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Electricity market de(mystified)

SUMMER INTERNSHIP PROGRAMME

WINNERS



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IBSAF AWARDS

Finest work of 23 students awarded

ALUMNI SPEAK

"Today is different from yesterday.."



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MESSAGE FROM THE EDITOR

In the blink of an eye, another semester has passed us by and what a whirlwind it has been!

When you start with your MBA journey, you know that it will be fast paced and packed with a plethora of new learning opportunities but no one tells you just how insane it will all be.

Like every other year, this year too has seen IBS Hyderabad welcome a batch full of talented young minds and it has been a testing semester wherein new friendships were forged and latent strengths discovered.

Read on to get a further glimpse into the lives of the students and reminisce about your times in college.



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A close-up photograph of a person's hands and arms. The person is wearing a white dress shirt and a red patterned tie. Their right hand is holding a black handheld microphone, and their left hand is held open, palm facing up, in a gesturing motion. The background is blurred, showing an audience of people seated in a room, suggesting a lecture or presentation setting. The lighting is warm and focused on the speaker.

FACULTY SPEAK



ELECTRICITY MARKET (DE) MYSTIFIED

Energy is at the core of all economic activity. The pace of development of any country is determined by this crucial sector. Today, our country is investing heavily to build the critical infrastructure required in energy, transportation and communications in order to support its economic growth. Energy Risk management is an essential and upcoming field in the energy sector. The growth of the field has been providing lucrative career opportunities for young professionals to pursue a career in energy industry. Energy industry has always been a major thing, but with the deregulation of energy markets - allowing more active trading - it has also become a major financial market in its true sense! Today, Energy Market stands alongside stocks, bonds, and other commodities as an equal asset class. With growing influx of financial experts from financial markets, large stakeholders are now involved in energy trading. Energy management is largely a scientific domain but

today's energy management challenges are much more dynamic than they were in the past. At one end we are caught up with the scarcity of electric supply and on the other, the ever increasing cost of energy. This calls for trained Managers who understand the physical energy markets (including coal, oil, natural gas and electricity) as well as the financial markets and help firms to manage the interplay of these risks and thereby play an active role in minimizing risks and providing energy security. The Energy Risk Managers (like some of you might be in the future) are the ones who will create a unique link between the physical and financial energy markets. Is electricity a commodity or a service..?? I believe, it's the most important man-made commodity till date! India is the 5th largest producer and consumer of electricity and the only country in the world having a power exchange even though there is power deficit. Central Electricity Regulatory Commission

regulates power exchanges in India. An Energy/ Power Exchange is aimed at empowering the Market - to discover a uniform 'market clearing price' based on supply and demand, enabling power market participants to hedge against risks, guaranteeing secure & timely payment to power market sellers and eventually helping in improving the power sector and encouraging investment in new generation capacity. This will help the country to gain power surplus and will open up a plethora of opportunities for budding managers and entrepreneurs towards the sector. The need of the hour is having managers who have in-depth understanding of the theoretical foundations that underpin today's Energy trading, Investment and Risk management techniques. A budding manager is expected to possess sound knowledge of the Energy Markets in a holistic manner. A student excelling in this field can aspire to become an entrepreneur or start off his/her career as a trader, fund manager, broker, consultant or an analyst in leading MNC's in India or abroad. Sky is truly the limit for you!



(Dr. Girish G P)

"THE ENERGY RISK MANAGERS (LIKE SOME OF YOU MIGHT BE IN THE FUTURE) ARE THE ONES WHO WILL CREATE A UNIQUE LINK BETWEEN THE PHYSICAL AND FINANCIAL ENERGY MARKETS

"

SUPPLY CHAIN ANALYTICS: AN OVERVIEW



Recent developments in information and communication have led to the rapid increase of data-driven decision making. Supply chain analytics has become one of the fastest growing business intelligence application areas. Before we understand supply chain analytics, let us understand supply chain first. The supply chain for a product can be considered as a network of organizations and facilities involved in transformation process from raw material to a finished product and delivering the product to end customer. As the supply chain network consists of several organizations, there are physical, financial, and information flow among them (Souza, 2014). Supply chain analytics focuses on use of analytical approaches to make better decision that match demand and supply.

The evolution of analytics started in early 1900s with F. W. Taylor developing his principles of management. However, analytics became important only after 1950s. Thomas Davenport, one of the pioneers in the field on analytics, classifies evolution of analytics in three phases. Phase 1, which Davenport names Analytics 1.0 focuses on using small volumes of structured data, describing what happened in the past. Phase 1 started during 1950s and lasted till 2000. Phase 2, Analytics 2.0, uses advanced capabilities to process huge and unstructured data. Phase 2 started in early 2000s and we are still in phase 2. Davenport claims that we may experience phase 3, Analytics 3.0, which would make analytics a core component of the companies' strategies. Also, sophisticated analytics technology will be used to process data in this phase. From supply chain

analytics perspective, it became prominent with the advent of enterprise resource planning (ERP) systems in 1990s and gaining more and more importance with 'big data' applications.

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Analytics techniques are categorized into three types: descriptive, predictive, and prescriptive. Descriptive analytics explains what has happened in the past by looking at the past data as well as it finds meaningful patterns and insights. From supply chain perspective, data related to delivery schedules, replenishment orders, and emergency orders can be used to draw meaningful insights. Predictive analytics answers the question of what will happen in the future by using historical data. One of the mostly answered questions by predictive analytics is demand forecasting. Other important questions answered include material requirement planning (MRP), aggregate planning, and inventory requirement. Finally, prescriptive analytics suggests what the best decision for the present is based on descriptive and predictive analytics and mathematical optimization models.

Supply chain analytics has immense opportunities with big data in picture. It has potential to improve demand forecasting methods, improve information flow and communication, and reduce disruptions in supply chains that are often global these days.



By: Dr. Jigyasu

FROM SUPPLY CHAIN ANALYTICS PERSPECTIVE, IT BECAME PROMINENT WITH THE ADVENT OF ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS IN 1990S AND GAINING MORE AND MORE IMPORTANCE WITH 'BIG DATA' APPLICATIONS



YOUNG AND DYNAMIC

“THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION”

A JOURNEY OF SUCESS AND ACHIEVMENTS BY MR. CHANDRANATH BANERJEE

It all started when I joined IBS, Hyderabad in the year 2008 (batch of 2010) as a fresher and I believe it was one of the best decisions of life. Two years in IBS changed my outlook towards life and above all taught me to think big. I was lucky to have some of the best faculty members who helped us visualize the necessities of the corporate life and groomed me accordingly. The case study methodology was another outstanding feature of IBS which helped me significantly in the long run. It taught me not just to think out-of-the-box but also to assert myself in a manner expected in the corporate world. It also taught me to look at a business challenge from different perspectives rather than restricting myself to a one-dimensional perspective. I was part of the entrepreneurship cell, Macon where we organized various events, interacted with venture capitalists to understand the nuances of start-ups (remember back in 2008/2009 start-ups were still not the rage as they are today!)

Currently I work with Berger Paints as a 'CAT-

EGORY HEAD' - INTERIOR WALL COATINGS & EXPRESS PAINTING. Berger is the second largest paint company in India. I got placed in Berger through ICFAI's campus recruitment program and I have already spent 6.5 years with the company. I started as a Management trainee and was posted at Ghaziabad. After the training period of one year, I was promoted to head the state of Himachal Pradesh as the Area Sales Manager. During my tenure, the area handled by me (Himachal Pradesh) went on to be ranked among the top 3 locations in the country in terms of growth in sales turnover in the company. After a stint of 2 years in sales, I was handed the responsibility of brand management at Head Office. I was recognized as the Best Employee for 2 consecutive years and went on to head the two most recognized brands of the company - Silk & Easy Clean. Under my leadership, both the brands grew exponentially and crossed the milestone of a Rs.100-crore turnover.



GURU DAKSHINA

A good professor seldom teaches, they inspire, they provoke, and they kindle interest in students. I firmly believe that the influence of professors does not end with a classroom session as they touch the lives of the student fraternity much beyond the campus. I will be forever indebted to my professor who had taught me not just technical skills but also life skills like morality, discipline and punctuality. My real inspiration and my guru is Col V R K Prasad who taught us HR at IBS. He inspired and tried to bring the best out of me. He used to go that extra mile to help discover the innate potential of every student. He made us appreciate the relevance of soft skills and leadership skills that go beyond academics. He had been instrumental in improving our communication skills. I take this opportunity to express my gratitude for enabling me to stand out in a competitive world.

"A true teacher would never tell you what to do. But he would give you the knowledge with which you could decide what would be best for you to do." -Christopher Pike, Sati

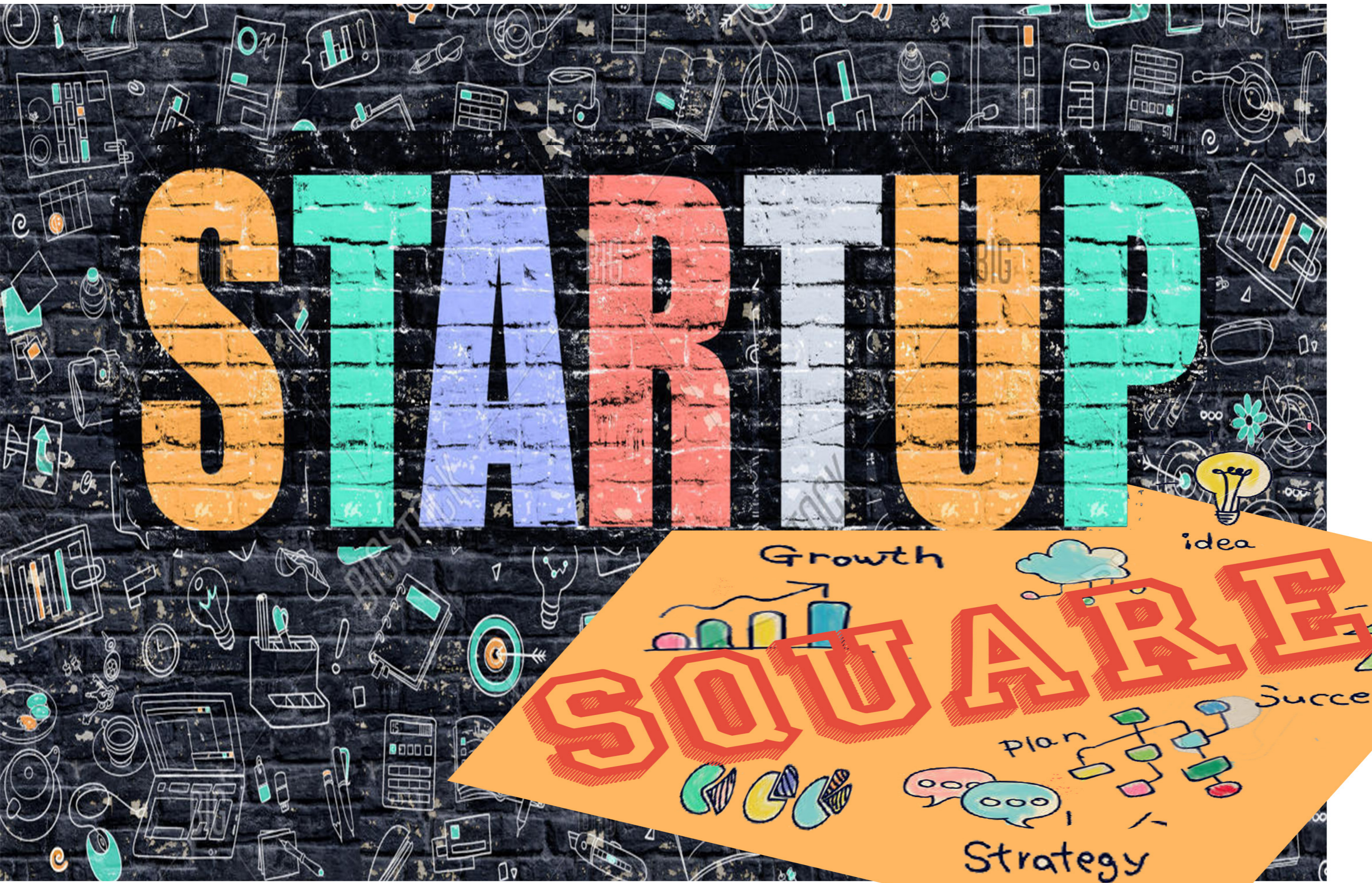


**"A TRUE TEACHER
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YOU WHAT TO DO. BUT
HE WOULD GIVE YOU
THE KNOWLEDGE WITH
WHICH YOU COULD
DECIDE WHAT WOULD
BE BEST FOR YOU TO
DO"**

A Usha Reddy
(Batch of 2002)

STARTUP

SOOTABLE



Growth

idea

plan

Success

Strategy



A LUNCHBOX

Every great dream is initiated by a dreamer. All you need is to have the strength, the patience, and the passion to reach for the stars, to change the world. Mr. Sushant Chandra, an alumnus of IBS Hyderabad(2008-2010), MBA (Marketing and Human Resource), had all that it takes to reach for the stars. He currently owns the Company named 'A Lunch-box', an in-house kitchen that started in January 2016 with the sole purpose of offering high quality and hygienic food to the gourmands of the corporate world.

Even enormous hurdles, such as logistic management and lack of skilled labour, didn't slow him down to aspire for bigger things. He overcame these obstacles through chartering third parties for logistic management and retention of employees. He and his company stand strong with a short term goal to open branches in Hyderabad and long term goal to expand in metro cities across the country.

With an experience of three years in the education sector, Mr. Chandra had his own pre-school. It is his passion to do things, willingness to learn diversified work, and his zeal to treat all kinds of work with equal respect and dedication that have led him to such great achievements.

"Today is different from yesterday, with new learnings and endeavours everyday" Mr. Chandra was quoted saying that this is what makes his job interesting for him, His entrepreneurial debut has also instilled him with people management skills and remarkable PR skills.

On a note to end, Mr. Sushant Chandra was kind enough to share his words of wisdom, "Live as if you were to die tomorrow. Learn as if you were to live forever. Keep learning till your last breath. Every aspect of your life teaches you something new, be open to anything and everything. Food Industry holds great potential for new players if they are successful in offering quality food to meet the needs of people"



BUSINESS IS ALL ABOUT RISK

Unceasing and unremitting dedication always pave a way for triumph. Only those who will risk going too far can possibly find how far one can go. The more the risk, the more the recompense. Mr. Ankit Jhunjhunwala, an Alumnus of IBS Hyderabad (2011- 2013), MBA in Marketing had the courage to take risk in his life and chase his dreams; neither failures nor challenges could obstruct him from converting them into reality.

After Working at TCS as a Senior Analyst for a year, he now owns a company named Dream Peddlers in Calcutta. It all started in 2014, when Mr. Ankit and his childhood friend (now his company partner) Mr. Virendra Agrawal commenced a dream about having food chain all over India. These 2 gourmet friends with their love for food started a Restaurant named HawaiiHawai in Calcutta. Regardless of continuous rejections for about 30 -40 times, with no experience in this field, and lack of confidence with investors and proprietors. But that didn't stop them, as it is rightly said "where there is a will there is way". And this paved their way towards fulfilment of their dreams. This dream led to "Out Of Campus" a restaurant adjacent to IBS Hyderabad, working successfully

It is his love for food and the passion for high quality hospitality that keeps the zeal intact. He is a person who believes in grabbing the opportunities and

giving them his best shot. As a boss Mr. Ankit is a very humble person and treats all his employees as a family. MBA had developed his personality as a whole, but this experience of living his dream has taught him leadership, made him more precisely decisive and a Team player.

"IBS is a place which gives a Holistic approach to a person's development. A network of 2000 plus students helps to connect and fulfil your dreams. IBS has given me the confidence to achieve my dreams and goals fearlessly and passionately. So make the best out of these connections" said the owner of the successful Food Company, Mr. Ankit Jhunjhunwala.



FRESHER'S WEEK 2016

Students could be seen running around the campus, carrying banners and posters. Lecture halls could be seen filled with students, post the academic timings. Early morning promotions to midnight CSR activities. Everyone was toiling together, just to see their clan win. It was what the juniors were waiting for, so eagerly. Their Fresher's Week had finally arrived.

Episodes, Fresher's 2016, was held at IBS - Hyderabad campus between 18th and 24th July. To begin with, each section was allotted a unique "television series" which they had to advertise and promote to garner maximum points from the judges. Also, almost every student club of IBS-H had organized various activities which served as icebreaking sessions between the juniors and their seniors.

Of all the events, the competition for the title of Mr. & Ms. Fresher was the most intriguing. The event not only tested mental ability and genuinity but also the strength and stamina of the contestants. After the initial filtering process, only 12 candidates were shortlisted for the final round. These candidates had to answer questions and complete tasks allotted to them by Faculty Members. Finally, Abhinav Dutta and Mili Sharma were selected as Mr. and Ms. Fresher respectively. The title was conferred by the previous winners, Sahil Sharma and Priyanka Rathi.

Abhinav Dutta, winner of Mr. Fresher stated that the overall experience of participating in the event was marvelous. He found the physical tasks really challenging compared to the Q&A sessions. He was quite surprised when he heard his name for the title. Also he did not forget to appreciate his colleagues who played a vital role in helping him out for the event.

The closing ceremony included awards, which were given out to different clans for their efforts and hard work, and this was followed by a DJ performance. It looked like yesterday when all the events had started and new alliances were being forged. But a week had flown by. The fresher's week came to an end. But, it had served its purpose. Juniors had made new friends and the seniors found their protégé, to whom they could pass on their legacy!





MOCK GD AND PI

It's almost the end of the semester. While the juniors are finally settling down in the new environment; there is a sense of excitement and nervousness among the senior batch. With the approaching placements, each one of them has pulled up their socks and started their preparations.

Yet another year the college administration along with the Alumni Relations Cell had organized a "Mock GD and PI" for the batch of 2017, to provide them a platform to access their strengths and weakness prior to their placement drive. The Mock GD and PI was conducted in two phases, the first phase on 20-21 of August for Marketing and HR students, whereas the second phase on 27-28 of August for Finance students. A panel was created comprising of eminent alumni and distinguish faculty members, who have spared their valuable time in order to help the students

gain better exposure and understanding of the corporate sector.

Questions were focused on the chosen specialization along with student's basic industry awareness. They were also evaluated on the basis of their knowledge in current affairs and general awareness. In order to gain a better understanding of their strengths and weakness, students were given the feedback as well as the tips to improve.

The Mock GD and PI process has helped the students to gain a new confidence and help them to move a step closer to their goal.

"Go confidently in the direction of your dreams, Live the life you have imagined"

IBSAF AWARDS



A person who feels appreciated would always do more than expected.

Hard work should always be valued and respected. IBS Alumni Federation executes the same by recognising the grit and determination of the final year MBA students by awarding them for their exemplary performance during the Summer Internship Programme (SIP) in their respective fields of specialization.

For the students of the academic year 2015-2017, the journey started with more than 1100 students stepping out into the corporate world to acquire a pragmatic approach to their professional lives. After a tenure of 12 weeks from 22nd February to 22nd May, 2016, 106 students were nominated for the award. After a rigorous evaluation only 56 made it to the next round. And the final award was given to 23 of the finest works.

The IBSAF evaluation, akin to every academic year was assessed by various alumni and members of the faculty. Evaluation by alumni was conducted on August 20th, 2016. The final award cer-

emony was conducted on September 7th, 2016.

We acknowledge the gracious presence of all the alumni, Mrs. Swati Hans, Mr. Manu Srinivasan, Mr. Amit, Mr. Sushant Chandra, Mr. Praveen Kumar. We wish to place on record our humble gratitude .

On the momentous occasion, the college also honoured Professor Jigyasu Gaur and Professor Sudhakar Reddy and our Director, Dr. S V Sessaiah for their noble and diligent contributions towards the learning and the progression of the institution.

Alumni Relations Cell takes this opportunity to thank our Dean, Dr. S Vijaylakshmi, Director Dr. S V Sessaiah, all the alumni and our faculty for gracing the IBSAF Awards ceremony with their presence. Alumni Relations Cell also congratulates the winners and wishes them luck for their future endeavours.

Thank you.



STUDENT ARTICLES

BEATBOXING SET ME FREE!



Being born in a family of doers and overachievers is not always awesome when you are just an average student. Being a hyperactive kid having a hard time concentrating on anything, music seemed like my solace from this world.

It was the summer of 2010 in Bombay, I had just finished my exams and was hanging out with a bunch of rappers (i used to rap back then) and since we didn't have any way to pop a beat, we had to have someone to beatbox (use his mouth to make a beat to rap on).

Gradually I figured that I was getting really good at this and people were amazed how quickly and naturally beat progressions came to me.

Around November 2010 we had a Redbull event where my college team participated where you had to make music out of stationery (pencil, eraser, etc) and we finished third.

Apparently, the judge, who was a beatboxer himself, was a tiny bit impressed by my beatboxing skills in that competition. The judge asked me to beatbox for his event the next day.

I woke up early, boarded the bus and headed for the event with butterflies in my stomach, this was gonna be my first stage show where things actually went pretty down south. People in the event had actually seen really good beatboxers and the massive footfall cheered away to glory when some of the best beatboxers in the country got on stage.

Then it was my turn!

And guess what, people were taking loo breaks and were checking their phones when I was on stage. Nobody enjoyed my performance apart from me of course. I finished my one minute set and got down. Disappointing at its best I went home but I wanted that crowd to cheer for me how they cheered for the good beatboxers!

For the coming six months I practiced hard, very hard indeed. I learned every single sound, perfected it, sat for hours and hours making

beatbox grooves and polishing new sounds. Long story short;

- 2011; got selected by British Council Soundpad as one of the top 14 beatbox and voice artists.
- 2011; got ranked amongst the top three beatboxers in the country.
- Discovered by Sony Zomba and opened for UK BBOYING CHAMPIONSHIP
- 2012; Judged the same event in the college where I got no cheers in the past.
- Judged beatbox battles all across Mumbai
- 2014; Formed an acapella beatbox band called 'Aflatunes' which is currently one of top acapella acts in the country.
- 2014; Made jingles for Tv ads (Catch, Star sports, etc).
- 2015; Got invited to speak in AISEC Youth Speak along with Neeraj Gaba (India's next top model judge) on alternative careers in life.
- 2015; Spoke and performed in TEDX Jai Hind on mouth music.
- 2016; Released Nucleyas acapella cover - Bass Rani (shared by Nucleya himself) with BuzzFeed and many other page shares and international mentions.

Roy Navarun
MBA 2016-2018
16BSPHHO1C0585

ARE WORDS TRULY ALIVE ON THE TONGUE OR IN THE HEAD?

CONFUSED BY COMMAS,
PUZZLED BY EXCLAMATIONS!
PROVOKED BY HYPHENS-
PERPLEXED BY SEMICOLONS:
ENCHANTED BY APOSTROPHE'S

The heading and that small connotation up there has some weight. The title is a small fraction of the poem "Little Red Cap" by Carol Ann Duffy, taken to establish the very premise of this article that shall attempt to explore, why in a world of 'brainy heads', who have been gifted with the power to be able to decipher anything, lack the art of speaking, listening, empathising, consoling, and the functioning of the whole emotional stream (which is now powerfully dysfunctional). Nothing, but that's the art of the words and the science of interface. Indeed, even today as I pen down this piece, I feel crippled by the words. I feel contrived with myself, for whether I would be able to meaningfully correspond the true essence of connecting, socialising, speaking, and interacting. Why I say this, is because I find myself at the edge looking for those correct words and instances that would rightfully justify my take on this subject that I try to bid on interacting superficially with my readers through my

'words'.

So, when was the last time you went to a photo shop to get your Polaroid pictures? A month back, or a year back? Actually, ages ago, right? At least, such was my last visit to the shop. Or, when was the last time that we decorated our house wall with our photo collages, or rather we were too preoccupied with constantly 'updating' our timeline wall. I'm just right there with you all, we

are all sailing on the same boat. So, the point here is that we've moved from a tangibly erected photo shop to a digitally mesmerising photo shop application. We now have to show the world a regularly and actively refined version of our lives irrespective of whether it makes sense to or not, or if we have in real terms made any difference to ourselves or to our lives. Why I use this example is to lay forth the whole conscience that goes behind the subject, presently. On contemplation, let us just walk further and

see what actually we need to understand. Today, it's so easy to connect, talk, exchange information – all sorts, all kinds of 'feelings', courtesy to the emoticon culture. Is it? Yes, but digitally or virtually. Where is the human touch? Lost? You got it right, I've taken up a clichéd topic. But, I do not intend to prove it wrong. The idea is to go around analysing it from a newer perspective.

When Steve Jobs, Mark Zuckerberg, Narendra Modi, or Barack Obama, took/ take the centerstage and spoke/speak with us, we were/are left spell bound. Why, just by the virtue of their position or the power they behold. That's something that has just got

them to reach us, rest everything is about their oratory skills and how well they connect with us on personal terms. Do they conjoin with us through any digital means? No, they don't, all that goes there is how effectively they interact with us.

Today, when the business world is all at the base of networking, we have restricted ourselves to the evolving technologies. Check for yourself.

Don't you meet people, and the first thing is to get a surety check done whether they are on any of the social networking sites or not, and then we get connect digitally with them.

Think for yourself, if business is persuaded by humans, it of course carries a behavioural element, and that under any circumstance cannot

work through a virtual world connect. Why not say that lets meet over a cup of coffee, we'll discuss on our favourite books and authors with some good music in the background. That's relationship building. That's the very prerequisite for any business or association to flourish and continue. Let us just have our intensified plans in the head and see the passage of verbosity.

Sonika Jha.
MBA 2016-2018
16BSPHH01C1034.



INTERNATIONAL AFFAIRS

CONNECTING THE DOTS



While studying MBA there are many things that you are expected to do. As an MBA graduate, there is a vast pro forma of roles that you need to fit into. However, rather than saying a lot, execution needs to be practiced in its true essence. It always strikes me that everyone speaks of not 'adhering to the same old norms' but then doing the same thing. Finance, Marketing, HR and all the other such subjects which are 'taught' in our colleges had one common inception-to arm the students with knowledge. However in an increasingly globalized world, knowledge in these domains needs to be broadened.

Workplaces are becoming more and more diverse. Companies are becoming more multi-cultural. These changes are real in the outside world, but that they have not percolated down our collective conscience till now is alarming. The world needs more Globalized Managers. The big multinational companies need more executives who can not only 'see' the dots but 'connect' them. We need more managers who are conversant enough with the socio-political changes of a very dynamic world of today. This is the reason that most of the big MNCs-whether national or international are marketing products and services which are truly global. In doing so, their top level management need to have an in-depth knowledge about

where the product or service is being consumed in the true sense.

Keeping all the above in mind, I believe that a basic knowledge or interest in International affairs is sufficient to help you digress from the normal crowd of MBA graduates. It equips you with the nuances of handling seemingly sudden changes which are becoming so very common in the world. The BREXIT fallout was managed efficiently by many companies as they knew not 'what' was happening but 'why' was it happening and they could come up with solutions before the tide turned against them. Here at IBS, we have many of our alumni who have been placed abroad. So a better knowledge about the place where you might end up in your later life is paramount to your holistic success. This article would give you 'what' is actually happening around the world today so that you could connect the dots and know 'why' it matters to you.

EUROPE

This diverse continent, long a beacon of wealth and innovation is changing rapidly. The Charlie Hebdo attacks, The Paris attacks, the hotbeds of terrorism in the heart of Belgium itself are making the line between diversity and unity more glaring. The influx of migrants and refugee seekers, alarming incidences of more home-grown terrorists and a general sense of

disenchantment of the general public with the ruling class is straining the social fabric of this continent. The EU, Schengen Border Agreement, the Eurozone all of which had stood up as glorifying examples of liberty, equality and opportunity for all-are being questioned. Europe is at a tipping point and is breaking. The UK has voted to move out. Catalanian nationalists in Spain are demanding a separate state. Hungary and Austria are refuting the edicts of the Schengen border agreement. The flight of capital from major European banks, the dire financial crises facing major countries like Italy and France and the utter lack of cohesiveness of the ECB

(European Central Bank) with the laws of its member states are threatening to break this continent apart.

MIDDLE EAST

The luxury and grandeur of this part of the world have taken a heavy beating. Recent changes in geopolitics have completely changed the way most of the Middle Eastern countries were functioning. The erstwhile wealthy nation of Syria has been decimated in the recent years due to a never-ending civil war. If Europe is becoming the hotbed of lone-wolf attacks by terrorists, the Middle East is proving to be the ideological fountainhead for all of them. The scourge of ISIS, Al-Qaeda and violent forms of Wahhabism are staining the image of this region. Plummeting oil prices, insecurity, lack of transparency and the continuing fallout of the Arab Spring Revolutions are making the erstwhile wealthy nations of GCC (Gulf Co-operation Council) more and more unstable. Saudi's skirmishes in Yemen, Iran's support for Hezbollah are polarizing the divide between Sunnis and Shias. Turkey's adamant attitude towards asylum seekers, its attack on its Kurdish minority, the recent attempt of coup d'état and the subsequent hard lining of government policies towards the Centre-Right is making this once liberal and aspiring EU nation more alienated. Terrorist attacks in Jordan and Lebanon are changing the attitudes of these countries towards diversity. Large western conglomerates are finding it increasingly difficult to pursue their future growth in a region spiralling more towards anarchy. However, Iran's phenomenal rise and the easing of its sanctions will bode well for many investors.

SOUTH AMERICA

The Bovespa Index (Brazil's stock Exchange) has long been a barometer of this continent's economic environment and it is rising. The commodity and futures markets are soaring on the back of good investor's confidence after the Rio Olympics. Even though Brazil's political atmosphere remains clouded with the impending impeachment of Dilma Rousseff, the country is ramping up its infrastructure thanks to the increased market liquidity. The arrest of Christina Fernandez, the former corrupt President of Argen-

tina has reinstated stability in this nation. Argentina, long famous for its new age wineries-an important contributor to its GDP (and supporter to other large scale industries in the region like Tourism)-is going to gain a lot from the bad growing conditions prevailing in Europe's largest producers like France and Italy. While public pressure is mounting on President Maduro of Venezuela to resign and bring an end to decades of state-sponsored Communism, in Colombia, the government is finally signing a truce with the FARC (Revolutionary Armed Forces of Colombia) rebels-ending a virtual civil war which had lasted five decades. Cuba is also opening up its markets to the outside world. So South America stands to gain a lot in recent times.

AFRICA

Lack of faith in democracy has been the hallmark of many African countries. The presidents of Rwanda, Zimbabwe and Burundi are all seeking extensions of their already expired current terms. Many have been elected thrice. The rising inter-ethnic clashes between Hutu and Tutsi tribes have made the youngest nation of the world - South Sudan descend into chaos-mass genocides, as reported. The development programs of the Ethiopian government have taken a back seat after violent protests by the region's Oromo people who complain that the government is infringing on their ancestral lands. The protests have been made poignant by the famous 'X' sign shown by the Olympic marathon runner, silver medallist Feyisa Lilesa. The proliferation of IS cells in northern Africa and the rising menace of Boko Haram in Nigeria is threatening Africa's more prosperous economies. The events also bring to light the relative impotency of the AU (African Union) in solving the continent's problems.

All the above have been compiled, keeping in mind the subtle developments that have been taking place around the world. I have deliberately omitted to discuss the developments in Asia (including India) and the USA as these are very commonly read topics.

Souvik Deb
MBA 2016-2018
16BSPHH01C1040

CLUB BYTES

1. PRAYAAS



Prayaas being the official the Official Inter B-school Club of IBS serves as a point of contact for inter B-school and corporate events. Hospitality being one of its core domains, it took care of teams from the visiting B-schools during Trishna, and was given a special mention at the Trishna finale, for its outstanding work.

The club conducts its flagship events TACTICA, O3 etc. with a large number of participants. Prayaas also acts as a point of contact for sending teams for the Christ Management fest, IIMs, IMT Hyderabad, SYMBIOSIS, YES BANK TRANSFORMATION series etc.

Kick-starting the year with Wit-O-Play, an intra-college event followed by a number of other events within the college, it made its mark in the intra-college event domain. Organizing workshops and industrial visits in the current year have been the specialty of the club, with 15 such activities already checked off its calendar till date.

2. FINSTREET



FinStreet, the official capital market club of ICFAI Business School, Hyderabad, is a dynamic mix of like-minded people with the passion to learn.

The Club aims to simplify the vast and intricate network of finance, focusing primarily on the capital market and Cover larger parts of the market by focusing on crucial finance areas with the help of its three verticals.

The Events vertical specializes in management discussions related to the current happenings in the economy. Their aim is to introduce participants to current seminal events and also clarify their understanding through mutual discussion. Apart from conducting management discussions they also teach market mechanisms through financial games through their various events.

Vridhhi Research vertical holds one of India's largest Student Managed Investment Fund (SMIF). Their aim is to impart knowledge that helps students understand the working of the stock market. They also come out with sector and company specific research reports.

The IBS Times vertical is the publishing arm of FinStreet. They publish a fortnightly magazine focusing on the current and critical happenings in the global economy. The magazine also regularly publishes industry and stock reports. It has reached 9,800 reads and 82,000 impressions.

The club conducts its flagship event "Stock Ville" which aims to give the students at IBS an introduction to the market mechanism in the equity markets. Apart from this, the club also conducts a management discussion on the startup bubble titled "Pitchers" focusing on the funding environment for start-up and the subsequent squeeze that they are facing. The industry has become highly data driven and analytics based which is a niche area. To introduce students to this domain the club, in collaboration with Macon and Money Matter Club, organized a guest lecture in this regard.

3. INFINITY STUDIO



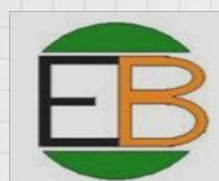
MBA is not only about the classes or NCPs. It's more than that. It's about fun, friendships and most important of all - Entertainment. And that's where INFINITY STUDIOS comes into the picture: Integrating Management with Entertainment.

The present session of 2016 started with one of the best highlights that one could ask for - a DJ War. Yes, there were two DJs performing simultaneously and the event saw a huge turnout. The event was followed up by KALEIDOSCOPE: THE SCREENING OF BEST OF BIOSCOPE.

Also Infinity Studios had a lot of fun in their own way, by organizing an internal event 'Retail Warfare' where their very own Infinitians had the chance to become a businessman for a day. The junior Infinitians conducted the event on their own and it was a learning experience that was appreciated by everyone.

Because at Infinity Studios, students are not just becoming Managers, they are becoming Entertainment Managers!

4. ECOBIZZ



Guest Lecture-Satya Kiran (28th June 2016)-LT A Club Ecobizz got the opportunity to introduce ,Prof Satya Kiran, from Woxsen School of Business ,who gave an informative lecture on Donald Trump and the American Politics and its probable consequences. We would like to thank, Prof Satya Kiran ,enlightened us with his knowledge on this important topic.

Recruitment Drive

Recruitment Drive of Club EcoBizz started on 28th Of July, 2016 and went on till 3rd of August, 2016. A total of 303 online applications were received. EcoBizz ,the pioneer of Online Applications as many clubs resorted to Google Forms; EB became the first one to use the online form filling portal , typeform.com. The form was highly appreciated by juniors and seniors alike.

On 28th August, a total of 223 applicants turned up for the recruitment process where they were subjected to logical MCQ questionnaire, a group discussion and a general personal interview. The personal interview concluded Round 1.

In Round 2, juniors had to go through vertical specific recruitment based rounds ,which consisted of presentations, write-ups, group simulations, slideshow tests etc.

In the end, 89 students were selected for different verticals.

Guest Lecture – Mr. Pramod Lamba

IBS Hyderabad had witnessed the gracious presence of ,Mr Pramod Lamba, the Vice-President (Customer Services), Act Fibernet on August 11, 2016. He addressed a gathering of around 120 MBA aspirants in the seminar hall on the topic "Customer Service – The Key differentiator".

Ecobizz Event

Ecoleela- The first successful official event organised by the new recruits of club EcoBizz, was a major accomplishment for all the EcoBytes. Filled with enthusiasm, all the members gave their best. The event was held on 20th August 2016. Starting 6:30 PM, the seminar hall was filled with 37 enthusiastic teams who not only wanted to win but also to have good time and keep all the NCP stress away for a while. The dedicated efforts of the all the EcoBytes helped in achieving the same. The event comprised of three rounds all related to the concepts of risk, return, bidding, basic business and the knowledge of general economics.

5. SPEAK UP



Speak Up, the official soft skills, debating and public speaking club of IBS Hyderabad is a mix of like-minded people who believe in the overall development of an individual's personality. The club exists for the sole purpose of refining and encouraging the oratorical as well as other communication skills of member students to be ready for the corporate culture and for the world, as a whole. To conform to the student culture, Speak Up also organizes and participates in debating competitions within IBS as well as outside the campus in which they end up winning accomplishments and acquiring winning attitudes. Speak Up is the one stop destination for all the orators, knowledge seekers, language lovers and the ones who want to express themselves.

The speak up team dedicatedly works on workshops regarding framing parliamentary articles and content writing .The club organizes business communication workshops, to help students with the professional aspect of giving a formal and business oriented presentation.

The club conducts various events like "Chaupal", an open house debate, "Pen Craft", a content writing workshop, creative rounds like Spell-bee, Audio video critics, and creative story writing. .Adding to this, the team is launching various attractive social media campaigns with influential hashtags

6. DOT CLUB



A lot has changed at the DoT Club in the past 3 months. The fact that they wanted to look in to the future made them redesign everything they had done in the past and builds everything from the scratch. Including their logo, they are trying to define a new sense of direction for DoT. This year will be a memorable year and a point to look back to in the future because of their internal research wing Vidhya, which will be known to have had its inception in 2016.

DoT as always continues to leverage the technology to solve problems that students or the community might have. They have created a small application themselves that help people exchange text books when they've changed their electives. More than 150 people exercised this opportunity and gave them an overwhelming feedback.

Their push towards marketing their club based on needs – and not on branding and spamming – continues. They have used their expertise in preparing an application that emulated NCP exam and distributed it to the first year students to ensure that they are habituated to the interface before they gave their first exam.

Starting from the Fresher's event, it gave DoT club a chance to introduce themselves to their juniors, the ride and the traction that they were able to get was fantastic! Fresher's event was warmly received and 28 teams – 2 teams from each clan – turned up for the event and fought fiercely for the title. Their competitiveness and spirit was amazing to watch.

The all-important recruitment that'd define them was carefully planned and they have recruited 42 immensely talented people into the club. Juniors' willingness and the eagerness to learn instilled a new energy into the club. Starting with EXCEL, they have trained the students in various important tools. Almost half the club are now Microsoft Certified Excel Specialists! Vidhya wing is hard at work and in coming weeks students are going to get trained in advanced analytical tools.

With day to day administrative duties being handed over to juniors and seniors concentrating on placements, the vision for the club remains bullish and they would continue to create an impact to the whole community of IBS Hyderabad in a very tangible way.

7. KAIZEN



"CONTINUOUS IMPROVEMENT IS BETTER THAN DELAYED PERFECTION"

- Mark Twain

Kaizen, the operations club of IBS Hyderabad, focuses on the domain of Operations Management. The mission of the club is 'continuous improvement through rigorous hard work to help students to excel in all their future endeavours'.

The club initiated 'Stay Organized' campaign wherein 'The Kaizen Time Table Calendar' was launched to help students in managing their daily routine. Senior members of the club also took an initiative to help students through NCP prepare videos, Question Banks and query resolving sessions.

The club organised various Guest Lectures named 'Innovations in Operations', by Dr. Suman Rangabhashyam ,MD, SR Business Solutions, 'Sales, Operations and Insights' by Mr. Rajaram, VP, Value Labs and a discussion on 'Operational View on Management' by Mr. Dinesh Kar, Head of Operations and Business Development, AGRSI Agricultural Services Pvt. Ltd. They also conducted a Panel Discussion on 'Social Media Presence', by Mr. A.K. Menon, Talent Scout, and Blogger; Mr. Shivadhar, Entrepreneur, sales and strategy expert; Mr. Archie Makhija, founder of Chalktalk and Tehenza. Along with workshops to acquaint students with software skills, they also engage students in fun events like 'RUBICON 8.6' and 'Make-Break-Beat'. A significant achievement of the club is the launch of ' Official Research Wing- KORE (Kaizen's Operations and Research Entity) with four Live Projects, Workshops, Case-Based Research and Consultancy. The club is also associated with 'theindiantalks.com', which would provide the students a chance to blog, thereby providing a platform to voice their thoughts and give them an opportunity to earn while they learn.

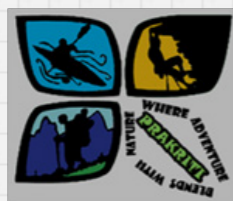
8. MACON



In the fast moving world of start-ups and new age technologies, India is taking massive strides in asserting its place as an Innovation hub. Maçon, the Entrepreneurship Cell of IBS Hyderabad is glad to contribute its little share in this revolutionary era. Going by the tagline – ‘Inspired to Innovate’, the club has passion for everything new and believes that moving forward in the dynamic world of today is the only way to sustain all businesses in general and entrepreneurs in particular.

Macon has been persistently taking efforts at instilling both entrepreneurial as well as intrapreneurial skills. The club wishes to give a hands-on experience to the students in the domains of critical thinking, creative problem solving and business modelling. They also wish to encourage students to submit prototypes for innovative ideas for businesses around them. Epitomizing the unyielding efforts for the same, club’s flagship event ‘Entrepreneurship India Week’, celebrates all things innovative in an entrepreneur.

9. PRAKRITI



Prakriti, the official Nature and Adventure Club of IBS Hyderabad has organised various interesting, fun-filled and nature awareness events. The club events started with a trek to Machaleshwar. It was an adventurous and strength enduring climb to the top where the chimney activity (climbing down through a narrow space between rocks and mountains) was also performed by the students under the guidance of faculty and club members.

A fun-filled event ‘Goal Hunt’ was also organised in the same month where Participants in a team of two, played blind football and the finalists went through a nature hunt round and the winners received gift hampers.

One of the highly impactful event conducted by the club was the Plantation Drive. Where students and faculties planted over 300 saplings across the campus. Devil’s Circuit 2.0 was conducted during the fresher’s week. Where the participants underwent a time based and physically challenging circuit of hurdles in a team of two.

The Club also organised the DO Bin-Let’s segregate activity in which the students were made aware of the segregation process. The Club also asked the

students to sign a petition for putting up more dustbins in campus and segregating the Bio-degradable & Non-Biodegradable waste.

10. SAMAVESH



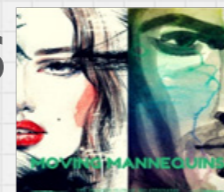
Samavesh is the cultural face of IFHE. With all the vertical functioning toward achieving the same objective, the club labors all the work as a family. It breathes in a new dimension into every student’s college life. The club imbibes values and traditions in what it does and how it does.

They believe in having all the colors on their palette and hence, they celebrate their traditions, rituals, and festivals of all the communities in IBS.

In the monotonous and hectic life, Samavesh aims at creating prismatic moments through the events they organize as a family. The club organizes ‘Ethnic Day’, to foster the traditions and encourage all to dress their ‘Indian’ foot forward. The club conducts ‘Parichay’, an event that marks the introduction of Samavesh to the fresh batch in all its glory and splendor. As part of Epicsodes, the team created a magical night in the form of Dance Yard. The club also organized Hymns of Freedom, a musical night before the Independence Day to tingle senses with a feeling of belongingness and patriotism. Independence Day, a day that marks our country’s freedom from the British Raj, saw shades of patriotism flying high in the courtyard, like never before. The club took a small initiative to brighten one’s day by sending scrolls with personalized messages from their siblings.

Samavesh safeguards the purity and originality of every single culture which reside in IBS. The club looks forward to conducting inspiring lectures by respected delegates to stir up zeal in students is something the club plans to do. To send the temperature soaring, the club plans its flagship events, Trishna and Sanskriti that become the highlight of everyone’s year. There to connect, to Celebrate and to create memories!

11. MOVING MANNEQUINS



“Style is a way to portray who you are without having to speak” and that’s exactly what MOVING MANNEQUINS does in and outside the campus.

Being the glamour face of IBS Hyderabad it has never been an easy job, be it giving fashion mantras or client servicing MOVING MANNEQUINS does it all. Members of the club make sure that a hint of glamour is added to each and every activity in the premises.

With the vision of fulfilling and yearning for something new for variety and novelty, the team kick-started the academic year with ‘Casual Friday Dress up’ contest where the winners were given an exclusive photo-shoot. The flow was followed by fresher’s fashion show in EPICSODES 2K16 which conveyed strong messages on social causes. The club will be collaborating with team VAPS for VSL3.0 as their official glamour partner. Along with grand performances in TRISHNA and farewell fashion competition the club also represents the college in various inter-college fashion show competitions.

This year the club takes great pride to announce the launch of a fashion blog for every fashion enthusiast. It also looks forward to conducting personality grooming sessions and ramp walk workshops for the students along with portfolio photo shoots. The youngest club of IBS Hyderabad aspires to create and satisfy the demand of conventionality in personalities.

As the club says stay “stylishly fluent in fashion”.

12. ADMIRE



Red is associated with energy, strength, power, determination as well as passion, desire and love. Club Admire’s members live by this fiery passion and zeal to grow and thus it is the official colour of the club.

Admire is the official Advertising and Branding Club of IBS Hyderabad. It consists of 8 verticals some of which are Creative, Event Management, Marketing Strategy, Client Servicing etc. Some of its clientele include KTM, Blue Bottle Café, The Thick Shake Factory and Hard Rock Café.

The flagship event of the Club is Juari. Last year it was

a monumental success; the event included a casino themed brand game bonanza.

Admire hosts a number of promotional activities like Get Tagged, Wear Red Day, ADawn, Selfie with Admire etc. for new prospects.

This year ADawn was one of Admire’s first events for the junior batch. It was an ingenious amalgamation of the fresher’s theme ‘Sitcoms’, and brands consisting of three rounds. Get Tagged was a small promotional activity where members gave quirky facts about Advertising and Branding followed by juniors getting AD-cards for special privileges in future events. The Orientation Programme for interested candidates was held in collaboration with Team Brisky. Brisky is a Lifestyle App Startup based in Hyderabad. One of its founders Jatin Bhatia and lead software developer Anmol Arora instructed attendees on Team Building and its value in an organization. Such invaluable wisdom is essential for future managers in business and Admire achieves that by hosting numerous Guest Lectures. One such example being ‘Marketing of Short and Documentary Films’ conducted by Mr. Shajan Samuel, an eminent filmmaker and Regional Head at Aptech Ltd. It was highly informative on how such channels are powerful marketing aids.

The Club also holds interactive and fun activities for clients like Dealwala and Brisky to promote their brands. The Club has a dedicated Facebook page and this year marked the launch of its official website: www.clubadmire.in. ADfacts was an online campaign held for 23 days. It included online posts and facts in the field of Advertising and Branding. Another such online campaign was Brandivity in which interesting and mind boggling facts about the world’s leading brands were posted online. Brandivity was held in tandem with Admela where prospective juniors represented different countries and their leading brands.

Admire is also involved in other avenues besides its Advertising and Branding signature. It holds educational initiatives such as ADshala. ADshala was a workshop held to aid juniors to have a thorough knowledge of Accounts, Financial Management and Economics thus building a solid foundation in the conceptual rudiments of each subject.

People associated with the club are ready to take the world by storm and be pioneers in their chosen fields.

13. V.A.P.S



It was the month of June .The glorious journey had begun!! The only team of IBS Hyderabad had returned to the play with the intention to create some everlasting memories and breath-taking experiences.

“Express your sports” this is what they believed in. Their immense love for sports and unity bound them at every step they took. With the same enthusiasm and excitement they started off the new academic year. Thousands of students with a million dreams entered the campus and all V.A.P.S was searching for were a few people passionate about sports and teamwork. The team started off with their first event-International Yoga Day. The soothing and tranquil spirit motivated them to work even better. Then came Comienzo. It was an ice breaking session between the juniors and the seniors where exhibition matches were organized for different sports. The biggest and first ever collaboration between the clubs took place when Team V.A.P.S joined hands with Maverick the marketing club of IBS to organise Revolution– an amalgamation of football and cricket. During Epicsodes 2016, TEAM V.A.P.S organised Freakolympics- a fun event, where the juniors got a glimpse of their actual spirit. Next came the Senior Cup 2.0 where all the cricket clans of IBS contested with each other in a knock out tournament and in the end the mighty Spartans were victorious. The Community Cricket League (CCL) was also under the purview of V.A.P.S, where all the cultural communities in IBS squared off against each other and in the end the Punjabi community grabbed the glory. Finally the day of meeting the excited juniors arrived at their Induction followed by a weeklong recruitment process. Breaking all the records, the fresh faces of TEAM V.A.P.S numbered to ninety-the biggest ever number in terms of recruitment were welcomed into the team. To give the juniors a feel of their area of work Strikin’ Knights– a chess and carom tournament was organized where the sharpest of minds gained the victory. On the 70th Independence Day TEAM V.A.P.S organised Azadi 70- girls’ cricket match to change the mind-set of at least a part of the country’s crowd. Then came the time when the racqueteers of IBS took the centre stage in Racq-Attack 3.0. Apart from all these events, the most awaited event of the odd semester-V.A.P.S Super League(VSL) was organized where communities and clubs collaborated to fight out against each other in the month of September.

TEAM V.A.P.S believes in these three words Citius, Altius, Fortius which mean Faster, Higher, Stronger. This has been the spirit of every member of their team as “WE ARE PASSIONATE ABOUT SPORTS.” V.A.P.S would continue to live up to its spirit and keep moving forward for many more years to come. Love your work and your work will love you!!

14 MONEY MATTERS CLUB



Finance is the science of money management and that is exactly what the Money Matters Club tries to inculcate in every possible way. Being the official financial club of IBS Hyderabad, it puts together efforts in making a subject like finance enjoyable and simpler to comprehend. The team gives exposure to the students towards a practical application of the subject and provides an enriching learning experience.

This is the 11th year of Money Matters Club and the main mission of the club is to contribute towards collective learning and to give first-hand experience of a corporate organization to its members. It focuses on four major domains that include Finance, Banking, Taxation, and Accounting. The club organizes various guest lectures and conferences, and strives to maintain a connection between the students and corporate world. Apart from this, interesting events are frequently organized, where students from various backgrounds come together on a common platform to enjoy and expand their pool of knowledge. Additionally, Knowledge Sharing Sessions are held on a regular basis so as to share the basic knowledge about the subject with the students. Moreover, the club publishes a monthly newsletter called “Financial Bulletin”, which consists of articles related to the domains. A weekly news bulletin is also published that gives a glimpse about the current scenarios in and around the world.

This club is a place where every individual gets to play finance, think finance and talk finance. Here, sharing knowledge is a continuous and vicious cycle. Money Matters Club is truly a place where it goes “beyond the realms of finance”.

15. SANKALP



‘Sankalp’ is the official leadership club of IBS Hyderabad. Working with a motto of “BE THE CHANGE”, the club stands on the pillars of ‘SERVE, LEAD and INSPIRE’. Sankalp motivates the members to build up their confidence and strives to work towards their betterment and also of the society as a whole. Throughout the year, the club organizes various activities that fulfil its vision and mission. The activities include SSR activities, awareness programmes, blood donation campaign, guest lectures, flagship event of the college – “Megistanos, - The Best Manager Event”, and other events such as Magnet and Drishti.

Taking an overview of this academic year so far for Sankalp:

- On June 14th 2016, the occasion of World Blood Donor Day, Sankalp organized a blood donation camp in the college. A total of 196 units of blood was collected.
- On July 2nd 2016, the club organised a Tree Plantation Program at Gopularam Village and planted over 200 Saplings.
- On June 22nd 2016, Sankalp organised a guest lecture. The speaker of this event was Mr. Sai Prasad Vishwanathan. An awardee of “Helen Keller Role Model Person” award by Hon’ble Home Minister of India in 2010-11 and various such awards, with vast and versatile work experience, he is the first differently abled Asian to set foot on Antarctica. He addressed the audience on the topic “From falling at the bus stop to standing in Antarctica: A journey to defeat karma.”
- On August 15th 2016, the club conducted an SSR activity. The team spent the day with HIV-AIDS affected children at Holy Spirit Centre, Moinabad. The team distributed Nehru caps made by them and chocolates to the children. They talked about the freedom fighters and significance of freedom to them. They also organized some fun activities to entertain the kids.
- On August 29th 2016, Sankalp conducted a fun, strategy event – SYNAPSE. It helped in breaking the monotony and stress of the exams.

Other than this, Sankalp has joined hands with Indian Development Foundation (IDF) to serve the society, spread awareness about health and education and set an inspiration for others. The club has worked to be the change and will continue to do so.

16. XPRESSIONZ



XpressionZ is more than a club. It is a legacy, which is inherited each year and is passed on only to the worthy. Unlike other clubs, they are not bound by rules. Rather, they have a creed which reflects their motto: MY ACT STANDS NO MATTER WHAT.

The batch of 2018 was able to have a glimpse of XpressionZ in the street play “IBS MERI JAAN”. The play comprised of intertwining short stories depicting the life at IBS in a humorous way. This play created a lot of stir amongst the 1st year students and set the tone for the recruitment process. After 8 qualifying rounds and passing the personal interview, only 18 students were selected for the junior XpressionZ team from a pool of 250 applicants.

Thereafter senior members of the XpressionZ team performed the stage play “MUSICAL MAHABHARAT” at the Fresher’s Week, Epicsodes ‘16. The XpressionZ team assembled a cocktail of songs and jingles replacing the usual dialogues to make the play more entertaining for the audience. The junior team was able to showcase their talent in their introductory street play “LAT LAGG GAI”, on 4th August 2016. This play addressed the unusual addictions people have and showed how the society can help them overcome it. The street play lasted for over an hour and was highly appreciated by the audience. Up next was the online awareness campaign undertaken by the junior team on 15th August, depicting the social stigmas that still prevail in our country.

XpressionZ has a couple of other activities like “ACTkar”, an open to all event organized by the junior team. The objective of this event is to honor the talents of all those who couldn’t be a part of team XpressionZ. And “COURT MARTIAL”, a stage play depicting the fight of an army officer for his self-respect and pride.



17. Convergence

Convergence - The Official Human Resources Club of IBS, Hyderabad, motto being 'With us it's always you first', stands as an academic club to foster learning and global leadership by providing valuable interaction opportunities for students with HR Professionals through various activities. Conducting events and providing a platform to explore the HR domain is well facilitated by Convergence. Conducting research under Convergence Research Wing and investing efforts for the Training and Development of individuals are the two strongest pillars of Convergence.

The events of the club are an amalgamation of fun and HR learning. HRWeek, is a week-long event which includes panel discussions, HR events and CSR activity, to promote several dimensions of HR. CineHR is the flagship event of Convergence. Dwelling in the fun element of HR, series of activities are conducted where Cinema meets HR. Alongside these events, Anavriti series of Guest Lectures is also organized where several guests from the industry and academics are invited for healthy information sharing and interactive sessions.

Convergence also conducts weekly tours to NHRD, which provides a platform for HR aspirants to interact and learn from eminent people under the HR domain. This helps individuals to understand the trends in Human Resource Management and connect with eminent people from the industry which in turn helps IBS widen its industry circle.

To sum it all, a people-focused club which takes interest to develop attitude and aptitude for HR aspirants and share the knowledge acquired for the benefit of all-that is what Convergence stands for.

18. AAINA



"An awareness of one's mortality can lead you to wake up and live an authentic, meaningful life."

(Bernie S. Siegel)

AAINA as the name says all a true reflection.(Reflection of inner beauty of your soul.)

AAINA is an official social awareness club of IBS HYD. It was established 5 years ago and till date has worked with all its true spirit and heart. With humanity as its core base, it builds awareness about certain social evils and how can one overcome the menace of such vicious stigmas in our society. Team AAINA continues with its legacy to create awareness with the lamp of light handed by the seniors with the flame of revolution along with the spark of integrity. They took their first step towards the social responsibility by creating awareness on 'International Day Against Drug Abuse', with the various tags like 'Hugs, No Drugs' and so on... followed by a 'Run for A Cause' and ensuring the young masses of IBS who are the faces and representatives of future India to make the choices whether to burn their life with the flame of addiction or to enlighten the light of change. 'Round the clock' time came to welcome the juniors of IBS. The interaction with them during the fresher's event was a perfect frame to showcase the basic and core essence of the club, where the work culture of a corporate, the linchpin of a family along with pure soul of social responsibilities is carried. Soon after the recruitment, they organized their first event with the new faces of Team AAINA. It was a pride to see the junior team with the might and main prepared for Management Discussion on 'ECG of Education System', their views and thoughts summed up with the facts and figures definitely gave a picture to everyone to see and understand the bridge of education system from primary to higher education.

AAINA gives the ability to understand and respond to the needs of others. They always try their best to showcase the reflection of their soul in the light of awareness with the essence of entertainment, an exclusive idea.

19. NAZARIA



Photography is the umbilical connection between what one can see and show the world. Nazaria seeks to provide information and experiences that increase awareness about photography and inform students about the varied and exciting aspects of the same, enabling something more than just a hobby it's the fierce passion that is root of club Nazaria.

Here are some of the most exuberant on campus experiences involving lens and imagination.

Light Painting:

Light painting is a popular photography technique where one can actually make castles in the air. In fact, it's not only castles but anything and everything one's imagination can create.

A photography event, where people got chance to paint their imagination through a flash of light freezing their sparking thoughts in the dark of night.

Photo walk:

"One touch of nature makes the whole world a kin."

-William Shakespeare

The best way to get familiar with the place is to walk every inch of it with your photography weapon.

2nd July, the day when photography enthusiasts enjoyed it by connecting themselves with the beautiful nature at campus clicking the photographs of the birds, flowers, trees and everything around which holds a secret to be revealed. Nature being the best teacher helps in realising the importance of love, patience and independence, which are quintessence of beautiful life.

Epishots:

A new place brings a lot of challenges. The most important of all is to develop a bond with peers and work as a team. EPISODES, a one week Fresher's extravaganza where all the sections were given themes, inspired by popular TV soaps

Epishots-event organised by Nazaria for EPISODES 2016 was a 3 round competition where a team of two photography enthusiasts were to display their passion for photography in the most creative manner. They were asked to capture, explain and market their idea behind the clicks they had made on their section's particular theme.

World Photography Day:

19th August is a remarkable day for any photography enthusiast. This day marks the birth of photography on a serious note. The Nazarians were high spirited and celebrated the joy of photography. There were

banners all over the college. Proudly wearing badges and carrying their weapon of action, Nazarians celebrated this day with great enthusiasm. Cherishing it in their own way by capturing every possible minute of it.

The very day remarked the first official meeting of the club where the new enthralled Nazarians were given their letters of appointment by Dr. Samyadip Chakraborty, faculty mentor Club Nazaria who through his words of wisdom inspired the Nazarians to stay passionate about photography and committed to the club.

Clicking is an art and passion which they as a club only consider and respect the attitude of learning the art with full devotion.

20. Maverick



Quarterly Update on Events

It has been an immensely fruitful quarter for Maverick. We've managed to conduct events regularly since the month of May. Starting off with our first offline event of the academic year 2016, IBS Coffee Connect was a great success. It was held in four cities - Delhi, Hyderabad, Mumbai and Kolkata for the main purpose of enlightening students of batch 2016-2018 about IBS as a college and the facilities it provides. Moving to events held within Campus, we had a series of events for the newly admitted batch, a few aimed at increasing and others aimed at testing their knowledge. Ask the Maverick and Meet the Mavericks were a few of the events that were appreciated by many. Coming to some Industry exposure, we had a number of guests from various industries, who spared some time to deliver great lectures on different agendas of Marketing and strategy. Starting with Mr. Ganesh Subramaniam, CEO of Stylumia, who spoke on "what it takes for an organization to move from startup to market leadership." We also had a guest lecture by a young achiever Mr. Rakesh Biswas, Chairman of Iyert Energy Pvt. Ltd on the topic-"SolarEnergy is the Future of World Market", in the early weeks of June. Following the same in and around the second half of June we had some guest lectures on "Who a Maverick is" from some international achievers like Mrs. AnuVaidyanathan, Founder of PatNMarks who threw light on how every milestone achieved in life can make one a Maverick in life. Apart from Offline events and Guest lectures we also concentrated on the online arena with events like Weburn 4.0 where

Marketing and strategy related knowledge was tested keeping the fun element intact. As Maverick Marketing Solutions is working in full swing we started the month of July with some unique forms of promotional events for our new clients- Out of the Campus, one being a successful dinner party called Maverick Dinner Party. We've managed to associate ourselves and IBS with organizations like "ACT" in the industrial and Mission Education in the Philanthropic fields respectively. We conducted Guest Lectures and organized events for students IBS to participate in ACTAPULT final competition held at Bangalore. We also managed to raise donations in the form of notebooks and other stationary for Mission India in large numbers. It was in the end of July that the Mavericks were busy recruiting juniors, which was a 14 day rigorous process, all to find the best of best. Keeping aside our new ventures we also concentrated on some oldies with a twist. Maverick Gyan 3.0 and Maverick InfoStation were also pulled off on weekly bases to impart marketing knowledge through video tutorials by our esteemed faculties of IBS - Hyderabad. The month of August made us feel stronger, working with a strength of 42 in the beginning of the academic year we had multiplied to 92 with the Maverick juniors joining the troop and supporting us. We managed to hold some more informative Guest lectures, Mr. Pankaj Dubey, MD, Polaris India, spoke about "How to market yourself". Adding on to the list of our esteemed speakers we had Mr, Vishal Parekh MD, Kingston Technologies delivering a lecture on "Global Marketing", Mr. Pinaki Chakraborty, Marketing Head, Pizza Hut, talk about Dynamic Marketing of Pizza Hut and Mr. KashyapCompella, founder, Valmore, talk about "How Do Startups Market Themselves" in the month of August. With the juniors all excited to take the legacy forward, conducted two events in the same month one Online and one Offline, both for our new client Myles.

This summaries, most of the work done in this quarter by Maverick - The Official Marketing and Strategy Club of IBS-Hyderabad.



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 A graphic of a network diagram with various sized nodes connected by lines, centered behind the text.

IT'S ALL ABOUT
CONNECTIONS

