

CONNECTIONS

ALUMNI MAGAZINE, IBS HYDERABAD

FACULTY SPEAK

> *SMALL MOMENTS HAVE GREAT POWER & JOY!*

ALUMNI SPEAK

> *TRENDS IN THE GLOBAL BANKING INDUSTRY.*
> *FROM IBS TO MRS. PUNJABAN INTERNATIONAL.*

NOSTALGIA 6.0

RELIVE THE MAGIC

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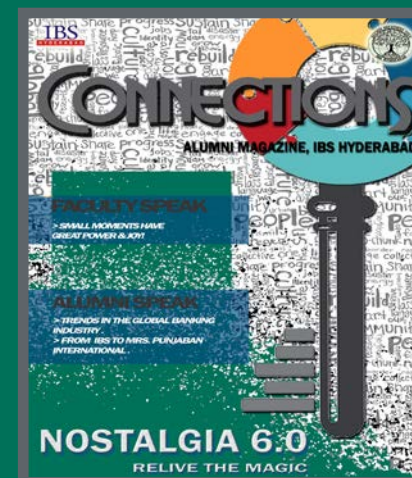
A Master's in Business Administration; what does one aim to get out of it? A degree? An insight into the corporate world? An education? We've got our degrees and owing to the internship program, we've got vast insights into the world of business. However, as we bid adieu to this sprawling campus and our wonderful professors and peers, it has to be said that the time spent here has truly, in every sense of the word, been an education.

editors note

When I use the term, 'education', I don't just mean it in an academic sense, for it has been so much more than just that. This experience has taught us about life and its vagaries. It has been about the trials and tribulations of a journey that we know, bears a sweet

fruit. It has taught us about how to deal with loss and cope with disappointment; and the unbridled joy of finally getting what you have worked so hard for. Finally and most importantly, it has taught us that nothing compares to being able to share all these turbulent times with your loved ones and chosen families. Equipped with this education and a maturity that has come with time and experiences, we are now better adjusted and more balanced individuals.

To say that it has been an eventful year would be an understatement! Read on to find out what the students have been up to in this past quarter and through them, relive the glory days of your college life.



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"FACULTY SPEAK"





*SMALL
MOMENTS
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GREAT
POWER
&
JOY!*

'**W**hen was the last time you saw a sunrise or sunset?' I asked my students. Some were taken aback by my question and started whispering... 'Oh! Come on, what's that question? We are already so engrossed with career related issues, how will we get time to see such things?' While many were reluctant to say anything, some came forward and said what they saw in the past week, past month and some gave random dates. The very question had generated some kind of inquisitiveness among the business management students. They thought that could such non-business issues also be brought to the classroom for discussion? I am sure the situation is no different in other disciplines like engineering and medicine where the focus is only to build careers and make big moolah!

Somehow the whole approach towards living is entangled with making huge sums of money, getting an enviable salary. The panacea of success, as if, lies in making more and more

money – the bigger the better! The Institutions across the world have also started selling this very notion that becoming rich is like becoming successful and infallible. Is money the new currency and recipe for our well-being? When I ask this question to myself, I may not dare ask this question to my business management students, given the lukewarm response from them earlier. I get flabbergasted that the joy of living lies in a relationship and not in accumulating wealth. Money may have the capacity to solve our needs-driven problems but certainly not the emotional ones.

One of the key issues that we often come across in our day to day life is the unavailability of time. We crib and complain about how we are struggling to get that extra time for self and for others. Time which is the only constant distribution by the existence to the living creatures is the most difficult thing to get. In the

quest to solve the time problems, we have created tens and hundreds of Apps and every time we use an App to make our lives comfortable and squeeze in that extra second, we fail and fall in the same loop of 'Mere paas timenahi' (I do not have time). Despite knowing that each one of us has only 24 hours of time and it just can't be expanded, we still vouch for extra time. Such a futile attempt! Destined to get declined!

Time Management essentially is the mantra to get life in order and hence have some extra minutes in our packed-up life. Well, that seems a little difficult, because after some reorganization of self and discipline, we might achieve something but are surely doomed to fail. Time Management does not help beyond a certain level. Time saving does not mean that you will be able to spend it more qualitatively. Looking at the time logs of your day's routine will give some idea of

how you have been spending time mercilessly in the most meaningless ways. So what's the way out? The way is very simple and like a linear straight path without bumps and pits in it. Prioritize your time according to choice. If you say you do not have time to take up evening classes on Western Classical Music or to pursue your hobby, then it means you do not have the freedom to choose your time and decide what you wanted to do in your life. It is as simple as that!


There's no formula to devise and design your time. There's only one way and that's you. If you do not take a call and decide about the judicious spending of your time, then no one will ever help you to come out of the work syndrome. We are over working people. We are recognized by the amount of time and effort we put in. Each week has 168 hours and that is so much of time. Even if you work 50 hours a week

and another 46 hours you leave for your napping and daily chores you still have 72 hours per week and that's a pretty good number. That's a great time to spend with your loved ones. We as human beings, have started focusing more on the career and less on the relationship and self and thus the result has been disastrous for us! Work has started consuming us. We have become the permanent victims of time. There's no time to heal this damage.

We often ignore the beauty of small things like breaks during the office hours which would just rejuvenate and recharge us. The stuff happens during these breaks. So take a deep breath and start thinking about the breaks you have given to yourself today. Small breaks have a positive impact on your life and well-being. Do not hesitate to reward yourselves with little breaks. We have to reinvent ourselves altogether and find the



choiceful means of spending our times with our loved ones. I remember my teacher telling me that at the end of the rat race you are still a rat. It's for us to decide what we want to do, whether to fall into the trap of rat race or live a dignified human life with no prejudices and envy. Nothing can fulfil our heart and mind more than some qualitative moments with our kith and kin and find the true meaning of life. Take a walk with them, eat, drink and talk and share joys and sorrow of the life. Take a break. Get up and watch the magnificent sunrise or sunset and don't just hang around with your electronic devices from dawn to dusk and late night!

**-By : Dr.Mohd Abdul Nayeem
(Assistant Professor - HR)
(IBS Hyderabad)**



**“STUDENT
ARTICLE.....”**



IT'S ALL ABOUT CONNECTIONS



ART OF KARATE

"You don't have to be great to start, but you have to start to be great"



Karate is an art for everyone regardless of age because feeling safe is important to everyone; no one likes to feel unsafe. Learning Self-defences is equivalent to saying "No More"! No more will I be a victim or be pushed around because I feel I have no choice; no more will I rush to my destination with my head down. Karate instills confidence by placing you in control of your body. The most powerful fruit of karate comes as a by product of the demanding physical training and learning to protect yourself-Confidence. This confidence spills into every aspect of your life, making you a better person in every aspect. The confidence that Karate instills is humble and it is free of ego. This is the secret of true confidence, knowing without having to say it.



"Progress only comes in small incremental portions. Nobody becomes great overnight."

Karate is the only self-defence tool that is always in hand. Why? Because the only tools in karate are your hands and feet. Since it is doubtful that you will leave home without these, you will always have them ready. In Karate there is no such thing as "fighting". Karate is all about self-defence and inner-knowledge of the universe. It is an art of having inner peace, the kind of peace that pertains to the mind and the soul of the individual. Martial art offers many benefits, but when it comes to fitness, becoming a true martial artist means becoming a supremely fit person.

One of the lessons I have learnt in all those years practicing Karate is that progress only comes in small incremental portions. Nobody becomes great overnight.



-By: Jasmeet
16BSPHH01C0423
Batch:2016-2018

An Interview With Mr. Sayantan Sengupta

Currently working at Deloitte Hyderabad, as a Director, Mr. Sengupta an alumnus of IBS Hyderabad (batch-2000), is a man with brilliant mind and an inspiration to others. Alumni Relations Cell, IBS Hyderabad, conducted a guest lecture which was delivered by him, the GL enlightened students on 'Business Strategy' and students were equipped with in depth knowledge about 'Blue Ocean Strategy'.

Whilst his visit, Alumni Relations Cell had an opportunity to interact with Mr. Sengupta.

Q) What inspired you to take up a career in finance?

Numbers and logic always fascinated me and that made me choose finance.

Q) What are the traits you look at in an aspirant while recruiting?

The attitude and clarity of thoughts, these can articulate the perspective of a person.

Q) What role does a brand play on a person's resume?

Today's small company can become tomorrow's giant and it is an individual's perspective, whether you are a risk taker, a person who loves questions and are ready to try with ambiguity or some approvals you can start with a startup, whether you are ready to do anything like cold calling, manage the telephone, work with government officials but if you like things to be structured and methodical then

you will love working with large organizations where you do not have lot of independence. I have worked with startups and large companies both and there are pros and cons to both. But Hard work and determination never fail anyone. So if one stays focused, they'll definitely succeed.

Q) What has been the growth of finance sector in last 5 years in terms of job enrichment?

I am not very close to the finance sector, but I can answer on professional services. Companies like Google and Facebook have a lot of disruption, but in the professional service sector very little disruption has happened, still there is no startup which is competing and maybe they are competing in very niche areas. It is because of the methods and knowledge they have captured and synthesized over so many years. The knowledge is almost irreplaceable and at the same time they have been very adaptive and ready to change.

Q) How do you picture Deloitte dealing with economic changes in the coming years?

Deloitte has its own stand about how the economy is going to do in the future and I'm very optimistic about it.

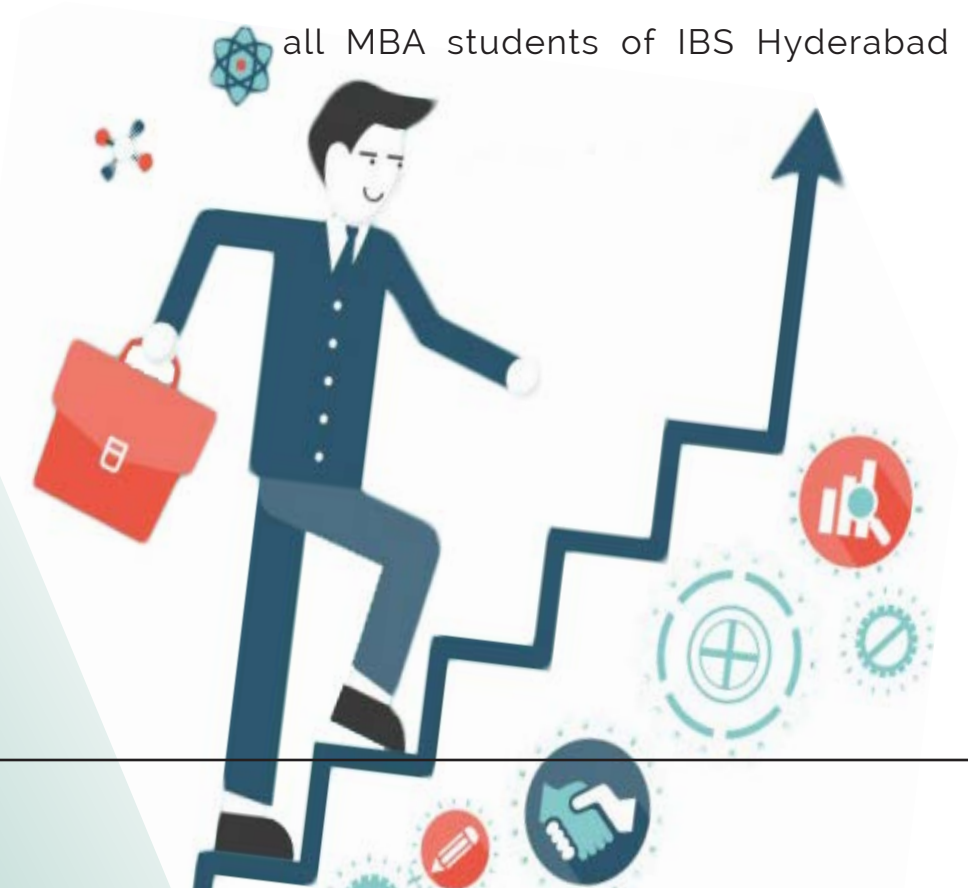
“ A person who loves questions and are ready to try with ambiguity or some approvals you can start with a startup.”

Steering The Way To Sucess



It has been an extremely beautiful journey from the time I enrolled myself into IBS Hyderabad and graduated in 2011. This place has not only imparted education but has also played a vital role in grooming my personality as a management professional. The exposure in terms of extremely competitive batch mates and a massive pool of talent around you helps to mould yourself into a beautiful and confident self and teaches you the survival instincts to deal with the corporate world in the most efficient manner. I got a campus placement offer with Bajaj Alliance Life as a management trainee and I came across various stints there to prove my mettle. I was recognized for my contributions and thereby got promoted twice. The roles which I handled were concentrat-

C-M-A-N-Y-D-D-Z-A-G-Z-C-O-Y



ed on team management, analytics and sales in the enterprise world. From there I moved to Vodafone India Ltd as a National Account Manager and contributed to the national corporate revenue kitty. I am currently working in Reliance Jio as a Manager in the "Enterprise" vertical. It's a beautiful organization with high regards for employees as well as their families. Here I am handling a large team and we are working towards global corporates, their network and connectivity, as a state key account manager for named and large account.

I would like to mention here that all MBA students of IBS Hyderabad

should make the most out of this place and prepare themselves for a world which is extremely dynamic and competitive. I am sure each one of you who has made it till here is a champion and will be surely leading in various companies at top positions in near future. The key is to trust yourself and value your Alma Matter because when you value more you gain the maximum. Wishing juniors all the very best and I'm waiting to welcome you all to the corporate world.

By: Indujita Bose
Jio Enterprise Manager
(Batch : 2009-2011)

“ALUMNI
SPEAK”



From IBS To Mrs Punjaban International - A Fashion Prodigy.....

We all go through moments in our life when we wonder that what we are doing is what we want to do or not. We always land up in situations when we feel monotony in routine and want to break through. I believe every person goes through a phase of mental evolution and it is very important to keep looking and trying new things career wise. You never know when you end up finding happiness and thrill in your work and you start realizing a perfect balance in life. For me the journey of finding my real potential started during my college life and will continue for a long time until I keep exploring creative aspects of my life. I won the title of Mrs. Punjaban International 2016, First Runners Up and it changed my life. I am currently pursuing modelling assignments from being a financial advisor for five years in the corporate world. I have really fond memories of IBS Hyderabad, it being one of the finest Universities of our country. During my two years with IBS, I got scholarship with IBS Australia which was my first international experience and helped me learn cultures globally. I pursued my internship with Hindustan Unilever Ltd, Lakme (Mumbai) which helped me learn what make up and grooming is all about, together with understanding competitive benchmarking of the brand and category need gap analysis. The academic journey and corporate experience taught me the importance of

“ I guess it is most important to win the people you are working for and working with.”

hard work, patience, planning and team work. I guess it is most important to win the people you are working for and working with. The collective effort of achievement and winning as a team helps you go a long way on the journey of success. At the end of it all, you are successful with your loved ones which is the best feeling ever. You enjoy your success

-By : Sargam Brar
Batch:2009-2011



Trends in the Global Banking Industry...



The Banking industry today is in the mid of major changes as multiple factors such as technology, regulations and demography are cutting across the length and breadth of a banking value chain. These factors are constantly impacting the way banks conduct their business, as their traditional methods of banking are not enough to meet increasing customer requirements and profitability. One of the major trends which the banking industry is witnessing is the emergence of the fintech firms (financial technology) which are heavily disrupting the markets for the banks. Increasing disruption in the bank's business due to emergence of Fintech has opened up the innovation area and banks are putting up their best foot forward to experiment with it. The industry is also witnessing several other trends which are discussed below, which currently and in future will drive the banking ecosystem-:

1.Fintech firms are targeting profitable aspects of the banking business such as core banking, payments, personal finance management, lending and investments

2. In order to increase competitive differentiation banks have increased investments in various approaches to drive innovations such as partnering/collaborating with technology firms, establishing incubators/accelerators and acquiring/investing in fintech firms

3.Banks are spending heavily on strengthening their security and authentication systems, as cyber related financial crimes are on a rise

4.In order to counter the fintech firms, banks are leveraging on digital technologies to provide more personalized services to enhance customer experiences

5.Investment in Cloud services has also increased from the banks as it helps in increasing efficiency and better agility

6.Banks have slowly started to

transform their legacy of core banking systems to modern core banking system, as this is helping the banks achieve better time to market as well as drive competitive differentiation

7.Growing demand of crypto currencies such as Bitcoin has led banks to focus on distributed ledger technology instead of centralized ledger technology

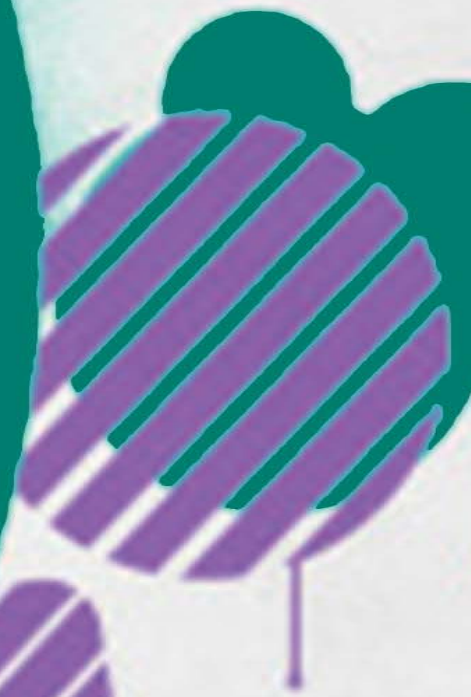
8.Banks are working to fully integrate risk management and compliance practices.

9.Advanced analytics is being used by the banks to drive insights about customer behavior and also to detect and mitigate the risks associated with the fraud

- Anurag Shrivastava
Senior Research Analyst
Cognizant Technology Services,
Hyderabad
IBS HYD, (2008-2010)

IT'S ALL ABOUT CONNECTIONS

EVENTS





NOSTALGIA 6.0



Nostalgia, the annual alumni meet of IBS Hyderabad marked a successful event, a grand celebration for our achievers and innovators, who return home to rejoice in reminiscences of their college days and a meeting house of lost friendships. The event was made success with the collaboration of the Administration department, Academics department and Alumni Relations cell of IBS. Not to forget the efforts put in by

the ARC members, student volunteers and our Sponsors.

The curtains were finally unfolded and the much-awaited alumni meet Nostalgia 6.0 was back with a bang on 26th November, 2016. The preparations for Nostalgia 6.0 had started months before. The theme was 'Cine Darbar' and it came out in a very creative way through the decorations and the various events throughout the celebration.

On the very day IBS courtyard was lit up with classic dialogues of Bollywood, photo booths and lights. This environment bought cheer on to the faces of our alumni. The campus looked active and brimming with alumni. The atmosphere was engaging as the evening started off with welcoming the alumni with melodious singing by our anchors by rightly befitting the theme. Also each building top had a bystander. Each alumnus experienced nostalgia after entering into this Bollywood style of fun and excitement.

The crowd was kept entertained by some remarkable performances by Diatribe, official band of IBS, Hyderabad and with their amazing Bollywood fanatics, all swayed to the intense beats of the night. Then, Alumni were called upon the stage for the crown of Mr. and Miss Nostalgia. This was one of the competitive events and was a magnet of masses. The alumni were an enthusiastic lot, so much so that they actively participated in the rounds conduct

ed with a sportive spirit. They shared their heartwarming stories and expressed pure joy of their return.

The photo booth, wherein all the props and requirements had been made by the students themselves, was swamped with alumni getting clicked with their friends. The props included a wide array of Bollywood masks, quote boards and other accessories, resonating with the theme of the event. Taking the cue, we welcomed Moving Mannequins onto the stage who displayed the influence that Bollywood has had on fashion, art on display to say the least. Team walked the ramp and rocked the theme CineDarbar with awesome Bollywood numbers. Dance performance by Samavesh displayed the influence Bollywood has had on the way we live, truly irrational joy.

After much deliberation the winners of Mr and Miss Nostalgia were announced and exclusive gifts from Kaya, Harley Davidson Talwalkar's were given to the winners.

After the valedictory ceremony, the cake was cut and curtains were called on the events and the Alumni were lead to dinner. After working up an appetite on the tours, alumni enjoyed a sit down and a bite to eat in the Students Union, taking time to rekindle old friendships with classmates from years gone by. Transportation and lodging was arranged for the visiting alumni.

We could see the excitement in the eyes of the alumni not just for meeting their batch-mates after a long time but also to see how IBS had transformed in the years that had passed. Overall, the erratic working hours, the endless admin rounds, the innumerable sponsorship calls and months of hard work, resulted in an enriching experience for all. With such beautiful and fun filled gathering the success of this event will remain unparalleled for a few years to come.

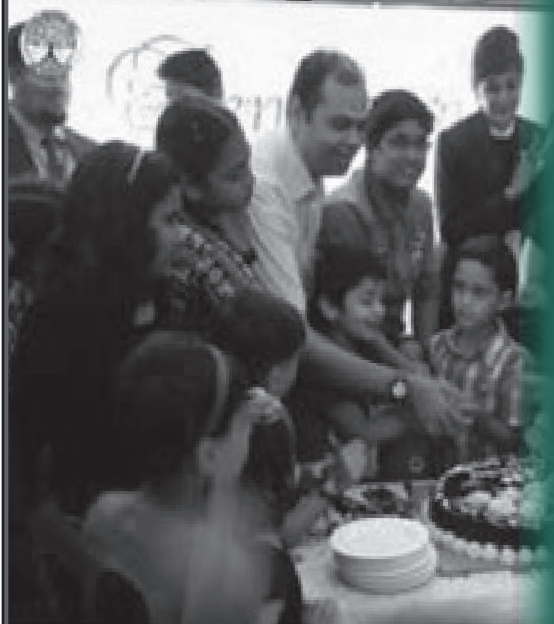




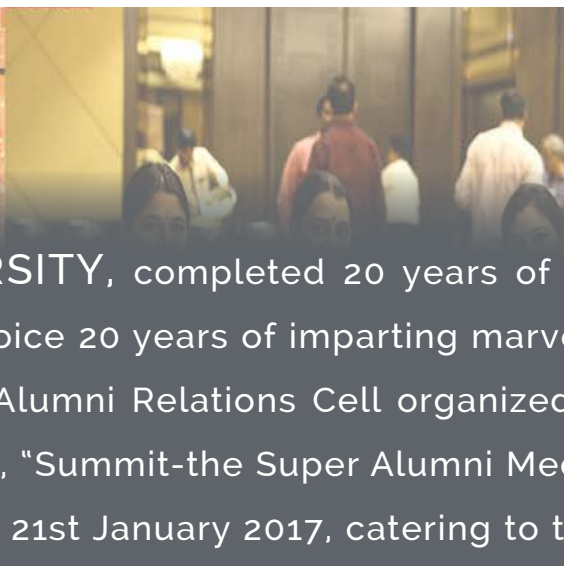
"Rendezvous"- a French term coined for 'a gathering', is the annual corporate dinner organized by the Alumni Relations Cell (ARC) that marks the repatriation of several batches of IBS alumni to network and to share their experiences with one another.

The event aspires to bring together professionals from numerous industries to socialize with each other and network. Rendezvous is a way to carry various batches in tandem to their golden days and also to seed new memoirs along the path.

On September 17, 2016, ARC harmonized a wine and dine experience for our beloved alumni at Taj Krishna, Hyderabad with batches prior to 2010, gracing the event with their presence. The occasion was converted into an exhilarating encounter where our alumni and their families enjoyed the innumerable activities planned for them. Rendezvous 2016 also saw the manifestation of the dean and faculties of IBS Hyderabad to help recreate memories for our alumni. The affair saw games and happenings, as hosted by Team ARC, to entertain the likes of all present there.



RENDEZVOUS



ICFAI UNIVERSITY, completed 20 years of its existence. To rejoice 20 years of imparting marvelous education. Alumni Relations Cell organized a corporate dinner, "Summit-the Super Alumni Meet" at Taj Deccan on 21st January 2017, catering to the Alumni batch of 1997-1999 who celebrated their 20th Anniversary of as the alumni of IBS.

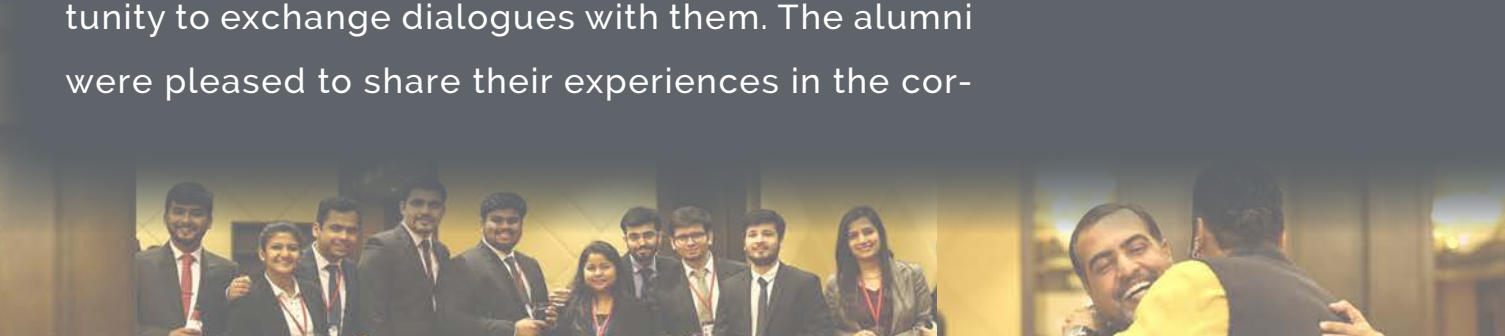
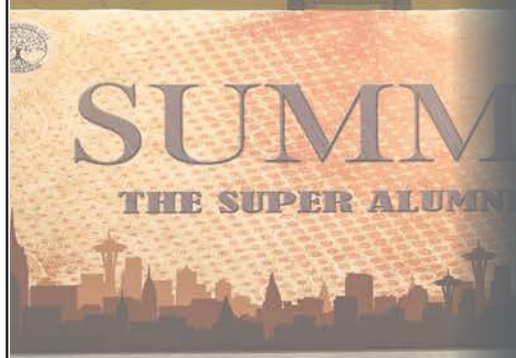
porate world and their time at ICFAI.

Testimonies of some alumni were taken to know about their journey in IBS and the corporate world. They were extremely glad to be back with their folks. The reunion made them recall the good old days. The event was a huge success and also inspired the young students present to achieve big and to never give up. Gatherings like these helps pave the path to enrich our connections with our Alumni and rekindles the bond between the alumni and the institute.

Alumni Relations Cell is looking forward to catering to the next batch of Alumni to step into their 20th Anniversary, helping us celebrate the connections we develop with our Alumni who have reached the 'Summit' of their careers.

It was a proud moment for the Alumni Relations Cell to welcome the faculty and the alumni, who are now holding top executive positions in renowned organizations. The event started with a declamatory speech given by our honourable Director, Dr.S.Venkata Seshiah followed with ceremonial lighting of lamp.

In the hours that followed, there were many fun-filled games arranged, which kept the guests engaged. The alumni were nostalgic after meeting and interacting with their batch-mates after such a long span of time. Also the students got an opportunity to exchange dialogues with them. The alumni were pleased to share their experiences in the cor-



MRINAL ANAND

Alumni Relations cell takes great pride in organizing Mrinal Anand, a tribute to late Mrinal and Anand for celebrating their passion and love for cricket by conducting a Cricket Tournament of present students and alumni. This year the event was conducted from 20th January to 22nd January in the campus, hosting 17 teams of alumni with the active support of Team VAPS, the official Sports club of IBS Hyderabad. This 3-day tournament enthuses a spirit of sportsmanship and is a perfect way of connecting the past with the present.

This year 14 teams walked into the field with the passion for sports in their hearts out of which Thunders, Spartans became the finalists and Thunders took the trophy home. This is just not a cricket match it's a bridge between those who "were" playing on the field and those who "are", it's a remembrance of those who celebrated cricket as their passion. Ailing from the gloomy and monotonous study and work life, the alumni and students eventually had a

breather in the form of Mrinal Anand.

Overall, the event was a huge success. Not only did the crowd appreciate the organisers i.e. Alumni Relations Cell and V.A.P.S but also alumni too were extremely pleased with the execution and implementation of the entire event.

Alumni relations cell thanks, team VAPS for their support in making this event a success and looks forward to celebrating this impetuous passion of Late Anand and Mrinal for over years to come with the same spirit and enthusiasm.



TRISHNA THE BAD FEST

Fests provide for one of the escapes from the lengthy process of classes, assignments and exams for many students. The annual cultural and management fest of IBS Hyderabad -Trishna was organized on the 13th ,14th and 15th of January 2017 at IBS Hyderabad Campus, this three-day extravaganza is the biggest fest of IBS. The theme of the fest this year was of a "Bad Fest". Trishna attracts many students from other colleges as participants and spectators for the events. A series of inter college events were conducted and around 15 colleges all over India participated, from SIBM Hyderabad, CHRIST University to PUMBA Pune and many other colleges were part of the events.

Every club of IBS had its own event and a series of unique competitions. Most of the events catered to finding good managers amongst the participants who could face challenges and overcome them with best possible ways or solutions. The major events included 'BEST CMO' organised by Maverick -the official marketing and strategy club, DOT Club- the official techno managerial club organized 'Technizian', ADmire -the official advertising and branding club organized 'Imperfecto', Finstreet conducted 'Hunt for the CFO', Money Matters club organized 'YIN-YANG', Sankalp organized 'Magistanos', Convergence conducted 'Smash it'. The cultural club Samavesh had its music competition called

'Tarana' and also organized an inter college dance event, Macon- the entrepreneurial cell organized 'Renaissance'-National Level B-Plan competition. These events pulled a large number of participants from other colleges. All the events received mind boggling participation. The days kept all the participants on their toes and nights were for fun and had a flavour of culture added to it. There were some amazing food stalls set up for the students to relish out of their mess routine and adding to the frenzy, were food coupons given to the participants.

The first evening of the fest saw a magnificent fashion show organised by the official fashion club of IBS -Moving Mannequins where NIFT Hyderabad was declared as the winner followed by SIBM Hyderabad. The fashion show was followed by the hilarious comedy act by the famous stand-up comedian and the IBS stage was honoured to have the celebrated: Mr Zakir Khan, who was the highlight of the eve-

ning. The program gained boundless appreciation from the college students making a refreshing change to the atmosphere in our college. The next evening was equally spellbinding with progressive band performances.

Evening of the final leg, day 3 was all packed with mesmerizing performances. It was the day the Best Managed club awards were to be given. The best supporting club award was bagged by Samavesh-the official Cultural face of IFHE, the best co-curricular club award went to VAPS-the official sports and fitness club of IBS, Hyderabad. The best marketed club and best emerging club was Kaizen, best organized club was Money Matters Club. Finally, the best managed club was again bagged by Maverick-The official marketing and strategy club of IBS, Hyderabad. CHRIST University emerged as the overall winners for the club events and titles like Mr and Miss Trishna were also

given away.

After the award ceremony the crowd witnessed brilliant performance by Diatribe -the official rock band of IBS, then it was time for the final act-the VH1 Supersonic EDM night by the Lost Brothers. The fest would not have had a more befitting end than the DJ Night, it had the students and participants lose themselves to the music and the beats till it was time to go back home. It was an electrifying night and everyone danced like they were on fire; it was a fest to remember.

The fest was finally successful in portraying an everlasting experience in our life and we are sure that students wanted some more. However,

since every good thing has to end one day, so it did, only to come again the next year.



Querencia 2017

*celebrating the good
in good bye !!!!*

It is that time of the year when another batch passes out carrying memories with them and leaving their imprints behind. With the senior batch bidding adieu, we look back and stare at the hourglass, on to the journey they embarked on two years ago.

The curtains finally rose after the relentless preparations going on for the past few weeks, the last week of January was all set to experience a three-day

extravaganza, Querencia, Farewell 2017. The pre-farewell online events and promotions started on the wee days of the last week and witnessed a great participation of senior students. The preparations were done with full fervor from online promotions to offline posters; the farewell committee did all to make it special.

Day 1 of farewell started with "Scribbling Day" with the 'Jamming Ses-

sions' alongside. Every senior member wrote their heart out. With their white shirts turning colourful and thousands of sentiments felt, the scene just got nostalgic leaving no words to express.

Day 2, where the stage was all set to experience a gala evening, Cupid's Ball. This was definitely one of a kind event, a simulation of sort of the American idea of 'prom'. The couples danced to the music, intermediated with games and the groovy music and the overall atmosphere of the event made it a memorable evening for all.

Day 3, the final leg, with everyone dressed in their ethnic wear, the atmosphere seemed more



vibrant. The students were busy taking photos and there was a plethora of events which kept them engaged and excited. Coveted titles like Mr and Miss farewell were organised on the stage. Various entertaining acts were performed and the titles were given away. The much awaited DJ, who stirred the crowd with his beats and there wasn't a single soul standing still. The night witnessed a variety of genres mixed including Punjabi and popular Hindi and English tracks. The joy and excitement amplified at the dinner following the ceremony, with senior students bidding each other farewell and promising to reunite soon. Foot tapping music and good food kept the students busy.

Also faculty members addressed the students and wished them luck for their future endeavours. One could see the twinkle in the seniors eyes and their smiles blossomed the environment.

As the seniors close in on the finishing line, Alumni Relations Cell on behalf of IBS Hyderabad wishes the Class of 2017 a great future, as they trail their feet away from where they belong, only to embrace the outer world that's waiting for them to make a mark on it. With such captivating performances, fun and frolic it is safe to say that Querencia this year was more than a success.

CLUB BYTES

IT'S ALL ABOUT CONNECTIONS



V.A.P.S

Never aspire to be the best in the team rather try to be the best for the team. Twice the guts, double the glory - this is the reason We Are Passionate about Sports: V.A.P.S.

With the same undying passion VAPS began their journey with Virtuarena 3.0 - a game where you escape reality. It was a two-day event where 11 talented teams of Counter strike and more than 50 enthusiastic FIFA players participated. Then came the game of slam dunks and smashes - Thunderball 3.0. This event was a perfect package of Basketball, Volleyball and Throwball where more than 50 students smashed through their opponents.

VAPS had their two biggest events lined up next, so the back end preparation began with internal workshops on AAVEG 7 and ICFAI Premier League(IPL) 4.0 to get pumped up for the extravaganza. Cricket is synonymous to religion in India and the story is same in IBS as well. IPL 4.0 was a huge success right from the auction itself where around 250 enthusiastic cricketers went under the hammer with 12 clubs bidding for them to form the strongest team. But the title of the Ultimate Champion was grabbed by the team Fin-street Finomenals.

The entire campus felt the excitement of AAVEG 7 - the national level inter B-School Sports Fest with its official launch on Nostalgia 6.0. And that marked the beginning of yet another enthralling edition of AAVEG. Over 450 participants swam through struggle to attain glory. The event rolled up with some emerging as champions and others gaining a lifetime experience. It was not just a 3-day event but was the outcome of months of planning, plethora of ideas and hard-core

efforts of the entire team.

The athletes of IBS were given a chance to take the centre stage with IBS Olympics turning on the heat. A number of sports were amalgamated in one single event along with IBS marathon and track events. And right after that the team organized their last event of this calendar year Football and Volleyball. With this Team V.A.P.S signed off for this year with the promise to come back with much more excitement and the belief that "It's not whether you get knocked down, it's whether you get back up."



Samavesh

"Samaveshians are the shapers of culture, the workers for change, and the dreamers of dreams."

Samavesh, the official cultural face of IFHE, a name that symbolises a family away from home. The club binds together culture, activities, and passion to form ever lasting memories.

Just like 5 elements come together to form mother nature, 5 verticals together form Samavesh. To celebrate this feeling of togetherness and to officially introduce its junior team, Samavesh organised Retrospect-Rewind. Reload. Refresh, an event that rewrote history in a creative way.

The festive month of October saw many celebrations come to life, be it Dandiya Night for rejoicing Navaratri or Diwali Mela. The club also honoured the festival of lights by a grand celebration that made Diwali special for everyone missing home.

Samavesh also organized Art Quest, an event that tapped into the creative minds of people and Heritage Trip, a journey that uncovered the history that flows through the lanes of Hyder-

abad.

The month of November and December saw Samavesh collaborate with various other clubs and cells to strengthen the bonds that binds IBS as one. As part of such associations, the team made rangolis for Nostalgia, E-Week, and MUN. Also, the club built relations through their dance and singing performances at Nostalgia, EB Week, E-Week, Sankriya, MUN, and Aaveg.

Samavesh also brought a rendition of artistic's playground in the form of an Art Exhibition that saw the works of talented people of IBS and a few NGOs, come together and garner the hype and applaud they deserve for their originality



MoneyMatters

Money Matters Club is the Official Finance Club of IBS Hyderabad. It was founded in June 2005 with the objective to enlighten the students and provide them with a rich experience- where you play, talk and think finance.

This year was power-packed at Money Matters Club with numerous workshops, events and guest lectures being held. The club organized various events like "Chanakya 5.0- The online finance gaming event", "Stock Mind 5.0 in association with ICICI Direct", "Genesis" in association with team ADmire" etc., whereby participants got exposed to realistic financial situations which helped stimulate their minds to formulate a winning strategy.

Their financial bulletin which is loved by the readers, witnessed eleventh year of publication. They have been publishing numerous Gyanpathand weekly news bulletin for avid readers and feel glad that they could contribute something on their part in increasing their knowledge.

MMC also conducted "60 minutes" which is an hour long management discussion on the most important and talked about topics - BREXIT & DEMONITIZATION.

Apart from this various guest lectures have been conducted for the students which gave them a picture about the corporate lives they would enter into. Some of them are

- Financial Inclusion by Surya Kumar (Founder/Former C.E.O. of VayaFinserv)
- How to climb the corporate ladder by SaobanDalvi (Lead-Business HR, L&T Financial Services)
- Banking Risk Management by NeerajKhandelwas (VP-Financial Services Analytics, Genpact)
- Career Opportunities in Banking- The digital Era by S Mohan (GM & Principal SBI & SBI Staff College, Hyderabad)
- M& A Valuation and Deal Structuring by NileshRammani (Senior Analyst, Bank of America) and by Abhinav Pathak (Analyst, Bank of America)

Apart from this, they have been conducting various knowledge sharing sessions some of which include topics like GST, Bitcoins, US Subprime Crisis, European Debt Crisis. Teaching taxation is the club's new initiative in which both Direct and Indirect taxes are covered.

Also, this year MMC proudly conducted its flagship event "REDUX 11.0" in its 11th year. It was a 2-day extravaganza where they celebrated finance. The first day comprised of 3 levels of games based on the specific domain. The second day had a fair conducted at Taj Garden where different fun games were held at various stalls, which engaged all the students. It was held on 13th and 14th December, 2016.

MMC also conducted a Workshop on Credit Approval by BihariLalDeora (Principal Advisor AIWM India). In the month of January, they conducted a major and fun event in IBS annual cultural fest, 'TRISHNA 2017'.

The overall journey has been a thoughtful learning process and they pledge to carry the legacy forward.



FinStreet

FinStreet, the official capital market club of ICAI Business School, Hyderabad, is a dynamic mix of like-minded people with passion to learn. The club aims to simplify the vast and intricate network of finance, focusing primarily on the capital market to cover and focus on larger parts of the market.

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 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.

IBS Times vertical is the publishing arm of FinStreet. They publish a fortnightly magazine which focuses on the current and critical happenings in the global economy. The magazine also regularly publishes industry and stock reports. It has reached 11,100 reads and 98,000 impressions.

The club also conducts its flagship event, "Bhav-mandi" which aims to give the students at IBS an introduction to the market outcry mechanism in the equity markets. Apart from this the club also conducts various management discussion sessions on financial crisis focusing on the causes and implication of various global economic crises.



Newswire

Newswire – the official news and media portal of IBS, Hyderabad; had a lively three months from October to December, 2016.

Starting out, the club was the official coverage partners of The Entrepreneurship Cell, Maçon's E-Week event. Newswire posted regular news updates on their Facebook page, and kept everyone in the campus informed about their proceedings.

The club, then, organized inter-club event called Communiqué, from 5th to 8th December, 2016. It was a 3 day event, full of knowledge and fun for the 10 clubs that participated.

Day 1 had the task for clubs to design a poster and video for a fictional news item, which they had to market on Face-

book; and gather likes, shares and comments. Day 2 saw them gather in a lecture hall to become hypothetical news channels, and bargain for news items with the various clubs. The clubs, then, had to slot and schedule the news items and advertisements that they had purchased. Day 3 saw them give presentations on a failed Merger & Acquisition and provide solutions therein.

Last, but not the least, Newswire covered The HR Club, Convergence's HR Week from 12th to 15th December, 2016.

2016 was a blast for Newswire, and the club sure hopes that 2017 will provide a better future.



Prakriti

Prakriti – the official Nature and Adventure Club of IBS Hyderabad has organized a number of interesting, fun-filled and environmental issues associated events. They conducted an event called the "Rush Hour" which turned out to be a very successful event. About 100 students participated in the event and were enthralled with the event. Later in the same month they organised their flagship event "Snake-o-pedia". This event is an awareness programme aimed at educating the society about the snakes and breaking myths associated with these creatures. The event had a turnover of nearly 300 students. In the month of October, a trek to Khajaguda was organised. About 70 students were a part of the trek. It was an invigorating and challenging adventure for all those who participated in the trek

Prakriti also conducted a two-day event "Human Foosball" as an interclub as well as an

open event in which 14 clubs participated. It was a fun event in which the foosball board is resurrected on the field where two teams battle against each other, defending and shooting goals. Hampers were distributed to the winning team. During this month a one-day workshop was conducted on climate change by Mr. N S Prasad who is currently working as a climate change communicator at UNFCCC (United Nations Framework Convention on Climate Change). Around 50 students attended the workshop and were made aware of the complexity of climate changes. The workshop also focused on the calculation of carbon footprint with the help of the monthly power bill. A guest lecture on "sustainable marketing" was conducted by Mr. Sameer Pathak, General manager, public affairs and communications of Coca Cola India for which nearly 100 students were present and it was an enlightening session for all the participants present.

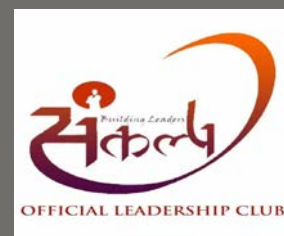


IBS Blues

IBS Blues is the official swimming club of IBS, Hyderabad. The motto of this club is to not only promote swimming but also, to create various opportunities for the students to relax, refresh and rejuvenate from the hectic schedule of their academic life. The club also encourages students to participate in extracurricular activities and at the same time perform exceptionally well in academics.

IBS Blues has always been a part of many inter-club events and has won in events like "Recoil" organized by Club "Speak-Up" and "Bob the Builder" by Club "Kaizen". This year IBS-BLUES successfully hosted the grand event, "Endurathon", for IBS students which was the first of its kind and also co-hosted "GHAC Triathlon" and "UMEED 1000" in which professionals from various parts of the country participated.

Lastly, beyond the vertical of swimming, "GURUKUL" classes are also conducted for the betterment of students and thus, team



Club Sankalp

"Leadership is the capacity to translate vision into reality". Club Sankalp organized a 12 hour event, Magnate 3.0 with a vision to promote managerial competency among students before stepping into corporate world, instilled a high spirit among all the participants with a platform to perform with whatever-it-takes to be a winner coupled with variegated management related and fun-filled activities.

Corporate Social Responsibility is quickly becoming an essential part of every business. Club Sankalp again takes an initiative towards helping the society." Children are the image of god". On the occasion of children's day, the members of Club Sankalp spent some time with the children from the Govt. School of Gopularam village and helped them to save that child inside to the rest of their lives.

Today India is facing the biggest challenge and major disaster, AIDS. On the world aids day (1ST December 2016), Club Sankalp pledged to create a future without aids with a motto to fight, to protect and to give our loved ones a healthy tomorrow.

"Christmas is the spirit of giving without a thought of getting". This Christmas, Club Sankalp fulfilled the wishes of under privileged children at Kasturba Gandhi National Memorial Trust with the Wishing Tree, to make those dazzling stars shine all the way.



Club Aaina

Team Aaina continued with its legacy to create awareness, with the guiding light handed to them by their senior team, with the flame of revolution along with path breaking events and big steps towards the future.

The club's first interaction with the junior batch of 2016-18 was with the event "Study-licious", where they helped the juniors in understanding the basics of Marketing and Finance, and the faculty helped them to understand how to proceed with MBA.

In this academic year, the club started off with "Aaina Awareness Run" for the International Day against Drug Abuse. This was the first time that Aaina conducted such an event, with the same discipline and organizing efforts that matches the standards of a corporate marathon. This event will also be conducted in the years to come. Along with the Run, they ran promotions to create awareness about the after-effects of drug usage and how the usage of drugs affects a person at every level.

Aaina conducted a Management discussion on Indian Education System. With overwhelming participation and support from the juniors, the discussion was of the highest standard and witnessed quality arguments, making it a huge success.

In collaboration with Club Maverick, Aaina conducted a donation drive, "Mission Education", with the sole motive to help the poor kids who are highly motivated and dream to study but couldn't pursue their dreams. The proceeds were collected and donated to underprivileged children.

Every year, team Aaina visits the SOS village near IBS campus and this year was no different either. The senior team took the juniors there to interact with the kids and conducted fun events for them. The team had a great time with the village children.

Diwali is known as the festival of lights, it is a celebration of good defeating bad, during this auspicious occasion team Aaina conducted the event, "Joy of Giving", where the team distributed sweets to the workers in the campus and celebrated Diwali with them.

As a part of the Children's day celebration, Aaina went to a government school to give stationary to the students there and spent some quality time with them.

The event, "Being Intern", was conducted with a motive to help the juniors gain knowledge about the internship through a friendly interaction with a panel of 5 Best SIP award winners.

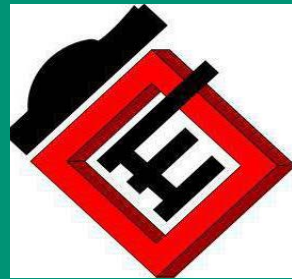
During "Trishna-2016", they launched their first magazine, "Socio-Byte", with interesting articles on various social issues that need to be addressed and for which awareness must be spread.

Throughout this year, Team Aaina has been pushing its limits to create awareness like never before. With a great team of juniors, the team is looking forward to step foot into 2017, working towards a fabulous future.



Gray Matters

Gray Matters, the official Quizzing Club of IBS-HYDERABAD believes in continuous process of knowledge sharing. Their premiere objective drives in the dilemma of enlightening young achievers with the path of knowledge of 'things' in and out of this world. Quiz as a secular domain harnesses awareness on the knowledge and the conscious state of mind. So through their continuous events being held, which encapsulates various journeys, they try to bring enrichment to one's wisdom in the most fun-filled way. With their flagship event "Quizzer of the Year", their efforts prioritize to positive competitiveness between esteemed clubs thereabout. They thrive to spread the essence of knowledge sharing through their future prospects and oath to determine the motivated minds of IBS-HYDERABAD.



Maçon

Maçon- The Entrepreneurship Cell of IBS Hyderabad is a family, where they all thrive and enact their parts to make every event successful and take their team to new heights. Each Maçonite brings some knowledge to the table every year and this helps them to grow. The events they conduct help them learn from the experts in the industries and also from within their cell. Their motto "Inspired to Innovate" is an all-round description of what kind of an environment they have in cell, and making mistakes is encouraged for them that helps to learn from their mistakes and keep up the innovative zeal burning in their hearts.

Crossroads, we all reach it in our career and life at some point, standing on a crossroad we have to decide which way or path to take to reach our destination of greatness. The event Crossroads was conducted on 10th August, 2016 in IBS Hyderabad campus to show how one should deal with when coming to a crossroads in life as well as career. It was an event in which this crucible of knowledge was imparted using the flames of fun.

The workshop was conducted on Influencer Marketing and Alternate Career in the Connection Economy, by Saritha Singh, founder and CTO of Brand 360, on 13th September, 2016, a collaboration with Club Admire of IBS Hyderabad to educate and gain knowledge on the different aspects of the influencers that an entrepreneur should keep in mind when promoting their services and products

A guest lecture was conducted on Innovation and Incubation of Clean Tech Market, by Mr. Fred H. Walti II, President and CEO of Los Angeles Clean Tech Incubator, on 24th October, 2016. This gave the audience an insight on the clean technology that is being implemented and the scope of a startup in the field of clean technology. It was an insight to the future of enterprise and the world for the participants.

The Entrepreneurship Week or E Week the flagship event of Maçon which coincides with the Entrepreneurship week worldwide is a five days long event which showcases their

unity as a family and also imparts knowledge to not only the cell members but whole of India. Students from MBA colleges all over India are invited to the E Week to participate in the Guest lectures by prominent industry leaders from different fields and also to showcase their Business-Plan to investors invited by the cell to judge the different plans that is put forth by the college students as well as participants from other B schools. The week started with the inauguration ceremony presided over by Sreedevi Devireddy, Executive director of TIE and Pradeep Mittal, Executive Chairman of GOOSE, on 28th November, 2016. The ceremony was adorned by the mind broadening lecture by an esteemed guest on the theme "Youth Entrepreneurship". The stereotyping of women entrepreneur is one of the issues Maçonites try to eradicate, the panel discussion among Hema Balakrishnan, Social Entrepreneur and founder of Color D Earth, Vaishali Neotia, Co-Founder of Merxius, Capt. Mamatha, Executive Director of Flytech Aviation on 29th November was an added insight to the problem they are trying to solve. A purposeful lecture from Mr. Anto Philip, Co-Founder of Under 25 Club, who is revered as one of the youngest entrepreneur in India was organized on 30th November, 2016.

The Inter-Club B-Plan showcase was organized on 1st December 2016, where all the clubs in IBS Hyderabad were invited to showcase their B-Plans and compete with other clubs to win the olive branch of success. On 2nd December 2016, the participants of other B schools were invited to compete amongst each other showcasing their B-Plans, their road to glory was judged by Mr. Kisshhan Psv, Co-founder and CEO of Robo-Fest and Mr. Saikiran Gunda, Founder and Organizer Startup Cricket League, the winner had the chance to win the investments from the investors present in the showcase. E Week came to an end on 4th December with a fabulous and mouthwatering food fest in the campus. This was a way to earn our investors profits and fan followings. Apart from the food stalls, they were lucky and obliged to tap in sponsors like Red FM, Mad Over Marketing and several more.

The road ahead is laden with knowledge and experiences for Maçonites as well as the students who are knowledge hungry like them. The journey ahead for Maçon is that of a beautiful star way to greatness and glory. Maçonites are Inspired to Innovate.



Ecobizz

RAJNEETI – the first event of the semester, was a simulation of Indian Politics and Parliament. It was a 5-day event. It started with participants from various clubs filing their nominations for election after a briefing session. On Day-2, 2 parties were formed with 9 candidates in each party and all of them were asked to give speeches after a rally to gather support for their respective parties. The elections happened on Day 3. The winning candidates went to Lok Sabha with the party with majority becoming the ruling party. Day 4 and Day 5 saw both the parties trying to pass a bill on Article 370 in both Lok Sabha and Rajya Sabha respectively. Day 5 ended with the winners being announced based on their performance and winning the elections. This was followed by the official inauguration of the club website. www.ecobizzibs.com

EB WEEK:

EB Week – a 5-Day event consisted of 2 events – Aavardhan, Carpe-Diem. Aavardhan was a 2-Day event, organized by Khoj, the research wing of club Eco-bizz. The event saw 17 eager teams from various clubs and also from happy club. It consisted of 3 rounds - Thug the Bug, Game of Slytherins and a Case study. Carpe-Diem started simultaneously on Day 2 of Aavardhan. We had 19 enthusiastic teams for this 3-Day event. It comprised of 5 rounds – 221 EB Street, Machine-Gun Massacre, Big Fat Wallet, Fly or Fail, Silver Lining. This also included an online trading simulation for an entire day. The event came to a conclusion with a closing ceremony on Day-5 which included cultural performances by Samavesh and prize distribution to winners of Aavardhan and Carpe-Diem.

MUN:

MUN – the flagship event of Ecobizz is a simulation of United Nations. The event began, with a briefing session – MUN Workshop, a week be-

fore the actual event. They had almost 90 aspiring delegates from across India. The conference was declared open by the Secretary General followed by Prof. Mark Lindley's speech. The conference consisted of 4 councils – UNGA-DISEC, UNSC, ECOSOC, JCC. There were 7 sessions in total for each council spread over the 3 days. Day -3 witnessed a war cabinet, which included UNGA and JCC (India and Pakistan). On Day 3, the closing ceremony started with an inspiring talk from Mr. Kingshuk Nag, former Resident Editor in Chief, Times of India. This was followed by prize distribution and cultural performance by Samavesh. The conference was finally declared closed by the Secretary General.



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 has never been an easy job, be it giving fashion mantras or client servicing MOVING MANNEQUINS does it all. Members at their club make sure that a hint of glamour is added to each and every activity they do. This year with new energetic and extremely talented recruits, they are confident of reaching new heights. This academic year they kick-started their journey with Casual Friday Dress up contest and the winners were given an exclusive photoshoot, followed by fresher's fashion show in EPISODES 2K16 which conveyed strong messages on social causes. They collaborated with team VAPS for VSL3.0 as their official glamour partner. Team also walked for Nostalgia6.0 and rocked the theme CineDarbar with awesome Bollywood numbers. They also represent IBS college in various inter-college fashion show competitions. This Year the team takes great pride to announce that they won the first prize in Impelz-IMT Hyderabad and are also about to launch their fashion blog for all the fashion enthusiasts. In addition to that they are also planning to conduct personality grooming sessions and ramp walk workshops for the students along with portfolio photoshoots and many more surprise elements to be added in future. Stay connected with MOVING MANNEQUINS on Facebook page and other social networking sites to know more about the fashionistas!

As they always say, stay *stylishly fluent in fashion*



ADmire

Red is associated with energy, strength, power, determination as well as passion, desire and love. Club ADmire's members live by the fiery passion and zeal to grow and thus it is the official colour of the club. ADmire the official Advertising and Branding club of IBS Hyderabad organised a major event Imperfectus- a holistic blend of disruptive marketing (via blue ocean strategy), advertising, branding and finance. The main goal was to create a brand new product for a non-existent market, come up with an Ad campaign for the product and finally to get funding for the product. In tune with the theme of Trishna viz. Bad Fest, there were several surprising twists in the event where the participants have to seek perfection in imperfection.



XpressionZ

XpressionZ, the theatre society of IBS Hyderabad, is more than just an act. At times they are the voice of the unheard; at times a medium to show the world what goes on in our society and for others a reason to smile. This is what drives them.

Following the success of the 1st semester, team XpressionZ started off with an open for all event, ACT KAR. Students were given a chance to take center stage and showcase the hidden drama within them. It was a token of appreciation from the club, for the loyal audience who have stood by them, watched them and appreciated them throughout their journey.

The months of November and December were highly industrious as the team managed to put up 02 stage plays and 02 street plays. The stage plays, COURT MARTIAL and KALKI AVATAR PAR MUKADMA were divergent in nature. The first showed how an army officer, in spite of racial and caste discrimination, remained loyal to his motherland and sacrificed his life honoring the traditions of the army. While the latter presented the prosecution of Kalki, the 10th avatar of Lord Vishnu. The play was a parody reinstating that god isn't one, but can be anyone who takes a stand against wrong doings.

In the month of December, team XpressionZ took part in a national level street play competition organized by IMT Hyderabad. XpressionZ stood 1st in the competition and received much

acclaim for their black comedy, ANDHVISH-WAS. The 2nd street play TRP, was a satirical take on various TV channels and showed how they manipulated their content to accumulate viewership.

XpressionZ organized a minor event and a fun event during the course of Trishna 2017. The minor event saw teams competing to bag the Best Street Play award. NIFT Hyderabad grabbed the 1st place after a wonderful play on the frailties of the Indian education system. The fun event, FUN KA KEEDA, saw teams of IBS Hyderabad acting on various situations and props. The year ended on a positive note and a lot of appreciation from the loyal audience, setting up the stage for the next year where as always, XpressionZ will be there to empathize, emote and enthrall.



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