

Connections



ALUMNI SPEAK

HONE YOUR SKILLS
FROM
THE EXPERTS
OF THE
INDUSTRY

FACULTY SPEAK

THE NIRVANIC
EXPERIENCE



SIP



FACULTY SPEAK

IBSAF AWARDS

GURU DAKSHINA

WONDER WALL

CLUB BYTES

STUDENT SPEAK

FROM THE EDITOR

A new journey has begun for the fresh minds of IBS. Through the rigorous schedule of classes, tests and club recruitments, the atmosphere has been intense with vibrant and enthusiastic minds willing to prove their calibre and be associated with the many clubs/cells of IBS. Fresher's, as always, having imbibed the contagious spirit of fun, frolic and competitive spirit, IBS Hyderabad has witnessed this time not just clan wars but sectional wars bringing in more dynamics and edge to the event. The journey, still a long way for the first years, promises to be an eventful and challenging one.

Finally the much awaited and celebrated season has arrived which is none other than the placement season. The adrenaline rush has kicked in among the final year students who are gearing up to put their best foot forward in order to achieve their dreams. The campus has now become a melting pot of diverse expressions of emotions, while some are seen celebrating their success, others are being consoled and are being encouraged to walk the optimistic path by their peers. At the end every final year student sooner or later gets the chance to live the 'resort life', cherishing each and every moment spent in the hallowed portals of this institute as it is rightly quoted

"Every Cloud Has a Silver Lining".



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**ITS ALL ABOUT
CONNECTIONS**



FACULTY SPEAK





THE PROBLEM OF TOO MUCH CASH: A RE-CONSIDERATION

When the world economy goes through a tight liquidity cycle, companies with huge cash reserves on their balance sheets may experience some comfort in such situations. Besides bank balances, the cash reserves reported on the balance sheet of a company also includes short-term investments in marketable securities such as government bonds and banker's acceptances. Corporate balance sheets (especially technology firms) both in India and outside have been seen swelling with cash in recent years. Among the top ten U.S. companies (in terms of their cash hoarding by the end of the financial year 2015) six are tech companies led by Apple. (approx. \$200b), Microsoft, Google,

Cisco Systems. The cash rich companies in India primarily include public sector units like Coal India Ltd, Oil & Natural Gas Commission (ONGC), National Mineral Development Corporation (NMDC). However resembling U.S., India's top four technology firms i.e. Tata Consultancy Services (TCS), Infosys, Wipro and HCL have seen their cash chest bulge up to a whopping \$10b (Approx. Rs. 65000 Cr.) by the end of fiscal year 2014-15. Though cash-rich companies are supposed to have an edge over others, yet the large cash pile in a company is not always seen as a positive signal. Sometimes companies accumulate too much cash and their investors would be better off only if that cash were returned to them.



Cash is neither a good nor a bad investment. Rather, it's a neutral investment and all it has to make to break even is what you make on riskless investments."

Therefore, the question is how much of cash should be considered enough and what determines too much or too less of it. To answer this question, one has to start off with a clear sense of how or why cash balances affect the company and the investors in the company.

Many a times return on cash is compared with the cost of capital of the firm and concluded that cash earning is zero. Dr. Damodaran Aswath, Professor in Finance at the Stern School of Business at NYU says that it's an absurd comparison. He argues that cash is neither a good nor a bad investment. Rather, it's a neutral investment and all it has to make to break even is what you make on riskless investments. Thus, no investor in a company is ever hurt as companies held most of these cash in bank deposits or riskless assets like commercial paper, Government treasury bills. It seems that rather than making a fuss about the huge cash pile in a company the investors should worry about

what the company may do with that cash. They should not discount cash balances in the hands of the companies where managers are selective in their investments and have earned high returns (on both projects and for their investors) but they should discount it in the hands of the companies who had history of poor decisions, failed acquisitions and bad investments. Moreover, Managers should be aware of the three widely accepted motives of holding cash for any company i.e. transaction motive, precautionary motive and speculative motives. Transaction motives ensure enough cash in the company to make payments when needed whereas precautionary motives tackle unexpected requirements. The speculative motives induce a firm to hold cash for potential profit making situations. Managers should be thinking about this issue from day one which they don't seem to care about as long as more money seems to be coming into the business than going out.



PROF. RAJESH PATHAK
DEPT. OF ACCOUNTANCY



CAPITAL PUNISHMENT- Lessons from an ageless comic hero

I was watching 'Tin-Tin & The Picaros' with my seven year old son recently. Here, Tin-Tin is seen to be helping his best friend, a military ruler of a tin-pot dictatorship, in putting down a coup by a rival warlord. However, specifying his terms for offering help, the adorable comic hero tells this exiled ruler that there should be 'no executions' of captured traitors after the rebellion is quelled & he is reinstated in power. The war-like despot reluctantly accepts this condition because he has no hope otherwise. After the task is successfully accomplished by our hero & his usual band of adventurers, the reinstated general magnanimously forgives his opponents. Everybody including those who have been vanquished are initially baffled by this act of mercy. But there is the much-desired peace in the end as mutual suspicion is replaced by faith & goodwill. Is there a lesson to be imbibed by India's governance structure (legislature, executive, & judiciary) from this story based on creative imagination of the most talented cartoonist & story teller of modern times? There are important reasons why most of the nations of Europe, which are very progressive, have abolished capital punishment. Such a punishment is viewed as being more retributive than anything else.

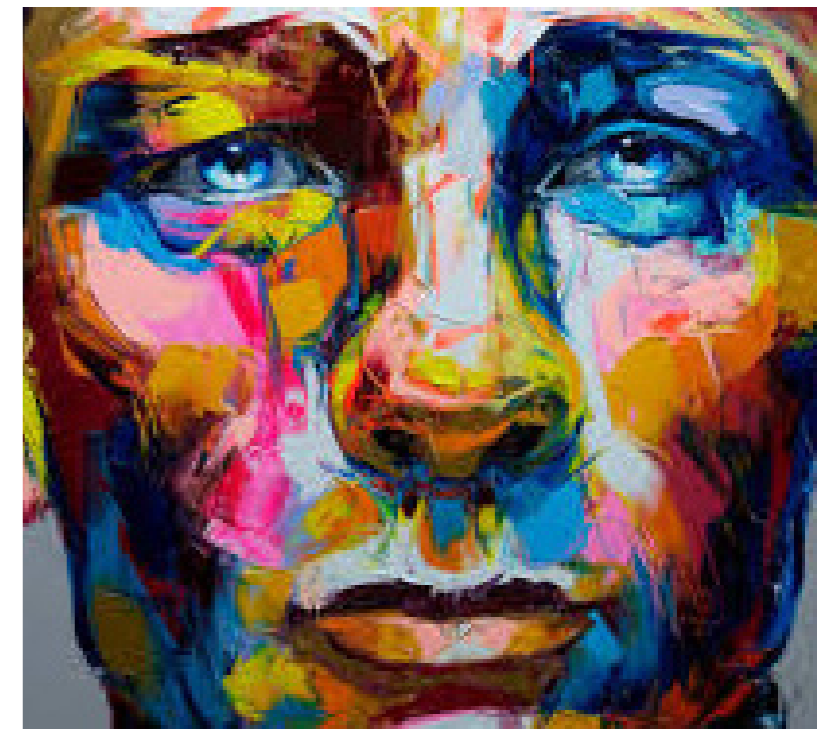
'An eye for an eye' is an archaic law code based solely on retaliation for a wrong done or attempted. It is not a way forward for humanity. Punishment based on this principle is highly regressive. It is neither compensatory nor exemplary. The invocation of the clause of 'rarest of the rare' is in itself an admission of this fact. Crime-statistics do not display any significant correlation between reduction in crime & capital punishment. Now, the big question is: If Mahatma Gandhi is indeed the Father of the Nation for us, is there a legitimate place for capital punishment in our criminal law? He would not have approved death penalty for his killers, that is for sure. It is unjustifiable, also from the point of view of some other practical considerations. If an accused has been an under trial prisoner for two decades, he has already served a sentence even before the final judgement is read out. Physically speaking, execution by hanging is a throw-back to primitive times. Look at the other attendant social & psychological issues. If relatives and sympathizers of victims of heinous crimes (like bomb attacks & serial murders) are deriving solace from such retributive justice, then we are not ennobling ourselves as a society. We are then behaving like a lynch-mob.



Assist. Prof. T. Syama
Sundar
Dept. of Economics

Also think about the moral effect the punishment leaves behind on those officials conducting this most distasteful operation of snuffing life out of a handcuffed human being. They have not seen him commit the crime attributed to him. Is it not in some way similar to custodial death? There is also an aspect of arbitrariness in the delivery of justice in all such cases. Some accused get convicted by a lower court and get acquitted by higher courts after utilizing services of talented & reputed lawyers. I shudder to think that a judicial system could tolerate such a narrow margin of error in administering an irrevocable punishment. World-wide there are numerous cases of newer evidence surfacing which could acquit a convict when it was too late. There is also this inescapable thought: What did the dependents of the death row convict do to deserve their mental agony? Let me end this on a philosophical note: Every saint has had a past, and every sinner has a future. By seriously atoning for his sins, Maharshi Valmiki attained sainthood after being a dreaded highway man, and left behind for posterity, the

timeless moral & literary classic of Ramayana. There is also a similar story of 'Angulimala' in Buddhist lore. Will legislation & jurisprudence in all democratic nations ever take note of this?



MOCK GD/PI

“To dream of success is not enough, you must work for it”

Placement season is just around the corner for the Batch of 2016, and the faculty and students of IBS Hyderabad are doing all that they can to be completely geared up for it. Moving forward with the motto ‘proper preparation prevents poor performance’, the college, with the help of the Alumni Relations Cell, had organised a ‘Mock GD/PI’ process for the students on August 1-2 and 8-9, 2015. In order to conduct this strenuous but essential, 4 day long process, a panel comprising of numerous distinguished members of the faculty, along with esteemed alumni and renowned people from several industries, was formed. Team ARC played a key role in contacting the alumni and welcoming them to the event. Members of the panel arrived on campus, as early as 8 am and the GD/PI process went on till 4:30 pm. Students were grilled on topics relating to Human Resource Management, current affairs, general knowledge and also specialisation-specific ques-

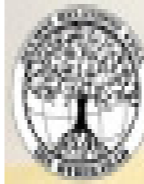
tions. Since the main purpose of this process was to help students, they were given immediate feedback from the panel and were given pointers as to where they need to concentrate and how they can improve their overall performance. The students were also given feedback on how to improve their resumes to make them more attractive for future interviewers.

On behalf of the college and its students, the Alumni Relations Cell would like to thank all the members of the panel of the Mock GD/PI for sparing their precious time to share their knowledge and valuable inputs with the students and taking them one step further in the rat race of placements.



SIP AWARDS





IBSAF- SIP AWARDS

Competition brings out the best in people.

IBSAF (IBS Alumni Federation) Best SIP Award, is one of the most prestigious award that every MBA student at IBS dreams of achieving. This award is given to those MBA students who have put in extra ordinary efforts and have shown remarkable results during their Summer Internship Programme(SIP).

The summer internship programme is a three month long experience that all MBA students must go through to gain knowledge and expertise in the corporate world. The duration for the SIP for this year was from 23rd Feb to 15th May, 2015. The faculty mentors nominate students on the basis of their performance and project reports. Then the competition begins, wherein each nominee has to go through a series of evaluation processes to prove their metal.

On August 22nd, 2015, a panels of 7 judges evaluated 51 students for their final round. It was a very intense moment for all the participants. The work involved throughout the process of judging the students was incredibly wearying. But a tough decision was made and on the momentous occasion of Teacher's Day(i.e, September 5th, 2015), 22 students were facilitated with the IBSAF best SIP Awards.

We acknowledge four of our eminent alumni, who graced us with their presence, Mr.Manu Srinivasan, Mr.Tanay Kediya, Mrs.Aparna Anand and Mr.Rohan Jain. It was an honour to have such an illustrious personage to join hands in making the evening successful.

In remembrance of Dr.Sarvapalli Radhakrishnan, four

of our faculty members were honoured for their relentless hard work, excellence and guidance. They are Mr.Jojo Mathew George, Mr.Shubhendu Dutta, Mr. Mahesh Soma and Mr.Seshaya. They have done their best and we feel blessed to have them among us.

This ceremony is organized by Alumni Relations Cell every year. The gracious presence of all the alumni, faculty members and the Dean inspires us to look forward to next year's celebration. Alumni Relations Cell would like to take this opportunity to thank the wonderful alumni for taking time out of their busy schedule to contribute to the alma mater with their guidance and for assisting us to conduct the whole observance in an effortless way.

Thank you.



ALL GREAT
ACHIEVEMENTS REQUIRE
DEDICATION"



GURU DAKSHINA

I would like to take this opportunity to thank Prof Nikhil Rastogi for all his guidance and mentoring during my 2 years of MBA curriculum. He was both a guide as well as a friend for me who was always willing to help at any point of time. He was a favorite professor for invariably all the students who attended his classes. I could easily see his love for teaching and, in fact, that is why students found his classes so interesting. Sir, you just didn't teach us a subject, you taught what you loved, and it showed. Thank you for everything!!!



In order to succeed we must first believe that we can"



MANISH TEWARI
MANAGER, ACCOUNTING & REPORTING
TRANSFORMATION DELOITTE

"I didn't realize I was making memories, I just knew we were having fun" yes this is how my life at IBS had been for two years. I, Ritwik Anand, belong to the batch of 2009-11 and did my specialization in marketing. No amount of space would be sufficient if I start penning down all those thoughts which came to my mind while writing this testimonial.

It's been four successful years since the start of my career, where I got associated with different organizations and I'm currently working in ICICI Bank as Branch Business manager, and yes it takes a lot to be here and I am really thankful to IBS for enabling me to achieve all this. From the very first year since I joined, I became part of the SAP program which helped me realize my leadership skills. A special thanks to Anil Shalli Sir for believing in me and making me a part of this program

which made me evolve as a responsible and accountable person.

"Personality begins where the comparison ends" a very important part of life which each of us inculcates during our college and professional life, but again this would not have been possible without the faculties who helped us build our personality. I would like to thank, Dr. Vivek Ranga Sir for boosting my self-confidence.

This is the best time of your life friends, live it, invest in it and grab the opportunities which lie ahead.

Thanks, IBS and faculties for giving me such wonderful memories and a promising career.

Regards,
Ritwik Anand



NIKHIL RASTOGI
ASSISTANT PROFESSOR - SECURITY ANALYSIS
(CURRENTLY PROFESSOR AT IMT HYDERABAD)





YOUNG AND DYNAMIC

“We had a great time being freshers and we would always listen to our higher executives at office. We used to have great food. It was indeed wonderful and then one fine day things changed. It was a paradigm shift!” Mr. Rohan Jain, Batch of 2011 becomes nostalgic as he reflects on those times back when he entered as a fresher in Havells, Hyderabad right after the completion of his MBA in Marketing and Operations from IBS Hyderabad. The fact is that the first two months in an organization are the “honeymoon months”, and then follows the paradigm stage.

After good times came the testing ones. He was transferred, along with others, to their respective locations to handle their territories. Lady Luck smiled upon him enough to call him back to where he started from- Hyderabad. “And then the real journey began”.

He recalls memories of his rich experience as he embarks on a fact he derived himself, “sales is a really tough job. Good personality and dynamism don’t suffice.” He abided by the rule that consumers are difficult to convince. With these learnings, he graced Havells’ office for 7.5 years and then he moved to Idea Cellular.

Challenges awaited him as he entered the telecom industry. Sales were comparatively tough as daily targets stood in front of him. “Telecom industry is a dynamic industry” according to Mr. Jain, marketing has its own heat that grooms you in better professionals”. His journey with Idea Cellular was short, but those experiences served him for a long time.

In his present role as a Brand Manager at VST industries, substitute of British American Tobacco, he was enlightened about the hardships of both front and back end.

The sparks of IBS continue to glow bright in him as he shares a laugh, reminiscing being an engineering graduate, how studies used to take a back seat unless exams were overhead. “IBS incorporated within us virtues of time management, professionalism and the spur of being spontaneous”



Life’s most urgent question is: what are you doing for others?”

Life was not a cake walk. Mr. Jain talks about the time of placements. “Fortunately IBS is a very good brand name, it makes a difference”. According to him, IBS shapes its students to fit perfectly in the corporate environment. One should keep working hard for what he wants and when one lands up in an interview; one should be able to justify why is one fit for the profile offered.

Brimming with gratitude towards every faculty member who has contributed in moulding him into the professional

that he is, Mr. Jain enlightens young, budding managers with his motto

“Do what you like to do, don’t think about the compensation.

Down the line, you’ll meet all your friends walking in the same street”



Sales is a really tough job. Good personality and dynamism don't suffice"



**ONE LIFE
LIVE IT**



THE WONDER WALL





Mr. Tanay Kediya, Chief Administrative officer of the Wells Fargo while sharing some of his fond memories of IBS that includes the bulletproof rotis, the egg burji outside IIT Delhi and professor Raj Singh classes, talks about how his experience at IBS had helped mold his career. Belonging to the batch of 1997, CFA was a big focus in the program provided by IBS. The competition provided, the time management and the spirit it brought amongst his peers had given him a foresight of his corporate life. He sincerely believes in continuous learning and earnestly believe managers at the early stage should never restrict their scope because of comfort zones and they should hone their attitude positively, towards being proactive, be a solution provider and an integral part of the team. He believes while individual contribution helps initially, there comes a point of a transaction when you come to middle management and it becomes all about being able to motivate and inspire others. But be whatever the stage, learning never stops. When asked if the institute of post-graduation matters, he believes while the world might be brand orientated and while some companies might initially stick to that, it becomes more about how one has applied his learning and has enriched his exposure. It then comes down to the individual irrespective of the educational background. Five to ten

years down the lane it's how one has self-developed their skills and competencies. One thing to never forget is continuous growth, to continuously keep learning and never giving way to complacency.



Mr. Tanay Kediya



One thing to never forget is continuous growth, to continuously keep learning and never giving way to complacency"





STUDENT SPEAK

STEVE JOBS-LIFE LESSONS

Steve Jobs as a person needs no introduction. People know him as the founder of Apple and as an amazing leader. But there are a lot of intricacies involved in his personality worth knowing to truly understand why he got the success he got.

Steve Jobs through his career had revolutionized many industries. He single-handedly transformed computer industry with Macintosh, Animation industry with Pixar, Music industry with iPod and iTunes, Mobile Phone industry with iPhone and Tablet industry with

iPad. His genius lies not in the result but in the process and the way he did it. Everybody knows how and why he created these industries. But let us look at some situations where he exhibited a flash of brilliance that was needed for the day.



1) Fonts in Macintosh

Computers back in 1984 were majorly used in the field of research and publishing. When Steve and his team were brainstorming for the breakthrough features that needed to be put in Macintosh, Steve came up with this idea of having different typefaces (fonts) in word processing software. When they executed this idea and released the product, this feature became the talking point and a huge success as publishers instantly fell in love with the feature. Only later in 2004 when Steve gave his commencement address at Stanford, did he mention that the idea of different fonts came only because he had dropped out of his college and dropped in calligraphy classes. It is hard to

believe but the truth is if Steve Jobs hadn't taken calligraphy classes we wouldn't have had this feature of fonts.

So he said to all the young graduates that attended the ceremony not to ask the question of why when you are learning. In his own words, "you can't connect the dots looking forward; you can only connect them looking backwards."



2) IPOD AND THE AQUARIUM

Steve Jobs was a micro manager and he used to hand-pick the design himself looking at the prototypes. When a designer showed him a prototype of an iPod, Steve was not satisfied with the size as it didn't fulfill his vision of "1000 songs in your pocket." Steve asked the engineer to make it smaller for which he got a reply that minimizing it further is impossible. He stood up took that iPod and threw it in the aquarium in his office and showed him the water bubbles emerging from it. Then he said to the engineer with his ever passionate tone.

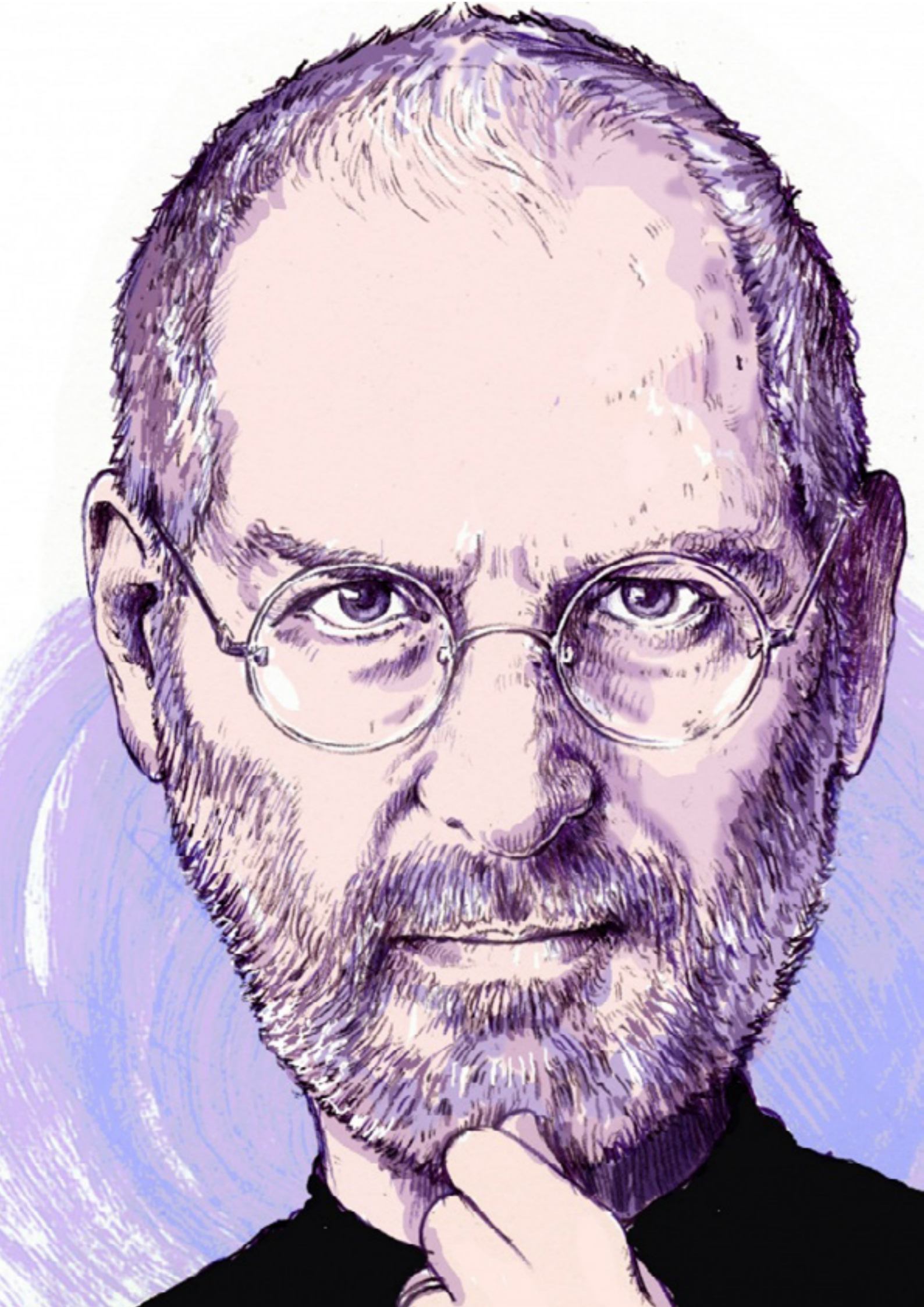
"Tell that you can't do it. Don't call it impossible. Go back and rework."

3) BEING A CONTROL FREAK

Steve approved a Prototype of iPod and the manufacturing facility was about to start the trial production of iPod when Steve halted it saying the socket into which the headphones went was "defective." Engineers were called to Steve Jobs' office and Steve started to complain that the socket was not "clicky" enough. Engineers didn't understand the problem and Steve started telling that click is the only feedback a user gets when he inserts the headphone into the socket. When he

hears it, he feels content that he inserted it properly. So I want sockets to be reengineered. Here's a CEO complaining about sound that came when you inserted your earphones into the socket.





6) ATTENTION TO DETAIL

This is what Steve Jobs said to Vic Gundotra, a google executive on the phone on Sunday Morning. "So Vic, we have an urgent issue, one that I need addressed right away. I've already assigned someone from my team to help you, and I hope you can fix this tomorrow" said Steve. "I've been looking at the Google logo on the iPhone and I'm not happy with the icon. The second O in Google doesn't have the right yellow gradient. It's just wrong and I'm going to have a team member of mine fix it tomorrow. Is that okay with you?"

But in the end, when we think about leadership, passion and attention to detail, just think about this call a top level executive of google received from Steve Jobs on a Sunday morning in January. It was a lesson we all as future leaders should never forget. CEOs should care about details. Even shades of yellow. On a Sunday.

This is the reason why Steve Jobs was such a person whose personality is worth emulating, whose actions are worth imitating and whose words are worth inscribing.

He is not a coder, he didn't know how to program, he didn't learn design. But this is how he described himself

"Musicians play music. I play the orchestra."



*CEO'S SHOULD CARE
ABOUT THE DETAILS"*

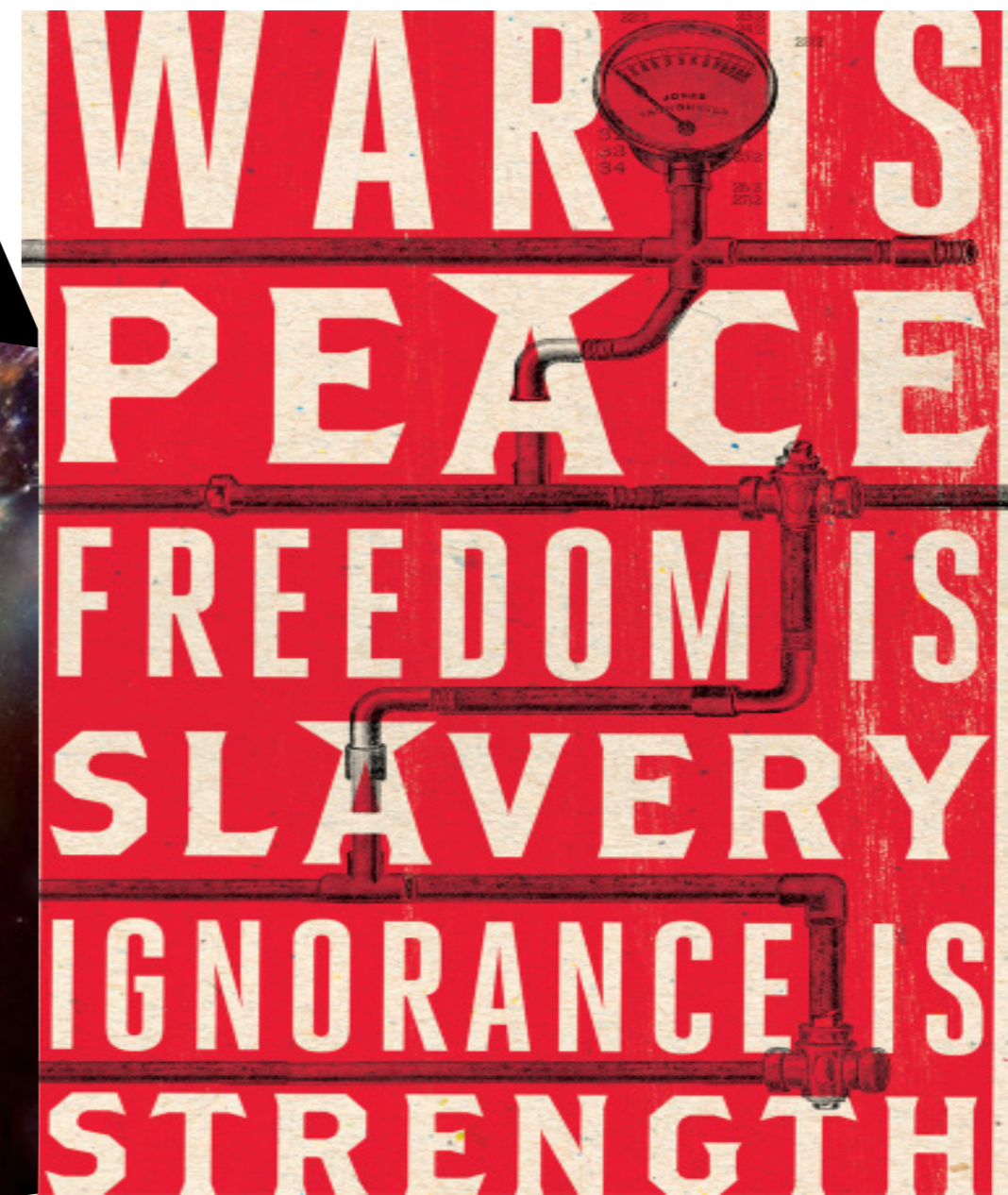


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PARADOX IN UTOPIA AND REALITY

The world we live in today is a different world; different in many ways. What we see is not what we perceive and what we feel isn't what we actually believe. This is a cyclic transformation of the human thoughts that keep interchanging over time and situation. A major player for this absurd phenomenon to occur repeatedly is the concept of the human-mentality. For most people reading this right now, everything might seem a bit of a mixture

of confusion and abnormality that I am trying to portray. This is the reason why, I wish to break down my argument in the form of examples and try to explain everybody what I really mean....



The first thing that pops into my head is the debate between **science and god**. Being a sensitive issue that it is, I shall try to be as polite and as straightforward as I can. A strong agnostic that I am, god for me is what many of us confuse with science. The reality of god is yet to be discovered but faith in a person cannot be judged on that basis alone. Science however is the

real deal as it gives us proof to any theory that we think of and adds a perfect blend of reality and belief. The bridge between these two is nothing but the mortal souls who have always tried to relate them to one another be it in the form of astrology, natural disasters or even personal problems. The Utopian world will continue dwelling on supernatural powers controlling the universe while the realists shall always fall back on the sciences.

COINCIDENCE
IS GOD'S OF
REMAINING
ANONYMUS.



Another trending topic is Feminism. Feminism today means finding an exact playing field between a man and a woman. The reality though is stunningly amusing. Personally I am miles from being a misogynist but the male bashing that takes place every day on the shoulders of feminism is something that I cannot wrap myself around. If man and woman are indeed the same then why is man made a target and questions are repeatedly raised on the male community at large.

To break it down into simple words, women should be raised instead of men brought down. The Utopia exists in equality while the reality suggests otherwise.

WOMEN SHOULD BE
RAISED INSTEAD OF MEN
BROUGHT DOWN"



Let us talk about Objectivity and Subjectivity now. The sentence of YakubnMemon that was passed a few weeks back has been a topic of discussion ever since. While the lawyers felt that it was necessary to get him hanged, the human rights commission had their own views. And thus a fresh paradox was formed between this and the whole world started pouring in with its own thoughts. While the law says that committing a crime will lead to punishment, the practical folk believe otherwise. A terrorist shall remain a terrorist in the heart and mind of each and everybody but the heart and mind yearns for forgiveness and mercy as well. Before we even realised, the conundrum of these two schools of thoughts were formed and reality was taken apart by utopia and vice-versa once again.



TRUTH VS REALITY



Though this is a completely personal take on the topics mentioned above, I too get a strong vibe that I am jumping to and fro from Utopia and Reality all the time. The controversial piece that I have just written might make you wonder whether or not an MBA student giving his opinions should make any difference to how all of you feel about things. Should the homeostasis in your mind continue thriving the way it is or should it change. That too is a question of Utopia and Reality!! Think about it...

SAUNAK ROY
MBA 2nd YEAR



*WORK HARD IN
SILENCE, LET YOUR
SUCCESS MAKE THE
NOISE."*



FRESHER'S DIALOGUE

Ringling the bells with new sounds resonate an individual's start of an eventful journey. The sole thing that everyone was waiting for after joining the new academic session was – When would the Fresher's begin! The hype created by the senior's word of mouth long before many even had arrived at IBS for the start of the classes had everyone intrigued.

It all started with the allocation of the designated SR's for the particular section. That was followed by allocation of cartoon characters for the particular sections. The theme for FRESHER's 2015 was decided as COMICSTAN. This launched the process of online and offline marketing of their respective cartoons. The online marketing began with the thirst for the count of likes on Social Media for the designated pages of each section. This was followed with a bang of video uploads of dub smash and Samavesh (Club) contests with other related content. Mentors were specifically allocated to look over the activities of the designated sections and fine tune the same based on the situational demands.

Offline marketing activities included making of the Poster, Clan Banners, Props, T-Shirt Printing and Jingles.

CSR activity was also conducted by each of the clubs with themes like 'Stop Child Abuse', 'Stop Drug Abuse' and

many more.

The courtyard events started with a play from the Xpressions (Club), Award Ceremony for Mr. and Ms Fresher's, Mr. Aura and Ms Aura, Best Clan and Best Overall Marketed Clan were presented the awards. The same was followed by the solo and group dance performances.

The most flashy and rejuvenating was the green parade with props pumping in that energy and bangs from the trash which was the injected booster music of the parade. Prizes were distributed to credit the efforts put on by the distinctive sections on any particular segment. The crowd hooted and cheered with the announcements of Mr. Fresher, Ms. Fresher, Mr. Aura, Ms. Aura, Best Clan and Best Overall Marketed Clan. The 7 days of united efforts, clashes, sleepless nights came to an end with cheerful team spirited handshakes and happy faces all over. A special DJ night was conducted to mark the end of the event. The final fruits of labour.

It started with 17 different sections which mingled into the same spirit...that was the biggest achievement of this event.





CLUB BYTES

1.



PRAKRITI

Club Prakriti is the official Nature and Adventure club of IBS, Hyderabad. It focuses on youth development and character building by sensitising its members towards nature and exploring the adventurous side of their personality. Our club organised two treks in the months of June and July to two different destinations- Machleshwar and Khajaguda, both of which gave participants a chance to have a one on one with the nature and test their limits of physical fitness. We also conducted "Devil Circuit" for Comicstan - Fresher's 2015, which was a hurdle race designed in a way that tested participants' will power, team spirit and physical endurance. It was followed by our yearly event called "Snake-o-pedia" which we conducted in association with the Friends of Snakes Society. The event is conducted as an attempt to educate the audience and spread awareness about snakes and break the myths that surrounds these mystical creatures.

2.



DOT CLUB

The academic year of 2015-2016 started with a big change in the composition of board room, As the leadership of the club passed onto the next generation of second year MBA graduates, D.O.T club continues its ambitious plunge into new and untested waters. The calendar year of D.O.T club started off with 'Tech Toast' - an event organized under the umbrella banner of "Comicstaan", the theme of fresher's week. The week after the closure of "Comicstaan", D.O.T followed up with Technova, an event which combined the technical knowledge and entrepreneurial instincts. Once the platform was set, an induction event graced by our mentor Mrs. Lakshmi and Dr.G.K.Srikanth was held. The process led to recruitment of a very talented and energetic group of juniors who are success oriented. Immediately after recruitment, D.O.T club, in association with V.A.P.S as their technological partner held the auction for V.A.P.S super league. In the auction D.O.T club combined with the Rajasthan community to become proud owners of the franchisee "Rajasthan Rangele". With the tournament progressing the team has reached the semi final a looked enough to go all the way. With many activities and Trishna around the corner D.O.T club is ready to spread more colours of success.

3.



MACON

The year started with a Guest Lecture by Ms. Lakshmi Pratury, pioneered TEDIndia on "Designing the future together". By the end of June, Macon started with the induction process for the Batch of 2017 followed by their recruitment. In the month of July, they conducted an interactive session on "Israeli innovation and startup ecosystem" by Ms.Ditza Froim and Ms.ChanaAnzi where opportunity for higher studies and research in Israel were covered. Further, they launched their monthly magazine L'entrepreneur, June-July edition for which we received a great response. In August, MEGang sessions were launched for Financial services, Advertising and Hospitality sectors which aimed at benefiting the members of Macon on understanding the startup ecosystems. Their second Guest lecture was by Dr.NanditaSethi and Mr.AnubhavTiwary from the Entrepreneurship zone. On August 3rd, their third guest lecture was hosted by Mr AN Gupta, Founder, Premium Explosives addressed the audience on Startup & Entrepreneurship while taking up issues regarding challenges of starting up. On 18th August, Incube2015 was launched by the Cofounder of Feelingwow.com and Macon

alumni, Mr.AnkitDhariwal, 20th August by Mr. Raj Janagam, founder and CEO of UN-ltd Hyderabad and finally on 24th August, Mr RajuBhupati, Founder & CEO - Hello Curry was hosted as the third session of Incube.

Their future projects include relaunch of Incube session and MEGang; launch of L'entrepreneur for the month of August - September, Entrepreneurship Indiaweek 2015 and Renaissance- flagship business plan contest in Trishna, 2016.

TOGETHER EVERY-
ONE ACHIEVES
MORE."

4.



KAIZEN

“CONTINUOUS IMPROVEMENT IS BETTER THAN DELAYED PERFECTION”

Kaizen - Established in 2008, is the official Operations club of IBS-Hyderabad. Here at Kaizen, we take operations out of the classroom and into the realm of practicality, giving exposure to young, talented minds and guiding them through the path of continuous improvement to help them excel in the future endeavours.

Commencing from the academic year 2015, Kaizen is looking forward to building every individual's intrinsic values. With this mission, Kaizen has launched its domain specialized campaign, 'Stay Organized' wherein we focus on aiding the students to bring balance into their lives which is jam packed with a cluster of tasks. The tools of our program substantiate these tasks by arraying them, hence making life simpler.

5.



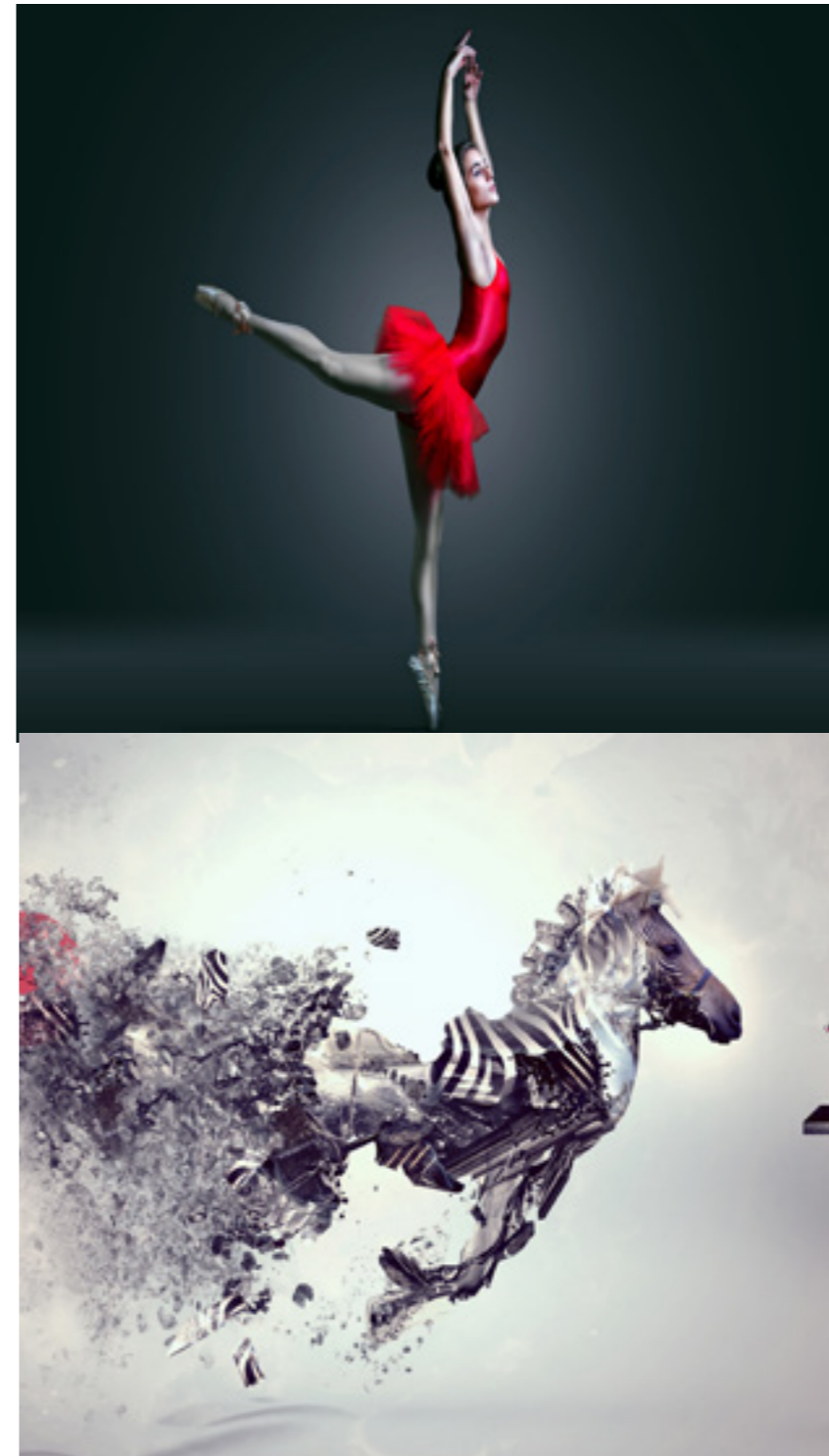
MOVING MANNEQUINS

Conceived by Pallavi Singh, a runway model, Moving Mannequins later got transformed into a society led by her and a group of supporting friends namely Niman Sood, Khushbu Rustagi, Ritika Greene, Shwetima Negi, Sankalp Apurva, Shivam Mehta, Karan Oza, Bhargav Brahmabhatt, Prithvi Kiran, Divya Dhoreliya, Naman Dargan, Bhagya Dutta, Lalit Sethi, Kashika Khiani, Arpit Mahendra and Manisha Nayyer.

Moving Mannequins, is the Fashion Society of IBS Hyderabad which aims at giving a platform to those who understand how fashion trends change the business world, revive the creativity in them and venture out to bigger platforms through collaborations with Clubs/Cells.

Our first event during Comic-stan '15, 'Rampage - A Fashion Show', by the Batch of 2015, was in collaboration with Infinity Studios (music partner). After the positive response to Rampage and a successful completion, we further collaborated with V.A.P.S. for VSL 2.0 (fashion partner) where eight Clubs/Community Teams were judged based on their Coordination, Culture Depiction, Team Cheering and so on, based on which the

winning team received a professional photo shoot. We are looking forward to enthusiastic recruitments to the society and continue our collaborations with other Clubs/Cells.



6.



SAMAVESH

Officially the best extra-curricular club of IFHE, Hyderabad started another year in college with a new zest. The club works together to put forward great shows. The first one was the jamming session, where the club members not only sang but made others sing along with them and included the flash mob. Next was our ethnic day celebration. The club believes in celebrating as many occasions as possible and dressing up is a huge part of that and this day helped to do just that. 'Parichay' was the club's introduction with the juniors which also marked the start of their recruitment, a grilling schedule of 8-9 days that helped them get the best talents out for their various verticals. The new member or juniors conducted their first event on the Independence Day. With all the future events lined up, the club is looking forward to a great year ahead.

ADMIRE

RETURN OF THE MASK-E-TEER: The first event conducted by Club ADmire that gave the batch of 2015-17 an insight into the type of events that the club conducts and of the domain the club functions in. (26-06-2015)

WORKSHOPS on AFM (Accounting for Managers) and FM (Financial Management) conducted by our very own CA, Mr.Shaleen Lohia with the aim of helping the juniors prepare for their first NCP (Non-Class Participation) Exams. (30-06-2015)

AD-INDUCTION: The formal induction procedure carried out by the club, that opened floodgates to the batch of 2015-17 all the details of its activities and what the club is all about. (09-07-2015)

AD-EXPLORER: As part of the various events conducted during the Fresher's (Comicstan 2015) Week, club ADmire conducted an event that took the participants through a journey that opened a chest of knowledge about the world of Branding and Advertising. (13-07-2015)

AD-RECRUITMENT: The official recruitment procedure spread over a week, at the end of which the club welcomed 54 juniors to its family. (21-07-2015 to 28-07-2015)

TARANG: The very first event conducted by the new recruits of Club ADmire, with a tinge of patriotism related to it as the event was conducted 9 days after our 69th Independence Day. This event saw the

unraveling of the Branding and Advertising domain with respect to Indian culture. (24-08-2015)

8.

**NAZARIA**

Nazaria- the official photography club of IBS Hyderabad had organized "PIRABBEAN GYPSY" on 26th August 2015 near the ABCD Block between 6:30pm-10:30pm. The event had three vibrant photo booths based on the themes - Pirates, Cowboy and Egyptian respectively where people could visit. Photographs were taken of the visitors with various props at the photo booths. The footfall was around 1000, being the highest among all the events held at IBSH in that session. During the session, Nazaria had also covered events like, V.A.P.S Super League 2.0, Prakriti's Snakeopedia, Gray Matter's 3-day Quizzing Competition and Comicstan-2015 (Fresher's 2015).



9.

**MAVERICK**

Maverick kick started the academic year 2015 with two of its interactive affairs, "Ask the Mavericks" and "Meet the Mavericks" for the juniors, aimed at enlightening them about college activities and culture.

In order to provide practical experience to its members, the club undertook 3 Live projects from reputed companies namely Letsintern.com for the client - OLX, Bluebook and Road Less Travelled, all of which were successfully completed on time with gift hampers, certificates and prize money for the participants.

This was followed by a series of Guest Lectures by renowned industry professionals covering real world marketing concepts which included, "Changing Digital and Offline Business Scenarios" by Ms.AmeyaKhullar from One Plus, "Marketing Strategies in Dynamic Markets" by Mr.VamshiMuthyapu, "Revolution in telecom" by Ravi Kumar, CEO Convergence Labs.

July welcomed the Maverick newbies after an uphill recruitment process. Some fun yet powerful events that came our

way were Comicstan: Fresher's event conquest of paradise, Brandsmash Challenge - Taking trends to new levels and the first event which was organized by juniors-Arsa. One major initiative taken this year's quarter is an online initiative on Hyderabad Speaks, #Bring-BackMaggi to get insight on the current brand equity of Maggi.



10



CONVERGENCE

Club Convergence as always, has been busy in preserving the essence and importance of human resource in this institution. Convergence, to promote the club conducted an event called Genesis which involved the freshers. After the introductory event the club started with its recruitment and selection process. Orientation was conducted to make the new members comfortable. The club also organised a session by Professor G.K Srikanth on on Branding HR.

Aaina initiated the idea of “Socio Facts”, with which we tried to draw the attention towards various socially evaded issues with supporting facts and figures, on a weekly basis.

Further we came up with their first awareness campaign on “International Day Against Drug Abuse”, that created awareness among the young masses of IBS, who represent the future of India.

For their first interaction with the juniors of IBS during fresher’s event, Team AAINA tried to come up with an event where the standards of a corporate industry have been maintained along without neglecting social responsibilities. Their freshers event was a reflection of the basic and core essence of the club.

They started the year with gleaming and sparkling vitality along with conventional and authentic beliefs to end the journey of suppression with the endeavour of transmission.

11



AAINA

Team AAINA continued with its legacy to create awareness with the guiding light handed to us by our seniors, with the flame of revolution along with the spark of integrity, reflecting the purity of a soul. It’s convenient to stand in the crowd and criticize, but it takes courage and determination to stand out and raise the flare of transition.

12



XPRESSIONZ

XpressionZ, the Theatre Society of IBS-Hyderabad brings alive on stage various characters and stories, showcasing myriad issues, touching lives of people, ranging from conflicts of passion to bugs of corruption.

Plays by XpressionZ-

1. IBS kiJhalak –It gave a glimpse of a student’s life in IBS Hyderabad, which was followed by the recruitment process.
2. Aao Twist Kare - A musical stage play, which portrayed the epic ‘Ramayana’ in a modern way.
3. Spoofrolic – An event based on movie spoofs.
4. KehnekaKyafayda- A streetplay portraying some bitter facts of society and the perception of a common man towards it.

‘XpressionZ’ - Theatre society, is a platform where they nurture the basic values of love, friendship, responsibility, creativity, belongingness, empathy and many more. In other words, they don’t grow as individuals, but they grow as a ‘family’.

‘XpressionZ’ will continue to entertain you and cherish the lives in IBS Hyderabad.

13



GRAY MATTERS

Club Gray Matters continued its legacy of conducting its movie based quiz Movie Montage. The event received an overwhelming response from the participants. Since Gray Matter believes in adhering to its core principle, viz. quest for knowledge the club ensures that they stick to it. “Movie Montage” was followed by Music Quiz, where they accentuated more on entertainment quotient. The quiz proved to be a feast for all music lovers.

Gray Matters’ event for the Freshers’ was a business quiz. The freshers’ event was followed by the recruitment and selection process. Gray Matters facilitated the E & Y quiz for students of IBS Hyderabad, providing support and logistic requirements. Recently the club has taken initiative for organizing three day quiz, each day having a different genre. Gray Matters have also started an online initiative “PANCHATANTRA”, to promote general business awareness among students.

The club looks forward to pursue activities which will improve the knowledge of the general crowd thereby making them more prepared for upcoming challenges



INFINITY STUDIOS

Infinity Studios the official entertainment club of IBS Hyderabad always had the mission and vision to entertain each and every victim of education. We kick started our year with our flagship DJ on THE HOUSE. The juniors danced their ways to our family and then there was no looking back. The first taste of movies provided by us was the SUPER SLAM MOVIE FEST which featured multiple superhero movies and got the crowd bubbling with adrenaline. Then the routine weekly movie fiestas continued with 2 States, Rang De Basanti, Project X, Gangs of Wasseypur and Anabelle being the biggest hits of them all. We also entertained the people by noodling on their funny bones by organizing LET'S LAUGH IT'S FRIDAY where we sure did get help from Russel Peters and Kapil Sharma to set IBS rolling on the floor laughing.

Next was when we got our dancing swag on and did the Flash Mob and the rains just put the icing on the cake for that evening, GLITERATTI. We tested the gray cells of IBS 'bollywood ishtyle' by organizing FILMY VALMIKI. Those missing their hometown were given a chance to go down the happy thought lanes when we organized REGIOMANIA which featured movies from several states and thereby putting a giant smile on the IBS family. We got our kids act on, on Children's Day, on played Fun Run with the students and people did not disappoint us as they got their childhood freak back on. We continued the child mode on when we put up the ISAF (infinity studios animation festival).

CONNECTIONS

Finally it was the time for the big boy events and we started things off by organizing OPEN AIR 5.0 as well as OPEN AIR 5.1 as popular demand compelled us to give the crowd twice the fun with Andaz Apna Apna as well as Namaste London. The cool weather and the carpets in the open air is just what was needed and IBS enjoyed it thoroughly. Aamir Khan came to our aid once again as we showed PK in Prasads IMAX in another of our BLOCKBUSTER flagships, BOX OFFICE. Popcorn and pepsi in our sweet combo just put a bigger smile on the already smiling faces of our own peeps of IBS. We signed off big with BIOSCOPE as our bunch of supremely talented students put up quality movies which was premiered all together in one glorious evening. With all the people dressed up it looked nothing less than a red carpet event and was an evening to be remembered for a long time.

Infinity Studios once again had a successful year of entertaining and grooving their way into the heart of the IBS Family. Then our beloved juniors came! We entertained them infinity style, during the fresher's week we sent them on an interesting scavenger hunt in "Dhaakad Masti", then our infinity juniors organized their first fun event "FUNJABI TADKA" which was a massive success in entertaining all of IBS! On the 15th of August we showcased 'Chak de!' and people came to be a part of the mini the mini patriotic feel that was being dished out that day! This year we have got a talented as well as hard working bunch of juniors, which guarantees us good times ahead to INFINITY AND BEYOND.



PRAYAAS

Prayaas kicked off the year 2014, in June, with a guest lecture on

'Careers in IT Industry', graced by Mr. Sachin Bery (IIM -Alumnus)

Principal Consultant, INFOSYS and Mr. Amol Gupta (IBS Alumnus). One of the most credible events conducted through Prayaas was the 'BAYLOR-USASBE' case writing event. They also brought 'CLIX 2014', the 1st Digital Marketing Case Study Contest presented by Netelixir University. The shortlisted team had a chance to represent IBS Hyderabad in front of eminent industry leaders like the CEO of Netelixir and operations head of Google India. They conducted 'Lime Season 6', an inter B-school marketing and business challenge conducted by HUL and CNBC1- TV18. Spotlight, a national level Media and Marketing case study competition presented by SIMSREE in association with Business Standard was also conducted by the club. Prayaas, brought IBS Hyderabad closer to other B-schools through IFLA 2014, a global paper writing competition by ABP group on the topic 'Entrepreneurship'. Henkel Innovation Challenge 8 was all about picking any of Henkel's 3 business sectors, assess market opportunities and developing an innovation for one of its products or technologies. Prayaas had sent 25 students to the annual management fest of Christ University where the college won 1st prize in CSR and was a runner up in the Marketing event. They had also sent 16 students for the XIMB fest. They participated in the E-week by Macon by organizing a case writing

competition in association with ICMR. The grand flagship event of

Prayaas, Outwit Outplay Outlast, was to woo the intellectuals who starve for mind breathing games and live simulations based on strategy, innovation and click moves. Launching our official website, in the month of November, www.prayaasibs.org, was one of the major steps of the club to gain visibility internally, in IBS and among other BSchools. We also were the hospitality partners of team V.A.P.S, during Aaveg. Indian SUV brand, Mahindra, staged an article writing competition on innovative ideas for customization of the new Mahindra SUV, through Prayaas (in association with Kaizen). The events of 2015 comprise an 'Indian Mythology and today's business' case writing competition in association with ICMR where students were given the challenge of developing a case on Indian Mythology to bring out management

teaching and value through the deeds of our past mythological characters. We conducted 'Shine India', as part of Fresher's week mania, a challenge of developing a viable and feasible new state. The FLIP National Challenge - FLIP Season Six, in association with Reliance Industries Ltd. and HDFC Bank was organised by Prayaas and MMC. Two guest lectures, one on Analytics and changing consumer marketing by Krishna Chandra Dey (CEO and founder association with Maverick, by Ms. Ameya Khullar of 'Oneplus India'. For the very first time, Prayaas brought to the campus, an interesting case study event conducted by Deloitte where in, the participants were required to analyse a business

situation/problem and solve it with logic.



16



MONEY MATTERS CLUB

Money Matters Club -The Official Finance Club of IBS Hyderabad- decided to conduct some events in collaboration with other Clubs. The decision was made to give every student an exceptional advantage of applying class room knowledge in all fields (Finance, Marketing, Human Resource, Operations).

“Roads less Travelled” was the first event conducted in alliance

with Maverick – The Official Marketing Club of IBS Hyderabad. It was about promoting creative ideas which were affordable in view of a start-up - RLT Ladakh Online Product. The event was conducted over a 15 days, 20mins duration. The second event was organised for the batch of 2015- 2017 with a Special lecture by Dr Sudhakar Reddy, Assistant Professor at IBS Hyderabad- “Finance in a Nut-Shell”- on 19th June 2015 to enkindle the new comers about their careers in the field of Finance.

On 31st July 2015 the club organised a Guest lecture on “Transfer Pricing” by Mr.D.Manmohan (Vice

President) and Mr.P.Sudhakar Reddy (Accounts officer), Income Tax Appellate Tribunal of India.

10th August, 2015, saw the junior’s team organise a witty event “ECounts”. The event compelled

participants to brain storm and apply their classroom knowledge in the fields of Finance, Accounts

and Economics. Internal club activities like Knowledge Sharing Sessions continued simultaneously where the club members discussed current topics. The club looks forward to conduct many more promising events to benefit every student looking forward to a management degree.



17



V.A.P.S

The reloaded version of ‘Freak-o-Olympics’ gave an opportunity to the newbies to witness their love for sports during “Comicstan” 2015. To keep the passion alive, the club conducted its Induction ceremony which was a cheat code for the juniors, followed by the successful recruitment of eighty enthusiasts.

In an informal session with the club mentor, Mr. Ankit Kesharwani, the new recruits learnt the importance of working

as a team. V.A.P.S kicked off the academic session with ‘Strikin’ Knights’ – where Chess and Carom were merged into one snazzy event. For the first time in the history of IBS, Hyderabad, MAD match was organised, a friendly cricket match between two of the biggest clubs – Maverick and Admire. This was followed by the second edition of V.A.P.S Super League that started off with 120+ players going under the hammer, to be bought by 8 communities, powered by 8 clubs for 1 prestigious trophy. Each club (apart from V.A.P.S) represented a community. The eight teams were- Thalaiva Tigers (Tamil) powered by Admire, G-Veshians (Gujarat) powered by Samavesh, Suited Singhs (Punjab) powered by Speak Up, Rajasthani Rangeele (Rajasthan) powered by DOT Club, Chhatrapati Sena (Maharashtra) powered by EcoBizz, Veeva Kerela (Kerala) powered by MMC, East India

Bangers (West Bengal) powered by Finstreet and Mahishmati Sena (Telangana) powered by Sankalp.



IBS

HYDERABAD

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