



**IBS**  
HYDERABAD

FEBRUARY 2019

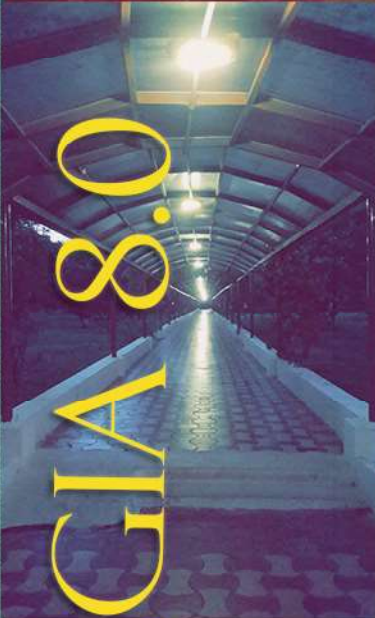
VOLUME 11 EDITION 13

NOSTALGIA 8.0

# CONNECTIONS

Alumni Magazine IBS Hyderabad

Alumni Article  
faculty Article  
Student Article  
*Rainbow connection*





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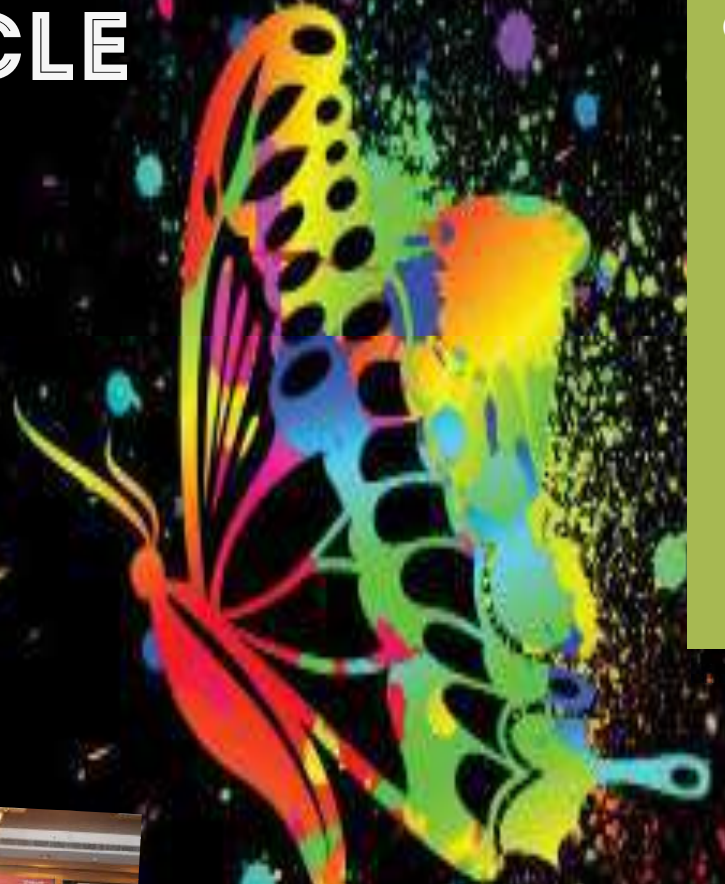
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Team ARC



# CONNECTION CONTENTS

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## Message from the Co-Editor

**Hola !!** Hows the Josh? Well the josh and the spirits are at its peak. With revolutionary retaliation that has been taken by Indian Air Force, We salute the Courage of Mother India. On this proud note, we as ARC would like to spread the message of Zero Tolerance against Any kind of Injustice. "Pen has always been mightier than sword" and Connections has always been a testimony of that. The beautiful journey of MBA has come to an end and as I write this, it makes me feel immensely Nostalgic cherishing the beautiful memories of 2 years in Mini India-as IBS is famously known. This jungle has given us abundance of priceless memories which will remain etched in our hearts forever. The Josh will never Fade and the spirits will always be as High just like the flags of Indian Army. As we officially sign off, we would take a part of IBS along with us and leaving behind a part of us in this beautiful paradise. As its said that the "Show must Go On", we pass on the legacy to the fresh Faces of ARC, each one being A pandora box of Magic and Creativity. They are back with a bang with the brand new 13th edition of Connections. Connections is not just about publishing content but About Raising a voice and making every voice reach the mass. We have been amazingly grateful to our fantastic Readers who have always shown lot of Love to the work that we do. It helps us to come up with excellent versions from the best. So here's unleashing the latest edition proudly. Keep the Josh High. Keep Reading, stay updated and stay ahead from the rest because you are meant to stand out. As I officially sign off, wishing everyone Good health, luck and prosperity. Jai Hind

Happy Reading!

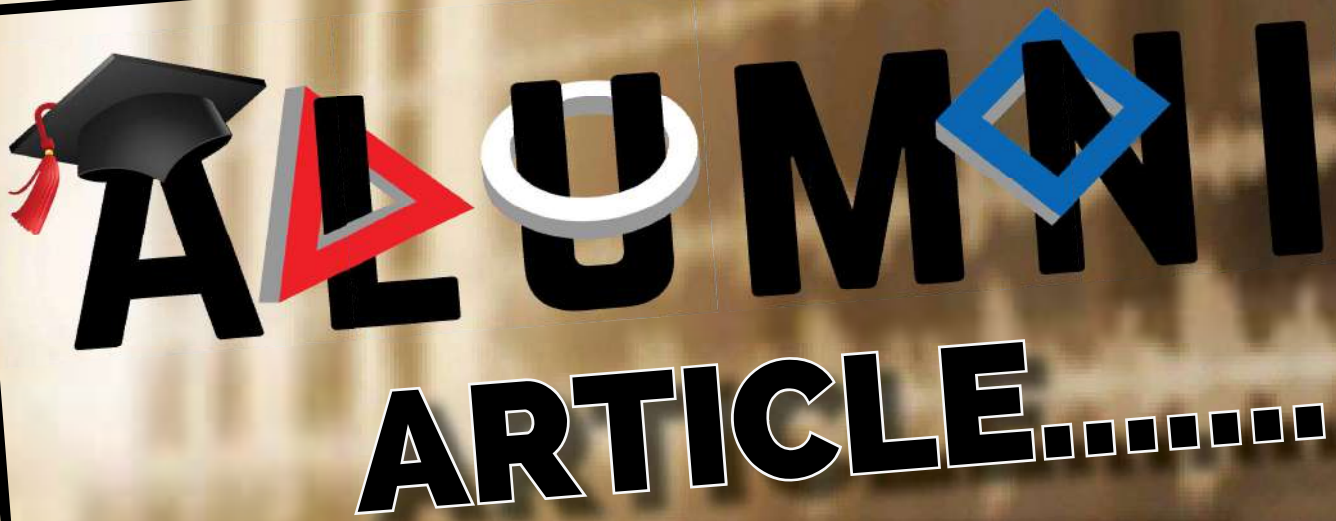


# Our Family Memories



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The graphic features the word "ALUMNI" in large, bold, black letters. The letter 'A' is replaced by a black graduation cap with a red tassel. The letter 'L' is a red triangle pointing right. The letter 'U' is a white ring. The letter 'N' is a blue square with a white outline. Below "ALUMNI" is the word "ARTICLE" in a similar bold, black font with a white outline, followed by a series of dots.

**ALUMNI**  
**ARTICLE.....**

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# BUY MY BODY AND GET MY DIGNITY ABSOLUTELY FREE!!

Those of you who like to keep an eye on business activities of Indian corporate giants like

HUL, TATA and ITC, would have already seen the new video commercial against the Human

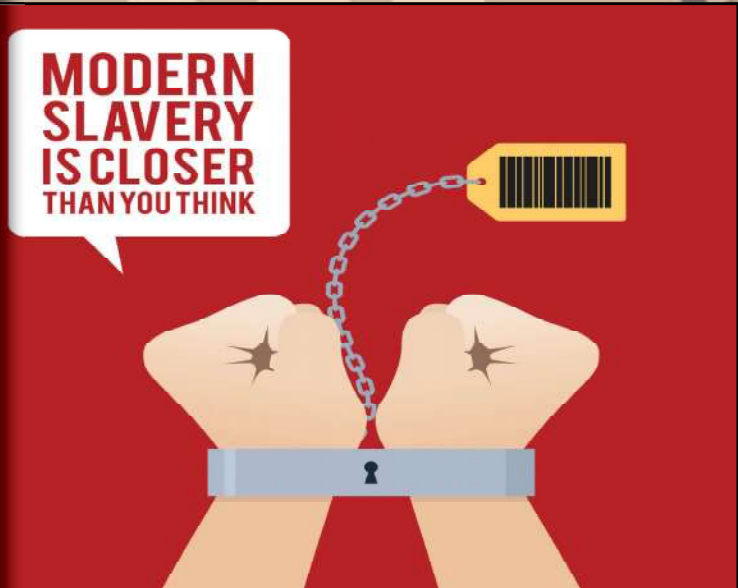
Trafficking, dropped lately on all social media platforms. The ad opens with a big shipping container which is brought down and kept in middle of a market, it manages to gather few gazes and some of the intrigued men try to find out what's inside. However, they are taken

aback by the big 'bam' from the inside of the container. After some time, people lose their interest and things go back to the way they were until a small girl grows a spine to open the door; only to find withered and tethered teenage girls inside.

Now when someone sees this commercial, he or she will

portray different reactions like sympathy, empathy, disgust for the people responsible, appreciation for the commercial/company to bring out the truth etc. But what most

of us would lack is the 'Incomprehension' part, the ignorance from our society which kept those girls inside their 'cage', whilst they were right in front of them. And this ignoring of the signs of human trafficking has aggrandized this ever-thriving business with a turnover of whopping 150 Billion USD in FYI 2016-17. Human trafficking is done broadly for meeting the demands of



Bonded Labour, Sex Market, Child Labour, Illegal organ trading etc.

Here is a few more jaw-dropping details:-

1. There is no law that prohibits anybody to exchange sex for money, however pimping, brothels, pandering etc., are illegal within 200 meters of a public place.

2. The rate chart of Indians in the national and international markets are as follows.

Fair complexioned baby boy - 7 lac  
Dark complexioned baby boy - 3.5 lac  
Fair complexioned baby girl - 1.5 lac  
Dark complexioned baby gal - 1 lac

3. Boys of age group of 0 to 12 years are demanded more than girls, for bonded labour in kitchens and masonry. But the case is just opposite for age group 13 to 18 years. A UNICEF report claims that 27% of the brides in India are younger than 18 years of age because of this.



The female victims who attempt to flee are soiled repeatedly and their sex organs are ruined with cigarettes and bidis to an extent that they are never able to conceive a child.

4. There are more than 40 associated crimes of human trafficking as per the law and according to the data from Sashastra Seema Bal, Indo-Nepal border is the hottest business area for human traffickers; this happens from Terai to Kathmandu where they are kept in hotels near border area and thereafter sent to India by bus/train or by foot. Cities that heavily demand this immoral trafficked humans are Delhi, Mumbai & Kolkata. This business runs at its peak from July to September. Their dealers are colloquially called as 'Dalaal' or 'Babu' and 'Didi'.

Whenever we read about these heart-rending facts, the pain and empathy that our heart radiates stays in our mind till the time we turn that page over to read what Sara Ali Khan thinks of her father or whom Ranbir Kapoor is currently dating. But world today demands more than just that momentarily feeling. It asks of us young businessmen to take the baton and start running without having to wait for somebody else. To transfigure our society to produce individual who have nothing but strong intolerance towards these crimes. Pick up the signs and voice the complaint. To find the inspiration and answer to the question

"Where to begin with?" I came across a beautiful soul, a renowned social activist of our time and founder of "Prajwala", Padmashree Sunitha Krishnan. She shared her struggle and anecdote when she was in Hyderabad International Convention center a year ago for a Toastmasters' conference. Sunitha was sexually mutilated by a group of men when she



was young and instead of breaking bangles and crying herself to sleep every night, she rose like a Phoenix to become an inspiration for all of us. She concluded her message by saying this, "I saved an 8 month old baby from a sex racket and apart from feeling sad for that baby, what gave me chills was the fact that there is a man out there demanding an 8 months old to have sex with".

**SNEHIL SUNNY**

**"NOBODY IS FREE UNTILL EVERYONE IS FREE"**

# Aging Like Wine

*I have been a Life-Skills Trainer/Coach for over a decade now, and I often begin my interaction with the people whom I train, the entrepreneurs whom I coach or even the couples that I meet - "Are you aging like Wine or Water?" The answer that I get is often what differentiates the mediocre individuals from the great, the ordinary from the extraordinary, the organizations that are merely surviving from the ones that are thriving. While water may at best remain stagnant or even deteriorate in its value over time, Wine grows in value as time passes by - The older the better. And unless you as an individual, your career, your relationships, your team or your company aren't growing like wine, you are only preparing for failure. To simplify the idea, answer this simple question - 'How are you different from last month or say last year?'. Irrespective of our caste, creed, religion, education, economics, situations, if at all there is one universal benchmark each of us lead our lives against - it is TIME. And when you are no better in each facet of your life, it only means you are worse off because time is running against you. Dhirubhai Ambani beautifully personified this with his theory of Orbit. He noted that we are all born into an orbit and it is up to*

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“ Hangout people I  
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*us to progress to the next. And that is how your life will be judged. You could be born to a auto driver or to a millionaire, unless you change & upgrade to the next orbit, there will be little meaning to your life. And this idea of growth isn't a one-time event, its an attitude that needs to be built - not just to take off your journey, but to sustain yourself through the journey. Anyone who thrives only on the laurels / glory of the past is surely on the path of disaster. History has had its share of failures of some exceptionally talented individuals & even great companies that were bellwethers at a certain time but lost out because of either ignorance or arrogance of their past success. The mantra to success lies in a simple path of always aiming for a little more, a little faster & a little better. A little, always, should do the trick. So, next time you hold a glass of water or a glass of Wine - Reflect upon this 'WHAT DO YOU RESEMBLE? - The Wine or The Water'*

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**RAHUL JAIN**  
(BATCH OF 2008)



# Faculty

## ARTICLES.....

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# The New Branding Mantra

**GONE** is the era when brand referred to only products or services of the organization. Present business scenario observes a paradigm shift in the concept of branding – the shift from marketing to HR perspective. How to build a corporate or employer brand is now one of the major concerns in most companies. The volatile employment and talent market emphasizes on building a strong employer brand. Looking at the employees from a resource based view, survival of any organization is also dependent on the strength of its employer brand.

So the new branding mantra here is to create a strong employer brand as well as an internal brand to attract and retain employees. Unless the employees are satisfied, they cannot deliver services to create satisfied consumers. Thus, to create a satisfied customer, it is essential to create a satisfied employee. Not only this, to attract the best talent and retain it, companies should have an employee value proposition which differentiate employers and their employment experience in the job market. So how to become the employer of choice and communicate this to the internal and external stakeholders in job market? The best solution could be to create your own employees as your 'Brand Ambassadors' who could communicate your employer brand to the internal and external audience. Let the employees identify themselves with the brand they are associated with and take pride in it. This can happen only when organizations understand their employees, provide them a set of benefits/values in return of their services, as a social exchange process to create an engaged workforce.

The recent Randstad employer brand research in India in year 2018 shows interesting observations in this context. Their statistics show that companies with positive brands get twice

as many applications as companies with negative brands, and they spend less money on employees. Their research indicated 50% of candidates say they wouldn't work for a company with a bad reputation—even with a pay increase. 88% millennials and minorities agree that being part of the right company culture really matter to them. 80% of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire a great workforce. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice.

Accordingly, in this VUCA world, companies today need to invest in employer and internal branding so as to become the "Best Place to Work For". A brand cannot be stronger than the one represented and suggested by its first hand users, who are the internal customers, i.e., employees. So let your employees live your brand and your employee value proposition represent the brand. Building an employer brand requires a strategic orientation and also a holistic process with multidimensional outlook including top management, HR, marketing and employees who are brand advocates. Though some believe that employer branding is just a new twist on identity regulation, undoubtedly it does elaborate the employer's reputation as the best place to work for. So it's time to rethink about the talent acquisition and retention through the new branding mantra. !!!



**Dr Asha Binu Raj**

**OB & HRM**

# EVENTS

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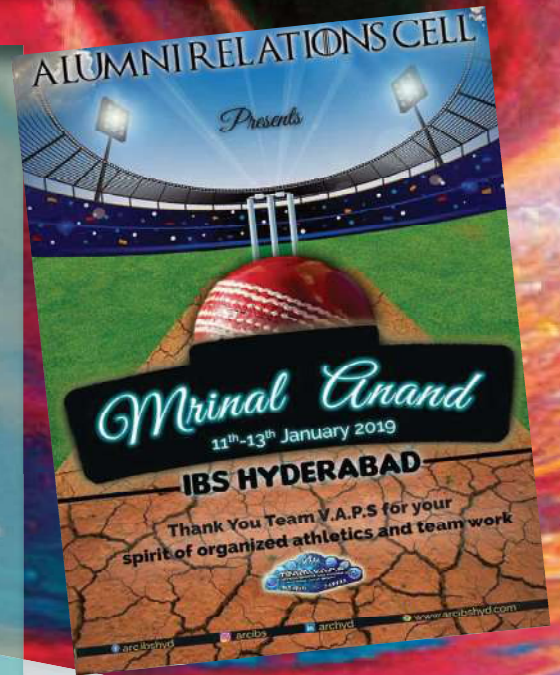


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# MRINAL ANAND

Mrinal Anand, is an event that celebrates the memories of two of our very own alumni, Mrinal and Anand, who shared the passion for cricket. An event where our alumni and their experiences meet the zeal of our students at IBS Hyderabad, together they stand as an epitome of the love that our institute holds for sports. Alumni Relations Cell in association with VAPS-the official Sports club of IBS Hyderabad, organized Mrinal Anand Tournament, as a tribute and as a way to keep the cricketer in all of us alive. With this the three day event, which was celebrated from 11 th to 13 th January, 2019 at IBS Ground, the alumni teams compete with the current teams on the field to judge which crew is the best and stands tall on the field. With various batches in collaboration. Mrinal Anand is a salute to the great times that the IBS field has seen with the laughter's of those two flying high as a souvenir.

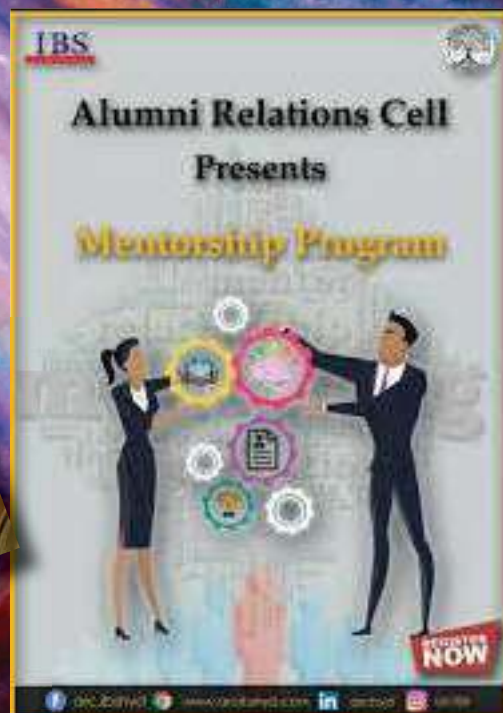


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# MENTORSHIP PROGRAM

The mentorship program took place on the morning of 17th November, 2018. It is a program which has been curated in order to help the students of our MBA course, currently in their first year get more clarity on their prospective careers. This is done by collaborating with our respected and honourable alumni. The alumni were invited to interact with and provide guidance on various topics to the students of IBS. This helped students to build connections with the alumni and take home learning from their industrial experience in various verticals. Nearly, 30 alumni came for the mentorship program and enlightened students with their knowledge and industrial experience. The program was attended by more than 80 students, making the event a huge success. The learning which was generated would help students in their internships, which they are currently pursuing and their future placements





# NOSTALGIA 8.0

**Ok!** One of the most awaited events of the Alumni Relations Cell is Nostalgia, the annual Alumni meet which took place on 17th November, 2018 and our flagship event. This is one of the biggest events held in campus where we had an average footfall of almost 400-600 alumni. The theme for this year was "Time Machine". Wherein our alumni travelled back in time, into the memory lane and reminisced the moments they once shared with one another. During this event we engaged the alumni in various fun activities like, Mr & Ms Nostalgia, a fashion show and indulged the alumni with our theme. It helped to foster a continuous relationship between the college and the alumni, also including the recently graduated batch. The cell was also successful in partnering with various powerful brands like B-dubs, Hyundai and Jeep for sponsoring the event. All in all, Nostalgia remains one of the most anticipated and significant events of the cell and also the most successful one in IBS Hyderabad.



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# SUMMIT 2018



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**Summit-The Super Alumni Meet**, is an event that caters to the alumni batch who celebrate their 20th Anniversary as the alumni of IBS. Summit helps pave the path to enrich the institute's connections with them and rekindles the bond between the alumni and the Institute. This year the event was celebrated on Friday, January 25, 2019, at Hotel Marigold Hotel, Peacock Hall, Hyderabad. The institute takes immense pride in the achievements of its alumni, so the motive of this event was to celebrate the 20 years of connections that IBS as an institution has built with the

alumni batch of 1997-99. It was a night which intended to give the alumni the experience of fine dining, networking and entertainment with all the reminiscing memories. Along with the alumni engagement, Summit is also a platform where the baton is passed on to the upcoming team of ARC.





# RAIN CONN

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“Openness may not completely disarm prejudice  
place to start”

# BOW ECTION

Humsafar 25 years of pride

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Justice, but it's a good

**COVERED BY:  
MS. ANUSHA JHA**



In the last edition of Connections, we shed light upon the drastic change that Article 377 offered and whether it was really drastic? Through the story of a Delhi based LGBT member we sketched that there was still a long way to go. With this fresh article for our readers, we talk about an organization which has worked towards the holistic growth of the community since the time, when 377 was not even close to the reality that it has dawned today.

The Humsafar Trust - Where your identity is a reason for pride and not a reason to hide.

Founded in April, 1994. Humsafar is the creation of Ashok Row Kavi, a well renowned Mumbai based journalist. The organisation began as an effort to reach out to homosexual individuals and conducted workshops on Fridays. With its humble beginnings and intense advocacy, Humsafar stands as the first organisation that supports and works for the cause of the LGBT openly, functioning from an accommodation at the Mumbai Municipal Corporation.

While India has now only begun to construct a path of acceptance for the community and paint itself in the seven colours of pride.

There are deeper issues which are rooted with 377, and with them comes greater responsibilities.

Sexual health and education still exists behind walls of stigma and disregard amongst Indians.

We can only imagine the state of this matter for those who are considered to be far from normalcy.

Humsafar has not only charted its work around the Human Rights of the community but also the Sexual Health access they deserve.

The Trust works hand in hand with the National AIDS Control Organisation and Mumbai AIDS

District Society. This network reaches out to more than 8,500 plus homosexual and transgender individuals through initiatives like, in-house clinics, access to contraceptives and HIV tests.

Along with the physical requirements, HST supports its initiatives by ensuring the mental well being of the community members through the assistance of qualified counsellors and nutritionists.

2019 marks the 25th year of Humsafar, 25 years of perseverance towards a cause which is still a far fetched dream and moreover, 25 years of a dynamic outreach program.

Such organizations and their stories, help us realize that while 377 is a feath-









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# A Mask, A Mirror & A Maze



## Student Articles....

I reflect, I refract  
I love but I feel detached  
Narrow corridors guide me,  
Guiding my feet  
When the fog clears,  
My alter-ego and I meet

He's everything that i'm not  
And I'm everything he never  
wants to be

Divided by a smile and a frown  
When i let go, the only thing that  
is left

Is the palm prints' heat

The man behind the mask is a  
mystery

A first person dimension,  
Where you can't see your true  
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I end up chasing him,  
With more familiar twists & turns  
I realized

I was chasing 'ME'!

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Nalin Manchanda  
(Batch of 2018-20)



Depression is not an emotion down for an hour out of your busy day. It's not something beautiful. It is being on the brink of tears because you dropped your glass of water. It's not having the urge to clean up or rather fall on the floor and cry. It's feeling safe in not brushing your hair for even a weeks at a time. Depression is one extreme to another, you're either so high with happiness all day or so down that you doubt the world will have any color again. Depression and panic attacks can hit you at work, in your car, at a birthday party, shopping mall, in a class or even at a club. Some days are good actually great in fact, and you almost feel like you're much better. Then something very small, just a look from someone or a

memory, can turn you into a mess. There will be days where you just roll out of bed and you'll have black under your eyes from yesterday's mascara. It's there because you didn't have the energy to take your makeup off the night before you fall asleep. People will always ask why are you crying? What's wrong? And the only answer you can give to this is 'I don't know but it's nothing new'. Everyone will tell you that it will get better... and you dream of it. Depression is not easy and is it not a quick fix. Loving someone with depression is even harder. You think it'll get better, if not for yourself but for your partner. But, when things seem too hard all you can think is they'd be better off without you. You feel you'd rather break your heart

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“Madness need not be all breakdown. It may also be break-through.”

Pranita Dodeja  
(MBA 2018-20)





# It's Not Insanity, Just Depression.

than keep hurting them. You breakdown because you can't look at yourself without thinking of everything you want to change.

Depression doesn't just hit the 'kids with poor up-bringsings'. You can have a very privileged background with parents who love you unconditionally, parents who give you anything and everything you could want in life. But some bad things can happen, giving way to a seed for you to carry for life.

Your friends and family want you to talk to them when you're having an episode. But can you do that when it's 3 AM in the morning?

Depression is not fun, it's not a game, and it's not a quirk that adds to your personality because you think it's cool. It is serious and ugly and affects so many people. And worst is it doesn't just disappear, you don't suddenly wake up and decide not to feel hopeless. It might come back and haunt you for life.

But it's okay to cry. It's okay to be weak. You're not bulletproof, you're human. You're capable of getting hurt. Feel the emptiness. Figure it out. Wipe out each tear. Grieve. Cry your heart out and ruin your mascara. Stop pretending. Unmask yourself. Breakdown if you are tired. Break. Get lost in the solitude you've been battling inside. You are hurt. **ADMIT IT.** Stop pretending that you're okay in the first place. And let the curve in your face be sadness rather than fake smiles. Let it all out. It's fine. Be miserable. You will be healed with time and care.

And after that, go on with your life. Leave the pain to those tears you have already shed. Let the memories remain but not the sorrows. Smile. Smile the real smile, without pretension and heartaches. Be okay. Be fixable. Be happy. Live. Begin again. There is no one who can stop you now from being what you really wish to be.



# CONSCIOUSNESS

I've had the pleasure of reading some of the greatest thinkers on "consciousness" and I keep in touch with the latest developments in this discipline, it's one of the last frontiers that still eludes human knowledge and it seems like we are getting closer to explaining it. It certainly seems to emerge from the same physical laws that govern the rest of the universe and since we've developed machines that compute, we can assume that it must be functionally similar if not the same.

A lot happens to us that we don't necessarily perceive and there are experiments with change blindness in plain sight. It seems unless the mind is trained to look for changes or recognize patterns it fails to perceive relevant details in the information available to it.

Artificial Intelligence researchers already train neural networks to recognize patterns in information but it seems that the human mind actively redirects attention sequentially to find relevant patterns. It seems that such redirection is an acquired faculty that requires learning. In such a machine, unless a pattern is recognized it goes unnoticed and remains unconscious and if

a pattern is recognized it draws attention for further action.

Most of our neural machinery we share with other complex animals but we have an extraordinary inclination for learning. It is impossible for genes to code for information in the environment but it can do a very good job of codifying how the neural network develops, acquires relevant information to model itself and its environment and simple strategies for survival and replication.

It can do that with motivations and complex emotions in higher mammals involving danger, sex, food and social cohesion. What AI researchers might call training weights. It is hard to extrapolate when consciousness evolved and in which branches in the tree of life but all animals cling to life to various degrees. Any organism that experiences pleasure and pain I would assume must be conscious to some degree to seek or avoid it though they can easily exhibit such behavior without actually being conscious as we experience it. In any case, meaning in cognition I think seems to be relational considering states in identical neurons could hold different meaning depending on its relative position in the network. So, I would



predict that meaning in “phenomenal consciousness” would emerge from the relative arrangement of neurons.

It is hard at this stage in our understanding to be certain but since nature is quite frugal, I would assume that the complexity of behavior and the extent of meaning it can encode must be consistent with the dimensions of different brains we observe in nature.

As learning is essential for survival in complex animals, it may be that the working memory which is closely associated with attention is bridging two or more conceptual models in the mind. At a physical level, neurons might be extending new connections to areas that are held in working memory and subsequent rewards strengthen such connections and allow these neurons to fire together when such inputs are repeated when the organism finds itself in a similar situation.

Human consciousness is different only because it is reported but almost all complex animals are capable of learning and acquiring behavior.

The only condition in which it seems that we are not conscious is sleep when we don't seem to be paying attention to anything. So, this state must be fundamentally different from our conscious experience in some way. In this condition, we don't seem to be learning anything or making associations. The part of our minds that

oversees such activity seems to be suspended for an extended period with the exception of dreams where theories exist that we are simulating strategies for survival within the confines of our head without putting ourselves in any real danger. However, such activity seems to not be registered in the episodic memory and so we usually don't seem to remember just as we don't after a night of heavy drinking. There clearly seems to be a break in continuity which also seems to be an intrinsic property of consciousness. While I don't remember all the events I may have witnessed yesterday, I have a feeling I was quite conscious because the entire day seems to have been registered as a continuous experience. However, I also do remember daydreaming as a child when it seemed like I lost hours without noticing or recognizing the passage of time. Observing time seems to elevate consciousness and draws attention to it. At some level, the mind is keeping track of the sequence of events which is consistent with the causal nature of our universe and the arrow of time. After all the mind is a model of itself and what

it has learned of its environment. “Consciousness” as a phenomenon seems to be updating this model.

**-Narala Kalyan Kumar  
Reddy**



# CLUBS

## **KAIZEN OPERATIONS MANAGEMENT CLUB**

Guest Lectures, Conclaves, Panel Discussions Creatives and Research

## **ADMIRE**

Advertising and Promotions Club

## **CONVERGENCE HR CLUB**

Guest Lectures, Debates Soft Skills Workshop

## **DIATRIBE ROCK BAND CLUB**

Rock MusicW

## **DOT CLUB**

Awareness about technological advancements

## **ECOBIZZ ECONOMICS AND BUSINESS CLUB**

Big Fights, Business Plan Competitions, Guest Lectures, Quiz Competitions etc.

## **INFINITY**

Entertainment Zone for the Students

## **MACON CREATIVE THINKING CLUB**

Forum for young entrepreneurs with innovative ideas and creative minds

## **MAVERICK MARKETING CLUB**

Business Plan Competitions, Guest Lectures, Debates

## **MONEY MATTERS FINANCE CLUB**

Guest Lectures, Debates, Quizzes, Panel Discussio

## **MAFIA**

Mess and Food and Beverages

## **MANAGER WITHOUT BORDER**

E-Ngo with innovative initiatives towards 5E's, research papers

## **PRAKRITI ENVIRONMENT CLUB**

Awareness on Environment

## **SAMAVESH CULTURAL CLUB**

Cultural Events

## **FINSTREET STOCKS & EQUITY CLUB**

Knowledge provider about stocks trading

## **VAPS SPORTS CLUB**

Facilities for games like cricket, throwball, badminton, basketball, football, table tennis, volleyball, etc.

## **XPRESSIONZ THEATRE CLUB**

For fostering creativity and budding talent

**AND THE LIST STILL CONTINUE.....**





# CLUB BYTES

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# KAIZEN



## The Official Operations Club of IBS Hyderabad

KAIZEN means “Continuous Improvement” is what we preach and practice in IBS being the official Operations club. Founded in 2009, with a vision and mission of operational excellence, club Kaizen has proved mettle in every sphere of participation till date. In the first half of year 2018, working like a Trojan, club Kaizen organized guest lectures and Panel Discussions, conclaves progressively followed by our three day event- TRIGGER which was highly applauded by the student for its conceptual games, seamless execution, offline and online promotion and marketing. BLACKOPS is our flagship event, where we pay tribute to the defence forces of the nation. In November’18, Kaizen organized SANKRIYA 3.0- The National Operations Fest- a 3 day inter B-School Operations Management Summit held on – 14 th, 15 th and 16 th November. Top b-schools around the nation participated with the aim of learning, sharing and propagating various concepts and essence of Operations Management as an approach used in businesses. SANKRIYA 3.0 – organized a series of activities viz. Supply Chain Management Conclave- 6 different forums on FMCG, Automobiles, E-Commerce, Banking, Logistics and Fast Food Industry with 3-4 eminent speakers from each forum. Second in the row was Case Study Analysis. Teams from top b-schools registered enthusiastically. The top three teams were rewarded suitably with cash prizes. Next, on the list were Educational Workshop, Social Night and at last -Operations Management games which was a real test of decision making and analytical skills of participants. With 10 highly insightful conclaves and 40+ eminent speakers serving leading organizations of the country in the capacity of Directors, President, Vice- President and CEO’, It was a mammoth of success and has successfully generated many internships and job opportunities for the prospective students of IBS. But, in actual, the year 2018 ended with the success of “ICOM 2018”- International Conference on Operations Management. The objective of the conference was to provide a platform for researchers, academicians, policy makers as well as industrial professionals to present their research results, trends, concerns, challenges and best practices related to operations management. The theme for

research articles /case study included (not limited to)- Operations management, Supply Chain Management, Sustainable Supply management, Services Operations management, Management Information System(MIS), Health Care Operations management, Sports Operations Management, Network Design, Platform System, Social Media, E-Commerce, Banking Technologies, System safety & Security, Business Digitalization, Operations Research, Hospitality, Quality management, Disaster Management and Agri – business Operations. Prospective participants including the faculties and students too showed immense interest in research paper presentation. The selected papers were published under IUP Journal (UGC Listed). Kaizen was honoured with the award- “Club with maximum number of Conclaves” at the college fest TRISHNA 2019. Advancing in the second half of the year, our KORE team (Kaizen Operations and Research Entity) ceaselessly worked towards knowledge sharing, content building and value addition of the students. Anyone can know, but the point is to understand. Our club fosters learning and understanding with “OPERATIONAZI”- where, by the means of online posters, we try to reach out to inquisitive minds. At least once a week, we deliver a business jargon or a term with succinct yet precise explanation to it. “LAKSHYA- A beacon of Knowledge” as we say, is a monthly publication of insightfully created articles by young aspiring minds of IBS Hyderabad. This is how we believe in proliferating knowledge thus benefitting everyone. There is much more aligned in future and new initiatives are expected from the team. Success would have been absolutely impossible without the incessant support of our CRAFTS team. Always being there as backbone to the body, pillars to the roof or a pus when]ever and wherever we stopped. Be it a matter of urgency or not, the quality of posters and online promotions have always been par excellence and this is what club Kaizen is highly recognized and respected for. And why not, like master, like disciple and the legacy continues. It is not about being highly successful or absolutely right all the time. It is not about achieving something mammoth or arriving somewhere always first in place. It is only and only about evolving and continuously improving which matters the most. Believe; other things will automatically fall in place. The year ahead is ready, so are we.....STAY TUNED.





## The Official Social Awareness Club of IBS Hyderabad.

**I**t believes the first step in change, is to voice this soul, to bring to light what you have in your mind as a thought to an expression of your opinion about what is happening. Club Aaina feels the most important thing in order to make the change you need to be the change. The main objective is the integration of social activities with the business world to achieve the ultimate goals of an individual's contribution. It visualises to contribute by creating a change in every segment of society. Its mission is to enhance every emotion, thought and idea which seeks to get justice and equality in order to build a healthy environment for human development and create let's change the family.

The Center for Women Development is the ultimate strength of club Aaina. In this, it aims to empower women through educating them about health, sanitation and make them realize how important it is to be an empowered woman.

It not only contributes to empowering them but also cherishes and spread awareness by rejoicing with women who have achieved success and overcome all the hindrances in their life, how they became empow-

ered and contributed towards society enlightenments.

The club actively indulges into social and CSR activities by conducting 'Anokha Utsav' every month where the entire club members visits several children homes, orphanages, old-age homes and spends lovely time with children and the second-inning people. It also conducted other events related to social awareness like- Say NO to Ragging, Zero Food Wastage Drive, Stop Sale of Acid, School Visit, Donation Drive, Medical Camp, Rubaroo (Introductory event), CEO Women Conclave, Sanitation workshop, Self Defence workshop, and successfully completed CSR module which included research paper and presentations by club members and faculty-led session. It has also published its annual magazine named 'AASHA.4.0'.

Club has also worked along with other IBS clubs as in associations, a resource partner or a service receiver like Nazaria, Samavesh, Sankalp, MWB, IBS Analytics, Kaizen and Maverick for various CSR and social awareness activities.



# ECOBIZZ



The Official Economics and Business Club of IBS Hyderabad

**Ecobizz** founded by the eminent scholar Dr. S.V. Seshaiyah, aims to imbibe in its members the right knowledge, skills and attitude to succeed in an economic and business environment. Working day and night, the club's motto is that of value added, where each and every member tries to bring out the best in them through a host of activities and events that the club organizes throughout the year.

The second half of the academic year 2018-2019 was filled with a lot of interesting events organized by Club Ecobizz. Some of the most important events organized by the club were Rajneeti 4.0 and IBS MUN 2018. Rajneeti, a six days simulation of the Indian election system, is one of a kind event where not only IBS students but also all IFHE students can participate in the form of voters. With processes like nominations, rally, speech, voting, Rajya Sabha and Lok Sabha discussions, Rajneeti gives the students a picture of the Indian political system. It is one of those events, which requires lots of patience, anticipation and positivity. It brings out the leaders in all its participants and fills them with confidence.

Model United Nations (MUN), our flagship event is nothing short of a mesmerising and eye-opening conference aimed at bringing an opportunity to all, to represent numerous countries as a delegate and opine about different issues open for discussion. It is an exhilarating experience to voice the most concerning issues engulfing the world today.

Ecobizz prides itself for providing a platform aiming at knowledge sharing and value addition through its events, and MUN definitely strives to prove that.

Having an opportunity to host a variety of exciting events, representing our college as the Official Economics and Business policy club, given such an honourable and inspiring opportunity is definitely something we pride ourselves in, and stand close by the goals of our club of expansion of knowledge to set ourselves apart. Having said that we don't mean all business, we give others to explore the fun side too through our events, this year not being any different. We organized a minor event – E-Conundrum and fun event – Role Reversal for Trishna 2019, with the aim to enhance managerial skills in both the participants as well as the club members. Trishna binds us all together and we are sure it will continue to do so. Not just these, the Club also has its own website where we share the popular EB Bulletin- a place to get daily news in a gist. We also have our magazine- The Focus, to update readers with the latest economic happenings across the globe. Also, Khoj- the research wing of Ecobizz, enhances the analytical skills of its members through discussions and presentations.

Club Ecobizz has continuously worked for value addition of not only its members but also of the entire student body of IBS Hyderabad and we believe that we will continue to do so, under the guidance of our great mentor



# ANALYTICS



## IBS Analytics Club

Analytics is a word that need no introduction. In today's world Analytics has proven itself as an important innovation & research tool. The versatility of Analytics can be seen in all major management disciplines such as Marketing, HR, Finance and Operations.

IBS Analytics club was formed in 2018 with a vision to enable requisite skills so that each individual can turn data to knowledge then implement it to take decisions. It started with handful number of people under the guidance of KS Venugopal Rao (Area Coordinator, Marketing & Strategy), Dr Manish Gupta (Assistant Professor, Dept of HR), Dr Vaibhav Shekhar (Assistant Professor, Dept of Marketing & Strategy), Dr Ritesh Dubey (Assistant Professor, Dept of Finance), Saravanan (Assistant Professor, Dept of IT & Operations). Being a platform for campus to corporate, bridging the gap between reel and real scenarios, inoculating industry specific tools could be few of the many missions we have.

IBS Analytics club relates research in all domain, conducts internal classes on basics of analytics and workshops on introduction to various tools and techniques like MS Excel, SAS, R-studio, etc. We aim to enrich knowledge

of students in growing field of analytics to reach the precision required in today's world.

The club releases monthly magazine written by its members & conducts college level analytics competition. The introductory event Vishleshan was beyond expectation and since then there is no turning back. We have organized Management Discussions on "Artificial Intelligence" and "Customer Psychographics".

We have organized series of Guest lectures from dignitaries of renowned companies like Genpact, Salesforce etc. that would enhance student's educational experience and expose students to real-world life experiences from the position of someone who has been there.

IBS Analytics club is family where sharing knowledge is our epitome backed by our intellectual research and analysis wing.



# Gray Matters



The Official Quizzing Club of IBS Hyderabad

**Being** the youngest and Niche' yet most academic focused club that works for the betterment of the students by not just conducting and encouraging students to participate in Quiz events but also by publishing various materials of knowledge like knowing the Important persons of business, Mergers and Acquisitions etc. We also provide them much needed information in various fields of business, current affairs, social- engineering, technology, economics etc., which is beyond the walls of campus that they would require in the competitive business world not just to survive but to stand out. We believe Quizzing can be used as a fun and interactive tool to spread knowledge among the student community, and actively works towards that goal.

Events Conducted:

All together 6 events were conducted from the inception of the club till now i.e., December 2k18, namely

1. Gods among us.
2. In-quiz-ition
3. Movie Montage 5.0
4. Quiz-whizz
5. Quizzer of the year 3.0
6. Fiesta
7. Enigma 4.0

# DIATRIBE



The Official Rock Band of IBS Hyderabad.

**DIATRIBE** Plato once said, Music gives a soul to the universe , wings to the mind , flight to the imagination and life to everything.&quot; Diatribe, the official Rock Band of IBS, has always enthralled the audience with their soulful music.

The word Diatribe means “venting out the anger”;. And music is always the best platform to express all your emotions in ways unimaginable.

The members of Diatribe channelize their energy and passion through their love for music. All the members are creative and versatile in their own way.

Every year the old members graduate and hand over the club to the new members, but the passion, the energy and the emotional appeal to the audience through music, remains.



# MACON



## Maçon is the official Entrepreneurship Cell of IFHE Hyderabad.

Maçon means to 'build' or 'create' and we at Maçon truly believe that constant innovation is the essence of creativity. He students devise and design an enterprising sphere of headship and innovation. This entrepreneurial forum helps pioneers testing their skills for an endeavour of creativity.

Over the last few months in 2018, between October and December, the cell conducted a series of events that gave insights and learnings on entrepreneurship.

1 In October the Incubex(or Incubation) classes started which continued till December.

These classes helped students gain perspective and comprehension of the start-up industry.

2. During the last week of October to the first week of November, Maçon conducted it, flagship event: E-Week. This 7 day long entrepreneurship event showcased the likes of events from innovative product development to the start-up culture amongst students.

3. In November, the cell also conducted guest lectures which gave business insights to students.

4. During Trishna 2K19 in January 2019, the cell conducted Hackathon where students from different colleges participated. The event gave students a know-how of entrepreneurial development.

5. Maçon has also influenced the inception of start-ups under its conduct.

The cell aims to broaden horizons and go beyond what is expected, thereby, providing a host of opportunities for students to shine and excel in being the entrepreneurs and leaders the world requires today.

#InspiredToInnovate

#Incubex

#Start-ups



# PRAKRITI



## The official nature and adventure club of IBS Hyderabad

It conducts various nature oriented activities in and outside the college every year. Club Prakriti focuses on giving back to nature. This Club also cares for adventure lovers, and organises various treks and adrenaline-packed events throughout the year. This semester, it started off with rappelling to Khajaguda in collaboration with “The Greater Escape”. Natural rock formations, boulders, and peacocks in sight are a few things that define these Hills. The session began with the introduction and information about climbing and rappelling equipment like Carabineers, descenders, harnesses and rappelling ropes followed by rappelling techniques and anchoring and safety system followed by guided attempts by participants. It was an invigorating and challenging adventure for all those who went. Then came Warrior Dash, which was planned and executed by the junior green team. It was an interclub event, in which participants were supposed to Compete in teams of two. Two teams

played against each other and it was a time based task, with the one who finishes first, wins the game. Yet again an another interclub event was conducted called Human Football, which is like the classic table top foosball, However, it is played with real people, a soccer ball and in a large enclosed arena. Two teams competed against each other to score the most goals in the allotted time.

And then came the annual fest of IBS Hyderabad, in which the club conducted an amazing fun event Footpool, which is a combination of Snooker and Football. All the rules were same as Snooker, except that you used your feet instead of a cue stick. The balls are replaced by Footballs. All the footballs retain the look of standard billiards balls, but are obviously larger and lighter. Foot pool is colourful, fun, vibrant and accessible for all.

The club is now handed over to the junior team and since it is known for its amazing events, they would strive to keep up the expectations of everyone from the club and continue introducing adventurous and exciting events in the upcoming year.

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# DOT



# Money Matters



DOT club is the official techno-managerial club of IBS Hyderabad.

DOT Club bridges between the world of technology and managerial studies to embed the analytical, technological skills with management education. Each member of DOT club contributes towards nurturing a conducive learning environment by imparting training on advanced analytical technologies such as SAS, MS Excel & Access, SPSS, R etc and their practical implications in the corporate world. The knowledge sharing initiatives such as App-Gyan, TechBuzz and Sunday Blogs are significantly assisting in spreading the latest tech information & insights among students, academicians and corporate world. Also, the club helps the students in developing a sound academic understanding and value-added skills by providing workshops on Digital Marketing, Photoshop, Web Designing, Video Making and much more. The club plays a vital role in enabling the interaction with industry leaders through a series of Conclaves, Guest Lectures and Conferences. Beyond the academic curriculum, the club organizes various fun events, business simulations games to foster creativity and innovation. Supporting other student clubs and corporate client in technical activities is one of the integral activities of the club. We always puts the best efforts in maintaining the synergy between technology and management in the academic interface

## The official Finance Club of IBS Hyderabad

It was formed with an objective to ensure that a dedicated team is formed for sharing financial insights and to form a platform where one plays, talks and thinks finance.

This year was again power-packed at Money Matters Club (MMC) with numerous workshops, events and guest lectures being held consistently throughout the year. The club organized various events like “Chanakya 7.0- The online finance gaming event”, “Stock Mind 7.0- in association with ICICI Direct”, our flagship event “REDUX 13.0”, “PECUNIA - a national level finance competition in collaboration with Club Prayaas and Finstreet”; and many more; whereby participants got an exposure to the real financial situations in order to stimulate their minds to formulate a winning strategy. Our club has been publishing ‘Gyanpath’ - a description of important terminology and ‘News Bulletin’ every week for our avid readers. Also, ‘Financial Bulletin’ - the E-Magazine is published by our club on ‘issuu.co’.

We have also conducted Management Discussions on: The big billion deal (acquisition of Flipkart by Walmart) Fugitive Economic Offenders Act, 2018

Guest lectures and a round table discussion have been conducted for giving insights to the students on topics like Corporate finance and its primary function Fixed income securities and treasury (in association with Club Ecobizz and Finstreet) Banking Sector in India MMC conducts various Knowledge Sharing Sessions (internal Deep Dive sessions), aimed at upgradation of the knowledge base of Club members, on topics like Green bonds, US subprime crisis, Venezuela hyperinflation, etc

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# MAVERICK



## The Official Marketing and Strategy Club of IBS Hyderabad

The club helps the marketing and sales enthusiastic to amplify and acuminate their skills by providing them with insightful knowledge sessions, apprising events and hands-on exposure. Maverick is equally committed towards holistic development of the students be it in academic, placements or industry exposure.

Maverick consists of majorly three verticals which are Maverick Marketing Solutions (MMS), Maverick Advancement and Development Entity (MADE) and MAVENS.

MMS provides a wide range of strategic creative and production services or tools which are designed to grow the business and its reachability. Maverick provides its clients marketing solutions such as social media, creative strategy, public relations, content marketing and sales force.

“Great things in business are never done by one person they are done by a team of people” is the exact idea for which Maverick Sales Force (MSF) was formed. It works towards to provide real-world corporate exposure to all the students of IBS Hyderabad and also provide tangible support in the recruiting process.

This year Maverick provided different marketing solutions to many businesses such as Armadio where students developed creative strategies to increase their revenue. An event was created by Junior Mavericks (MBA batch of 2018-20) with the guidance and support of Senior Mavericks (MBA Batch of 2017-19) where students from IBS Hyderabad participated and learned product pitching, negotiation techniques as well as optimum utilisation of resources like money and time. With the client My grocer, students were exposed to the real-life sales experience within Hyderabad. Maverick provided the opportunity for students to create and understand the nuances of the digital campaign with HSK entertainment.

Club Maverick in collaboration with Club Speaks Up conducted Markey noted, a content marketing content to hone the skills of the future marketers of IBS Hyderabad for a client called Shout.

Maverick believes growing itself and also creating

the right environment for others to grow. In alignment to the similar belief, Maverick advancement and development (MADE) rigorously work towards creating, providing or bringing opportunities to students in form of live projects (such as brand management and platform management, campus ambassador program by growth foundation and HDFC Bank strategy for 2020 to name of a few), guest lectures by eminent personalities (such as Prof. Jagdish Sheth, Chandramouli Venkatesan, Suchitra Vishnoi, Avneesh Khosla, Uttio Majumdar to name a few), hostel tutoring to students to help them understand the basics. MADE also helped Junior Mavericks by providing them with a platform to practice Group Discussions which not only helped them to refine their skills but also gave them an idea of future internship/ placements.

In Mavens vertical of Maverick, we try to put the classroom knowledge into the real business scenarios with an aim bridge the gap between the two.

An expert knows more and more about less and less until he knows everything about nothing. Taking this quote by M.K. Gandhi seriously, We, through Mavens help students on their journey to become an “Expert or Maven” and enhancing their skills in a fun and interactive way of learning.

Recently, students worked on a business research project by BMRB Hyderabad.

Under Mavens, the student was encouraged to study the major industries of India for a basic understanding of different business markets.

Mavericks believe in work hard and party harder as some relaxation becomes a necessity to always stay creative and innovative. Maverick launched Gameo 6.0, an online contest for students to reminisce the era of video games of the 90s. Maverick organizes a Carnival every year for the students of IBS Hyderabad which have made Maverick synonym for the carnival. This time Maverick also hosted a New Year Eve Party for the student.

Maverick always strives hard to be better year by year and also motivated students in doing the same. The charm of entertainment is kept fresh and alive by hosting DJ nights for the students and classy movie screenings showing the best of movies from the entertainment era we live in.



# NEWSWIRE



## The Official News and Media Portal of IBS

We have always proved that News-wire is the face of IBS Hyderabad. We made sure that we build our college, IBS Hyderabad as a brand by interacting with the corporate heads, CEO's and Presidents of top companies who visited to our campus for Guest Lectures. The videos of the interaction were made and were posted on social networking sites. We have also been actively conducting events such as our flagship Communique, some fun events with managerial inputs such as Uncos-Nous, Compass, Talking Heads and Agradoot. We have successfully supported 19 clubs by being the official editorial partner for them. We have almost covered 40 events by partnering with other clubs which includes guest lectures, events, flagships and conferences.

We have our social media page on facebook and instagram where, on everyday basis we post news and articles of the event that we have covered as a partner.

from our official page on Facebook. This is how we have come so far and aspire to go a long way ahead.



# IBS MESSENGER



IBS Messenger is a student driven club working within IBS Hyderabad and acts as a central platform in delivering information to all students. It was started back in the year 2014 with an intention to give relevant information to students. Club primarily deals with passing academics information to students. We act as official promotional partner for events, guest lectures and flagships conducted by other clubs. Our objective is to build connection between the academics and students. To fulfill this objective, IBS MESSENGER circulate/broadcast all the notices which are academically important. The information provided by IBS MESSENGER are regarding the commencement of course, information on time table and extra classes, events and guest lectures conducted in college, information regarding sip/placements and any other relevant information. Events which are conducted by IBS MESSENGER are Registration process, Daily buzz, and Elective briefing videos. Activities performed by IBS MESSENGER are promotion of events and guest lectures conducted by other clubs, supporting the clubs during their events, informing students about the events that take place in college and passing information from academics, both notices and updates of SIS. Our medium of promotions are WhatsApp, Facebook and Instagram.

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## Managers Without Borders



## SPEAK UP



### An E-Ngo in associated with IBS, Hyderabad

Managers Without Borders at IBS Hyderabad is a Student's Chapter of Managers Without Borders- India, a Non-Governmental organization under Andhra Pradesh Societies Registration Act, 2001 bridging the gap between various stakeholders in the nation-building process by constructing a dense network of students and professionals in the field of management backed by the 5Es-Economy, Energy, Employment, Environment and Entrepreneurship which they believe are the five pillars for lifting world architecture and development. MWB is a Guinness World record holder for the Longest Mobile Chain. They are one of the youngest NGO in South Asia to reach final in eNGO Challenge South Asia awards in 2015. At IBS Hyderabad, MWB tries to pull out the best of the students and help them turn into professionals by exposing them to challenging tasks and live projects, research programs and client servicing. They also conduct various activities and events, internally known as MWB EDIFY- the knowledge sharing sessions and externally through its Flagship event E5 Summit, introductory event Grenzenlos 2.0, guest lectures, awareness campaigns and SSR activities to encourage students to be active and socially responsible. MWB won three titles in Trishna 2019 national cultural fest of IBS Hyderabad for the Highest Sponsorships, Best Inter-Club Events and the Best Emerging Chapter of IBS Hyderabad.

With a trail of successful events throughout the last quarter, Club Speak Up conducted yet another set of events and how! In collaboration with Club Maverick, Speak Up conducted an online event - Markeynote which was aimed at blending content writing and marketing skills for the promotion of Shoutlo - a local content discovery platform. Followed by this, the club conducted its flagship event - The Great Debate on 17th, 18th and 19th of November which is an adoption of the British Parliamentary Debate. There were participants from all streams at IBS Hyderabad- MBA, engineering, law and BBA. The club also conducted both, Major and Minor events at the Annual cultural and management fest of the college - Trishna. The Minor Event, The Witty League was a one day event having three rounds involving competition based on the soft skills and the speaking skills of the

participants. The Major Event, Grebate was a two day event. On the first day, the participants had to debate on topics related to the theme of the fest - Grevolution. On the second day, the participants had an open house discussion on a common topic - "A person should not be too honest, straight trees are cut first"

All in all, this time frame was a very happening and learning experience for all members of the club.





# NAZARIA



# SAMAVESH

## The official Photography Club of ICFAI Foundation For Higher Education

Club Nazaria provides a friendly and supportive environment for the photographers at all levels of experience and with interests in all types of photographic imagery. Nazaria offers an opportunity to all its members to share their ideas and knowledge not just amongst each other but to a diaspora of people external, but equally valuable, to Nazaria.

This year, Club Nazaria has introduced a new vertical- "TASVEER"- which revolves around imparting technical knowledge and skills related to photography and editing via classes which will be conducted by some of our most skilled photographers.

We, as the members of Club Nazaria, have tried our hardest to provide all the clubs with a very important resource- memories in the form of photographs- through which they will be recognized both within and beyond the campus boundaries. During 2018-2019, we covered 314 events (both inside and outside the campus). At the time of AAVEG 2018 (the flagship event of TEAM V.A.P.S which runs for 3 days), Nazaria uploaded more than 3000 pictures in a span of just 3 days.

## The official Cultural club of IBS Hyderabad

We put a smile on everyone's face whenever they hit the stage. They bring to us beats and symphonies that makes everybody dance and sing out loud. Apart from that, Samaveshians can also be found organizing the best events with beautiful handmade decorations and photo booths.

We, as a family, have come a long way this year. Starting from Parichay and Independence Day, going all through Dandiya night, performing at approximately 15 major events, and reminiscing the artistic rangolis by the organizers and creatives, it's been a journey worth remembering for every member.

We firmly believe that our strength lies in our culture, and we have strived to bring that in front of the students at every single opportunity. It's the undying efforts of each and every club member, that gives a change to the college students to sing along the tunes, or dance along the rhythms, amidst absolutely beautiful decor. The organizing, creative, anchoring, music and dance pool are the building blocks of this huge family. And we'll be there to make you smile, till it lasts!

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# PRAYAAS



## The official Inter B school and Corporate Event Club of IBS Hyderabad

**With** a mission to Dream, Discover and Develop, is a platform where its members dream of a task, discover it, develop it and finally accomplish it. With the portfolio of representing IBS Hyderabad at different B Schools and corporate events and creating other article writing and case study competitions, conducting guest lectures and workshops for equipping the future MBA graduates with the right skills, Prayaas is not only the Face of IBS Hyderabad, but also the Best Managed Club of IBS Hyderabad. As the domain of the club is to be the face of IBS at different competitions and events, arranging external events and conducting internal competitions is what drives its members. The members constantly gain recognition for IBS Hyderabad by being the campus ambassadors at various IIMs and other b- schools of the county. The brand, IBS Hyderabad has a strong foothold in major corporations like HUL and Alibaba. Pecunia 1.0 - the national level finance competition which was held in the first half of the academe year 2018-2019 was won by Welingkar Institute of Management and the runner ups were Department of Financial Studies and IIM Bangalore. The flagship event C- Suite - a boardroom challenge, held in November,

2018, drew MBA graduates from different colleges around the country. The participants were given to solve a hypothetical case and the response received was immense. This appreciation is what keeps us driving and at the annual cultural and management festival of IBS Hyderabad - Trishna, Prayaas was a leader in organising events. This ranged from minor, major to fun event. The work did not stop there, as the highlight of the festival was the participants drawn from other colleges. Club Prayaas is the only point of contact of IBS Hyderabad for the entities outside it. Club Prayaas is about, giving back to the society too. With this philosophy, we collaborated with Club Sankalp, for a newspaper collection drive. For placing the first year students at the right internship, an internship fair was organised where more than 20 companies participated. Also, the Club won the IBS Premier League - a cricket tournament organised by Team Vaps. Students not only learn the art of networking but also the science of representing to the dynamic world. The opportunities are endless for the student and scope of learning limitless with Club Prayaas. Thus there is no stopping for the Best Managed Club and the Best Club for internal participation of IBS Hyderabad. As it ensures that what it strives for, it accomplishes it.



# MOVING MANNEQUINS



# V.A.P.S



## The official Fashion Club of IBS Hyderabad

Moving Mannequins is the official fashion society of IBS, Hyderabad. In the contemporary world, fashion has become a powerful force but fashion society doesn't only mean vogue, clothing, styling, or trend. Fashion was always supposed to be the next new thing, the next trend. We at Moving Mannequins try to bring out of the box fashion. Before preparing for the ramp, it's the dresses and props that are designed in accordance to the theme. We try to represent artistic creativity and self-expression through our performance to project an appropriate image for different themes. We are regarded as walking mannequins because we are passive hangers for the clothes we design. We have had the opportunity to represent at various B-schools and compete neck to neck and put up picturesque performances. Our members have backed the 'BEST WALK' award at Vanity Fashion Show organised by IIM Indore and Amaya Fashion Show organised by IMT Hyderabad. We also had the opportunity to represent at BITS Goa, IMT Nagpur and SIBM Hyderabad this year. From scheming out our walks in stilettos to intellection and brain storming for creative outfits we do it all. The term 'fashion' has become synonymous with the overall growth of the country and we all are just in endeavours of it.

## The official Sports and Fitness Club of IBS Hyderabad

Team V.A.P.S started the year as enthusiastically as ever with one of the most sought after event, "Mrinal Anand", a cricket tournament between the alumni and the current batch. 3 days, 16 teams and 15 matches later "Thunders" emerged as the winner and it was the first time in the history of Mrinal Anand that an alumni team had clinched the trophy. Then came "Green Circuit Race" which was organised as a part of Trishna, the annual IBS fest. Green Circuit Race was organised keeping in mind the green revolution theme of Trishna. In Green circuit race there was a mix of games where each participant had to complete one game in order to move further to the next game and in the end, each participant had to bring a plant to be kept near the lawn tennis court. It was finally time to bid adieu to our seniors and what better than organizing farewell matches, thereby validating the very thing team V.A.P.S stands for i.e., team spirit. The whole team put their best foot forward to conduct the events smoothly promising to carry forward the legacy of team V.A.P.S as gracefully as ever.

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# INFINITY



## The Official Entertainment Club of IBS Hyderabad.

The charm of entertainment is kept fresh and alive by hosting DJ nights for the students and classy movie screenings showing the best of movies from the entertainment era we live in.

Bridging the gap between IBS and the Entertainment world, we have been breaking the usual monotony of our future managers time and again by unleashing our creativity in order to add colors and liveliness to the IBS life. Be it our weekly song playlists, keeping abreast with the latest movie reviews, even our Club events have been the talk of college always!

For the first time ever we came up with Clapperboard where fresh minds of IBS Hyderabad got a platform to make videos and showcase their acting and videography talent during the fresher's week.

This year we went a step ahead with numerous collaborations with the leading clubs of the college. Marking the footsteps of the previous year, Infinity studios collaborated with Speak up for Open Mic Night 2.0 of IBS Hyderabad.

Infinity Studios also deals in activities such as client servicing which includes Tik Tok , sensation and Vogo Bikes with which we had associated in the past and would do in the future as well. Our host event Bioscope which is a movie making contest in which entries are received from students within IBS in which movies made by the students are judged by eminent personalities of the Film Fraternity here at Hyderabad, was followed by ISAC night i.e. Infinity Studios Award Ceremony where the movies of students were recognized and given token of appreciation for their work. We keep pushing the boundaries of entertaining people as much as we can and as long as we can because with us, we believe in entertaining people up to Infinity!

Integrating Entertainment with Management is not just our motto or a tagline, it's the way of life at Infinity Studios!



Connections  
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