

IBS
HYDERABAD



ALUMNI MAGAZINE
CONNECTIONS

OCTOBER 2019

IBS MAGAZINE

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**VOLUME 13
EDITION 15**

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EDITORS NOTE

“Connections” has been an invaluable work of art for the whole team ARC. Each and every piece has been weaved together beautifully to bring about an astonishing experience for the readers. Connections: Edition 15 Volume 13 is an amalgamation of some bewitching experiences, a few delightful thoughts, winsome memories and lots of electrifying yet inspiring impressions. It is out-turn of the efforts, thoughts, and experiences that have been put in by our beloved alumni, our esteemed faculty member and the proficient students of IBS.

Special recognition to the new Team ARC who have been the heart and soul in the making of this edition. It talks about the “Modern Marvels” which emphasizes on the inventions that revolutionized our human lifestyle, how we think, move, travel, live, etc. An amazing description of bridging the gap between mystery, fantasy and reality and bringing about a prodigious change.

I hope you rejoice reading it.

Happy Reading!!

Parnika Srivastava
Editor-in-Chief
Alumni Relations Cell



CO-EDITORS NOTE

Dear Readers,

It is one thing that is constant till now that guarantees the end of another academic year once again. The ending of the academic year is at its heart, a fantasy of newness and clean slates-of all the chance to do things differently and with more attention to purpose. In reality, it's also one of the most challenging time of the year for many of us.

With the commencement of the new beginning, new dreams, hopes, aspirations, and events are also unfolding.

All the clubs and the cells have given their best foot forward in the year 2019 and have witnessed the bigger and bolder versions of the college events and it is also a specimen of their creativity. It tries to bind together each and every aspect of our very own "IBS family"

This magazine is the outcome of all the efforts put forward for giving the tribute to our "Alma Mater".

This edition of connection takes a look at various student activities and tries to capture the aura of the college and alumni experience. Connections is not just about publishing the content, it is also about raising a voice and making each and every voice reach the masses.

On an ending note, I officially sign off wishing everyone good health, luck, and prosperity.

Go ahead and Have a look!!! Happy Reading ...

Nidhi Pahwa

Co-Editor

Alumni Relations Cell





ALUMNI

ARTICLE

GAMIFY THE HR

Games are no more mere recreational activities. It can be one of the techniques to keep employees motivated both personally and professionally. Every time one earns a recommendation, collect badges for being a helpful contributor to an online community or use a fitness application to track one's activity levels and compare it to the peers, one is using gamification. Companies like Starbucks, eBay, Badgeville, Nike, and others are found using gamification to improve the overall productivity of the employees and enhance customer interaction.

One pertinent question one needs to answer is that— Do HR processes really need to be gamified? Gamification is becoming the choice of HR professionals in a dynamic tech-based work environment. Evidence has shown that gamification can assist in handling some of HR's biggest challenges, i.e., employees' engagement, employees' productivity, and retention of training knowledge. According to a survey by Badgeville, workplace productivity level increases to 90 percent for workers who have used gamification. Similarly, it has been seen that the desire to be at work increases to 30 percent when gamification was part of the job. A study by Indiana University has also shown that 45 percent of knowledge was retained beyond six weeks after gamified training, compared to just 4 percent after conventional training. Not only these, PwC launched a game-based virtual recruitment tool called Multiply, where along with job application and internship opportunities recruits have a chance to win prizes such as iPads or Macbook and build their career through opportunities such as an in-person meeting with a PwC executive.

--Dr Musarrat Shaheen, 2008 Batch

TAKE ME BACK

Take me back to simpler times

Time Machine?

Magic Spell?

Well I don't mind!

Take me back

When I used to frown

When my whimsical tantrums were an attraction
of the crowd!

Take me back

My pockets are empty, eyes beaming

Had a courage to Be anything

Monday was Astronaut

Tuesday was CA

By the end of the week

I decided to be the King of Norway.

Take me back when,

Love was kind

"Yours", "Mine" didn't resonate to the innocent
mind.

Take me back when

I had real friends

When "pinky promise" felt like a
contract.

No Lies! No Shenanigans!

Well that's a thing of the past...

Seldom seen today, behind these masks.

-Prerit Sharma, 2019 Batch

go digital

The world is passing through a transition, a remarkable transition ever since the industrial age, of nearly exponential growth. Accordingly, to economists, this growth is primarily attributable to constant research being undertaken in science and technology. The best example of this old concept of constant exponential growth and that research leads to growth can be explained by Moor's law, which states that the processing power of a computer chip doubles every two years. This theory gets further substantiated by our mobile phones which hold more computing power than many buildings full of computers in the 1970s

In today's world, and as per value investors who had attributed various parameters to define value investing in the past, platforms or platformization (that's



how I put it due to lack of better terminology) is the key. And that's the reason which made the world's renowned investor, Warren Buffet, to put his money in Apple's stock. And when he did that, he said he was inspired by his granddaughter and her love for that Apple device. So, it's more of a lifestyle change and not the old definition of calculating assets, net-worth and company valuation.

So, years back we can recollect

'Xerox' had become more or less a noun or verb in the English language. And in today's world "Uber" is. (perhaps also other cab aggregators)

Hence 'Go Digital' is not on a company's wish list but it is incorporated and part and parcel of an organization's day to day business affairs. In today's world, there is just a thin line of separation between an IT firm and a firm who adopts IT/digital in their day to day processes.

Companies who are doing well and have captured the attention of investors are the ones who have adopted the new digital technologies.

Just to cite a few examples, can someone stop us from earmarking Boeing to be an IT firm or a digital based organization? The robotics installed by Boeing in its factories have helped it crank out 737 airplanes about 60% faster than it did 5 years back (data taken from Fortune Magazine). Hence once considered largely an aerospace and defence manufacturer, Boeing is now undoubtedly a tech company or a digital company

So is the case of Intercontinental Exchange which owns the New York Stock Exchange. The company now gets a major chunk of its revenue from its burgeoning market data and analytics business, which has found a lucrative niche in the age of quantitative and Artificial Intelligence driven hedge funds.

Even a Pizza Hut is now taking orders on a social media platform and Macdonald's installing digital self-order kiosks in most of its restaurants

So, the new mantra whether you are a Warren Buffet or a cab aggregator, a manufacturing firm or a pizza shop, is simply....." Go Digital". And that's the way to survive and grow, just not a wish list.

**-Debjit Chakraborty
(IBS Delhi, 1997)**

Memories

It feels like yesterday, the memories of ICFAI business school remain fresh in my mind. From 1999 to 2019 the spirit of the college has not changed. The college life was so vibrant with discussion on case studies over Mirchi Pakoda, puff and chai and late night classes followed by movie or Biryani at midnight. We also organised and participated in events like Rainbow 2000 that included dance, skit and Fashion Shows. It was ICFAI that taught us not to let down our spirits and we learnt to live in the moment and manage our time effectively. It can be overwhelming with a lot on our plate studies, extracurricular activities and of course having fun time with friends. We were also encouraged to bring out the entrepreneur in us by providing an environment to build cases on new ideas and debate on risks involved.

I believed in the quality and content of education imparted at ICFAI as the course was new at that time and we were the second batch for this newly launched course. The campus was small in a residential area. There were mixed feelings but I decided to go with my instinct. It's a lot about being in an environment that allows us to acquire skills that help us grow into best version of ourselves.

Its so thrilling to see that today ICFAI has a huge campus and grown many folds over the years with strong presence accross the Nation. I would like to thank you all for the continuous support to build a network where we help each other grow in our lives.

Pooja Malik
MCA-MBA
1999-2002
Punjagutta, Hyderabad

I am Nirvik Mitter of IBS Hyderabad Batch 2011-13, slaying Global Marketing and APAC Sales function for glocal Digital Transformation company, Popcorn Apps

This year was my first Alumni Meet at “Rendezvous 2K19” and it turned out to be a fantabulous night. Met some of my batchmates and seniors under the same roof, It was like the hot tub time machine – going back in the time filled with laughter, togetherness, and fun. Kudos to the ARC team for organizing such a detailed oriented, polished, well-organized meet. Lots of activities were planned by the team and the evening was like on a live wire, pumping adrenalin in all 120+ attendees.

Coming back to meeting my folks and sharing drinks with professors from my Alma Mater is like a homecoming after years to that great transformation agent which made us capable enough to face the world of competition. If I need to sum up the evening, it would be “Smiles, Hugs, and Togetherness with the IBS family.

Keep the flag flying high.

**Nirvik Mitter
IBS Hyderabad
Batch 2011-13**



EVE



MENTS



RENDEZVOUS

'Rendezvous' an annual corporate dinner, was hosted by the Alumni Relations Cell of IBS Hyderabad on the 7th of September, 2019 at Taj Deccan, Hyderabad where the event saw the gracious presence of our beloved alumni, respected Dean, Director, Mentor, faculty members and their families.

It is a wine and dine experience where industry specialists had the opportunity to interact with each other and build connections. Dignified alumni from batches 1995 - 2014 were invited for the evening. The event commenced by lighting of the lamp by our respected Director, Professor S Venkata Seshaiya, Dean, Professor Shylajan, Mentor Professor Mahesh Kumar Soma and esteemed alumni. It was followed by a speech by our Director who enlightened us with his valuable words of sagacity, followed by which, our Cell President, Miss Anusha Jha shared a few words. The cake cutting ceremony took place amongst our respected Dean, Director, Mentor, alumni and all the kids present there. A popular song was played where all the kids broke into a spontaneous dance, which lightened the mood of the evening. The stellar evening was made more engrossing with some fun and interactive games. Our anchors were the soul of the event, eliciting maximum attention of the crowd, accomplishing the purpose of this alumni meet.

Rendezvous came out to be a nostalgic evening, reviving old memories while creating new ones. The engagement and happiness of the guests was a clear indication of the success of the event which was a result of the combined efforts of the management and team ARC.



CONFLUX

Conflux is a major panel discussion forum that Alumni Relations Cell holds. This year it took place on 5th July 2019 in ICFAI Business School, Hyderabad campus. Being professionals, enrolled in a B-School, it is necessary to stay up to date with the hum-drum of the business world. Here at Conflux, the students are provided with a full-fledged discussion over prominent topics.

The panel consisted of our extremely eminent Alumni and industry experts. The agenda that was conferred this time was, "Journey from Customer Acquisition to Customer Retention in Platform Business." Since platform businesses are taking over every industry and are already becoming a major part of our lives, the discussion was truly engaging. Netflix, Uber, Alibaba and all such platforms have made businesses more independent and made customer-producer interaction more convenient than ever.

Also, having industry experts from varied backgrounds, it made the session way more interactive for the students who raised several questions which were diligently answered by our panellists.

Altogether, this discussion proved to be a valuable addition to the competency and knowledge of our students and with the combined efforts of the management and the team, it turned out to be a successful event.



WEBSLAVEND

Your first term at a college will be a welter of new faces and experiences in an unfamiliar environment – an exciting and daunting prospect in equal measure. Freshers' Week, is the bridge to this new phase of life. Webslavend was the theme of the official fresher's week of IBS Hyderabad to welcome the new MBA batch of 2019-2021. The theme revolved around the idea of how our millennial era can't function without the internet, their phones and laptops. It is as though we are slaves of the internet and are being controlled by it. There were 13 different clans based on their sections that took part in the fresher's week. The clan names were the genesis concept of their favourite TV shows. All the activities and tasks arranged by different clubs of IBS Hyderabad given to the incoming batch revolved around their love for a specific web series. Each activity had a certain number of points dedicated to them for whichever clan would win the activity would get them. From testing one's Netflix show knowledge to creating sequels of shows of their clan theme. From waking freshers up at 6 am in the morning for early morning sports and clan marches to winning points, to the evenings filled with Instagram challenges like the "mannequin challenge" and stage ramp walk, the entire fresher's week was filled with the spirits of enthusiasm. You could see the fire to win the best clan award burning in the eyes of every clan while they were performing any activity. Behind this wall-to-wall competition, there was a serious purpose – namely to help us settle in, meet fellow students, find your bearings, enrol on your course and join clubs that reflect your interests. The clan with the most number of points collected by winning various activities was clan 'Sicarios' which was awarded as the best clan of IBS Hyderabad 2019-2021 batch. If there's one word that sums up Freshers' Week is it's pressure – to meet everyone and do everything. These full-on days and nights were a major test of stamina for even the most hardened social beings. We can truly say it was one of the most eventful week of the college which led us to make unbreakable bonds with our batchmates.

MOCK GD-PI

The process helped the students in inculcating effective strategies, improvising their knowledge, familiarising them with the pressure and competency, the ICFAI Business School, Hyderabad has a proven record of 100% placements year after year, and that has been made possible through its rigorous process of making students industry ready.

Keeping up with the market trend of major companies recruiting through the process of Group Discussions and Personal Interviews, for the batch of 2018-2020, Mock GD-PI sessions were organized on different dates in the months of August- September, as per their specialization, i.e. Marketing, Finance, Operations and Human Resource Management.

The interview panel included one college faculty member and one Industry expert, who mainly were our Alumni. This mix component made sure that there is a fine balance of questions related to academics as well as industry related, and the recent happenings of the world. Market trends, and acted as a guide to help them move forward in their respective career.

Group discussions acted as an ice breaker and provided efficacious way to determine a candidate's knowledge on a particular topic and at the same time gauged his/her interpersonal skills.

For Personal Interview, penetrating questions regarding academics, work experience, summer internship, current affairs, social issues, technical issues related to academics and work place were asked to the candidates.

The key focus of this session was to help students groom their personality better, fortify strengths, improve their skills and gain self confidence so that they are industry ready before they step into the real corporate world.

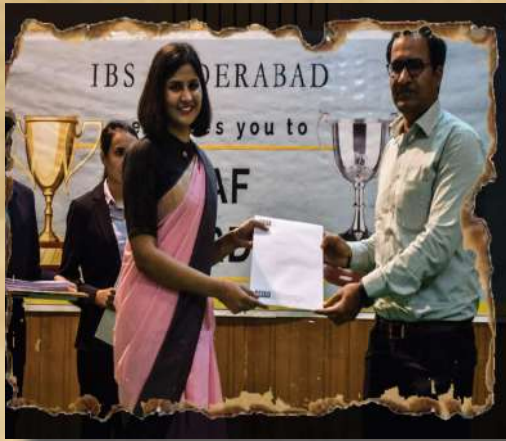
Feedback was provided, so that the students can work on their shortcomings and polish themselves for the final placements.

IBSAF Awards

A dream doesn't become reality through magic; it takes effort, hard work and perseverance, and IBS believes in motivating and inspiring its students to the fullest. IBSAF Awards is an award ceremony organised by the Alumni Relations Cell. On this special occasion, the achievements of the brilliant students who worked extremely hard during their Summer Internship Programme are honoured and acknowledged.

For IBSAF Awards, a preliminary round was held on July 31st and the final evaluation was done on 11th August. Our esteemed alumni Mr. Abhisek De, Mr. Rajeev Gupta, Ms. Komal Sinha, Mr. Atul Nagar, Mr. Gaurav Gupta, Mr. Nagraj Lanka and many others were part of the evaluation process.

IBSAF awards not only motivates our students but also acknowledges the efforts of our professors. It inspires and acknowledges the efforts of our mentors who guide our students to excel in their fields.



Investment Myth And Models

An Investor without Investment objective is like a traveller without a destination.

ARC organized a Workshop on Investing myths and models; in collaboration with FinStreet and Money Matters Club of IBS Hyderabad on 7th- 8th September 2019. It was a two-day workshop conducted by our esteemed alumnus, Mr. Vikas Agarwal of 2003 batch, partner at Jardine Lloyd Thompson. The workshop witnessed the presence of 140 first year as well as second-year students.

While the first day was all about the basics of investing and investment models, which strengthened the conceptual knowledge related to investment, the second day focused on the parameters one should consider while investing in a particular company and the various myths associated with investing. It was an interactive session where the students actively took part by clarifying their doubts and problems related to investments. The students gave positive feedback and found the insight that they got into the investment world very valuable.





STUDENT

Article



A PEN, A PAPER and A CURSOR

Nearly 2 years and 4 semesters later
Empty pens, scribbled papers and a million mileages on this cursor
Projects, Reports, Labels and Favors;
Smiles, Laughs, Tears and Photographs stapled;
On a spam book of memories filled;
With faces and feeling felt

Hanging out wearing formals, skipping cable
Or with shorts and no belts, narrating Netflix fables
Sharing meals and sharing drinks
Driving on roads with no streetlights
Just the moon washed nightshade
With the cold breeze washing away the pain

Memories about the first day
Memories about the first hangout
Memories about the first presentation
Memories about those first friends who became family

I look back and narrate experiences that you can probably relate to
A journey soon coming to an end
Wish we realized sooner but;
'Time' was the ultimate enemy.

by Nalin Manchanda, MBA 2018-20

LIFE DOESN'T ALWAYS GIVE A SECOND CHANCE!

It was Thursday morning. We all were waiting eagerly for her to come. Just dying to hear her speak.

There was silence in the house, no one even looked at each other. And after a few hours, she came. Lying on a stretcher, carried on shoulders, she entered her house. I don't know why everyone was addressing her as "the body has arrived", but for me, my Grandma had come home and I couldn't realize any other thing. As I went close to her, I felt that she was sleeping, and soon she would call me once she wakes up. I touched her forehead, it was cold. I called her, but she didn't respond. Tears were rolling down my cheeks. It was hard to believe that she wouldn't call me anymore. They dressed her in her favorite silk sari, in which she always looked beautiful as ever. I kept admiring her as she wore her 'Rudraksha Maala' and 'Chandan tika'. With her spectacles on, she was now ready to depart. Only if she could see that so many people had come just to visit her, she would have been happy. But she was sleeping silently.

I touched her feet and looked at her, hoping that she would say, "Bless you", as always. But no sound came this time. They lifted her again and

carried her out of the house. Each time when she came to see me, I never stopped her from going, and this time when I wanted to stop her, she didn't listen. I was too late. I kissed her forehead one last time and closed my eyes, when I heard her voice, calling out for me.

"Shreya, Shreya where are you?" she screamed. "What happened Grand Ma? Here I am." I replied. Why don't you sit beside me?" she questioned. "I'm getting late for tuition." I replied and hurried away.

Another time when she came home, I greeted her and was going back to work, when she said, "I've brought a cake for you. You love it na?" "Yes, GrandMa but I don't feel like eating right now. I have to study." I said and left.

One
LIFE
One
CHANCE

The next time when I saw her, she was in the hospital. She was ill. Her face was dry and she was turning weak due to old age. As soon as I entered the ward, she said " Why have you come here Shreya? Don't you know that this place is full of diseases and you might catch infection? " "I've come to meet you GrandMa." I said holding her hand. "You could have met me at home."

She said and asked me to leave. A few days passed and she was back home. I thought of visiting her, but circumstances didn't allow me. Tuesday morning, she was lying on her bed, when aunt came and said, "Take this 'prasad' GrandMa." As she took the 'prasad' in her hands, with deep agony she said, "Oh Lord, please grant me salvation". And within some time, she fell unconscious. She was rushed to the hospital where she lay motionless for two days until her soul was set free from all the worldly desires. And she went away, far from us, without even saying goodbye.

Life is very short and we have many things to do. Often we forget to spend time with our loved

ones due to the pressure of work. And later we repent once they're gone. So why not cherish these moments today before it's too late? It's not that we don't love them, but we just fail to express our love for them. And once they're gone, we are left with nothing but guilt, sorrow, and pain. And we wish, that only if we get another chance we would rectify our mistake. But then what? It's too late. You're helpless now. And no matter how much you repent, they're not going to come back. So open your heart and show them how much you love them while they're here. Because Life doesn't always give a second chance!



TANYA SHAW
MBA BATCH 19-21

Do you regret?

I was sitting in the college cafeteria and a junior asked me after a brief conversation if he made the right choice by being here, and I was not amused by his question since this was probably running on the minds of every student at IBS.

It's the month of November and the placement season is at its peak, perhaps the journey is about to come to its end for only a new chapter to begin. But do I regret it? Well, I smiled at him knowing that in the next 10 months or so, he will be asking this to himself each day if he made the right judgement and I don't think it should be answered. Because, there is a very simple answer to this- sometimes in life, your ends are not important, it's your journey which is. It is this journey in an MBA college which makes you, moulds you, breaks you, strips you apart thread by thread but I don't think it's anything to regret, you know why? Because it's your choices which have brought you here, it's your fate that guided you here and nothing is more powerful than these invisible forces. And to shape those forces around you, you only have one word for it i.e. gratitude.

If you are not grateful for what you have, you will never be able to achieve what you have set out to achieve. Because trust me, life never gives you what you want, life gives you what you need. And if you don't show gratitude for all the little things in life you will never get the bigger ones. Perhaps having gratitude is the only thing I have and something which has profusely helped me to achieve what I want in life, and if I were to give you one advice, it would be to not regret and just be grateful for what you get.

- By Pravesh Pratap Singh

Augmented Reality

Technology can be our best friend, and technology can also be the biggest party pooper in our lives. It interrupts our own story, interrupts our ability to have a thought or a daydream, to imagine something wonderful, because we're too busy bridging the walk from the cafeteria back to the office on the cell phone. A new toy which has been in industry for a while which provides a whole new experience of a real-world with the help of a computer-generated imagery for a user's view.

A well-known app is Google SkyMap, which overlays information about constellations, planets and more as you point the camera of your smartphone or tablet toward the heavens. Wikitude is an app that looks up information about a landmark or object by your simply pointing at it using your smartphone's camera. Need help visualizing new furniture in your living room? The IKEA Place app will provide an overlay of a new couch for that space before you buy it so that you can make sure it fits.

But AR is more than just smartphone fun. It's a technology that finds uses in more serious matters, from business to warfare to medicine. The U.S. Army, for example, uses AR tools to create digitally enhanced training missions for soldiers. It's become such a prevalent concept that the army's given one program an official name, Synthetic Training Environment, or STE. Wearable AR glasses and headsets may well help futuristic armies process data overload at incredible speeds, helping commanders make better battlefield decisions on the fly. There are fascinating business benefits, too. The Gatwick passenger app, for example helps travellers navigate the insanity of a packed airport using its AR app.

"Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is most important – Bill Gates". Every technology comes with its own perks but it all depends on our human nature how we use it whether to improve our lives or destroy our lives.

-
By Saksham Khattar



MODERN

The image features the word "MODERN" in a bold, metallic, sans-serif font. The letter "O" is highlighted with a thick red circular border. The background is a dynamic, abstract composition of glowing light streaks in shades of blue, red, and yellow, creating a sense of motion and depth. At the bottom, a silhouette of a city skyline is visible, including recognizable skyscrapers like the Empire State Building and the CN Tower.

MARVELS



BEGINNING OF A

Modern Marvels! What comes to your mind when you read this? For me, it is the fascinating stories of the doers, the dreamers and some-time-schemers that create everyday items, technological breakthroughs and manmade wonders. This article specifically discusses about 'Hyperloop'- A technology that will revolutionise travelling. It has everything that you need to know about the race for super-fast travel. Are you ready for this enthralling read?

Do you remember those Star Trek and Star Wars movies having all those futuristic ideas filled with advance technological innovation that one just cannot simply wrap their mind around? I remember thinking about the possible existence of such technology and how it was way ahead of its time. When I first heard about Hyperloop, it seemed to be something pulled right out of my favourite movie franchise, and I couldn't help but think how unreal it seemed at first, that just a few years back I was introduced to these movies I have loved so much, enjoyed watching but at the same time wondering and questioning about its possible existence. Will it ever be possible to move like that?

Fast forward to 2012 and I'm looking at this gigantic innovation about to come to life, answering all of my questions and prove me wrong finally. Hyperloop is the brainchild of none other Elon Musk, the real-life Tony Stark. Elon while talking about hyperloop mentioned it as the "Fifth mode of transport" at PandoDaily event in Santa Monica, California.

So what exactly is Hyperloop?

The basic idea contains a pod with passengers travelling at a very high speed using magnetic levitation in a tunnel with a partial vacuum. This pod will be driven using electric motors, a super-fast and super-efficient way of transport at our disposal. Elon describes Hyperloop as collision-free, less power consuming, and extremely fast.

How fast? A staggering 1000 kilometres per hour.

Being noted as the 21st century's biggest travel breakthrough, hyperloop is challenging all modes of transportation, the race against time is finally

ENDLESS LOOP

here. The idea was so revolutionary that engineers from both Tesla and SpaceX started working on the initial design. On August 13th, an early system design was published on the blogs of both Tesla and SpaceX. Elon appealed to the general public to go through it and point out any shortcomings. He asked everyone to work upon it with an intention to take it as an open-source idea. The business potential of this kind of venture would have to be slow. A huge amount of time and money is already engaged to bring something of this sort to life. And to add to the list of billionaires doing crazy things and being modern marvels, Richard Branson's Virgin conglomerate being inspired by the idea of this technology led to the development of Hyperloop-One, Virgin. An American transportation technology company that is currently working to commercialize Hyperloop. And their initial investment? India.

The Government of India with the state Government of Maharashtra approved Virgin Hyperloop's plan to develop a high-speed line between Mumbai and Pune, which could become the world's first Hyperloop. Maharashtra's government has announced that Virgin Hyperloop one and global ports owner DP World would be the preferred operator to build "The first hyperloop transportation system in the world". The planned hyperloop line will connect the two cities of western India, which are around 100 miles apart, in just 35 minutes. This would be a drastic reduction in current travel time or 3.5 hours cut down to 1/6th time.

"Always in motion is the future"
- Yoda

This is just the beginning.



By: Atharva Dharmadhikari

FACULTY ARTICLE



Dear Students,

I would like to give you two examples for hard work and passion as a Mantra for Success as all of you are too passionate about Digital marketing I confined to Amazon and Ali Baba these Companies are starting with A but I wish you Best of Luck from A to Z in your career and life.

Dr.G.Geethanjali
IBS, Hyderabad

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well." - Jeff Bezos

As a child, Jeff would think about making the earth a better place, by removing the humans and trying to create a smarter planet by having more and more automation in the world as we know. Well, he was a child back then, but he indeed has managed to transform this world into a better place as we know it by providing us with much better services.

From a company that began in the backyard of his home, today Amazon is one of the world & top valued companies with its annual turnover of more than over \$61.09bn and a growing year on year basis. From what started as a company which was primarily selling books, today we can see that it is a company which has forayed into various markets and from a company which began in the backyard of his home today Amazon is one of the world's top valued companies with its annual turnover of more than over \$61.09bn and growing year on year basis. From what started as a company which was primarily selling books, today we can see that it is a company which has forayed into various markets and isn't leaving any chance to venture out into new sectors either.

Rejection... Rejection... Rejection... wherever you go, and you listen to this word then maximum people will be a break and will be not able to bounce back in life. But there is a man who defeated it very nicely and created history in world business. This is the man who known for his biggest IPO opening in New York exchange and he is running a highly B2B traffic website Alibaba.com, this Alibaba magical man is JACK MA. A Chinese Entrepreneur, his net worth is about US\$42.4 billion.

If you don't give up, you still have a chance to win. Giving up is a Great Failure



THE OFFICIAL OPERATIONS CLUB

KAIZEN

The Official Operations club of IBS Hyderabad

Club Kaizen- A legacy of more than 10 years at IBS Hyderabad , started this year 2019 with an aim of continuous growth and excellence for those who think out of the box and are willing to change the world. At Kaizen , we always believe that a small group of passionate, thoughtful, committed students can bring this change by being the change first.

With a mission and vision of Operational excellence and Change for greater good, Kaizen started its journey by bringing on board the junior Kaizenites on 29th July'19. Our Club is a true reflection of actual working scenario at organizations . Our events , client servicing , collaborations and other value addition works are all directed towards developing right knowledge , skills and attitude of the students which is the ultimate mission of our institution. We cater to the needs of our clients. We have on board some big names – NcoldPressed, Tora Cabs,Zebronics, MonsterEnergy India, ISCEA (International Supply Chain Education Alliance) , ED Times , DainikBhaskar.com, Campeasy, Traveshoppy, Clickpefly and DePanCo. We encourage client servicing as it builds network and promotes mutual growth. To imbibe the concepts of operations management for business excellence , Club Kaizen marked the beginning of Guest lectures for the academic session 2019-2020 where we invited the Vice President of Fenoplast Industries , Mr. Sagar Amlani who explained about the terms “Efficiency” and “Efficient Customer Response and proposed an industrial visit for the students in future followed by a guest lecture on Retail Operations where Mr. Debangshu Adhikari (Head of Operations at Reliance Digital Jio stores) discussed about the store functioning, Master Data Management , Business solutions and supply chain. Club Kaizen proudly organized ISCEA Case study challenge where students of IBS Hyderabad actively participated. One of the biggest inter club events organized by Club Kaizen was “ Mission Salvadora “ which was based on decision making, analytical and problem solving skills and judgement. Club Kaizen organized “TRINIGMA 5.0 “ – A 3 day inter club event based on operations and supply chain management which was highly appreciated by the students. We were also the proud winners of VSL 6.0 organized by Team VAPS (The Official Sports Club of IBS Hyderabad).Be it our monthly journal “LAKSHYA” , our weekly release of “OperatioNazi” to our online promotions and presence , our verticals KORE CRAFTS and Events have always pioneered .

Next on board we have “SANKRIYA 4.0 – A 3 Day National Operations Summit “ dedicated towards generating Summer Internship and Placement opportunities for the students of IBS Hyderabad. Also, we will be coming with our flagship event which will see active participation from the students.

Till then, STAY INQUISITIVE ...STAY TUNED

MAVERICK

The Official Marketing and Strategy Club of IBS, Hyderabad



It is a group of creative and enthusiastic individuals who aspire to make their mark in the Marketing field. We are like a family who strongly symbolizes our motto “Socho- But Zara Hatke”. Each member of this club is an embodiment of the pride that we hold in our club. Our activities are based on mainly four verticals, namely; Maverick Marketing Solutions (MMS), Maverick SalesForce (MSF), Mavens, Maverick Advancement and Development Entity (MADE).

From June 2019 to September 2019, Maverick indulged in various club activities. Our major locus of learning is through our very own clientele. We had opportunities to explore the field of marketing and strategy through our client, Cakes n Hugs. Market research and various other marketing related activities were also included for Minimo and Real Estate Industry related companies.

Maverick had begun the year by their introductory event Platform 8¾. This event revolved around the theme of platform businesses. The club exhibited immense diligence and discipline along with creativity and passion with a generation of 30 registered teams. The undying zeal of our club members has yet again won the “Best Marketed Club” trophy during the VAPS Super League 2.0. Through the Guest Lecture conducted on 30th August 2019, the students of IBS, Hyderabad had the chance to understand “The role of customer feedback and reviews on service recovery and excellence” by Mr. Mahiteja Yenumula, Director of Sales, Accor Hotels.

With this, we marked the end of the first semester. Our appetite for learning and development will allow us to have a more diversified portfolio, which will bring constructive outcomes that will polish our club even further.

MAÇON

The Entrepreneurship Cell of IBS, Hyderabad



Inspired to Innovate

MAÇON, a French word means “Builder, Creator”.

With the motto “Be the change you wish to see”, A Student driven cell which is set up to foster entrepreneurship spirit among the young talents. In the process of nurturing and Harnessing creativity by inculcating a culture of innovation and a mind-set of problem solving. Maçon has been a hotspot for more than 50 start-ups and new ideas every year since 2008. All these have been successful through various sessions of In-Cube sessions, boot camps, workshops, guest lectures and crosswords.

E-Week is a flagship event of Maçon which aims to bring together entrepreneurs, students and industry experts to create an ambience for new ideas and Start-ups. E-Week the flagship event of Maçon is a whole package for budding student Entrepreneurs and talented minds to meet new ideas and fellow Entrepreneurs. This event hosts to a multitude of Guest lectures, B plan competitions, Panel Discussions, Internship Drive and is celebrated for over a week at IBS Hyderabad Campus.

This Ecosystem at IBS Hyderabad was started by Mr. Anup Agarwal and currently mentored by Professor Anitha Acharya.



MONEY MATTERS CLUB The Official Finance Club of IBS Hyderabad

It was founded in June 2005. The objective was to form a dedicated team 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 “Gyaandose 4.0 – preparatory classes for FM & AFM”, “Finception – a finance related event during the Freshers’ week”, “The Big BAFT Theory – the introductory finance event by junior MMCians”, “Stock Trading Session by Dr. G. P. Girish in collaboration with Club IBS Messenger & Club Finstreet”, “PECUNIA - a national level finance competition in collaboration with Club Prayaas and Finstreet”; and many more; whereby participants got an exposure to the realistic financial situations in order to stimulate their minds to formulate a winning strategy.

Our club has been publishing ‘Gyanpath’ - a description of an important terminology/news 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 Liquidity Crisis. The guest lecture has been conducted for giving insights to the students on topics like Financing Seeds in Start-ups.

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



DOT The Official Techno-Managerial club of IBS, Hyderabad

DOT CLUB It bridges the gap between the world of technology and managerial studies to embed the analytical and technological skills with management education.

DOT club was formed to equip the students with technical knowledge on their journey to corporate life. Technology forms the back end of an organization and management forms the front end for the same. The club nurtures the analytical skillsets and tech-savvy attitude for resolving emerging managerial challenges along with a horizontal focus on academic learning and employability. It imparts the knowledge of analytical tools like SAS, SPSS, R, Power BI, and Tabulae, to provide an extra edge to the students. To enhance employability, additional skills are provided through workshops on technicalities of Digital Marketing, Google Web Designer, IBM Watson, etc. The knowledge-sharing initiatives such as AppGyan, TechBuzz, and Tech Précis: the Technology Blog are significantly assisting in spreading the latest technology information and insights among students, academicians and the corporate world. 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 simulation games to foster creativity and innovation.

FINSTREET

The Official Capital Markets Club of IBS, Hyderabad

☒ FinStreet, The Official Capital Markets Club of ICFAI Business School, Hyderabad is a dynamic mix of likeminded people with a passion to learn.

The club endeavours to get wind of the mystery, the markets are besieged with. The club is the amalgamation of three verticals namely Vriddhi Research, Trividha RED and IBS Times.

The vertical Vriddhi Research holds India's 4th largest Student Managed Investment Fund (SMIF), wielded by the students of IBS Hyderabad. At Vriddhi we believe in mutual resourcefulness, which helps us in becoming cognizant to the world we are living in. The vertical also comes out with sector and company-specific research reports.

The second vertical Trividha RED (Research, Events & Development), conducts management discussions related to the current happenings in the economy. Some of the current topics included were IL&FS Crisis, Jet Crisis, Enron & Ketan Parekh Scams, etc. Apart from this the vertical indulges in research and brainstorming to develop financial games and outcry Virtual Trade Experience.

The third vertical namely IBS Times is the publishing arm of the club FinStreet. The vertical comes out with a fortnightly magazine on the current happenings in the economy. The magazine also publishes research reports. The magazine has reached a readership of over 12000 and above. Currently, there is also a website where we post articles on relevant topics.

PRAKRITI

The Official Nature and Adventure Club of IBS Hyderabad



Club Prakriti where nature blends with adventure. Here, we focus on youth development and social awareness by acquainting our members and other college inmates about nature, thereby, allowing them to explore the adventurous side of their personality.

Team Prakriti is more like a family and we as a family, try our best in organizing various nature and adventure related events, like Swachata Pakwada, the Plantation Drive, Trash tag and many more.

We also allow the students to take part and explore nature by conducting various treks like the trek to Khila Ghanpur, Khajaguda and also Ananthagiri Hills. And not forgetting our flagship event Snakeopedia, where we spread knowledge and awareness about various myths that people hold onto snakes.

But that's not it, we also conduct various fun related activities which are nature-friendly and adventurous like Human Foosball, Scavenger hunt, and Devil's circuit. All these events have enriched people and brought them closer to nature as well as helped in bringing out their undaunted side.

We make sure that people around are aware of the importance of nature and how in simple ways we can take care of the surroundings.

So with club Prakriti let's take a promise to try our best to protect and preserve our Mother Earth.



SAMAVESH

The Official Cultural Face of IBS Hyderabad

Culture resides in the heart and the soul of its people and Samavesh is all about culture. People from different backgrounds and skills come together and embrace each other's uniqueness in every manner possible.

Most importantly, it forms an inseparable family. Samavesh is like mini India, where everyone is allowed to enjoy and feel the essence of every culture. It is a home far away from home.

The club has five limbs which include organizers, anchors, singers, dancers, and artists that collaborate to form one functional entity. It unites every culture and presents to everyone in a splendid way. It tries to unite different people on the same platform.

Samavesh embarked on the academic year 2019-21 with the event Ethnic Day and jam night. We believe in celebrating diverse festivals from all around India like Sankranti, Ganesh Chaturthi, Onam, food fests and even festivals like Rakhshabandhan for students missing their siblings at home. We also feel the honour of celebrating Independence Day and Republic Day in our vicinity. Teachers are always greeted with handmade cards and gifts on the Teachers' day. We also encourage in spreading knowledge and skills through various Photography and Photo-shop workshops. We have many exciting events and festivals like Sanskriti (our flagship event) & Diwali lined up this year.

Samavesh strives to keep everyone smiling and entertains despite busy schedules, by keeping the atmosphere vivacious & hopes to give everyone a chance to showcase their talent with impeccable confidence. Samavesh hopes to continue encouraging the saying "Unity in diversity" for years to come.



OFFICIAL LEADERSHIP CLUB

SANKALP

The Official Leadership and Nation Building Club of IBS Hyderabad

It aims at fostering Leadership skills and incorporating the social awareness in the candidates. Our motto is to Serve with Pride, Lead with Confidence and Inspire to Impact Lives - "Be the Change". It stands on the pillars of Social, Political & Corporate Leadership. We as a team organize activities like SSR, CSR, awareness programs, guest lectures and more, to accomplish our vision and mission. However, the vision has always been to create leaders for the future.

It started with a Blood donation camp in collaboration with IDF, where we collected and donated 216 units of blood. Thereafter organized collaborative event with Xpressionz, dedicating to all the Bravehearts on Kargil Vijay Diwas, subsequently held an SSR event on Independence Day in a school adopted by Club Sankalp in Gopularam village, and an event creating social awareness about health and hygiene in Kasturba Balikala Pathashala. An introductory event "Magniculous" was planned by junior teammates. Later, we arrived at our pride "Drishti 5.0" where we relate entrepreneurship to a social cause and also joined for Swachhata Pakhwada to create awareness about saving rainwater, planting & avoiding usage of plastic.

“Creativity is just intelligence having fun”

We, at club ADMire celebrate creativity every day. We take immense pride in having a bag full of reputed clients from several domains in the market.

We've been the flagbearers of bringing a variety of events to charm our audiences, from the Lip-Smacking Tasty Thursdays in partnership with Domino's to ADlens, that asked the participants to be as canny as possible with a tinge of technology.

ADlens was conducted to strike a creative chord with the batch of 2021, it was an opportunity for the new batch to get in sync with what ADMire is all about as well as trigger the initial interactions into becoming a strengthened bond between the senior-junior batch.

En route towards inculcating the relevance of Branding and Advertising into the minds of people, we conducted our event ADvintage, an event with a blend of the vintage and the contemporary, we set the clock back to the days when branding came into being. The essence of the event was to relive and revive the equity that several brands had formed into our minds.

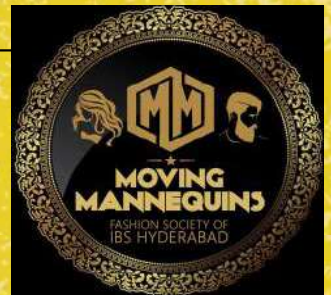
This year we had paved the way to glory for several clubs by giving out an opportunity for becoming the pro-pitcher of our event, PITCH-A-THON which was powered by PaperXL, one of our recently acquired clients.

ADMire has always given utmost importance to intra-college relationships with several other clubs and nurtured their relationship with Team VAPS, The Official Sports and Fitness Club of IBS Hyderabad, we became the official branding partners for Vaps Super League, an intra-college football tournament organised by Team VAPS with great grandeur and magnificence.

ADMire, in all its flair lauds intellection and attempts at becoming the perfect catalyst in bolstering the importance of Branding and Advertising into people's mind.

MOVING MANNEQUINS

The Official Style Society of IBS, Hyderabad



Moving Mannequins is the official style society of IBS, Hyderabad.

In the contemporary world, design has turned into an amazing power yet design society doesn't just mean vogue, attire, styling, or pattern. Style was constantly expected to be the following new thing, the following pattern. We at Moving Mannequins attempt to bring out of the case design. Before getting ready for the incline, it's the dresses and props that are planned in understanding to the topic. We attempt to speak to aesthetic imagination and self-articulation through our presentation to extend a suitable picture for various topics. We are viewed as strolling mannequins since we are inactive holders for the garments we plan. We have had the chance to speak to at different B-schools and contend neck to neck and set up pleasant exhibitions.

Beginning the new session the club led the "SPOT IN BLUE" challenge that gave the understudies an open door a brilliant possibility for an immediate section in the club, Further the club led its early on and lead occasion 'MERA KI 2.0' after the fruitful enlistment of 30 crisp faces the occasion saw the cooperation from over 18+ clubs and was a colossal hit. From plotting out our strolls in stilettos to intellection and conceptualizing for imaginative outfits we do everything. The term 'style' has turned out to be synonymous with the general development of the nation and we as a whole are simply in undertakings of it. - Club Moving Mannequin.

NAZARIA

The Official Photography Club of IBS, Hyderabad

The Club is dedicating its existence for redefining photography. At Nazaria, we believe in nurturing the art of photography by promoting budding photographers, guiding them through the basics of photography and providing them with a platform to display their potentials. Nazaria is the eyes of IBS Hyderabad, providing an insight of IBS to the world.

For us Nazarians, “Nazaria is not just about photography, but Emotions and it’s not just a Club, but Family”.

Let’s take a look through the viewfinder and give our soul an imaginative treat:

1. Photography Walk- Club Nazaria organized a Photography walk in the campus where students interacted with each other and explored their interest area in photography.

2. World Photography Day – Nazaria celebrated World Photography Day by putting up photo booths in the caterpillar along with a small photography exhibition of pictures and information about photography.

3. Hakuna Matata (Introductory Event) -. Nazaria organized a one-day event that included photo booths and games. It was not just an event, but a stress buster for entire IBS.

Apart from these events, team Nazaria also facilitated workshops about basics photography, Lightroom and Photoshop. The club collaborated and covered various other events organized by different clubs.

“A photograph is not just about a picture, but the memories”, and Nazaria is committed to collect them.



ECOBIZZ

The Official Club of Economics

Club Ecobizz, the official club of Economics, Business and Public policy founded by Venkat Sessaiah at IBS Hyderabad, conducts real-time events, guest lectures and simulates group discussions with focussing on student presentations. Our events cover major economic events and aspects happening in the economy. The research wing- Khoj works with an objective to impart some dedicated research, all whilst sharpening the analytical skills of the club members. In 2018-19, Ecotronage was conducted to know the traditional art of trade and business. Rajneeti, however, was an imitation of the Indian political system. IBS Model United Nations, our flagship event gave a platform to the delegates across top colleges from Hyderabad to discuss distinct world issues. Econundrum which aimed to give an insight into the interaction between economic well-being and business. The fun event “Role-reversal” was a trip with a small twist – do the opposite of what you usually do and breaking the usual stereotypes!



NEWSWIRE

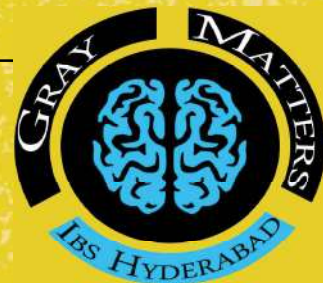
The Official News and Media Club of IBS Hyderabad

What is the first thing that comes to your mind when we say the word news? Club Newswire, The Official News and Media Club of IBS Hyderabad, strives to make news accessible to everyone. Keeping oneself updated with recent news world-wide.

We collect news and then present it to our audience in a short and crisp manner. Our motto is to cut short the news reading process yet keeping our audience updated. News excites curiosity. We also take interviews of big personalities and great lecturers. Newswireians play a stellar role in a democracy, by helping crystallize public opinion on major contentious issues. Being one of the coverage club of IBS Hyderabad, we have also covered a great number of events.

Till date we have covered events like Anokha Utsav of Aaina, VSL of TEAM V.A.P.S, Debt, Set, Go! of FinStreet and many more. We have extracted the required information and then presented it to our audience in the form of articles. Our audience can access the same on all of our social media handles.

Apart from covering events, we as a club have also organized many events which benefit the students. Our recent event of Human Library was one of the major events which harnessed 160+ entries because of its one of a kind stature. Our Flagship event, which will be coming in around the clock, Communique, has always been a top-notch event when it comes to creativity and learning clubbed together. This is how we have come so far and there is still a long way to go. Stay updated, stay connected!



GRAY MATTERS

IBS Hyderabad's Official Quizzing Club

Gray Matters, being the youngest and Niche' yet most academic-focused club that works for the overall refinement of the students. It not only engages and encourages them to participate in Quiz events but also provides them the much needed knowledge in various fields of business, current affairs like knowing the important people in the business, various Mergers and Acquisitions, know the company and many more which are beyond the walls of the campus. We also provide them with intelligence in the field of business, current affairs, social- engineering, technology, economics, etc that they would require in the competitive business world to not only survive but also stand out among the rest. We believe Quizzing can not only be used as a fun activity but also as an interactive tool to spread knowledge among the student community and aid them in actively marching towards their goal.

We believe that "A mind once enlightened cannot again become dark" because of which we put our heart and soul in shaping the personalities rather than striving for excellence and believe in sharing it. We have total faith in "LEARN-EXPERIMENT-IMPLEMENT" which now has become our tagline that we proudly carry.



V.A.P.S. The Official Sports and Fitness Club of IBS Hyderabad

The new academic session brought along with it the spirit of enthusiasm and Team V.A.P.S, the official sports and fitness club of IBS Hyderabad, as proud as ever kick-started the year and here is a brief reflection of the same.

The first event conducted in 2019 was “The Blue Band Challenge” to welcome the batch of 2019-2021 where the juniors went on a hunt based on their hunch. It was succeeded by “Outside Edge”, the circuit of perseverance, as a part of the fresher’s week. Then “Comienzo”, a senior v/s junior throwball match was conducted. It was followed by the “Derby Match”, which was the first event organized by the newly recruited batch of juniors. “Striking Knights”- an event filled with teams clashing against each other in carrom and chess, “Azadi Match”- a match symbolizing women’s power and independence and “Racq Attack 6.0” the ultimate battle of badminton, table tennis, lawn tennis, and squash, were the three events that were organized consecutively in the month of August. Then came “V.A.P.S. Super League 6.0” wherein a series of football matches were conducted. 8 teams formed by the amalgamation of various clubs and communities battled against each other in order to clinch the ultimate VSL trophy thereby ending the semester on a high note.



IFHE BLUES

Club IFHE BLUES is the most enthusiastic and amusing club that conducts water sport events for the students. It came up with events and programs in 2019 which involves students to participate in energetic, challenging, refreshing sports, games and also helps them to cope up with their academics and personal life. The club conducted the introductory event WATER POLO (Dominate or drown) on 24th august 2019. We conduct the international event TRIATHALON with GHAC. Our flagship event is

ENDURATHON.

We have 4 verticals mainly:

- Digital and writing team.
- Operation team.
- External team.
- Events team.

All these verticals are interconnected with each other and work together to conduct the events. Senior team helps the junior team to learn and grow in the field of club activities and studies by conducting classes for NCP’s and for internships as well. Seniors and juniors share a very good rapport, juniors are given enough space to show their work and talent to manage the club. They are given opportunities for bringing in new ideas and changes that have to be brought in the club and are also advised and supported if something goes wrong in their personal life or in conducting events or in the academics. Both seniors and juniors enjoy to work with the club and have fun at the same time.

HAAN BHAI BLUES!!



DIATRIBE

The Official Rock Band of IBS Hyderabad

Music is the language of the soul, a linguistic that binds different hearts. Music Gives wings To The Mind, Flight To The Imagination and Life To Everything". When lectures, projects and exams drain us to the core, it is Music that comes to the rescue. Diatribe – The Official Rock Band Of IBS Hyderabad aims to rejuvenate the energy, emotions and take you through a wonderful Journey of Music which is guaranteed to stay in your memories for your lifetime. Formed by the students of IBS Hyderabad in 2014, it intends to push the limits of Music by bringing people together from different background with its Soul centred around the Rock Genre.

The band strives to bring in the rock culture in the students, so that the diversity sways in the unity of music created by legends. To help keep alive the essence of different forms of rock music, this band consists of members who love music from the bottom of their soul and love to let others know what music means to them.

Diatribe embarked on the academic year 2019-21 with the event of Fresher's 2019-20. Further ahead we plan to perform on the events of Nostalgia, The Inter Collegiate Fest- Trishna, and AAVEG.

Diatribe has a single ambition, to connect people by good music, to make people feel the magic of rock, and to give its members a stage to portray their devotion to music.

Diatribe hopes to encourage spreading of love and a sense of unity through music, for a long time ahead.

CONVERGENCE

The Official Human Resources Club of IBS, Hyderabad.



It's motto being 'With us it's always you first', stands as an academic HR club to foster learning and global leadership by inculcating the same by conducting related events throughout the year.

The journey started with an introductory event Chimera- which was a fun event with three rounds. The first round was the Quiz round wherein the mapping of CEO to the companies were supposed to be done, the second round was a puzzle-solving where clues were given related to HR and in the final round, a role-play was supposed to be presented by inter-relating 3-4 pictures shown.

The next event conducted was a Flagship event "HR Week 2.0" which ran across for 3 days with the theme being "Employee Engagement". Day 1 was solving a riddle and putting together shuffled alphabets blindfolded, Day 2 was Employee Manager Face off and Day 3 was a Role-play where videos were shown related to organizational issues.

Another fun event conducted was Cine HR which combined both Cinema and HR, where stalls are set up to engage IBS Community to have fun and play games to lighten up their day.

Muskan 1.0 was a Student Social Responsibility Activity organized by students of Convergence and Sankalp in an alliance. The activity was held at Aradhna Trust Orphanage on November 4th, 2018. Various fun activities were conducted for the kids.



SPEAK UP

With the beginning of the academic year, the club started afresh with IBS Dialogue the yearly commemorative event organized by Club Speak Up, planned for introducing the various clubs, cells, chapters, societies, etc of IBS Hyderabad to the junior batch. IBS Dialogue acted from multiple points of view, as an eye-opener. After successfully recruiting 40 students from batch 2019-21, Club Speak Up introduced them to the entire college via an introductory event 'LIBERACULATION' completely designed, developed and executed by the freshmen. As it is clear from the name itself, the event revolved around liberty and articulation, where 80+ participants shared their views and opinions during every round. Prof. Mushtaque Hussain- the club's coordinator, was invited to judge the participants in the final round and announce the winners. As a part of the promotional activity for this event, alongside offline campaigns, an online campaign called 'Complete the story' was also conducted which received a remarkable response?

Club Speak Up primarily focused on the development of its team members and conducted 5 CHAI (Chronicles of highly articulated insights) sessions during the first semester, where a lot of knowledge and feedback on self-evaluating, goal setting, handling extempore, PowerPoint presentation of ideas, mock group discussion was shared. Insights of how real-time group discussions are conducted by companies and what does an interviewer look in an interview and also how to handle them were shared. With these series of events and sessions, fun and knowledge were shared between the junior team and the senior team of the club, they now know each other better to be called one team, Club Speak up.



PRAYAAS

The Official Inter B-school and Corporate Events Club of IBS Hyderabad

The club with a mission to Dream, Discover and Develop has been continuously evolving towards the betterment of all students.

The journey this year was commenced with Prarambh- an introductory event held in August 2019. To give the students a complete understanding of corporate scenarios, our case study vertical "Shodh" brought forth some insightful articles like - Chandrayaan 2, Cloud kitchen for Zomato and many more.

Being the face of IBS Hyderabad, Club Prayaas brought Case study competitions like Gathbandhan, Nautilus from IIM Ahmedabad and Yukthi from CBIT Institute of Management Studies. Competitions like Lime Season 11 in association with HUL and CNBC TV 18, Sankalp 2019 in association with NAARM & ICAR, NTPC Electron quiz 2019 and pre-placement talk with Corteva Global Services Center were few of the biggest corporate events.

We also organized an enriching Yoga session on the occasion of World Yoga Day. The event was a grand success and was attended by 350+ students.

"I never lose. I either win or learn." - Nelson Mandela. Keeping the same thought in our minds, we have witnessed these months of learning and opportunities. Now, with national-level finance quiz competition Pecunia 2.0 and our flagship event C- Suite coming in November 2019, we will work to maintain this momentum.

XPRESSIONZ

The Official Theatre Society of IBS Hyderabad.



The first event performed by the senior team of Xpressionz was “IBS Meri Jaan” to welcome the junior batch of IBS depicting a short and humorous glimpse of life at IBS, followed by the introductory nukkad natak, “Soch” performed by the newly inducted junior team addressed the poignant issue of inequality, portrayed through 4 different scenarios of inequality - income inequality, trend inequality, gender inequality, and caste inequality.

During the ongoing Swacchata Pakhwada, the society performed nukkad natak, “Bhasm” portraying how we humans are polluting Mother Nature and its repercussions.

Followed by the “God’s discussion” a play on how to reduce, reuse and recycle plastic in collaboration with club Prakriti and showing how the pollution spread by human beings is a threat to mankind only.

And last but not the least performed 3 Plays with 3 Directors, “CANVAS 2.0” bringing out new dramas.

“Battle with Skyscrapers” a poetic play, portraying the sweet relationship between siblings, “Hayat” a story that will give you the inspiration to face all the hurdles presented by life, and at last

“Jokes apart” a mime play that will make the visible, invisible, and invisible, visible.

XpressionZ Theatre Society believes that you have the power to think and take your responsibilities sincerely, and definitely, you will be able to take care of your family, your society and bring happiness on everyone’s face.

MANAGERS WITHOUT BORDERS



Managers Without Borders at IBS Hyderabad is a Student’s Chapter of Managers Without BordersIndia, a Non-Governmental Organization under the Andhra Pradesh Societies Registration Act, 2001. It bridges 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 NGOs in South Asia to reach experiments 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 guest lectures, awareness campaigns such as TrashTag, Plantation Drives, and SSR activities to encourage students to be active and socially responsible. MWB was also a part of “Swacchata Pakhwada’ held by IFHE, which was to bring awareness and consciousness on the issues and practices of Swachhata.



IBS ANALYTICS CLUB

Analytics is a word that needs 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 Visleshan 2.0 which replicated the success of the precedent.

We organize series of Guest lectures from dignitaries of renowned companies that would enhance student's educational experience and expose students to real-world life experiences from the position of someone who has been there. The latest one was by Mr. TVS Rao, VP & cluster head at HDFC bank on the topic "Sales Forecasting & Analytics".

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



INFINITY STUDIOS

The Official Entertainment Club of IBS Hyderabad

As the name suggests “Infinity Studios”, is INTEGRATING ENTERTAINMENT WITH MANAGEMENT by conducting prodigious events around the calendar year.

Infinity studios is the official Entertainment club of IBS Hyderabad. It is continuing its successful endeavors by dedicating full-fledged dedication to music, movies, and much more entertaining events. It is said that “All work and no play makes Jack a dull boy”. It means that without time off from work, a person becomes both bored and boring. To break the ice and monotony the club organizes events throughout the year which keeps the budding managers proactive.

The academic year 2019-21 started with a positive note where musical DJ night Infresh2.0 was conducted, with fun-filled students of IFHE making it a bombastic beginning.

ClapperBoard 2.0 was conducted by Infinity Studios during the fresher’s week and it witnessed the enthralling creativity of the students as they were instructed to make short videos related to the web-series.

The Batch of 2019-21 organized the introductory event “BollyMania” which had an overwhelming response from teams and audience.

Our regular work includes providing insights into the recently launched movies, infinity studios provide movie reviews and give a rating to them every week. Infinity studio also positively work towards Public relation activities sole of which include promotions of FITPASS and THE ENGINEERS CLASS in huge numbers.

Infinity Studios has numerous collaborations with the leading clubs of the college. Infinity studios was the Entertainment partner of Moving Mannequin’s flagship event MERAKI. The club played popular tunes of Bollywood and Hollywood music along with exciting videography. Infinity Studios in collaboration with Club Speak Up provides an open stage to the participants as there is an event named “OpenMic” in October.

Some of our upcoming events which will be much awaited by all of you - Yaadein, Open mic night, Mad o ad, will be happening in the coming semester.

Infinity Studios will be hosting its flagship event BIOSCOPE before “TRISHNA”- college fest of IBS Hyderabad, which is a movie-making contest that is judged by eminent personalities of the Film Fraternity. Which is followed by ISAC Night (Infinity Studios Award Ceremony)-a true sensation.

We keep pushing the boundaries of entertaining people as much as we can because, with us, we believe in entertaining people up to Infinity!



AAINA

The Official Social Awareness And Women Development Club of IBS Hyderabad

This club is a platform for reflection of the inner beauty of the soul. Aaina is associated with the Centre for Women Development (CWD) which not only spreads awareness in the society but also works for the development and empowerment of women.

This quarter of 2019 has proved to be a splendid phase for Aaina to justify its vision and mission statement. Aaina had begun the year with sanitation and health hygiene workshop for the female housekeeping staff of IFHE in collaboration with INFOSYS - SUVIDHA.

There were a series of guest lectures, starting with Dr. Jan Low (World Food Prize Laureate). This was followed by another Guest Lecture by Dr.Srinivas Jammula, cosmetic surgeon, assistant professor NIMS, Hyderabad, based on the topic of Evolution of Fashion Industry Societal and Industry pressure to undergo body modification.

Aaina celebrates Anokha Utsav every month. For the month of August, it was based on Friendship Day which was celebrated with pets. For September, a medical camp was organized on behalf of Club Aaina as Anokha Utsav.

In addition to it, Aaina's new initiative 'Together we Grow' has been launched where the club collaborates with other clubs to organize a CSR/SSR activity related to their domains.

An introductory event "Rubaroo" marked the start of the participation of the junior team. This event involved all the fun activities yet depicting social messages.

Aaina organized a campaign against Food Wastage in collaboration with Mafia- the mess committee of IFHE under the initiative of 'Together we Grow' as their SSR/CSR Activity.

Aaina's new initiative this year was "RAINBOW" which was a forum launched for the gender sensitization for students of the college. This event revolved around the topic of gender fluidity and a special guest Patruni Sastry was invited for addressing the event.

Club Aaina's main aim, therefore, is to address social issues that need the society's immediate attention for effective awareness and solutions and to work for the overall welfare of the society.

MESS AND FOOD INSPECTION ASSOCIATION



Mess And Food Inspection Association (MAFIA) or Mess Committee is the only, officially formed student committee which acts as a bridge between the students, administration and caterers, facilitating mess and food inspection, addressing issues of students in case any, communicating them to the concerned authorities in the campus, and give resolutions for the same.

Mess Committee is responsible for adequate functioning of Mess 1 (Sodexo), Mess 2 (DHH), Tickles Canteen located inside the respective Boys' and Girls' hostel, BRU Kiosk in the academic area, and ensures that proper, mouth-watering and hygienic food is served to the students.

Our other domains include catering to Mess Change requests of students, Room Service (for people suffering from a medical condition or when they are unwell), Jain food, etc. All the catering required during college events and Guest Lectures is also undertaken and supervised by the Mess committee.

The members are known for their responsible nature and hard work and their commitment towards serving the college, students and faculty. The Committee Members ensure that the discipline is maintained and the rules & regulations laid by IFHE are followed strictly in and around mess premises.

MAFIA has conducted the following events in 2019:

1. The Indian Affair

To welcome the batch of 2019-21, the committee arranged the first food fest for them. Mess premises were decorated beautifully, also, appetizing food and delightful sweets were cooked and served.

2. The Palate Fest

One of the most celebrated food festivals organized by the Mess Committee, was "The Palate Fest". The mess premises were decorated with lights, balloons and Rangoli and music was played to light up this exciting event. Delicious dinner was laid out for the students, which they were seen relishing, leading to an enriching evening.

MAFIA believes in refining the experience of "Food away from home" by providing a delectable and healthy environment for the students to dine in.

CONNECTIONS

OCT 2019

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ABOUT
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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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