efficiency of the employees thereby increasing their market value. Multitasking is the concept which worked backstage in the development of today's successful information technology. Today all the businesses are done at microchip speed. Multitasking abilities are considered a virtue in the present era. The issue of equity arises while looking at multitasking when employees are multi-skilled.





The companies hire multi-skilled workforce but are unable to pay them appropriately. Also the technicians or the specialists feel that they are underpaid. Employees also compare their pay structures to that of their colleagues in different organizations who are assigned similar roles. If they are paid more, then employees tend to shift to that company. It is considered beneficial to both the company and the employee to pay higher salary to one employee rather than pay lower one to two different employees. Employee loyalty therefore depends on the companies' outlook of multitasking and the assigned importance to it.

Multitasking benefits both the employees and the employers. The organizational benefits of multitasking are:

- Optimal utilization of workforce
- Easy deployment of employees across varied job responsibilities as and when required.
- Increased productivity and better quality of deliverables
- Creation of flexible workforce which is well aware of the organizational needs
- Motivation to employee engagement

**Employee perspective**

A satisfied employee today is the one who maintains high levels of motivation and enthusiasm. This satisfaction arises from effective recognition of their hard-work and skills. The ability to handle complex situations at different levels and natures give an upper edge to certain employees which are the first step to high recognition and acknowledgement. Possession of additional and varied skills would only give an employee his dream role or desired stature in the company. The dynamism of multitasking is understood by aspiring professionals also

who make best efforts to get that extra edge over the others. The ability to multitask makes the employee more responsible and involved in the company affairs. The performance of the firm solely depends on the skills of the workforce. The extra innovation and out of the box thinking can only make them stand out in the competition and make a name for themselves. The sole purpose of the organizations incurring huge amount of costs on training is to enhance the skill sets of the employees as per the needs of the organization. No function works in isolation and requires the knowledge of the other. For example, an HR head may have specialized in recruitment but may have to take up additional responsibilities pertaining to performance management, compensation and talent acquisition activities. He may also be required to deal with certain legal issues relating to trade unions which require some knowledge of industrial laws as well. This is possible only through multi-tasking and multi-skilling. Therefore as a person moves higher up in his career path the more skills he needs to acquire in order to take effective decisions. It is difficult to retain a multi-tasked by a company as its competitors always have a close watch on its efficient employees. One's negligence on the part of the company may result in its losing its best employees to the rivals. Multitasking increases the market value of an employee who can get its way out just by the advantage of his ability to multitask as the organization would do anything to retain such a beneficial employee. Whether it is recession or the period of blooming economy, multitasking never fades out and is a demanding need. In the times of recession, layoffs occur and the organizations at that time as a part of their cost-cutting strategy prefer to retain multi-taskers. Similarly, during a boom when the companies are hiring fresh blood they look for multi-tasked individuals who can provide a competitive advantage to them.

Perceived Benefits of multitasking to the employees:

- Reduction in job insecurity
- Greater individual productivity
- Better growth prospects
- Holistic perspective regarding the organizations' business
- Can achieve his personal goals quicker

Just mere passion to multitask is not enough for a successful career, what is important is the ability to excel in every task that an individual does. A person needs to be competent enough to be able to multitask. Only competent people should be assigned multiple projects otherwise none of the projects will succeed and the organizational will ultimately lead to become a failed company. Multi-tasked individuals are an important source for profit generation of a firm. As they finish tasks quickly and save time for other tasks. This calls for more business for the company and thus higher profits. This is the reason why companies prefer to hire new employees with multitasking abilities so that they can help the organization into new business ventures and undertakings.

There are various areas of caution while developing an individual into a multi-tasker. Being multi-skilled is not as easy as it might seem. It involves a lot of risk and challenges which need to be dealt with while developing an individual into a multi-tasker. Firstly, every individual should have a target or a goal to meet. He/she along with the management should have a very clear understanding of the objectives and strategies of the organization and should work towards achieving it. Secondly, while an employee is being trained on various skills, his core competency should not be lost. In such a case he would not be able to excel in any field because the drive to make him multi-skilled might deprive him of his areas

of interest and competency. Multitasking in organizations is also responsible of high stress in the employees mind because the overburden of work prevents him from balancing all the aspects of life and in return end up in hampering the organization's productivity. Employee work life balance is negatively impacted. Forced multitasking may also increase the loss of interest of the employees in their work.

One of the major challenges for the organizations these days is that of retaining such a multi-skilled employee. His/ her market value increases with the increase in skills. The organizations therefore have to work really hard in satisfying such employees and retaining them in the organization. Job rotation, job enrichment, job enlargement and cross functional team meetings are certain ways in which the organization can make the employees stay back with them. Also internal rewards and recognition for their good work and contribution to the organization needs to be acknowledged so as to make the employees feel motivated and encouraged for good work in future. Employees would then feel connected to the company and would involve themselves in the proceedings of the company. Taking care of the areas of employee life cycle like training, compensation, succession planning, performance management and a healthy workplace would motivate them to spend long innings at your company.

To be Successful in Multi-tasking there are certain tips which need to be implemented in order to be an effective multi-tasker which are:

- Planning the day meticulously
- Having mini goals for the day
- Prioritizing the assigned tasks



- Getting encouraged to focus on the task at hand
- Getting trained to handle each task immediately without delay
- Allowing free time or intervals to avoid stress and frustration.

Multitasking takes place everywhere, at every step. This is possible due to the easy accessibility of technology which stays with us where we go. Our laptops and mobile phones are mandatory gadgets which we cannot do without. We might forget to carry cash but we never forget our credit cards or our mobiles and laptops. This availability of technology in itself makes an individual dwell into multitasking as people check their mails and mobiles even when they are on the golf course.

New employees with multitasking abilities can solve problems more easily; they do not hesitate in taking up complex issues. They like to deal with challenges and emerge out as winners. They are successful because they are new to the organization, so they can contribute new ideas and eliminate redundancy in the company. They are innovative and believe in bringing out something different which is new and attractive to the market. On the other hand newly hired employees low on multitasking fumble which dealing with complex problems. They want to restrict themselves to their domain areas of interest. They fear to explore new avenues, and are constantly worried about the results rather than creativity and innovation.

**Multi-Tasking and its Payback...**

“The payback experienced by evaluating new hires with multitasking abilities compared to

new hires with low multitasking abilities can be validated with the help of various examples in different industry. In all the examples, new hires meet minimum requirements to perform the job. Their performance differences are probably much greater when highly able new hires are compared to failed candidates.

Example 1 – insurance / financial services organization

- High-ability multi-tasking employees had:
  - o 13% better quality scores
  - o 9% better average handle time performance
  - o 14% better overall performance

Example 2 – communications organization

- High-ability multi-tasking employees had:
  - o 25% lower 30 day turnover
  - o 14% better calls per hour performance
  - o 11% better productivity performance
  - o 11% better performance ranking

Example 3 – outsourcing firm

- High-ability multi-tasking employees had:
  - o 65% better sales performance”

The quality of work in multitasking differs in different aspects of our lives. Also the importance attached to the quality of work is different in various aspects of our life. Like in workplace, quality is of prime importance. Quality cannot be compromised for anything else, so the employees have to multitask keeping in mind the quality of work. In our personal lives however quality of work does not matter much as it is not of prime importance. Here the work needs to be completed irrespective of the quality. A mother might be cooking food while feeding the baby but at the end of the day all the work needs to be done.

Similarly in our social lives we might be out with our friends while checking emails on our phones. This does not hamper the accomplishment of task regardless of the quality of our social outing.

Along with quality of work while multitasking, time is also considered. At workplace, time is given importance as every project has an assigned timeline attached to it within which it needs to be accomplished. If the project gets delayed it will hamper the productivity and thereby the profits of the company get reduced. On the other hand in our personal lives, time is not an important factor to be considered while multitasking just like quality. As long as the task is done the time holds no value. Same is the case with our social lives where there is no time attached to our social outing. As long as we are out with our friends whether we are spending five minutes or thirty minutes multitasking, it does not matter.

Job description and job analysis for the posts in the company need to make space for multitasking. The drafters of this description need to judge whether the job role of the new hire requires multitasking abilities and accordingly set its criteria for recruitment. It is a tough job to hire such multi-tasked individuals before the competitors because every company is in the lookout for such efficient professionals.

Multitasking is also described as the modern day madness, as a contrary view to the above stated points says that multitasking diminishes employee productivity rather than enhancing it. It makes a simple issue more complex by dividing the attention of an individual to other things. The loss of focus or distraction diverts an employee from his/ her goals thereby hindering the productivity or growth of the organization.

• According to a study published in the Journal of Experimental Psychology multitasking affects the efficiency of the people in a negative manner.

• A report published in NeuroImage reveals that when multitasking, brainpower is reduced because the mental abilities of employees are divided between several tasks.

It becomes difficult to memorize so many tasks at once. The excessive burden of knowledge can result in short memory lapses where the person forgets certain terms while in a conversation. It can also lead to confusion between several projects which may cause the information to be placed wrongly in unlikely position instead of its original place. These memory lapses can sometimes become fatal and hinder organizational growth. Also multitasking causes high levels of stress which can lead to ill health among the employees and hence high rate of absenteeism.

The main ground level workforce comprising of trade unions are also highly apprehensive about multitasking. According to them, there is absence of performance related pay. The multitasked individuals are not compensated for their additional skill sets. They complain that overtime is also not compensated. Even though the workload increases, the pay remains the same. There is no recognition of that extra task or skill done by the workers. It does not improve the already low working standards of the workers rather reduces productivity due to overburden which in return causes them to lose their jobs. Their already low living condition becomes even lower.



Contrary to what the supporters of multitasking had to say, it also reduces the quality of work especially in service industries. The backbone of a service industry is quality and if the quality is only hampered then there is no place for multitasking. Multi-tasking in a hospitality industry may be very fatal. An employee there might neglect the demand of a customer in order to fulfil his other tasks. This may cause the customer to get angry, becoming dissatisfied with that particular hotel and may decide never to return back there. This result in the company losing its most valuable customer just because of little negligence caused due to the effort to multitask.

Another essential point to be noted while practicing multitasking is that enough free time should be allowed between two tasks so as to relax the mind. If there is no break or gap in the middle everything will get muddled. The result of this mixture might be a failure of an important project. Job satisfaction can only take place on the completion of a job successfully. A job will be completed successfully without any errors only if it is done with full focus and determination. If a job is completed with divided attention, it will finish but might not produce satisfactory results. The employees need to learn to prioritize the assigned tasks. The task which is of prime importance needs to be completed first and accordingly assign a time frame to it. Also effective training should be provided to the employee so that they can handle each task without delay.

Even though multitasking is considered to be cost effective, there are certain ways in which it ends up incurring more cost to the company than it would have in the absence of multitasking. The cost is high in the context of the amount of time wasted by each person. If a person works on more than one project, then the cost

associated with each project increases basically due to the delay caused in the completion of the project. Also the cost associated with the time taken in the shift of projects is extra. With each shift from one project to another there is certain amount of time which is wasted. Simple interruptions like phone calls, having tea, coffee etc. can cost as much as some fifteen minutes of recovery time. "Jerry Weinberg showed the escalating context switching costs accrued if each task has a 10% penalty; in reality the costs are frequently higher."

Today's corporate culture is more like a rat race where everyone wants to win. The winner is the one who is willing to take up and complete the 'most'. Eventually it's only him/her who goes ahead. But the question arises here is, is this win worth it? The answer to it maybe 'no'. Even though the employee might win, it's not worth the brain drain it causes. Research also shows that constantly switching tasks may be a lot more inefficient than it might seem. Multitasking brings about frustration as there is too much to be done in too little a time. Constant switching of tasks makes a person very unstable and then he starts switching tasks in his other roles also which may not be required and might be harmful for the nature of the job.

Imagine a situation where a person gets up in the morning and he is already piled up with lots of work. It seems that the day has ended even before it begins. The person does not feel like going to work with the thought of so much work to be done. This takes away the mental peace of a person thus making him agitated. He can be compared to an octopus, with all his arms and brain moving in multiple directions at the same time. Every minute of a person's life goes in answering phone calls, emails, fax, letters etc.

He/ she is never relieved even though they might not be at the workplace. Multitasking has turned a human mind into a machine which needs to keep processing all the time without any rest.

**Disadvantages of Multi-tasking**

- Multi-tasking is less efficient, due to the need to switch gears for each new task, and the switch back again.
- Multi-tasking is more complicated, and thus more prone to stress and errors.
- Multi-tasking can be crazy, and in this already chaotic world, we need to reign in the terror and find a little oasis of sanity and calm.

Therefore, the more we multitask, the less efficient we become. Thinking of a situation where a person is already working on multiple projects, while his boss places two new demands on him. He is on the phone answering an important call while three new emails come in and he is called for a meeting. At the same time his co-worker requires certain information from him. Such a case is a real example of "multitasking as the modern day madness".

**CONCLUSION**

Therefore multitasking in organizations can both increase and decrease the productivity of employees. It is mainly beneficial in the positions of higher management where the leader is supposed to come out in case of emergencies to the rescue of the situation, he might have to deal with various issues simultaneously and accordingly make decisions. However on the contrary, in cases where employees are doing specialist tasks their focus on more than one task might reduce productivity as a result of divided attention and overburden. HR employees today in most organizations work as a generalist where they do multitasking in various arenas. A multitasker has a higher chance of being poached by other competitors who become successful at the loss of your talent pool.

Also even though multitasking might reduce the number of employees it increases the burden on the employees which requires them to put in lots of extra hours of work. This overtime might bore them of their work which might result in attrition and dissatisfied employees. Also it might hamper the personal life of many employees as the overburden at work might not allow them to spend quality time with their family who might complain constantly. As a result we have highly stressed out employees who have a failed personal life and a dissatisfied work life. So whether it is multi-tasking or high performance the most neglected element is the human being and the emotions associated with it that need to be taken care of and this alone can resolve the dilemmas in the direction.

**-Radha Mohan Chebolu**  
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## THE STORY OF OUR LIVES!!!!



"We think too much and feel too little. More than machinery we need humanity!!"

It was a usual weekend. Suraj had his day off from college. Mom and Dad had holidays too. There was a calm which you can never really see on weekdays. The day began to be a lazy one as nobody had to rush to the office nor suraj had to run behind the college bus. But he had plans for the day. He planned for a movie, blockbuster-Man of steel with his friends. The movie show was supposed to start at 11.30 AM. It was just 10.00 AM and he was well dressed up and ready. Realizing that there is ample time left, he took his place on the chair in the veranda and started reading a newspaper. A sight which was unusual and made mom and dad lift their eyelids!! The headlines in the paper caught his eye. It read "The royal baby is born". There were photographs along with some poorly captured images of the palace and the hospital where the royal family of Prince Charles and Kate Middleton were staying. Reading further, suraj came to know about the euphoria associated with the birth, the media frenzy and how the nation was celebrating it. There was a wide speculation if it was a boy or a girl. He shifted his glance to the next piece of news to the corner of the front page. It referred to the death of 28 children in Bihar due to alleged poisoning of their mid-day meal at school. He was astonished. If a birth of a single baby in England can cause such happiness and euphoria, then by logic shouldn't the death of 28 children cause twenty eight times the sadness and tragedy? He just couldn't accept it. Suddenly his thoughts were interrupted by a beep on his mobile. He had an iPhone 4S. The beep was because of a whatsapp text sent by his friend asking him to start from home and the location of his pickup point. Suraj jumped from his seat and waved goodbye to Mom and Dad, not even bothering to wait for their replies.

He got into his dad's Toyota Fortuner and started the engine. The climate seemed overcast and chilled. So he felt the need to heat up the engine. After a good 45 seconds he started steering the car out of the garage and onto the road. The car and especially its interiors had class written all over it. It had custom made Edelman leather upholstery.

The music system was Bose and had the JBL Audio's Olympic Sound System. The bass and the beats from the sound system gave the feel that he was inside a theatre. The overcast clouds suddenly started drizzling. But suraj did not have to worry. The automatic rain sensing wipers started gushing out the water droplets from the car's windshield. The automatic temperature system of the car automatically went into the warm mode and adjusted the temperature accordingly!! So much for technology that it either makes man stupid or obsolete!! Soon it started pouring. The potholes in the roads were filled. The roads were flowing with water. Traffic almost came to a standstill. Suraj pushed the lever of the gear into standstill mode. Suddenly a movement along the pavement of the road caught his attraction. A woman who was living in a make-shift tent was making desperate measures to not let the rain water get into her living space. The tent was leaking and she hurried to place a cup under the leaking spot so as to make sure the water doesn't splash or drip around. Then the woman hurried to prevent her two year old baby from getting wet and not wander into the road. It was literally just a step's distance between her home and the road. Suraj was watching all this and was wondering how they could survive in that place. His car had bigger living space than that. The sight was creating an uneasy calmness inside the car's interiors. He could hear his heart beating and the sound of rain drops falling on the car's roof. KNOCK KNOCK!! His attention was scattered to find his friend knocking on the car's window. He pulled open the lock and let his friend Ram get into the car. But Suraj's mind was still thinking about the woman and her child in the pavement. He was thinking that he should definitely try to help them in whatever way possible. The traffic cleared and he started slowly accelerating the car with these thoughts running in the

backdrop of his mind. The Marimba ringtone was ringing and Suraj knew it was from his friend Ram's iPhone. He turned to find that it was an iPhone 5, the most recent version from apple. He felt bad because he only had an iPhone 4s. Immediately his thoughts were to ask his dad for the latest version of the phone once he returned home after the movie!!

Isn't this the story of our lives? One moment we feel like changing the world, helping the needy, fighting against corruption and what not! And the very next moment our mind shifts towards buying the brand your friend has or the laptop you saw on television. If only all the good thoughts and deeds became actions, the world will be a far better place to live in.

Excerpts of Charlie Chaplin's speech in the movie "The Dictator": We all want to help one another. Human beings are like that. We want to live by each other's happiness—not by each other's misery. We don't want to hate and despise one another. In this world there is room for everyone. And the good earth is rich and can provide for everyone.

The way of life can be free and beautiful, but we have lost the way.

Greed has poisoned men's souls, has barricaded the world with hate, and has goose-stepped us into misery and bloodshed. We have developed speed, but we have shut ourselves down. Machinery that gives abundance has left us in want. Our knowledge has made us cynical. This has affected our cleverness, working capabilities and kindness.

We think too much and feel too little. More than machinery we need humanity!!"

- Allen Binny  
Class of 2014



## A R B I D O N

**“We are the leaders, We are the ones; Hell–ae-spartanz Hell-ae-spartanz” !!!**

**“Aandhi nahi tufaan hai hum, Woodan ki udaan hain hum”!!! ;**  
were the slogans IBS echoed while celebrating the onset of 2013-2015 batch!!

“Arbidon” the 2013 Freshers was organized for the new MBA students. A crowd of 800 students was divided into 7 clans viz; Hell-ae-spartanz, Wodan, Aviz, Royal Firang, Purkey Turkey, Zhayedans & Kharvas.

Each member worked for its clan devotedly with great zeal and passion in order to take its clan to the eminence. To reach the winning trophy each clan had to outshine in numerous events, Marketing, Fashion Show, Sports, Dance, Singing, Talent hunt, Club Activities, etc.

The freshers went on for a week, each day clans struggled against the other and upgraded their ranks by bringing innovation & creativity in their working.

The atmosphere at IBS was a blend of joy & excitement, the clan members worked passionately on the given tasks with great vigour and oomph!!

As the final day of The Arbidon approached, every heart was pounding with joy, thumping with anxiety; The battle for the Arbidon Trophy was nearing the end of a glorious juncture.

All the clans performed remarkably well and consistently, clan rankings changed rapidly after every event, which made the situation extremely tough for the experts who had to choose the most deserving clan.

After all the evaluations and score tally, it was time to announce the winner of the splendid fresher's. The gathering, turned silent until the name WODAN was announced!!

The crowd was escatic, revelling the success and triumph!!

It was Team WODAN in front, holding the magnificent Arbidon Trophy, roaring with pride, celebrating the victory!!  
The Arbidon left with a memorable and never fading imprint in every mind and soul.

IBS still enchants the robust clan jingles all around the abode.....!!!



i.e.



IBS Hyderabad, Summer Internship Program Awards 2013 was held on the 25th of August, 2013. The alumni of the college were invited to judge the presentations given by the students. 7 panels were made to evaluate 47 presentations. Most of the alumni came with their family which was a sight of delight for all of us.

Alumni Relations Cell members welcomed the alumni and their family thereby starting the SIP Awards course in the respective panels. The students performed remarkably well, detailing their summer internship working and learning at their corresponding organisations. The process came to a temporary halt for lunch during which they took a walk around the campus illuminating their family members about the place and it's long association with them. The SIP assessment started once again and went on till evening when all the presentations were concluded.

It was time to decide the best out of the incredible 47 presentations; clearly perplexing the reviewers! The evaluation was done and the results were to be announced in a week's time. The wonderful program which was made more striking with the alumni's presence came to an end; the ceremony of thanksgiving was held and the respected Deans were there to grace the event.

Alumni Relations Cell not only works on enhancing the relations with the alumni but also focuses on the overall grooming of the IBS students by organising Guest Lectures that mostly consist of our own alumni who have flourished magnificently in their lives by implementing their learning and knowledge in the right direction. Their speeches groom and motivate the youngsters to strive for the best and appeal to create one's own identity. Alumni Relations Cell, the most vibrant working cell of IBS Hyderabad looks forward to organise and conduct many such expedient events for the welfare of each and every individual who is a part of this esteemed organization, benefitting them in the near future.



*Mr. Abhinandan Pandey*  
Functional Analyst  
JDA Software



*Mr. Abhishek Sinha*  
Senior Analyst  
The D.E. Shaw Group



*Mr. Anshu Anindita*  
Senior Research Associate  
Cognizant Tech. Solutions



*Mrs. Anusha Saxena Agarwal*  
Senior Marketing Executive  
Consolidated Golf Company



*Mr. Aritro Bhattacharyya*  
Business Manager  
Pearson



*Mr. Chandra Prakash*  
Audit In-charge  
Deloitte & Touche





*Mrs. Puja Jalan*  
Manager  
Credit Analysis  
and Research Ltd. (CARE)



*Mr. Rahul Bharunt*  
Senior Analyst  
Deloitte & Touche



*Mr. Rohan Jain*  
Manager  
Idea! Cellular Pvt. Ltd.



*Mr. Sandeep Agarwal*  
Credit Risk Manager  
SREI BNP Paribas



*Mr. Shashank Malpani*  
Business Analyst  
Mahindra Satyam



*Mr. Shivam Agarwal*  
Business Development  
Manager  
Global Take-off



*Mr. Sourav Khemka*  
Fixed Income Product  
Controller  
UBS Investment Bank

## CLUB BITES



### MAVERICK

Maverick – The official marketing club, commenced the year with an interactive session on ‘Demystifying the sales career’ by Mr. Abhirama Krishna, Director South State Business School. Followed by an online event ‘Meet the Mavericks’, for the Batch of 2013-15 to showcase their wit and creativity. Prof. G K Srikanth (Maverick Mentor) launched the Maverick Blog. A guest lecture by Mr. Soumik at Inzane labs pvt ‘Marketing 2.0’ was Ramanujam, Founder Comm Pvt Ltd, spoke Insights’ at the next the Management team for an insightful session Business’. An informal game on Brand and Communication for the students.



Prof. G K Srikanth (Maverick Mentor) launched the Maverick Blog. A guest lecture by Mr. Soumik at Inzane labs pvt ‘Marketing 2.0’ was Ramanujam, Founder Comm Pvt Ltd, spoke Insights’ at the next the Management team for an insightful session Business’. An informal game on Brand and Communication for the students.

### GRAY MATTERS



Gray Matters-the official Quiz club of IBS Hyderabad covers the entire ambit of quizzing, from participating in B Schools and other quiz competitions to organizing quizzes covering various domains in IBS itself. The first event was "Movie based quiz that was held on 31st received by all. They recruited week of August and have a series of quizzes lined up.





## SPEAK UP

Speak Up, the official soft skills club of IBS-Hyderabad, started its journey into the new academic year 2013 with a guest lecture by the renowned Mr. Sai Prasad Viswanathan, with a packed audience, lead to Eventual Success'. success, with positive for both the Speaker the Club's recruitment it received 168 entries recruited to be a part of the future of the club. Apart from informal events, the club has been fundamental in helping the students and its members in overcoming stage fright and in personality grooming by organizing workshops for its members as well as non-members.



lecture by the renowned Mr. who shared his experiences on how 'Everyday Failure's The Guest lecture was a roaring response from the audience and the Club. Later in July, process was started for which out of which 38 people were recruited to be a part of the future of the club. Apart from informal events, the club has been fundamental in helping the students and its members in overcoming stage fright and in personality grooming by organizing workshops for its members as well as non-members.

## XPRESSIONZ



The journey for Xpressionz for the new academic year began with the street play, "Phir Uthega Mukhauta". addressed the patriarchal in our society with depicting many facets of the recruitment process a selected in a strenuous elimination. Xpressionz curtain raiser event of 2013, with a stage act Harishchandra's powerful political satire, Andher Nagari. They also organised a competition of short plays, themed on social issues for the Fresher's named Abhivyakt. The newest members of the family showcased their talent in the much-anticipated street play, Kaali Bhor, on 9th August 2013.



The play poignantly social taboos existing intertwining short stories a bigger problem. In total of 10 students were yet fun-filled process of performed on the IBS Fresher's, Arbidon based on Bharatendu

political satire, Andher Nagari. They also organised a competition of short plays, themed on social issues for the Fresher's named Abhivyakt. The newest members of the family showcased their talent in the much-anticipated street play, Kaali Bhor, on 9th August 2013.



## DOT CLUB

DoT Club-the Official Technology Club of IBS Hyderabad started with the launch of its new logo and recruited 17 into its family. It competition 'iNTELLi'Q rounds and GK based a Guest Lecture by Associate Professor of Texas, US, broadening of knowledge on from US academic and They conducted certification program invited were Mr. Director- Training and Mr. Vishnu Executive of Oracle Applications. Their upgrading performance is indeed remarkable.



budding technologist conducted a quiz containing audio-visual questions. There was Dr. Audhesh Paswan, University of North our students' horizons Business Analytics Market perspective. Oracle workshop for where the guests Thomas Solomon, Solution Architect Education Sankar- Education

## ECOBIZZ



Ecobizz, The Official Economics & Business Club of IBS, Hyderabad, organized internal workshops on economics, and adobe Photoshop. Ecobites organized an where they had three Na: Students were given had to relate it with IBS general knowledge and given products and they they could in each paid off at the end



quantitative methodology On August 22nd, Junior event called "ChintaMoney" rounds- Jaane Tu Ya Jaane an economic term and they ; Ecocross : Crossword on Bol-Boli-Bol : Students were had to bid as many products category. Junior Ecobites efforts

of the event and it was a great start for them.





## NAZARIA

Nazaria being the Official Hyderabad, captures all the February, Nazaria captured 2013 at their farewell party. party was held for the 2013 were captured by Nazaria.



Photography Club of IBS major activities happening here. In the precious moments of batch 2011- Recently a week long Fresher's batch. Various activities of each clan

## MAÇON



Maçon- the Entrepreneurship Cell of IBS kick started the academic year 2013-15 with a bang by conducting one of a kind ideation workshop called "ICFAI" (I Can Formulate An Idea). The workshop was conducted to tap ideas of new business and ventures from the student perspectives.

The was felicitated by the Navjyoti Singh from who spoke about the broader perspective inducted some of the the batch of 2013-15 a mark for itself in the 2013, a business plan & program, was launched August & The ECell response for the year aspiring & passionate



Induction Ceremony presence of Prof. IIIT, Hyderabad entrepreneurship in of life. Maçon has best students from and plans to make year ahead. InCube process mentoring in the month of received amazing long program for entrepreneurs.



## SAMAVESH

Samavesh is the cultural face of the smaller India that resides in IBS, Hyderabad. Samavesh has been endowed with organizing celebrations which include Onam, Sankranti, Diwali, Garba also organizes events Day and Republic Day. organizing events in Macay such as Quawwali, Surbahar concert etc. the way that it brings Hyderabad into the a platform for all the talented budding artists to showcase their singing and



extreme pleasure of of diverse festivities Pongal, Lohri, etc. In addition, it for Independence The club has been association with Spic Rajasthani folk dances, This club is unique in out the talent of IBS limelight by presenting

## INFINITY STUDIOS



With the sole purpose of providing entertainment to the victimized students, Infinity Studios has shown movies like Pyar ka Punchnama , Hangover & Social Network. Do guna Lagaan was organized Themes like Firangi movies- Regomania 3.0 the students. To add Conjuring witnessed the DJ on the housie was the already full cap



during the freshers. Fiesta and the regional was a big hit among to the spookiness "LT's- full " scenario. another feather to called Infinity Studios.





## PRAYAAS

Club Prayaas- The official Inter B-School Club of IBS Hyderabad is the FACE OF IBS before 400 b-schools all across the country. "PRAYAAS"- derived from Sanskrit, meaning "endeavour". The name of the club itself represents its formation, purpose and activities. This year they have selected a team of 21 enthusiastic juniors and aim to take the club to newer heights. They have organized 5 events till now- The first event was ECOVISTA 2.0 received an overwhelming response with a crowd of over 100 students."Prayaas foster the spirit and are "Back With a Bang!!"



The first event was ECOVISTA 2.0 received an overwhelming response with a crowd of over 100 students."Prayaas foster the spirit and are "Back With a Bang!!"



## VAPS

A cluster of young and robust individuals have been recruited by the sports club of IBS Hyderabad- VAPS this year. The club events viz; carom, chess and chess and enrolled their names for the and enthusiasm all around!! win over the juniors in anxiety for the upcoming more and more passionate



organized three spectacular football. Numerous students events spreading the excitement Seniors made a remarkable almost all of the events. The events is at the peak; luring students to participate.

## ADMIRE



The beginning of the new academic season has been a rewarding start for Team ADmire. A Photoshop workshop was followed by the event "AD Sprint" organized for the seven clans in Fresher's 2013. This was a platform where knowledge of advertising of the race collecting all the was shortly followed by the MBA Batch of 2013- and what's of the club. The fame, and the foot-fall was the new batch was done in two phases and creativity testing was the major focus. Team ADmire proudly recruited quite a handful and the entire club is awaiting the rest of the team to be a part of the game.



participants had to apply their into fun games and get to the end six letters of ADmire. This event the ADmire Orientation, where 15 was introduced to the who's ADmire Orientation lived up to its encouraging. The recruitment for the new batch was done in two phases and creativity testing was the major focus. Team ADmire proudly recruited quite a handful and the entire club is awaiting the rest of the team to be a part of the game.

## PRAKRITI



Prakriti, the adventure IBS adds a little zing to refresh students, tired by CP, Prakriti organized a where students got upside down in the also organized a guest Potential in Eco-friendly activities". The lecture Diyanat, founder GHAC founder Yousee. The snake show and an



and nature club of student life in IBS. To Case studies, NCP, fun event- Zorbing to experience life ZorbBall. The Club lecture on "Business & Adventure Based was conducted by Mr and Mr Gunaranjan, club organized a in-house-trek.



## MONEY MATTERS CLUB

For the year 2013, the club conducted 2 workshops to assist the new Batch of 2015. REDUX is organized every year since 8 years. REDUX 8.0 was organized by the new recruits. The club actively brings out the monthly Newsletter "Financial Bulletin" like IIM's, SIMB, GIMS, XLRI, NMIMS to name a few. The top corporate and colleges all round development (Knowledge Sharing debates, opinions, ideas are regular intervals. They look the knowledge, by bringing in more seasoned professionals, so that the real corporate world exposure could be enhanced and do justice with their motto "Beyond the realms of Finance".



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## NEWSWIRE

Newswire is the official news portal of IBS Hyderabad. Its basic aim is to keep people well informed about the latest happenings around them. Newswire organized an introduction for the juniors where they were made familiar with the financial jargons which one comes across while reading the newspaper and how to acquire informative details from the newspaper. The club is useful and important in respect that it organizes detailed discussions on various topics restricted not only to India but



the latest happenings Newswire organized an introduction for the juniors where they were made familiar with the financial jargons which one comes across while reading the newspaper and how to acquire informative details from the newspaper. The club is useful and important in respect that it organizes detailed discussions on various topics restricted not only to India but

## KAIZEN



Kaizen, a Japanese word which means "continuous improvement" stands in perfect alignment as the official Operations Club of IBS Hyderabad. This year it continued its tradition of recruiting 43 shining stars. It conducted mind boggling activities like 'Junkyard' where 27 teams took part in converting the trash into useful human heap. Its operational efficiency by organizing 'Kanban medium of shopping. The team is known for its along with its enthusiastic



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## IBS BLUES



IBS BLUES, the official swimming committee of IBS-Hyderabad has organized several adventurous events in last one year. It included Water Polo, Aqua - competition, and a training camp. The club also exploited organizing 'Kanban medium of shopping. The club also exploited organizing 'Kanban medium of shopping. The club also exploited organizing 'Kanban medium of shopping. The club also exploited organizing 'Kanban medium of shopping.



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**YES!+**

The Youth Empowerment & Skills (YES!+) is a life skills education and a personal development workshop conducted by The Art of Living to equip students to excel both academically and professionally and nurture morals, ethics, and human values along with a sense of nationalism and social responsibility. The Yes Foundation has been conducting these workshops in campus and until now 250 students have benefitted from these classes. These were 2.5 hours fun filled classes designed especially for the age group of 18-35 years focusing on the issues faced by this age group. The workshop



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**DIATRIBE**



DiatrIBE represents the best musical talent in IBS coming together to make music that stirs the soul. It has been known for putting on performances worth remembering and enthralling audiences at IBS. They share a strong passion for music and take pride in the fact that they have been chosen to take the DiatrIBE legacy forward. The recently concluded show at fresher's 2013 reinforces the belief that DiatrIBE is here to stay. It strives to get better and better with every performance and hopes to continue serving IBS by rocking.



**FINSTREET**

In the past three months, Events vertical has organized successful events like guest lecture of Mr. CNBC, who spoke about investing principles in the current economic situation. Apart from this, discussions and FDIs in Aviation like Rupee depreciation Currently the 160th issue is in the pipeline of Research, the research the diverse club holds managed investment is maintained by the members with the help of their research activities. The team endeavours to get wind of the mystery the markets are besieged with while focusing solely on the learning derived out of it. Notable analysts from TV news channels are invited to deliver their insights which encourage young investors from the college and help them build their views and broaden their horizon.



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**SANKALP**



Sankalp, the official leadership club of IBS Hyderabad revived this year by the MBA batch of 2012- 14 with remarkable efforts and dedication of former members of 2011-13 batch. Its vision is to foster nation building who can lead India to a better future. As its first to get recognition as IFHE signifying a lead and conducted one gloomy mood of students SIKANDER” to cheer them They have recruited leaders from the Junior batch who will take the legacy ahead.



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## CONVERGENCE

Convergence, the official HR club of IBS Hyderabad has been active all round the year trying to involve the interested students in their activities which include an element of fun as well as an HR concept. They started off the academic year with the fresher's which called fun. The recruitment a great success post events like Check Mate in a lot of enthusiasm guest lectures are in the pipeline and their flagship event 'Cine HR' is coming soon.



## STUZ



STU-Z is the official site of IBS that provides various entertainment features for the students of IBS. This site has a login system that provides with a unique identification including username and a login password for downloading various utility tools that help students as well as teachers of this website are as they include: Movies and Hollywood movies on demand, week, documentaries describe various shows complete entertainment. as games for P.C. STU-Z activities and their related marketing & promotion strategies. Add to it Radio facilities that hits the nearest radio channels such as 24x7 for latest news and happenings around the city.






# Nostalgia 3.0

"ALUMNI MEET"  
IBS Hyderabad  
November 30th, 2013

Venue: IBS Hyderabad Campus

code  
for  
Registration



*The proud gates beckon me,  
I cross her threshold timidly,  
and the air is filled with music  
that leads me to my memories*

**Register yourself here: "<http://goo.gl/7icif0>"**



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Survey Number 156/157, Dontanpalli Village, Shankerpalli Mandal,  
Ranga Reddy District – 501504, Hyderabad, AP, India

