



IBS
HYDERABAD

CONNECTIONS

Alumni Magazine, IBS Hyderabad

**MAY
2017**

**Faculty
Speak**

**Student
Articles**

**Alumni
Speak**

Volume 6 Edition 8



Teachers
seed a
lifetime of
knowledge.



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EDITORS NOTE.....

Dear Readers,

Time flies and how! Another year, another distinguished set of graduates and another growing batch of incoming students. As we bring out this edition we will also be bidding farewell to our senior batch and it gives us immense pleasure to see them all set and ready to embark on the new upcoming corporate journey. We take this opportunity to thank our senior ARCians for guiding us through thick and thin and wish them all the success ahead.

The legacy of the Alumni Relations Cell has now been entrusted upon the batch of 2016-2018 and it is now time for us, the junior batch to step up and lead the mantle of responsibility. The magazine-“Connections” is not just a mere publication, it holds the precious memories of our alumni, the wise words of our professors, the creative thoughts and ideas of the students of IBS.

This issue contains a plethora of articles from alumni, students, IBS faculty and a lot more. We have pulled the best of all worlds to address the reading propensity of our IBSite diaspora. We hope to continue this editorial child of the Alumni Relations Cell with our heartfelt efforts.

On this note, we express our deepest gratitude to everyone for contributing their precious time for “Connections” and for pouring their hearts out.

Happy Reading!

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Faculty Speak



MANUFACTURING INDUSTRY IN INDIA

On 14th August, 1947, Pandit Jawaharlal Nehru, made the most famous, stately, emotional and nationalist pronouncement "Long years ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge. The achievement we celebrate today is but a step, an opening of opportunity, to the great triumph and achievements that await us". Nehru, as first prime minister of Independent India, reminded all Indians that the path ahead is that of challenges and emphasized that the task ahead included "the ending of poverty, ignorance, disease and inequality of opportunity". These became the guidelines for which India designed its path of development since 1947.

India envisioned its development strategy on the socialistic pattern of society through economic growth with self-reliance, social justice and a poverty alleviation; and the goals were to be achieved by strengthening democratic political

process and framework. India began its rebuilding story, post independence, having inherited the legacy of social inequalities, insurmountable poverty, lowest ever literacy rate, malnutrition and diseases. The biggest challenge was alleviation of poverty, and to achieve projected percentage rate of poverty reduction by end of each five-year plan.

Industrialization and setting up of state owned manufacturing units, seemed an obvious choice, for building national wealth and generating employment, as trust deficit for the private sector was very high. The Industrialization strategy designed by Professor Mahalanobis focused on the development of heavy industries, and public sector to make the massive contribution to the manufacturing industry and to the economy. The states were to play dominant and strong entrepreneurial role to develop the industrial sector.

The state ushered the new era of manufacturing in different sectors, ranging from textiles, steel, pharmaceuticals, heavy industry, precision engineering, instrumentation, tractors and so, with a view to generating wealth and maximum employment. The distrust in private sector, resulted in state imposing endless conditions, cumbersome compliances, high tax rates etc., license for manufacturing etc. If private sector survived in India, during 1947-90 era, it was besides the resilience of the private sectors, choice of the non-competing product category with state owned business, changing business environment and investing in advanced technology.

However, desired objectives of state to have highly efficient manufacturing was far from reality. Besides many deficiencies, the approach of Indian manufacturing industry to achieve import substitution, and not export orientation, resulted in poor quality products. Since the times of British, the Indian manufacturing industry was in denial of technological changes and technological adoption from different parts of the world. The non-existence of competition led to mediocre product quality, obsolete processes, and hence in-competitive in the domestic and as well as international markets.

India's manufacturing industry went through its slowest progress after world war II to Indian Independence and economic liberalization in 1991. If we trace the history of Indian manufacturing industry, we will realize that it was leading manufacturing center



BY,
A. GOPAL KRISHNA
ADJUNCT FACULTY- HR & SOFT SKILLS
CHIEF OPERATING OFFICER, EEFACTORY, SHENZHEN, CHINA

and one of the best in the world in early 1800. India had developed banking system and merchant capital, had a strong network of middlemen, brokers and agents. With such strong ecosystem, India as one of the major economies in the world-22.6% of the world's GDP reduced to 16% by 1820. It steadily reduced and became one of the weakest in the world. Though the historians attribute India's down fall to the British rule, one of the main reasons was that India was way behind Western Europe in technology, institution and ideas.

Although there was a partial recovery of Indian manufacturing over a period of time, the industrial revolution per se did not arrive in India. The pro-business houses have condoned the prevailing conditions after Independence. The business houses had to set up their offices in Delhi for obtaining a license, permits for importing machinery and getting the approval to start production. The contribution by the private sector in manufacturing was slow due to red tapism; while the PSU manufacturing became a breeding ground for corruption, nepotism and inefficiency.

Manufacturing industry in India, was limping.

The economic liberalization in 1991 ushered in a new era of the economic revival of India. There prevailed renewed sense of development. Indian economy achieved new frontiers of growth. Its achievement in the service industry, earned it, the status and recognition of being "back office of the world". The economic growth rate steadily improved and it even withstood the adverse impacts of global economic recession in 2008-2009. India emerged as one of the fastest growing economies in the world. It is estimated that with India will be the largest economy in the world, after USA and China by 2025. Manufacturing industry will have to make sizeable contribution to the growth of Indian economy.



CHANGE IN GAURD & CHANGE IN MINDSET.....

2014 saw the biggest political change in India, since its independence. Indian voters giving the largest mandate to single political party, unlike the politics of the past two decades of coalition rule. The mandate was given the assurance by BJP, besides many changes, generation and providing employment to millions. What resulted is a new thought and slogan of "Make in India". A renewed resolve to make India as next destination of "global manufacturing"

PM Narendra Modi announced that India offers 3D- Democracy, Demography and Demand. Riding on these strengths India can achieve a leading position in manufacturing at the global level, besides playing an important role in the Global economy. Added to that Tech savvy and educated young populations, continued expansion of middle class and reduction of BPL will add to huge consumption base, making it world's key consuming countries in the world. Leading consultants in the world estimate that the consumption of India and China together will stand at staggering USD 30 Trillion by 2030. However, the expansion of consumption base in India will depend on two key variables. One being the increase in per capita income second being the reduction of unemployment.

Hence the solution lies in providing the biggest boost to manufacturing industry in India. The industry attractiveness of manufacturing, is being pursued aggressively by laying special emphasis on rationalization of duties and taxes, incentives for attracting investment in manufacturing industry, and continuous up-gradation of skills of employees for the

manufacturing industry.

Would these measures be sufficient to make India emerge as "destination next for manufacturing"?

While the conditions are very favorable, Indian entrepreneurs need to make the best use of the conditions, to make India as the world's most preferred destination for manufacturing.

However, India which has acquired the reputation of being the nation of "Start ups" in competition with USA and China in IT and service industry, it needs to focus its attention on the upcoming opportunity in manufacturing. India not only needs more entrepreneurs to invest in the manufacturing industry, but also to approach manufacturing with a different mindset. It is well known that Indian entrepreneurs predominantly have the trading mindset, and have thrived and achieved spectacular success in trading.

Undeniably, entrepreneurship in manufacturing requires different mindset and orientation. It requires being efficient, cost effective and high on quality. The manufacturing ecosystem needs to be created and developed. It not only requires investment, it needs to move the elephant. Indian manufactur-

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Long years ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge. The achievement we celebrate today is but a step, an opening of opportunity, to the great triumph and achievements that await us.

- Pt. Jawaharlal
Nehru

ing industry need to come out of woods, and not only make a substantial contribution to GDP but also generate employment for more than 100 million Indians, as the objective set by the Prime Minister.

If we closely scan few of the industries for their potential, it is overwhelming and highly motivating. It needs to be nurtured and supported. For example, by the year 2020, Electronics industry is likely to touch USD 400 billion, Retail food industry- USD 900 billion, semiconductor design – USD 60 billion, LED TVs – USD 20 billion, telephone equipment – USD 30 billion; and so on.

Indian manufacturing industry needs to have young entrepreneurs venturing into it with aggression and ambition. While Indian young entrepreneurs can continue to get swayed away by the glamour and glitter of developing various apps, though many of them have very shortened life, where as the spirit of manufacturing, the clutter of machinery, noise of people, sweat, hard work and pain, need to be understood and accepted for the larger interest of the nation and people.

The Government of India is trying to do its bit, within the limitation, though a lot can still be done, and faster. However, the actions are encouraging and pro-manufacturing. Whether it's vision of setting up of industrial corridors of Mumbai- Delhi, Amritsar- Kolkata, Visakhapatnam- Chennai, Bangalore- Chennai and finally Bangalore- Mumbai, tax ratio-

nalization, labor law reforms, land reforms, ease of doing business, special incentives, etc. will give a major thrust to manufacturing. The state government, like that of Andhra Pradesh, Telangana, Maharashtra, Haryana, Uttarakhand to name a few are being proactive in their actions to promote manufacturing industry.

Indian Entrepreneurs, need to acquire manufacturing mindset; and Chinese skills of execution, efficiency and cost effectiveness. With all the demographic and geographical factors in its favor, encouragement and support provided by the Government of India, the young Indian entrepreneurs must embark the new journey of “manufacturing” and make India the “destination next for manufacturing in the world”, contribute hugely to national wealth and provide employment to hundreds of millions of young and exuberant, technically and skillful Indian youth.

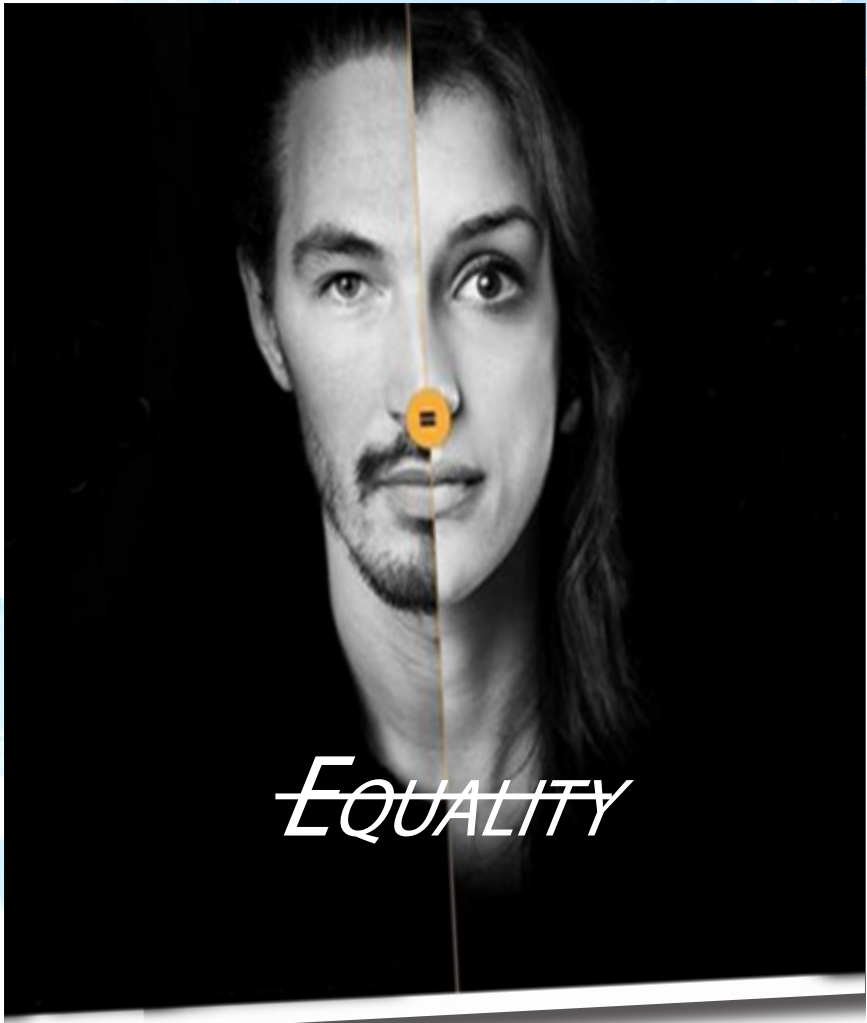
While Service industry did its best, it is the turn of the manufacturing industry in surging India forward.

“ It is estimated that with India will be the largest economy in the world, after USA and China by 2025 .



Student Articles





We may love the idea of women empowerment, but do we really accept powerful women?

Most men see a highly independent and strong woman as a threat to their identity. A woman who can go out and come back with her hard earned money, a woman who can take care of her husband is still a threat to a man's ego. My question is why can't we be equal?

Same is the case with the wonderful men who respect women. In name of feminism, we try to suppress them and their freedom. Do we really understand the meaning of gender equality?

Why can't it be like we cook food when we come back from work? One day the husband cooks, the other day, the wife. Why can't she pay the bill sometimes and sometimes the husband does? Why can't we be equal?

Like partners in crime in a metamorphic sense. Both men and women complete the society, why this fight in name of Man vs. Woman? We are equal and we must treat others as equals, why this disparity and bias in the name of gender? Why do we have to fight? Both of them have equal contribution in making this world a better place to live in. By saying that we believe in gender equality nothing will change! We should remember the fact that actions speak louder than words!

Then, only we can make peace with the fact that men and women are equal!

By: Megha Mayuri
Batch:2016-2018

PARTNERS IN CRIME-
RACE AGAINST GENDER EQUALITY

A polar bear is perched on a small, isolated piece of ice in the middle of a vast, blue ocean. The sky above is a mix of soft pinks and purples, suggesting a sunset or sunrise. The water is a deep, calm blue, and the horizon is visible in the distance.

THE ENVIRONMENTALIST

By:
Aditya Ambegaokar
16BSPHH01C0059
(2016-2018)

“The time to answer the greatest challenge of our existence on this planet is now. You can make history or be vilified by it.”

Leonardo DiCaprio mocked mankind during his speech at the UN climate summit back in 2014. He said; that we, humans, have looked at climate change as a fictitious story, one that doesn't concern our planet. We have pretended that climate change isn't real and somehow it would go away.

Three years on, 28th March, 2017, a village called Bhira from Raigad district in Maharashtra recorded the world's second highest temperature of 46.5°C. Considering the recent heatwave across India, this looked normal. However, it is important to note that the town lies in the coastal region of Maharashtra. Such abnormalities in temperature are rarely seen or recorded, which points to the inevitable fact that climate change is real.

According to NASA, there are two key climate change indicators. They are global surface temperature and Arctic sea ice extent. Studies show that each of the first six months of 2016 set a record as the warmest respective month globally while the average temperature of the planet also increased by 1.3°C the same year. These trends are driven by rising concentrations of carbon dioxide and other greenhouse gases in the atmosphere. As a result, the global sea level has risen by 6.7 inches in the last century suggesting the melting of the Arctic and Antarctic polar caps.

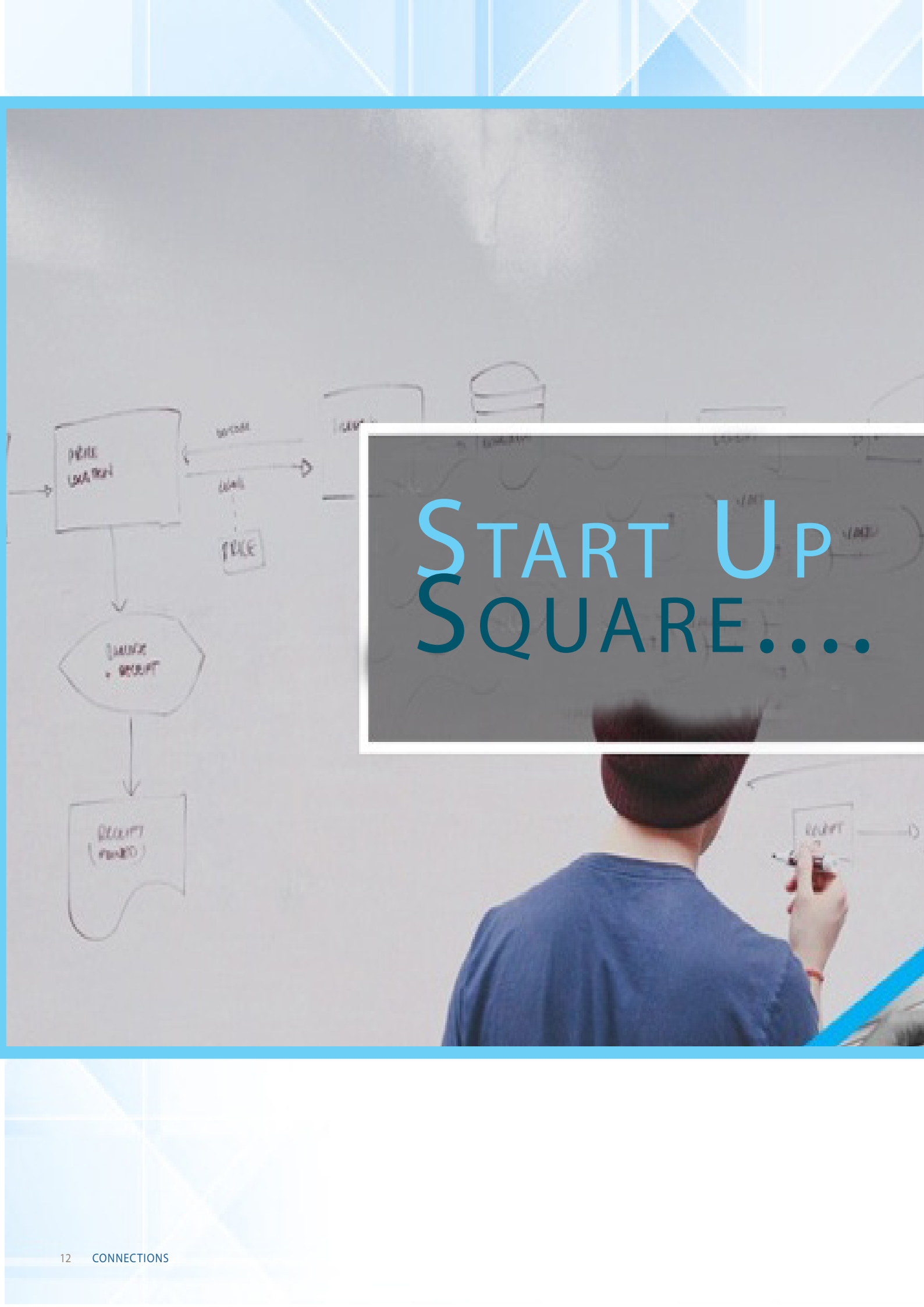
Greenhouse gases like Carbon Dioxide, Methane, Nitrous Oxide and CFCs trap the solar radiation rather than releasing it towards space. This phenomenon is important as it helps to maintain a tolerable surface temperature, such that life on Earth flourishes. However, over the last century increased human activities, industrialization and emissions are leading to a rise in the concentration of the greenhouses gases, thereby breaking the equilibrium. As per an estimate, the level of CO₂ has risen a staggering 41% since the turn of the 19th century and is still rising steadily.

As of now, this is the only planet capable of sustaining human life. And we are doing a good job of destroying our habitat slowly and silently. To stifle this unwanted development, we need to shift our attention to clean and renewable sources of energy. Organizations like Tesla Inc., GF Bio chemicals, International Renewable Energy Agency (IRENA) and others have already made breakthroughs on their path of cleaner energy sources. We have been able to harness solar, wind and water energy but their initial cost is high, which leads to the consumer opting for cheaper and more conventional sources of energy. This is where the government can play a major role by eliminating subsidies on coal, oil and gas companies and by charging for higher carbon emissions. Clean and non-conventional sources of energy must be promoted and offered at cheap rates to the masses. This information needs to be passed down to the grassroots and then only can we expect to see modifications. Our leaders must understand that there will be no economy if there is no ecosystem.

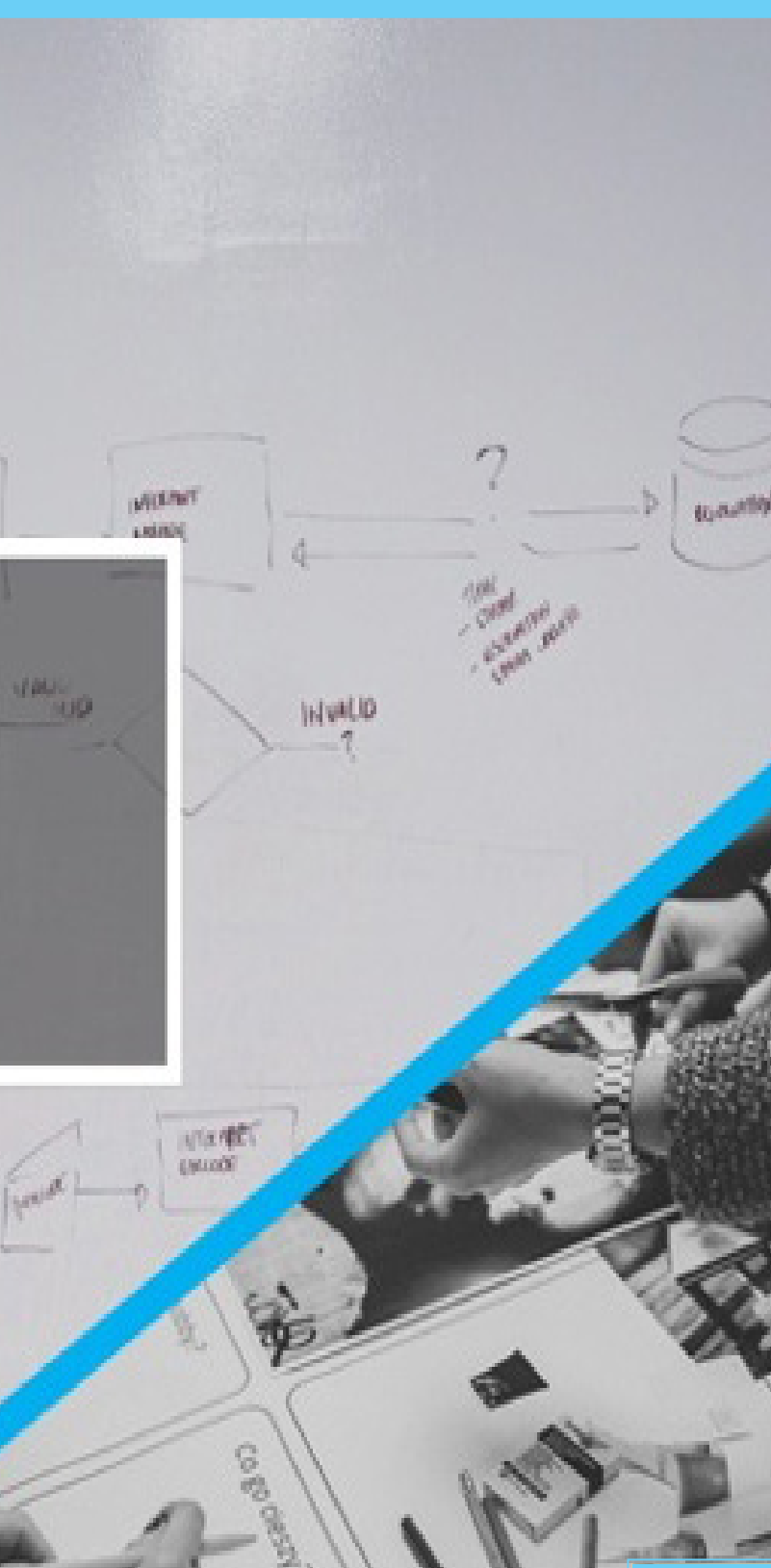
On 22nd April, 2016, the world leaders did sign the Paris Agreement under the United Nations Framework Convention on Climate Change (UNFCCC). This is the world's first comprehensive climate agreement which aims to hold the global temperature below 2°C and limit this temperature increase to 1.5°C. The convention also aims to adapt to the adverse impacts of climate change and making finance flows towards low greenhouse gas emissions and divestment in fossil fuels. Only the future will tell the progress we have made.

We have been provided with countless predictions since long and currently are feeling the consequences. CLIMATE CHANGE IS REAL.

Ultimately, it all boils down to one question. “Will we be the change?” or “the bystander?”

A person is seen from behind, wearing a blue t-shirt, writing on a whiteboard. The whiteboard contains a hand-drawn flowchart. On the left, a rectangular box labeled 'PRICE LOOK UP' has an arrow pointing to a central box labeled 'PRICE'. From 'PRICE', an arrow points to a box labeled 'SEARCH'. Below 'SEARCH', there are two cylindrical shapes representing databases. From 'SEARCH', an arrow points to a box labeled 'RESULT'. Below 'RESULT', there is a box labeled 'RESULT (PENDING)'. The text 'START UP SQUARE....' is overlaid in the center of the whiteboard area in a large, blue, sans-serif font.

START UP SQUARE....



As I see these interns in my office, trying to make an impact in the organisation and earn some credits I cannot help but wander back to the place where memories are stored, and I open the door that takes me straight to my internship days, almost 10 years down the line I can feel that if it weren't for all the efforts that I had put in my internship, the efforts that the Institution put on me, the roots of entrepreneurship that it inculcated in me during my time at IBS Hyderabad, I probably wouldn't have been the kind of entrepreneur that I am today, co-founder of the second largest Real Estate brokerage firm in India "Regrob.com". The thought process, the required connections, the curriculum, and the extra-curricular activities all contributed equally, I didn't realise it back then but each and every thing I did in my 2 years at IBS Hyderabad, all contributed in some or the other way to what I have achieved today. And when I look at these students interning today here at my company the kind of things that they pull off it simply amazes me as to how far the institution has come with regards to the quality of students they produce.

Best Wishes



-By
VIVEK RAMAN
CO-FOUNDER OF REGROB.COM
ALUMNUS IBS-H
(2005-2007)

“
Teachers
seed a
lifetime of
knowledge.”
”



GURUDAKSHINA



Koti Reddy Sir was one of the few professors who instilled a habit of reading business newspapers in his students. He used to make sure that our case studies were linked to it, so with the fear of missing out on CP marks but we used to glance through papers without fail for Koti Sir's Macro class.

This vital habit has now become a lifetime chore for me. During my corporate discussions, I encountered many occasions where we have to discuss macro & industry issues with the Global Leadership Team and being up to date with current business affairs surely gives me a competitive advantage.

Koti Reddy Sir is quite practical in nature and his intention is always towards making students "placement ready" and trust me a lot of students don't realise this intangible benediction.

Though I cannot repay Koti Sir in any materialistic way, I always thought of giving him a "waterman" pen when I feel that I'm successful in my career. But that moment hasn't arrived yet. I think (he would also agree) that me reaching the pinnacle of my career would be the apt "Gurudakshina" I can give him.

BY: VISHAL SHINDE
MANAGER
CITIGROUP
BATCH:2011-2013



ALUMNI SPEAK....

IBS HYDERABAD : A PLACE WHERE BOYS TRANSFORM INTO MEN.....

Well, when I came to IBS Hyderabad I had a lot of apprehensions as well as excitement to study at one of the most premier colleges in India. Little did I know that this place will change my life forever and gosh am I so thankful for it! According to me, when you are part of college campus which has students from every corner of this country (one can actually call it mini India) you are bound to be overwhelmed. Albeit this was the first time I had left my hometown for higher studies but I really had no issues in meeting new people and making friends and after the initial nervousness, soon we formed our own "Band of brothers". All of us are still the best of friends and we still take each other's opinions while taking any big decisions in life. All of them are now well established in their own fields ranging from Investment Banking to Entrepreneurship and each high performer in their own careers. As Buddha once said "Your purpose in life is to find your purpose and give your whole heart and soul to it" as idealistic as I might sound but this college definitely transforms your personality and if channelized correctly you will find the purpose of your life. The competition among this huge batch is fierce; you always have to be on

your toes and you always have to bring out your best to have that edge over others. However, it is this strict routine which has helped all of us succeed in our respective fields. I can speak from my experience, as I have been working in one of the "Big4" for 6 years that all the project deadlines and the dynamics of working with each other in college are the most important thing to learn in college. The biggest takeaway or the real learning is to be sincere to any project or assignments one does in college as it defines who you are and how you are going to draw this experience and implement in your workplace and life.



By: SUJIT PANIGRAHI
BATCH OF 2009-11
(TOP QUORA WRITER ON IBS-H)

IBS HYDERABAD

PEDESTAL TO GLORY OF LIFE

A decade has gone by! A sneak peek into my life just 10 years back.... and I get the aroma of Anna's Biryani at Nagarjuna Hills campus mixed with Irani chai at Punjagutta Tea seller shop.... Though it sounds cliché, nevertheless, it is true "Those were the days"..... Hyderabad, IBS, Nagarjuna Hills campus, Banjara Hills campus, midnight drives to Moazzam Jahi market for fruit flavoured ice-creams, night long Case study presentation preparations with classmates and evenings at Hussain Sagar Lake... Memories creep in silently with a mix'n'match of varied emotions.

When I Joined IBS Hyderabad in the year 2005, the greatest wish I had was to secure a Management job in the Corporate world. The two-year journey, in turn, gave

me much more than a job; the knowledge, the association with learned Professors, the enriching experience of working on Case studies at Case Development Centre, a wide network of friends made those two years extremely meaningful and gave a fresh twist and turn to my life. IBS proved to be the prime factor in shaping my Corporate personality equipping me with skills, confidence, and discipline. And IBS was so much fun too. Participating in Aakriti (IBS Cultural fest) and Inter Section competitions, going out to other cities in B-School fests and winning trophies, attending guest lectures and seminars in IBS as well as in other B-schools in the city. Every bit of it was so elevating.

Today when I spend each day in the client offices either in Manhattan (New York), or Chicago, or when I sit back





in my base location in North Carolina (HCLAmerica office), I realise that IBS has given me more than what I wanted in life. I have been endowed with a sense of appreciation courtesy the values IBS has instilled in me in those two years. That makes IBS much dearer to me.

I treasure what all IBS Hyderabad has given me-great knowledge, true friends and beautiful days. My best wishes to my Alma Mater, IBS Hyderabad. Salutations!



Durjoy Roy Chowdhury
Senior Project Manager, HCL America
[MBA 2005-2007 batch, IBS Hyderabad]

A woman with glasses and curly hair is smiling in a modern office setting. The background features large windows and two pendant lights. The overall image has a blue tint.

YOUNG AND DYNAMIC



ANUSHA SAXENA
ALUMNUS IBS-H
BATCH 2008-2010

When I think of IBS today, I am filled with affection, gratitude and nostalgia. I think I was extremely lucky to have been a part of the 2008-10 batch, and owe a big chunk of my accomplishments so far to what I learned and experienced here.

While the professors (we were blessed with some of the very best!), lectures and projects are of course the main source of learning while at college, I found my experience as the Vice-President for Macon e-cell extremely inspiring as well. I joined the club when it was just setting up, with only about 10 members. However, our hard work paid off and by the time we took over from

our seniors in our 2nd year, our numbers had risen to over 300.

My time with the e-cell taught me team work, leadership and time management skills as well as patience, perseverance and persistence. My participation in a few other student clubs and almost all college festivals only reinstated all these qualities. I am grateful to the professors and management for encouraging us to participate in as many extra-curricular activities as we liked, while still helping us to not to compromise on our academics.

It is precisely these qualities that have helped me grow in the corporate world.

I started my career with a small IT company in Delhi, named NetEdge Solutions, quickly rising within a year to the position of Assistant Manager, as the management there noticed my task and team management skills.

After about a year and a half, I made the move to Hyderabad. Although I started from scratch again, I was able to once again secure a senior position with CGC Technologies, a CAD/CAM designing start-up operating in the Petroleum industry. Although I started out in internal sales, I was soon assigned several other Branding and Marketing responsibilities to handle. Once again, the skills I acquired while at IBS helped me to stand out amongst the crowd.

So far in my career, I had held varied Marketing and Branding roles, but I always felt my true calling was in the field of Corporate Communications and Public Relations (Corp Comm and PR). All I needed was a window of opportunity to prove myself.

My lucky break came in the form of a position with Franklin Templeton Investments, a global investment firm, about four years ago. I took up the role of an analyst in their Corp Comm department, working with a PR team that spanned the globe. My seniors noticed my skills, and within a year I was promoted to the senior analyst role, becoming responsible for the entire team. Since then, it has been an amazing journey, learning something new each day and carving my own niche within the company.

All along, I haven't forgotten how IBS enabled me to realize my true calling and hone the necessary skills to make my own place in the corporate world. The prowess and adroitness my time here equipped me with, has empowered me to make my mark in the industry today and I'll forever be grateful!

Quoting Steve Forbes, "Your brand is the single most important investment you can make in your business". Admire, the official Advertising and Branding club of IBS, Hyderabad has strived hard to prove this. It has, since its inception, been keen in enlightening the mass about the power of a well-planned advertisement and how an organization transforms into a brand.

Admire has been one of the most active clubs in IBS throughout the year. It has given budding start-ups a platform to advertise and has organized a plethora of events and guest lectures for the knowledge enhancement of the people in IBS circle.

While highlighting the club's activities confined to the year 2017, the club pulled off a great 3-day event in Trishna. It had one of the best designed major events. Admire was one of the few clubs in IBS which hosted a major, minor and a fun event. To promote its event in Trishna, Admire's gave their sweat and blood to make their pole promotion a hit. The idea was to create something that is eco-friendly and requires the least resources. To implement this, Admire created a haunted village from waste which was appreciated a lot.

After the official closing of the activities of all the clubs for the year, Admire kept its vision intact and kept posting interesting articles and posters on its official Facebook page on various occasions like Holi, Republic Day etc. Along with this, AD facts have been a continuous activity on Admire's page. Recently, Admire took a great initiative through "ADs we Admire" in which the club posts 10 best Ads from 2016. It is being liked and appreciated considering the number of likes and shares.

CLUB BYTES

DoT CLUB



The year 2017 has been great for the DOT Club, The Official Techno-managerial Club of IBS Hyderabad. They were recognized as "The Best Supporting Club 2017" for the year-round contributions and efforts for the benefit of the student community of IBS, Hyderabad

The club conducted an event named "Technozion", inter-college event at Trishna-The Annual Fest of IBS Hyderabad and it acted as a great platform for the participants to learn different aspects of technology. Since its inception, "Technozion" has improved every year. It presents a number of innovative and engaging rounds that force you to tweak your grey cells and with more than 20 inter and intra college teams "Technozion" has become one of the most popular events in Trishna.

DoTians also exhibited their creative side by decorating the iconic "Caterpillar" un-

veiling the dark side of technology concurrent to the theme of the Annual Fest "Trishna 2017- The Bad Fest". DoTians also participated in the vibrant dance fest held in Trishna by representing Gujarati and Marathi community and emerged outstanding in the entire arena.

DOT club has also undertaken a few CSR initiatives in the campus which were highly appreciated and supported by the entire community of IBS Hyderabad.

And finally, in an emotional handover session, the Baton changed the hands. With new vision and energy, DoT club continues to commit itself for the technological empowerment of IBS Hyderabad Student community.

NEWSWIRE

The beginning of 2017, for club Newswire, was mainly filled with activities related to "Trishna" in the form of a fun event that the club conducted on 15th of January. The club portrayed the "Bad Fest" theme by participating in the creative "pole marketing" competition.

However, since then Newswire has started taking some initiatives that have never been tried out by the club earlier, the first of which enabled all the members to work together in the month of February in promoting a brand-new novel. "Desperation for seats", a political thriller, written by Sawan Lalchandani, a BBA student of IBS Hyderabad. Club Newswire assisted Mr. Lalchandani in spreading awareness about his work through the medium of various Blog posts, Snapchat and an interview with the author—the video for

which was shared on Instagram and Facebook—and an article featuring the book on the club's official Facebook page.

Continuing with its new initiatives, club Newswire is currently working to present a one stop solution to all important news headlines through its Instagram page "WAKE & BAKE". Inspired by short and crisp news, the page brings an opportunity for its followers to stay current, with just the click of a button. Members are hoping to post an update every fortnight.



VAPS

The year 2017 kicked off with participation in the most celebrated college fest, Trishna'17 and being the enthusiastic ones, Team V.A.P.S came up with the wackiest of events under the hood of Freak-O-Lympics which was not just a platter full of fun but also a test of strength, agility and endurance. 15 teams clashed horn to horn and battled to complete the entire circuit in the least time. The top two were awarded cash prizes.

Before the excitement could fade away, it was time to play the tunes of nostalgia across the campus. It was time for the most awaited Alumni convergence at the Mrinal Anand Cup where the veterans step back on the pitch against the new entrants. And this year, 16 teams including six alumni teams, fought with courage, enthusiasm and grit to emerge gloriously.

With the course approaching its next phase, it was time to handover the ba-

ton to the successors. Team V.A.P.S signed off at the handover ceremony by conferring the club responsibilities to the batch of 2016-18 with a belief that the legacy of serving the sports fraternity in the best possible way would stay gained the same way.





AAINA

Club AAINA, the official Social Awareness and Women Development club of IBS Hyderabad, stands for reflection of the inner beauty of the soul. The club aims at building awareness about social evil and how can one overcome the menace of such vicious stigmas in our society. It's a forum where one can put in positive ideas by means of events and discussions to come up with a viable solution.

The motive of the team is to make practical learning for the students possible through various activities and impressive sessions. AAINA is like a dormer window through which hope and happiness can be seen for a luminous future of the mankind.

From an eventful trip to the SOS village where they spend time with the orphans, management discussion on social issues, AIDS Campaign to preparing a business plan for NGOs in SevaMela, AAINA has it all.

Experiencing TRISHNA, the official fest of IBS Hyderabad, by being one of the 8 most fortunate clubs to organize the major events, the team has gained an unforgettable experience. Events were designed in such a way to test the participants' sense and sensibility, aptitude, social awareness and knowledge.

NAZARIA

Photography is an art of observation, it's about finding something interesting in an ordinary place. It has little to do with the things you see & everything to do with how you see them. NAZARIA preserve, promote and excite an interest in the art of photography and encourage photographers to excel in their passion. The start of 2017 has been important for club Nazaria as it marks some eminent events.

TRISHNA

Nazaria was the official coverage partner of Trishna - The Management and Cultural Fest of IBS Hyderabad. The club also had its event INCENDO 5.0. Students from various colleges participated in the event displaying their photography skills and the passion towards photography with their own perspective. At the closing of the fest, club won the award of BEST SUPPORTING CLUB.

TRITI

Nazaria was also the official coverage partner of Triti- Management and Cultural Fest for UG students. Triti provided the club with the platform to launch the new LOGO and the Spotlight calendar of the year 2017. In Triti club nazaria

got a fresh new face after a long time. Whenever a new thing is launched it gets positive as well as negative feedback but club NAZARIA was fortunate to receive positive and encouraging feedback from everyone.

Photography is the only language that can be understood by anyone anywhere in the world.



MONEY MATTERS

Money Matters Club is the Official Finance Club of IBS Hyderabad. It was founded in June 2005 with the objective to impart the students of IBS Hyderabad a rich experience in finance where students 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", "REDUX 11.0" the flagship event etc., whereby participants got exposed to realistic financial situations to stimulate their minds to formulate a winning strategy.

Their Financial bulletin which is loved by the readers, witnessed the eleventh year of publication. Also, they have been publishing numerous Gyanpaths and weekly news bulletin for avid readers. Club also conducted 60 minutes which is an hour-long management discussion on the most important and talked about topics BREXIT & DEMONETISATION.

Apart from this various guest lectures have been conducted for the students which gave them a picture of the corporate lives they would be into. Few of them are as follows:

- Financial Inclusion by Surya Kumar (Founder/Former C.E.O. of VayaFinserv)
- How to climb corporate ladder by Saoban Dalvi (Lead-Business HR, L&T Financial Services)
- Banking Risk Management by Neeraj Khandel was (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 Nilesh-Rammani(Senior Analyst, Bank of America) and by Abhinav Pathak (Analyst, Bank of America).

Apart from these, Club has been conducting various knowledge sharing sessions on the topics like GST, Bitcoins, US Subprime Crisis, European Debt Crisis.

Teaching taxation was the club's new initiative in which both indirect and direct taxes were covered.

Also, this year MMC proudly conducted its flagship event. It was a 2-day extravaganza where they celebrated finance. The first day comprised of 3 levels of games based on various domain. The second day had a fair conducted at Taj Garden, where different fun games were held at various stalls, which was enjoyed by the students.

Club organised a Workshop on Credit Approval by Bihari Lal Deora (Principal Advisor AIWM India). Also, in the month of January, they conducted a major event and a fun event in the annual cultural fest, 'TRISHNA 2017'. The events were focused on exchanging information related to various domains in a fun and frolic manner. The overall journey has been a thoughtful learning process and they pledge to carry the legacy forward.



CONVERGENCE

Club Convergence, The Official HR Club of IBS Hyderabad conducted various events in the Annual fest "Trishna" 2017. Following are the details of the event organized.

SMASH IT :

This event had 3 rounds, which left the participants completely exhilarating and entertained -

A) Perfectly imperfect - **PART A:** Teams were given a cross-word puzzle with HR jargon and their clues, displayed on the slides.

PART B: There were 10 slides of witty questions. The answers were predetermined and the team needed to guess the "imperfectly perfect" answer.

B) Describe the designation - The team members open the book and look at the left page of the book. There was a sheet which included 10 points of "JOB DESIGNATION" numbered from '0 to 9' which the team needed to guess. If the ten's place is an even number, then the unit digit was taken, as it is to answer the JOB DESIGNATION and if not, then the unit digit was added by one to answer the same.

C) Lights out - The final teams were given 5 Job Designations which meant Going forward, right turn, left turn, stop and about-turn. Every team had the same job designations but different meanings. One member was blindfolded and the other member guided them using the job descriptions.

The event witnessed a huge participation from students and was appreciated by all.





IBS-BLUES

IBS Blues is the official swimming club of IBS, Hyderabad. The motto of this club is not only to promote swimming but also to create various opportunities for the students to relax, refresh and rejuvenate from their hectic schedule of academic life. They encourage students to participate not only in extracurricular activities but also excel them in academics. The club comes up with fun and interesting events to relax the students from their hectic academic life.

During the college fest "Trishna", IBS-Blues organised "Karyaneti" an event that amalgamated not only physical but managerial skill test of the participant. The club also organised a fun event "Zorbing" which was allured by all as it gave the goose bumps to participants and an experience to walk on water.

The club plans to host a surprise for the new recruits of IBS-Hyderabad. They will be adding activities like Swimming Classes for enthusiasts who want to enhance their skills. After the success of Triathlon, the club is planning to expand the collaboration with GHAC to host an Inter-college event. They expect to grow over time and give the best for IBS-Hyderabad



ECOBIZZ

Club Ecobizz is known for its innovative events which carry the fun and learning to the great extent. This time, in Trishna, the club organised up a 3-day Major event named Bizz Tryst, single day event EConundrum and a fun based event S(He) Can. All these events were based on doing business with some real-time twist. On one hand, in Bizz Tryst the participants were supposed to do some real ethical business and on the other, the participants in EConundrum were geared up as the gangsters where they have to perform the business in an unlawful manner trading illegal products. Both the events mainly focused on managing and using the resources available in an optimal way. The rounds were designed such that the participants had to change their business decisions in accord with the current situation of the state which was changing every day was showed to the participants as news flashes.

As a corporate responsibility, Team Ecobizz came up with the event named S(He) Can. In a view of building women empowerment in a society, they came up with this idea keeping in mind the equality of both the genders. This was the simple game in which participants had to perform the chores which generally their opposite gender does. There is so much in the package. Stay tuned and wait for the treasure to open in Trishna'18.



KAIZEN

'Kaizen' is the Official Operations Club of IBS Hyderabad. They are involved in client servicing, live projects and guest lectures to give students an insight into the industry. Setting up a prodigy in operation excellence, since January 2017, Kaizen has hosted events such as Panel discussion on financial operations by the vice Presidents of organisations like Life style and Morgan Stanley. Also, they have conducted many events such as Survival of the fittest, Project Ark based on operations concepts such as poka yoke, kanban, etc in the Annual fest 'Trishna'. As the name suggests team kaizen strives for continuous improvement not only for themselves but for the entire student community.



MaÇon

MaÇon a word derived from the French language is the official Entrepreneurship cell of IBS Hyderabad which aims to bring up the hidden entrepreneur in an individual. Macon was founded in 2008 by Anup Agarwal who was a student and an aspiring entrepreneur who felt the need to encourage entrepreneurship and believed that why to take a job if we can generate a job. The club organized a host of events throughout the year.

o Renaissance: This is an event organized by MaÇon during Trishna every year and also is the last event of the year by MaÇon. It is the inter-college business plan competition. The best team of our college which is decided during the E-Week (Flagship event) represents IBS Hyderabad in the business plan competition and the winning team is awarded with a cash prize of INR 50 thousand.

o Handover ceremony: This is the last event of the year where the cell is handed over to the juniors' team to carry over the cell's activities in the coming academic year. The new office bearers are decided on the basis of the E-cell member's performance throughout the year towards the activities of MaÇon.

Apart from these events Macon also has an official magazine which is published every month i.e. La"entrepreneur where students write inspiring articles on various topics related to entrepreneurship.



INFINITY

They say the journey is something which needs to be embarked upon, we from this generation think otherwise. The journey is about accomplishment, struggles and pushing ourselves time by time to make the journey eventful and to be lived as the moment's pass.

Team members at Infinity Studios have begun the journey of continuous perseverance, hard work, and dedication but for the real world, they are all regarding entertainment for them. The club's motto "Integrating Entertainment with Management" holds true to the fact that Entertainment always goes side by side with us. This year at Infinity Studios consisted of numerous events such as Bioscope 6.0, which showcased the hidden talents of the creative students of IBS. A Treasure hunt conducted during Trishna, posting the movie/trailer reviews and April Fool's Day Online Contest.

Team Infinity is proud to state the fact that they are the Promotion partners for Folk Fitness in Hyderabad who have got an innovative way to inculcate health and fitness among the people through working out on Folk Songs and dances. It is definite to write a success story along with them too.

What people may say it is much achieved, we would like to say only this,
"Picture tohabhikaikhai, mere dost!"



PRAKRITI

The Official Nature and Adventure Club of IBS Hyderabad organises several interesting, fun filled and environment related events. The club entered the minor events category for the first time in Trishna with the "Green Battle", in which a team of two participants was given a particular industry on which they had to research on the adverse effects these industries have on the environment and come up with a CSR or business plan to mitigate or reduce the impact. Out of the many engaging fun events in Trishna, the most talked about event was Rann-g-Bhoomi(Paintball), where they set up a paint ball arena and two teams would bale it out with colour pellets infused paintball guns. Another engaging fun event was Foot-Pool; in which they had set up a life-sized pool table. Mini footballs were used instead of the traditional pool balls and participants were supposed to use their legs instead of the cue sticks. The club also organised Archery and Target Shooting. They conducted an event named bird watch, where they invited the members from BSAP (Bird society of Andhra Pradesh) to guide the participants in a session on birding and the participants spotted over 50 species of birds at IBS Hyd campus.

MAVERICK

Maverick started off the second semester with an interactive Guest Lecture on "Marketing Strategies in Banking" by Mr. Anubhav Khanna, Vice President and Cluster Head at HDFC Bank.

Maverick initiated an out of the box social awareness campaign on Unilever Limited Hand wash Awareness Creation Campaign. Following the campaign Mavericks also came up with an excellent online initiative of "Savior Fair Marketing" and "Maverick Prep Kit" to help the students across India prepare for admission in IBS

Maverick successfully got on board with over 20 companies like Pizza Hut, Polaris, Volvo etc. for generating internship for the students of IBS Hyderabad and launched its first ever "Internship Drive".

Maverick organized events at the college fest; "Best CMO" in the major category, "Sinister" in the minor and "Khel Corruption" for Trishna 2016, awarding the winners with a cash prize of 50,000,30,000 and 4,500 INR respectively.

Maverick bagged the "Best Marketed Team"

trophy yet again, in the IPL conducted by VAPS. Last but not the least post the sports, Maverick remarkably bagged positions of "The Best Managed Club 2016" and "Top Fundraiser "at the esteemed college fest, Trishna.



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. This year the club conducted an event in the Annual fest "Trishna 2017", following are the details of the event

Event: War Game -A fictional war between nations using scarce resources, trade and war.

The objective of the event was to establish a culture of competitive debating within colleges, to create learning situations in which students develop proficiencies based on sound educational, fictional and communication theories to develop public speaking skills.

The purpose of this event was to deal with complex ideas and competing for advocacy is emerging as a successful educational tool. Debate helps learners to see the power of deploying rational, reasoned arguments and compelling evidence in action. It enables them to elucidate their standpoint through utilizing rhetorical eloquence. It instills in debaters a great sense of poise and confidence. It teaches them the skills of researching, organizing, and presenting information in a compelling fashion. The event witnessed a huge participation and was appreciated by all.

SAMAVESH

"Culture of the mind must be subservient to the heart"

Samavesh, the official cultural face of IFHE, is not just a club but a way of life at IBS and a concoction of celebrations. It's a feeling, of being at home even when one is thousands of miles away from their actual home.

The New Year got along with it a renewed version of Sanskriti, the flagship event of Samavesh. This event was the grand opening for Trishna- the Bad Fest, the annual college fest, and was all about the various communities that reside within the heart of the mini India that is IBS. A series of performances that depicted each culture in its form and glory.

With the onset of 26th January, came the Republic Day celebrations that saw singers and dancers perform patriotic recitals and acts to bring out the nationalistic feeling amongst all.

Each year ends with seniors bidding us goodbye to move on in the circle of life. So to make their farewell special, Samavesh jammed to old songs and new on scribbling day as a part of Querencia'17 and

hoped to make the day special for them.

Bidding goodbye also brings with a fresh rein of post holders and responsibilities. An investiture ceremony was conducted by the club to mark the commencement of the new era of posts and alongside thanking the current seniors for their support and commitment.

A new light, a new semester awaits; for as we move forwards, Samavesh hopes to bring with a beacon of new blood, ideas, and festivities for the year to come.



CONNECTIONS

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ICFAI Business School (IBS)-Hyderabad is a constituent of the ICFAI Foundation for Higher Education (IFHE), a Deemed University as per the UGC Act 1956.

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