

IBS

HYDERABAD



ALUMNI MAGAZINE

Connections

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IBS MAGAZINE



STUDENT ARTICLE
FACULTY ARTICLE
ALUMNI ARTICLE

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MODERN MARVELS

Volume 19



Chief Advisor
Ms. Pridhi Gupta
guptapridhi15697@gmail.com

Editor-In-Chief
Ms. Shiksha Upadhyaya
shikshaupadhyaya5@gmail.com

Co-Editor
Ms. Vidushi Bisani
vbisani1998@gmail.com

IT Head
Mr. Aman Goel
amangoel10@gmail.com

Designing Head
Mr. Ishaan Parashar
ishaansharma015@gmail.com

Co-Designing Head
Mr. Siddhant Singhvi
siddhant026@gmail.com

Designing Team
Mr. Aman Goel
Mr. Nimesh Jain
Mr. Vipul Thakur
Ms. Vionna Crasta
Ms. Prashi Manglani

Contribution
Team ARC



CONNECTIONS CONTENTS

Alumni Articles

Events

Student Articles

Modern Marvels

Faculty Articles

Club Bytes



EDITOR'S NOTE



It's quite a thrill to take my place as the newest editor in chief of this great magazine. While I never expected to end up here, I'm sure glad I did. In the year since I've joined the team, ARC has made me a better writer, a hard worker and has allowed me to look at life with a sharper eye and a more open mind. It gives me immense pleasure that after much brain-racking and no little exercise of patience and determination, at last, we proudly present our quarterly magazine "connections", compiled of the best literary and artistic endeavor of the college during the year.

Connections: Edition 16 Volume 14 is a compilation of the great efforts put forward by our students, alumni and faculty members showcasing a specimen of their creativity and while it's certainly been a ride, I'm sure I speak for the whole team when I say we can't wait for you all to read it. This year we are continuing with the theme of "Modern Marvels" which provides an insight into how technology from the past and the present have impacted society and brought about far-reaching changes in human lives.

I want to thank all the people who have given their support, whether by participating in stories, contributing to notes, or by being interested as readers. I hope you take the time to read what the contents of the magazine have to offer. There is so much to read, so much to ponder, and so much more to know because like I always say, we are truly, after all, still learning.

To those who are leaving and to those who are starting their journey at college we wish you luck, happiness, and riches.

Shiksha Upadhyaya
Editor-in-Chief
Alumni Relations Cell

CO-EDITOR'S NOTE



What an exciting and a full year it has been, from kick-starting the beautiful journey at Alumni Relations Cell as a newborn writer to now becoming the Co-editor of this much illustrious cell. My passion for writing goes way back yet I somehow always had the “Why am I not good enough for this” syndrome. And after writing time and time again and being recognized for the work I did, this flawed malady finally started to fade away and today, I can proudly flaunt my work and confidently call myself a fine writer. To me, ARC is not just a student body that I am a part of. It is a place; a happy family filled with a bunch of talented, smart intellectuals who constantly strive to uplift and foster one another’s growth. Writing and the much-coveted ‘Co-editor’ post would have not come as easy to me as it has if it were not for my team and their constant source of support, and that is one thing I am going to be eternally grateful to them for. Connections Magazine has always been a source to raise voice and freely express belief and thoughts. And I would now like to introduce to you the latest version of Connections, Edition 16 Volume 14, a piece of artwork which has been carefully and intricately designed to feast your eyes. It is a fusion of some inspiring experiences, some heartfelt thoughts and some strong and constructive opinions of our students, faculty members, and our much-beloved alumni. We are continuing the theme “Modern Marvels” that revolves around how technology and its praxis affect modern society. I here invite you to go ahead and have a look while I sit back, relax and wait for the new batch to come and burst with zest. I hope you enjoy the read, readers. Happy reading!

Vidushi Bisani
Co-Editor
Alumni Relations Cell

ALL

ART



MINO ICLÉ





VALUE DRIVERS IN BEAUTY AND PERSONAL CARE INDUSTRY

Globally, the fast-moving consumer goods (FMCG) market consists of food and non-food everyday consumer products. FMCG products are usually purchased as an outcome of small-scale consumer decisions. So, manufacturers spend heavily on advertising and promotion to increase brand awareness. Typically, these goods are purchased at grocery stores, supermarkets, hypermarkets, etc. This industry consists of beauty and personal care, health care, home care, food and beverages.

The global beauty and personal care market, grew at a CAGR of 2.2% during 2013-18 to reach US\$525.7 billion in 2018.

In terms of market segmentation, the mass beauty and personal care products is the largest segment of the global marketing, accounting for about 54.3% of the market's total value. The premium and prestige beauty and personal care product's market is each 23.5% and 22.2% respectively.

The beauty and personal care markets are one of the largest segments of the Indian FMCG sector and grew at a CAGR of 5.4% during 2013-2018 to reach US\$14.8 billion.

Key profit/value drivers of the industry:

- **Changing demographics and lifestyles:** The overall growth in beauty and personal care segment is driven by key demographic changes. The United Nation's data suggest that by 2050, India will have 87.7m urban population and the rural population will be around 78.3m people. It is also estimated that by 2050, 52.8% of the population will live in urban centres. An increase in the per-capita income has increased the purchasing power and consumers are willing to spend more on personal grooming products. Premium products are increasingly being adopted in urban regions, while rural regions have opened up to value products. Brand consciousness and changing lifestyles of people have also added to the demand.
- **Increasing demand for women:** With rising urbanization among women, there has been a phenomenal increase in the number of women workforce, creating a demand for more personal and beauty care products. Indian women have driven international makeup and personal care brands up to a great extent. For example, Terre De Mars, a French organic skincare brand with products inspired by virtues of coffee and plant, entered India by 2018.
- **Growing consciousness among men about their appearances:** The rising aspirations among Indian men to look well groomed has led to the Indian men's grooming market witness a rapid growth of a CAGR of 6.3% during 2013-18 to reach US\$1.5 billion in 2018.
- **Growth of e-commerce:** Global exposures and rising penetration of smartphones have led to increasing awareness and aspirations for the latest global trends including demand for beauty and personal care products.



DISHA VARMA
Batch - 2013-15



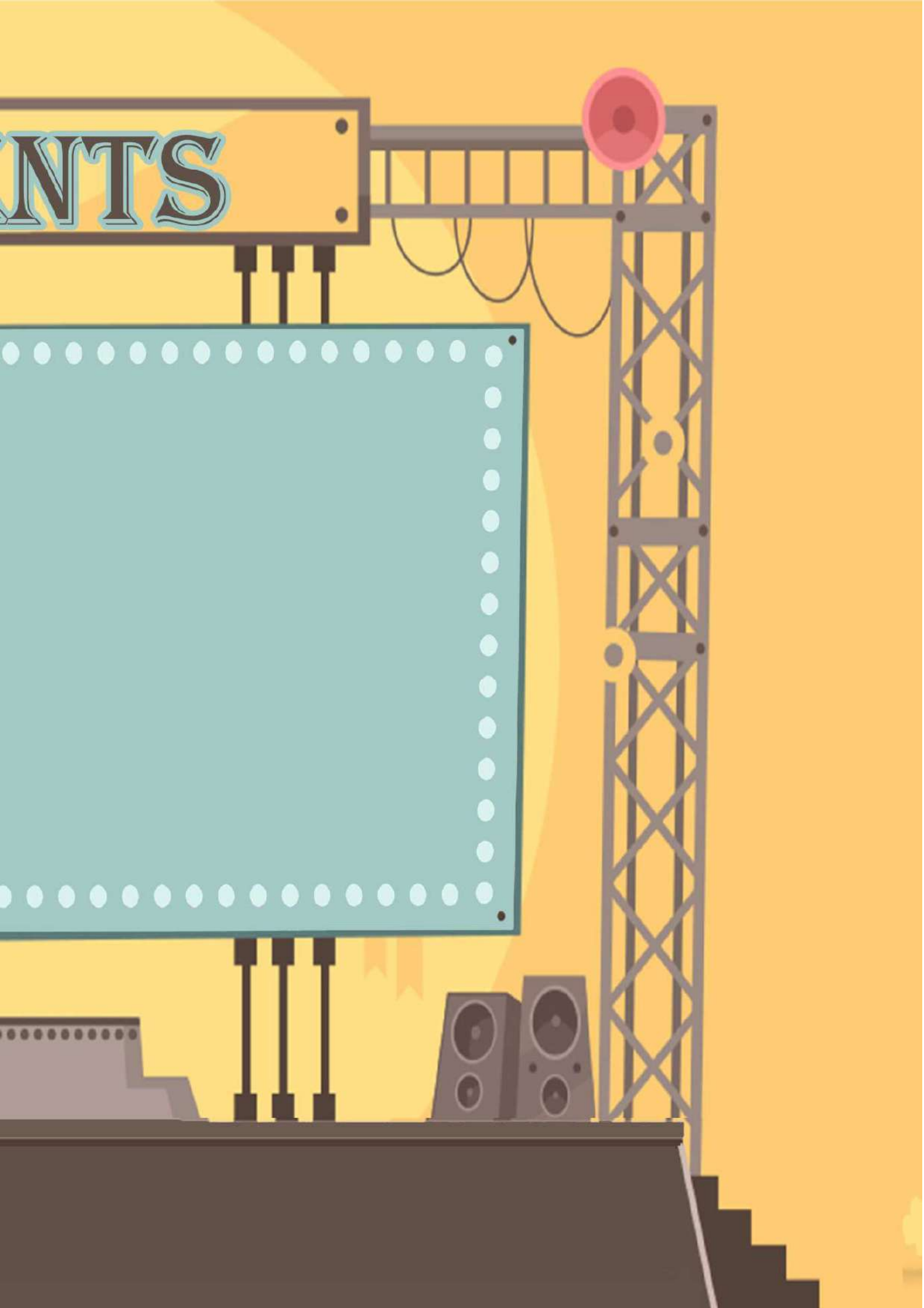
EVER

SUMMIT

MENTORSHIP

NOSTALGIA 9.0

MRINAL ANAND





NOSTALGIA 9.0

Nostalgia 9.0, the Annual Alumni meet of IBS Hyderabad unravelled with much grandeur and magnificence on the eve of 23rd November. It brought back a wave of memories that the alumni cherished for life. With a great amount of zeal and excitement, the alumni entered the campus to see the entire courtyard filled with lights, love and laughter. The alumni were reminiscing about their best days at IBS and travelled back to the memory lane once again. The air was swinging with palpable energy and the crowd was filled with positivity and warmth. There was a sense of euphoria amongst the crowd and the joy on their brightly lit faces was a sight worth capturing and withholding for a lifetime.

The theme for Nostalgia 9.0 was “Dreamscape” which corresponded to all the dreams and aspirations that the alumni had while they were in college. It revolved around the idea of how they all started off as small buds, and with their strong IBS roots, they have now blossomed into fully grown beautiful flowers. The decorations and props were made completely as per the theme, making the courtyard look even more magical.

To make the dreamy evening even more mesmerizing, we had a stellar performance by Diatribe, the official band of IBS Hyderabad. They delivered a sensational performance that brought the crowd swaying in full swing. The evening also witnessed a fantastic fashion show by the club Moving Mannequins and an exhilarating dance performance by the members of team ARC that profusely added to the glam of Nostalgia. With utmost happiness and zest, Team VAPS launched Aaveg X and Team ARC launched the 15th edition of their quarterly magazine; Connections designed around the theme Modern Marvels.

Later, the most-awaited and fun-filled event, the pageant for Mr. and Miss. Nostalgia was conducted. It was a very enjoyable interaction where fun questions and exciting tasks were given to the alumni. The entire crowd was roaring with cheers and it was an experience that was everlasting. The alumni were swept away with Nostalgia and it was our immense pleasure to host them making this very grand event bigger and better every year.



MENTORSHIP

Student engagement is essential to student success and student outcomes, and mentorship program is one example of an initiative that can create a student-focused culture. This year the mentorship program took place on the morning of Nostalgia where highly reputed alumni were invited to interact with and provide guidance on various topics to the students of IBS. This program helps to connect mentors who have specific skills and knowledge with individuals who need or want the same skills and advantages to move up in work and skill level. With the help of Mentorship program students can receive advice on internships, careers, business etiquette, networking, resumes, etc. The goal is to help these students improve their skills and, hopefully, advance their careers. It will also help them in building a professional network with the alumni and take home learning from their industrial experience.

Nearly, 30 alumni came for the mentorship program and enlightened students with their knowledge and industrial expertise. Moreover, they shared their own career paths and experiences, as well as introduced the students to their place of work and range of responsibilities. The program was attended by 200+ students making this event a huge success. The learning generated would help these students in their internships as well as placement.

SUMMIT

THE SUPER ALUMNI MEET

The Super Alumni Meet, 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, 2020, at Taj Banjara, 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. A new team of Alumni Relations Cell, ARC Team 2021 was inducted in the event. After the induction of new team, an interactive session with alumni and their families took place followed by a cultural performance by our team members. It was a night which intended to give the alumni the experience of fine dining, networking and entertainment with all the reminiscing memories.



MRINAL ANAND

“Gone from the world but never from our hearts” Mrinal and Anand the two gems of IBS who always held institution name very high. In honor of their love for cricket Alumni Relations Cell, IBS Hyderabad in collaboration with V.A.P.S conducts an annual friendly match where alumni of different pass out years having the same zeal and passion for cricket reunite to the same place where it all started for them i.e. at ICFAI Business School Hyderabad campus. This year the 3-day event was conducted on 17, 18 and 19th January, 20 where we saw participation from 13 teams across different batches. With sledging and some power rocket shots, it always becomes a mesmerizing moment to watch as well as to host such great players.

“Compromise for your dream but never compromise on your dream”
With the great sports spirit, passion and zeal, all teams participated, enjoyed and made precious memories.





STUD



IDENT ***ARTICLE***



Judgemental Contemplation

I am screaming out loud; can you hear me?

I am drowning in the sea-blue clouds; can you save me?

I am flying and falling at the same time; can you catch me?

They say it's dank! They give me a rank! They compare me to a sticky wooden plank.

Suggestions, objections and your brutal justifications.

I don't want to hear it.

If I needed your opinion I would have asked for it.

If I am doing something wrong your objections won't clear it.

If I am standing taller than you maybe you shouldn't fear it.

If you want to help me, guide me with the lamp of knowledge.

Don't smash and bash us with your brutal justifications.

Statements that you call suggestions are grown out of your stigmatized thoughts and occupation.

We are tired; tired of listening to your examples that don't match our situation.

Your brutal justifications and suggestions can't make it better.

Tell me things where there is a catch.

People come and people go.

Some blabber fast and some blabber slow.



Saloni Nagpal
Batch - 2019-21



COWORKING SPACES

The Game Changer

In today's world, start-ups are taking over conventional business operations and bringing about a change in work-life and structure. The idea is to have a small team focused on a particular product or a service that involves high usage of the technical platform. To incorporate this, they require a small space that has the potential to sustain their needs for a smooth operation of the business. That's where the idea of co-working spaces emerged.

Co-working spaces work on the principle of plug-in and plug-out which helps the new businesses to set up their working space (office) without the requirement of huge investment in space and setup. These co-working spaces provide all the necessary tools which are required environment for a fully functional business. The advantage of these spaces is that it is customizable. One can rent what is required than a complete office which will be a big hole in the pocket, and customize the facilities provided by these spaces to the nature of their work. At the start, entrepreneurs and the start-ups were the targeted markets but now mega-organizations have started utilizing these spaces to cut their cost of investment. It is like paying monthly rent.

But, these co-working spaces are in their initial period. They are available only in major cities that are becoming or are potential start-up hubs. The knowledge of these spaces have not reached a mass market but are progressing exponentially.

But these are changing the demand for commercial spaces drastically by improving their facility and giving more options for the business to choose from. But all this, it will take some time for the previous generation businessmen to understand this concept and modify their business model.

What are your thoughts about it?



Varun Vishwanathan
Batch - 2019-21

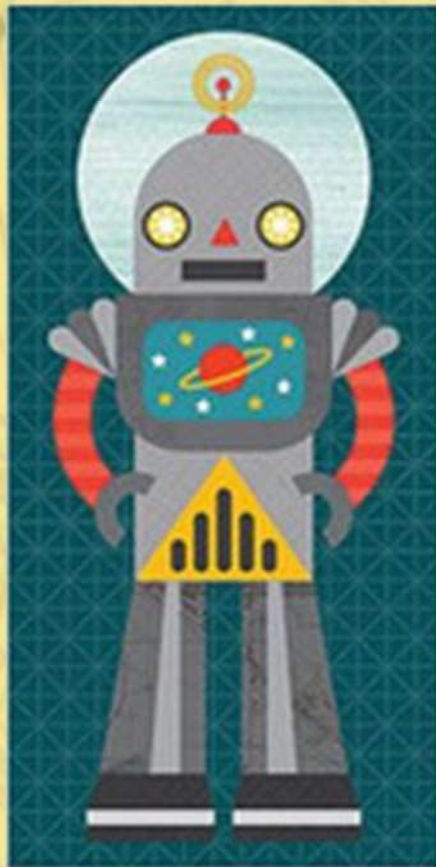


MODERN





VIA RVELS



THE 5G STORY

Connection is everything. Connecting to people close to us as well as the whole world is what is fundamental at present. Decades before we could not imagine communication over distances. Few years ago, the mere possibility of seeing someone live through a device seemed beyond reality. Even in our wildest dreams, could we imagine that machines might end up taking our job? That our cars would be smart enough to drive itself? There are endless things to mention and the list would go on forever. With every day passing by, our world is evolving. We are continually aiming to be better.

But what's next is the biggest question. Driven by a move towards a smart world, has further given birth to 5G, the fifth-generation wireless technology for digital cellular networks. One might assume that 5G would be better than 4G, offering faster speeds of reliable connectivity over mobile and other devices. But wait, is this all we would get? The answer is no. The primary goal of 5G communication networks is to enrich the human ecosystem beyond text messages, voice calls, video calls, internet surfing, and application accessing towards making the human ecosystem smart. 5G quite literally has the potential to transform not only internet broadband service, but it will also enable new applications and use cases, from connected smart devices in the Internet of Things, to autonomous vehicles, smart cities and connected factories; the list goes on. The word "disruptive," in the case of 5G, is an understatement.

Bharti Airtel and Chinese telecom gear maker Huawei have been successful in conducting India's first 5G network trial under a test setup at Airtel's network experience centre in Manesar, Gurgaon. Reliance Jio on the other hand, has sought the Government's permission to undertake 5G trials in India using its own technology and design, emerging as a first of its kind. Due to the struggle over the price of the 5G spectrum, the auction was being delayed by the Government of India. However, the Government is now prepared for the auction in the April-June quarter in 2020.

WITCH



Just imagine calling someone and hearing the ring in the next millisecond. Seeing the video and hearing the voice at the same time over a video call might sound too much to ask for now. But with 5G, this is the least one could expect. What truly blows my mind is the advancement of autonomous driving. Traffic signals that communicate with vehicles and vehicles that not only communicate with each other but to everything around them, will allow safer autonomous vehicles and could, in theory at least, alleviate traffic congestion and minimize the possibility of an accident. Think of two cars, about to turn in a blind spot at high speeds knowing their presence beforehand. But that is not all. While augmented reality (AR), virtual reality (VR) and spatial computing are already being used in healthcare on a limited basis, 5G may eventually further enhance a doctor's ability to deliver innovative, less invasive treatments. By moving to 5G networks, healthcare organizations can use the AI tools they need to provide the best care possible – from wherever they are in the hospital or clinic. By enabling all these technologies through 5G networks, healthcare systems can improve the quality of care and patient experience, reduce the cost of care, and more. Doesn't seem unreal for a doctor to be able to perform a surgery by not being present physically? Well, this is what the future of 5G actually holds.

As the 5G era is drawing near, it is not merely about being a medium for communication; it is about levelling the playing field of high connectivity and being a catalyst for technology transformation, 5G alone perhaps cannot change the direction of a nation's economy, but it certainly can level the playing field to visualize the future.



MADHU SINGH
Batch - 2019-21

A top-down view of a dark wooden desk with various school supplies. In the top left, there is a small jar of brown paint and two dark pens, one of which is a fountain pen, resting on a piece of crumpled yellow paper. In the center, a yellow pencil is sharpened in a wooden sharpener, with several shavings scattered to its right. In the bottom left, a white notepad with a dark cover has the words "Do List" written in cursive. In the bottom center, there is a white bowl containing a dark liquid. The text "FACULTY ARTI" is overlaid in the center of the image.

FACULTY ARTI

CLE



LEVERAGING THE POWER OF MULTI-SIDED PLATFORMS FOR SOCIAL GOOD



When the Facebook and Cambridge Analytica story broke out, there was uproar and outrage. It also started another round of ridiculous “copyright and privacy notice” prohibiting Facebook from using user data. I remember bringing it up in MBA Marketing Management class and asking a how of hands about customer harm resulting out of privacy violations. Almost everybody wanted to lambast Facebook but alas, nobody deleted respective Facebook accounts. So, what has happened since then ?

POWER OF PLATFORMS IN 2020

Facebook has become even stronger and sometime back it crossed an uncanny milestone of a Billion logins in a single day ! It has become along with Google, Apple, Amazon and Microsoft, the ruling deities of modern day economy and social life with a valuation of over 5 trillion USD between five of them. Though more specific to the US customers but the recent Tech Survey 2020 by Verge brings out fascinating insights about people’s perception of these Tech Giants. Back in 90’s, we had heard stories about Microsoft being the bully and now in 2020 more people trust MS with their personal information than any other tech company. Recent incidents and their flare ups has also thrown the possibility of polarizing impact of social networks. The Black Box Algorithms of search and social media are controlling what we read and watch. Are they doing bringing us together or pulling us apart? Are we creating Echo Chambers where there is no appreciation of diversity or difference of opinion ? Even if it is not search and social, there is a constant flux of notifications prompting us to “do” something or “buy” something thereby creating a steady stream of data for the platforms to be exchanged for even more engagement.

ADVERSE IMPACT OF PLATFORMS ON SOCIETY

FOMO has left people hanging out hours on social media and lives have been lost in trying to become the next social media sensation. We have had fear mongering and wrong information posting about COVID-19 over Facebook, Whatsapp and other social media platforms. Facebook has taken some steps to turn the fake claims and cure but unfortunately they do not even know what is happening over Whatsapp (Encryption and all). The role of these social platforms in spreading fake news and rumours is still being researched but the harm is there anecdotally for all of us to see. There have been attempts by the platforms and device makers to restrict the time spent on social media platforms and of course moderating its content but unfortunately it is not sufficient. For a short while when I deactivated my Facebook and Instagram accounts last year, I could free up close to an hour ! Though now Big-Tech surveillance tools are being used for tracking the covid-19 infection as well as human carriers of infection but it would be a slippery slope when it moves into real time tracking of general population leading to larger questions of privacy and health information security.

LEVERAGING POWER OF PLATFORMS FOR SOCIAL GOOD

For a change, the big five FAMGA - Facebook, Apple, Microsoft, Google, and Amazon are proactive and are using their extraordinary influence over social and economic lives for greater common good. Both Facebook and Google have tweaked their algorithm to push for more credible sources of information on covid-19 related searches and are prioritising results from World Health Organization and other national health agencies. They have made unlimited advertising dollars available to these health agencies across their platforms including Youtube and Instagram to ensure that social media users have access to correct and timely information and thus they do not fall prey to false claims. Much maligned Google-Facebook duopoly has also been pro-active in refusing advertisements about the face masks and unverified cure claims about covid-19 and have let go of millions of advertising dollars in revenue.

They have also been proactive in allowing their employees to work remotely and have even made their tools available to other small and medium businesses for free to encourage social distance measures recommend for epidemic conditions. Video conferencing platforms like Zoom have stepped up and are offering extraordinary support to educational institutions to continue their online classes so that the students from lower socio-economic groups are not disadvantaged during covid-19.

Growing platformization of businesses has also created opportunities for lot of women entrepreneurs to run their businesses from their homes or smaller establishments and yet have access to the literally the world. Meesho has created a world of opportunities for home based entrepreneurs and leveraged the power of WhatsApp for students, homemakers and business owners members of the four-year-old venture of whom ninety percent are women. Hyderabad based neighbourhood community app Trice has empowered home based chefs to become entrepreneurs and thus empowered them. It is heartening to see women drawn into formal financial world when they open their first sole beneficiary bank account and take first steps towards financial independence.

I am also impressed with Dining Bonds Initiative which is an aggregator of all participating restaurants, as a connector between diners and restaurants. A Dining Bond works like savings bonds to be purchased now, and redeemed at a future date thus giving valuable cash in the hands of business now and an opportunity for diners to get more value at their favourite food joint later.

Idea of platforms to create an economic model of utilising under-utilised assets is useful and certainly pertinent for a developing economy like ours. We have seen tremendous potential of such initiative in Health, Education, Financial Inclusion and Agriculture. The rise of renting and sharing can help us get more assets for lot of users who would not be able to afford them otherwise. It would also help us create a recycle- circular economy which might be less harmful to Mother Earth.

Disclaimer - This article is adapted from multiple issues of Platform Businesses focused weekly newsletter published by Shailendra Singh Bisht and hosted at <https://shailendrabisht.substack.com>

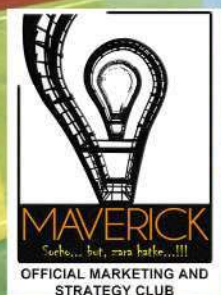
About the Author-

SHAIENDRA SINGH BISHT is an academic and researcher in management at ICAI Business School, Hyderabad. He has managed and disseminated research on the interface between marketing, technology and public policy interventions in India and teaches an innovative marketing elective on Managing Platform Businesses (MaP).





Inspired to Innovate



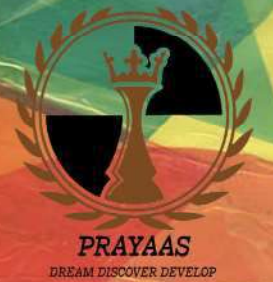
CLUB



ADMIRE
IBS-HYD



onvergence



DOT CLUB



BYTES

KAIZEN

The Official Operations Club of IBS Hyderabad



Club Kaizen has been continuously improving itself over the past 11 years, with a vision and mission of operational excellence; we have been cultivating events of a higher caliber and

advanced academic learning for the entire student body, within IBS and external teams. In the first half of the year 2019, Club Kaizen was highly appreciated by the students and faculty for their conceptual games, seamless execution and offline promotions.

The second half of the year was exciting, after organizing the event “SANKRIYA”, Kaizen held its KORE event – “OPERA 5.0”. This event includes pricing strategy, utilization of resources and various operational concepts through a case-based analysis. Mountain Speak, an avenue for Guest Lectures was organized in collaboration with Prof. Shailendra Singh Bisht and was conducted twice. Club Kaizen then presented the much-awaited Flagship event – “BLACK OPS”. A mighty tribute to the Indian Armed Forces involving more than 15 entertainment and operations-based minor games and one major contest concerning the Indian Armed forces. Club Kaizen roped in Fever 93.4 FM to its current stream of sponsors and aired the flagship event live. We had collaborations with club Aaina in an SSR event and Club Sankalp is a CSR event. During “TRISHNA - The Official National Management Fest of IBS Hyderabad”, three levels of events were successfully conducted. Club Kaizen is a proud winner of five awards earned during Trishna. We take immense pride in a new addition to Lakshya- the faculties segment in which articles from colleges pan India would be published.

There's much more cohesion in the future and the team expects new initiatives. It's only about the progress and Continuous Improvement that counts the most.

We are ready for the roads ahead so - STAY INQUISITIVE, STAY TUNED.

MANAGERS WITHOUT BORDERS



Managers Without Borders 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 NGOs in South Asia to reach final in eNGO Challenge South Asia awards in 2015.

MWB has conducted various events and activities, internally known as MWB EDIFY – the knowledge sharing sessions and externally through its Flagship event -E5 Summit, various guest lectures, awareness campaigns and SSR activities that have encouraged students to be active and responsible towards the society. MWB tries to pull the best out of students by exposing them to tasks and live projects research programs that help them turn into professionals.

In Trishna 2020, National Cultural Fest of IBS Hyderabad, MWB won the title “Special Appreciation for International participation”.

MAVERICK

The Official Marketing and Strategy Club of IBS Hyderabad



Maverick, The Official Marketing and Strategy Club of IBS, Hyderabad is a collection of creative and enthusiastic individuals who aspire to make their mark in the marketing field. We are a family that strongly symbolizes our motto “Socho – But Zara Hatke”. Every member of this club is an embodiment of the pride that we hold in our club. Our activities are based on four main verticals, namely; Maverick Marketing Solutions (MMS), Maverick SalesForce (MSF), Mavens, Maverick Advancement and Development Entity (MADE). From June 2019 to September 2019, Maverick was indulged in various club activities. Our major locus of learning was 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 introducing the club through our event Platform 8 ¾ which 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 Lectures, the students had the chance to learn beyond textbook concepts like the role of customer feedback and reviews on service recovery and

excellence, marketing to millennials and how will artificial intelligence affect marketing strategies.

In an attempt to expand the marketing learnings beyond, the club organized the following

Events:

- Resurge 6.0, which challenged the participants to revive fallen businesses
- Impulse 6.0, gave a real-time sales experience to the participants.
- Wizards ¾, a life-size game of chess inspired by Harry Potter.
- Carnival, the flagship event of Club Maverick which was a theme-based fun event.

In addition to all of these Club Maverick, in collaboration with Club Sankalp also visited the Mokila government school to celebrate Christmas with the school kids.

And towards the ending leg of the year, Maverick actively participated in Trishna 2020 through Best CMO and Zindagi Na Milegi Dobara.

With this, we marked the end of the academic year 2019-2020. Our appetite for learning and development has and will allow us to have a more diversified portfolio, which will bring constructive outcomes that will polish our club even further.

MONEY MATTERS CLUB

The Official Finance Club of IBS Hyderabad



Money Matters Club – the official Finance Club of IBS Hyderabad 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 a workshop on “Investing myths and Model” in collaboration with Alumni Relations Cell and many more; whereby participants got an exposure to the realistic financial situations to stimulate their minds to formulate a winning strategy.

This year marked the 14th year of “Redux” our flagship event. On the third day of Redux, we conducted a financial conclave, where Top officials from various financial institutions came on a platform to discuss the current economic scenario and its impact.

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 a discussion 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.

FINSTREET

The Official Capital Markets Club of IBS Hyderabad

Finstreet is the official capital markets club of IBS Hyderabad. As the tagline of this distinguished club hints, “Triumph of the bulls,” the



club is filled with a pack of like-minded, goal-oriented students with a keen interest and a flair for finance. Throughout the year, the club has been very active and has hosted various events on finance, economics and capital markets like an in-depth workshop on stock market, Scampedia 3.0 which highlighted the Ketan Parekh Scam of 2001 and also focussed on other such scams, and Debt Set Go that talked about the fall of Jet Airways and IL&FS. Finstreet has three building blocks to its success, Trividha, Vriddhi Research and IBS Times without each of which Finstreet would remain incomplete.

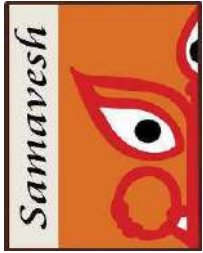
Trividha R.E.D is the Research, Event and Development vertical of Finstreet. It holds management discussions like Scampedia 3.0, which highlighted the Ketan Parekh Scam of 2001 and The Enron Scam of America, and Debt Set Go that talked about the fall of Jet Airways and IL&FS Financial crisis. Apart from conducting management discussions, Trividha also indulges in organizing business games like Venatus 2.0 to provide the students with some investing and financing ideas. Bhavmandi is the flagship event of Finstreet which puts the participants into real-life over-the-counter trading experience. The inter-college event Trishna assemble huge crowd from other colleges, and trividha organizes a fun event of 3hours which includes auctions.

VRIDDHI Research believes in mastery with research. It conducts secondary research on various capital market impacting factors and comes out with reports, with which its members have achieved expertise in the research domain.

IBS Times is the publishing arm of Finstreet. The vertical comes out with a fortnightly magazine on the current happenings in the world economy and has a readership of about 12000 people.

SAMAVESH

The Official Cultural Face Club of
IBS Hyderabad



Smile not only implies that we are happy, but it also indicates that we are strong. And we secure that whenever we are stirring the stage, we make the learner community stronger by spreading smiles which is happiness right under their nose. We venture for our splendid patrons in such a way that the heart beats and the soul dances accompanying the symphonies of our Music pool and Dance pool. Life grows decorated and delightful when our Creative pool executes its representation as a point of view rather than holding it as just a mere look with their wonderful hand-carved embellishments and photobooths. The Anchoring pool endeavours to make the audience out there sense the energy of the team working backstage all over. Every pain of the Organizing pool in the present has surely developed as their strength of the future as every challenge that they encountered was an opportunity for the growth of this family.

With the magic that can be felt only by the Heart, the Samavesh Family has always fuelled itself with Passion for the completion of this auspicious cycle. Springing from Aaghaaz and Independence Day, embracing all through Dandiya Night, Jashn-e-Diwali, Sanskriti, or exhibiting at numerous significant events and reminiscing the artistic rangolis, it's been a journey that merits cherishing for every member.

We firmly believe that our culture and traditions are the foundations upon which we build our identity, and we have endeavoured to bring the culture in front of the students at every single opportunity and occasion. It's the reflection of the undying efforts of every club member, that proffers a novelty to the college students to twitter along with the tunes or shuffle along with the swings, amidst absolutely beautiful decor. The organizing, creative, anchoring, music and dance pool are the building blocks of this enormous Samavesh family. And our team promises of performing our best to make you smile through all the good and bad times!

SANKALP

The Official Leadership and Nation Building
Club of IBS Hyderabad



SANKALP- The Official Leadership and Nation Building Club of IBS Hyderabad, with the vision

to instil a sense of social responsibility towards the development and improvement of society and it provides a platform to the fraternity to foster their Leadership skills, standing by its pillars 'SERVE, LEAD and INSPIRE'.

This season started with huge motivation when Sankalp bestowed as 'IDF Best Partner Award- Blood Donation'. Taking the encouragement, we visited Cheers foundation for celebrating Children's day and drove to conduct one of our flagship events 'Magnate 6.0' - The best manger hunt. On the World Aids Day, a rally was carried by our team in association with Desire Society. Then we conducted a Blood donation camp, for a CSR with HDFC Parivarthan. Next, we had quality time spreading smiles in Nest old age home and also in Samruddhi Children Home, partnering with Nazaria for 'Felicidad'. A free eye check-up camp was organised, followed by an SSR for painting the walls of Government Primary School - Dontanapallyin collaboration with MWB, the same day our team helped in managing Youth for Seva's Chiguru 2019 in Pallavi International School. Later we visited Government Secondary School-Mokila, for Christmas celebrations associating with club Maverick and organised 'Gynotalk' a healthy discussion on feminine hygiene with the students of Radha Kishan Balika Bhavan. Lastly, we conducted our flagship SSR event 'Wishing Tree' fulfilling the wishes of Aaradhana Trust children on Christmas Eve and ended the year joining hands with club Kaizen for self-defence coaching for the students of Government High School-Maharajpet.

V.A.P.S.

The Official Sports and Fitness Club
of IBS Hyderabad



It has been rightly said, “It is not the team with the best player that wins, it is the player with the best team that does”. One such team here in IBS is Team VAPS,

where each member strives to bring glory in the name of sports. The official sports and fitness club of IBS Hyderabad.

Since its inception, Team VAPS has promoted sports and physical fitness as an integral part and has managed to conduct a lot of tournaments and events like IPL, VSL, Racqattack in 2019-20 but AAVEG-X was undoubtedly the biggest of all.

AAVEG, a national inter B-school sports fest, was first started in 2010 to provide a platform for people who love sports to showcase their talent and passion with a motto of – “Start unknown and finish unforgettable”.

This year was a big show with 13 sports, 3 days and 500 participants on board, the event was sponsored by 9XM BHARAT BASS FESTIVAL. It also organized Parikshit, a fun event for the college fest Trishna on January 12.

Apart from this, VAPS held two more events in the month of January. Thunderball, an all in one event for basketball, football, throwball, and volleyball conducted on 25 January 2020 and Mrinal Anand organized in association with Alumni Relations Cell to cherish the memories of our alumni, who competed with the current batch to judge the best crew.

“ALL’S WELL THAT ENDS WELL!”

Aspiring to make events bigger and better in the years to come, this was TEAM VAPS for you in the 2019-20 season.

IFHE BLUES

The Official Water Sports Club of IBS Hyderabad



IFHE Blues is the only club of IBS which conducts water sports events for the students. Participants, actively participate in challenging, refreshing sports & games

which helps them to relax and cope up with their academics and personal life.

IFHE Blues conducted its introductory event WATER POLO (Dominate or drown). It also conducted the international event TRIATHLON in association with GHAC. Our flagship event is ENDURATHON. The event consists of swimming, followed by cycling and then running. This can be done by an individual or a team of three people in the form of a relay. The prizes were also awarded in both the category of individual and team.

We have 4 verticals mainly: -

a) Digital team. b) Operation team. c) External team. d) Events team.

In the club, all the seniors and juniors work together sincerely and have fun for the work done. Juniors maintain a friendly relationship with themselves. Seniors and juniors share a very good repo. Seniors taught how to work and gave juniors space to show their work and talent to manage the club, they also invited new ideas and changes that have to be brought in the club and also helped juniors by giving advice and support. Both seniors and juniors enjoy to work with the club and have fun at the same time. We juniors are ready now to grow our club with the help of seniors.

HAN BHAI BLUES!!

MAÇON

The Official Entrepreneurship Cell
of IBS Hyderabad



Inspired to Innovate

Maçon is a French word that means a builder. We at Maçon provide a platform for creativity and innovation.

The entrepreneurial forum is meant to envision, enlighten

and engage young minds with the idea of entrepreneurship. Over the year 2019-2020, the cell conducted many events to embrace young minds and encourage others too.

- (1) The cell conducted around 30 Incubex (incubation) classes which included Photoshop classes, Business Model Canvas, LinkedIn profile development, presentations on GAP analysis to make students gain insights into the entrepreneurial world.
- (2) In August, Maçon organized a guest lecture in collaboration with MWB and Tie Grad on Grassroot level innovation.
- (3) In September, Maçon organized the introductory event "Nirmaan" to give a glimpse of the cell.
- (4) In November, Maçon organized its flagship event, E-Week 2k19 which consisted of Bplan competition, Guest lectures, and workshops on design thinking and innovation.
- (5) The Cell involved Ms. Vensy Krishna, Mr. Bramham Peddapotheula, Mr. Nelson Vasanth, Mr. Raj Neravati, Ms. Kammana Gautam, Ms. Ekta Viiveck Verma, Mr. Ravi Teja Gupta, Mr. Sivakumar Krishnan and Mr. Rajiv Vaishnav as the guest of honor during E-Week 2k19.
- (6) Later, in TRISHNA 2020 Maçon organized two major events which included B-Plan competition and Hackathon at the national level, participants from various colleges took part.

We engaged 1000+ students in the entrepreneurship and innovation-related activities and created awareness among 5000+ students. Maçon stands for creativity and innovation and we deliver it effortlessly.

#inspiredtoinnovate

#incubex

#startups

ADMIRE

The Official Advertising and Branding
of IBS Hyderabad

As the official Advertising & Branding Club of IBS Hyderabad, AD-

ADMIRE
IBS-HYD

mire focuses on inducing the right knowledge and skills required for successful advertising and creative branding for various clients and via numerous events it conducts. The flagship event of Club ADMire- Juara is one of the most exhilarating and thrilling event for the whole IBS community. It gives great experience of event management, advertising and promotions as well as pitching the sponsors. Club ADMire understands the needs and taste of the students and therefore, tried to fulfil it by serving Dominos in the campus. To introduce the club domain to the first year MBA students, ADMire conducted its introductory event to inculcate the relevance of branding and advertising into the minds of students called ADVintage. It was a blend of vintage elements with a contemporary twist as we set the clock back to those days when branding came into being. ADMire also conducted Photoshop workshop for all the freshly recruited junior team to understand the basics of this software and thereby enhancing value addition for its members. The club also conducted an event called PITCH- A -THON to allow students to implement various concepts of marketing like STP, product development, and consumer behavior to the participants.

XPRESSIONZ

The Official Theatre Society of IBS Hyderabad



XpressionZ Theatre Society, the official theatre society of IBS Hyderabad, organized its flagship event, 'MALANG' on the 13th and 14th of November 2019.

Followed by which was, TRISHNA, from the 10th to 12th of January, the annual cultural fest of IBS Hyderabad. XpressionZ Theatre Society organized two events for TRISHNA 2020. Namely, 'Abhivyakti' - a stage play competition and 'Goonj' - a street play competition. Both the events had external participation from the different colleges of Hyderabad. During TRISHNA, XpressionZ also performed its stage play, 'Mahakaal', on the opening night of the festival and its own annual production street play, 'Bazaar'.

Following this, XpressionZ brought to light, the untold stories of a history soaked in blood, through their stage production, FIRDAUS, which depicted the heartbreaking truth of the Kashmiri Pandits in the country.

The next performance was on the 26th of January, to celebrate Republic Day, called 'Kathghara' - A tale in which the Constitution was personified and put on trial for being unable to cater to the needs of today's society.

And the last performance of the year was on the 3rd of February 2020, 'IBS Alvida' - a play performed by the senior team of the Theatre Society as they bid adieu to the college.

MOVING MANNEQUINS

The Official Faishon Society of IBS Hyderabad



Moving Mannequins is the official fashion society of IBS, Hyderabad. In the contemporary world, the design has become a ground-breaking power yet style society doesn't just mean vogue, dress, styling, or pattern. The design was consistently expected to follow new things, follow a pattern. We at Moving Mannequins attempt to bring out the container style. Before planning for the incline, it's the dresses and props that are planned in agreement with the subject. We attempt to speak to aesthetic inventiveness and self-articulation through our presentation to venture a proper picture for various subjects. We are viewed as strolling mannequins since we are aloof holders for the style we plan and portray.

With an amazing year, we have had the chance to speak at different B-schools and contend neck to neck and set up beautiful exhibitions. Our members have bagged the first position for MIRAGE Fashion Show organized by IMT Nagpur and Second position for Amaya Fashion Show sorted out by IMT Hyderabad. Additionally, we also had the chance to walk the stage of SIBM Hyderabad this year.

From conspiring out our strolls in stilettos to intellection and conceptualizing for inventive outfits, we do everything. We proudly pour our hearts out in our work and cultivate style in a way that not only represents but also connects with every individual out there. For us, the term 'design' has gotten synonymous with the general development of the nation and we as a whole are simply in attempts of it.

ECOBIZZ

The Official Economics, Business and Public Policy Club of IBS Hyderabad



Club Ecobizz is the official Economics, Business and Public Policy club of IBS Hyderabad. The club is known for its love for economics, business processes

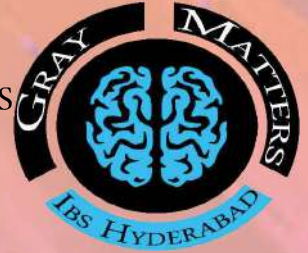
and public policy domain. There are two verticals in the club – Khoj (The Research Wing of Club Ecobizz) and Mains. The Mains vertical is further subdivided into Operations, Creative, Information Technology, Editorial, Corporate Relations, Public Relations, Events and Marketing.

Ecobizz has been an active club in the campus with different out-of-the-box events like EB Week, Rajneeti – Satta Ka Rajtilak and EB MUN. Being the flagship event of Club Ecobizz, Rajneeti holds a special place in the hearts of everyone in IBS Hyderabad. This event is based on the mini representation of the Indian Political System in the campus. All the other clubs participate with equal enthusiasm and send their significant candidates who eventually represent various Indian States. The event is planned for a complete span of 7 days where each day is designated for a particular part of the election process.

Rajneeti – Satta Ka Rajtilak is one such event which is eagerly awaited throughout the year by all other clubs of IBS Hyderabad. People get to present their political views and exchange their ideas freely during the 7 days of the event.

GRAY MATTERS

The Official Quizzing of IBS Hyderabad



Club Gray Matters is the official quizzing club of IBS Hyderabad. We conduct quizzes on various topics that are related to current affairs and recent trends in the business fraternity. In the academic year, 2019 - 2020 Gray Matters conducted 3 major events covering all aspects and sides of a genre. We conducted an event for the freshers having a web series theme. Our 1st event was 'Inquisitive' which was conducted as an introductory event. We received participation of more than 20 teams and the event contained 3 rounds. Our 2nd event was our flagship event "quizzer of the year" which was a 3-day event where we had 3 rounds and more than 25 teams participated. On the last day, we conducted an event based on the theme "Ka mantra" and our event name was "Webs of Shakuni".

EVENT DETAILS

1. Trivia Mania- MBA Batch of 2019-2021. A total of 38 teams participated. The event ran around web/tv series testing the grip of the participants to make students aware of various topics that improve their skills and knowledge.
2. InQuizitive – A total of 40 teams participated. The idea of this event was to improve and enhance their knowledge in the field of business.
3. Quizzer of the Year 4.0- A total of 50 teams participated. The objective of this event was to test their knowledge in geopolitics and acquaint students with various topics that improve their skills and knowledge.

PRAKRITI

The Official Nature and Adventure Club of IBS Hyderabad

“In every walk with nature, one receives far more than he seeks.”

Club Prakriti, the official nature and adventure club of IBS Hyderabad is known for helping one become aware of their surroundings, environment and encouraging human development. It is a club that gathers people and helps them to relax, stay closer to nature, and to rejuvenate themselves. This quarter, Club Prakriti successfully conducted several events that included nature, adventure, fun as well as CSR activities. The club stayed true to its mission and helped its members in becoming more sensitive towards the environment, through various events such as plantation drive, snakeopedia, thrash tag, treks, etc. The club helps in building their character and allows the youth to become responsible future members of society.

The event, “Maze Runner” was filled with enthusiasm. It was a hurdle based fun event to promote human football. “Human football” was conducted as an inter-club event, where more than 55 teams registered for the game. It was played with utmost vigor and enthusiasm wherein they experienced the importance of teamwork.

“Footpool” was a combination of snooker and football, the rules guiding the game were the same as snooker but there was a twist, instead of using a cue stick, ones’ feet had to be used. It continued for 5 colorful hours of fun, as an event for the biggest Annual College Fest-Trishna.



“Earth’s Drive” , was conducted as a minor event for Trishna, and with this, Club Prakriti tried to convey the importance of nature in human life. Next came, “Nature’s Battle” which was a three-day event, the Major event for Trishna. Each round was thrilling and all the participants enjoyed at every stage of the game.

Club Prakriti also won a special award for achieving the maximum number of registrations for the Major event at Trishna, among the very exciting events organized by the other clubs/cells/chapters. Club Prakriti invites everyone to learn about nature, love nature and to stay closer to it because nature will always surprise you with its beauty and charm.

PRAYAAS

The Official Inter B-School and Corporate events Club of IBS Hyderabad

Club Prayaas, the Official Inter B-School and Corporate events club of IBS Hyderabad is known as the voice of students and the voice of change. We the Campus Ambassadors of IBS Hyderabad believe in intense challenges and always dream to achieve success in developing skills and discovering the enriching talents. We are the bridge between IBS Hyderabad, other premier B-schools in the country and all the corporates of the country.

The academic year 2019-2020 was high on gustatory as the fresh talents got recruited and had a breakthrough introductory event named “Prarambh” having many challenging rounds. We collaborated with Money Matters Club and Finstreet club of IBS Hyderabad to conduct Pecunia based on Financial management. The team was proactively indulged in managing external competitive Corporate Events like the LIME HUL program, RBI policy challenge and the list goes on when it comes to sending entries promoting talent from IBS. Club Prayaas has been an integral partner, promoting the enriching talents from IBS to other premium B-Schools like IIM Ahmedabad, IIM Lucknow, XIM Bhubaneswar, SIBM Pune, SIBM Hyderabad, IMT Nagpur, and IMT Hyderabad. We also collaborated with Club Aaina and successfully conducted an SSR activity where we spent quality time with the elderly and distributed gifts to them. To taste the corporate world environment, Club Prayaas organizes its flagship event



C-SUITE which is a case-based boardroom challenge. Students from all over India take part in the event. The final round was organized in the campus where the finalists had to present their case analysis in front of the judges and discuss all managerial functions of the corporates. The cases were written by our case research wing “Shodh” under the exclusive guidance and support by our very Club mentor Dr. P. Bhanu Sireesha. C-Suite 3.0 received a tremendous response from inter and intra college participants. Hospitality, being our major domain, we were resource partners for flagship events of many clubs in IBS Hyderabad. In this long-lasting journey, as we progress to yet another year of carrying the momentum and team spirit to a greater extent, we believe in searching for talents and wisdom.

WE DREAM,
WE DEVELOP,
WE DISCOVER!

NEWSWIRE

The Official News and Media 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 worldwide. We collect news and then present it to our audience shortly and crisply. Our motto is to cut short the news reading process yet keeping our audience updated. News excites curiosity. We also take interviews with 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 clubs of IBS Hyderabad, we have also covered a great number of events. To date we have covered 150+ events like E-Week of Macon, VSL and AAVEG of TEAM V.A.P.S Anokha Utsav of Aaina, 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 that 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. We did a major event Ved-Vyas in the Annual Management fest "Trishna: Karmantra". Our Flagship event Communicate saw a total of 30 Teams from the college participate in, it 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!

DOT

The Official Techno Managerial of IBS Hyderabad



DOT Club – "Develop on Technology" is the official techno-managerial club of ICFAI Business School, Hyderabad.

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 IBM Watson, 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. The knowledge-sharing initiatives such as Appgyan, Techbuzz, and Sunday blogs are significantly assisting in spreading the latest technology information and insights among students academicians and cooperate 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.

DOT CLUB

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

create a learning environment and enhance the skill sets of the students as HR professionals. The same is done by conducting events like action-orientated role plays, quiz competitions, presentations etc.

The journey started with the introductory event EUPHORIA - which was a fun event with three rounds. The first round was Criss Cross, a crossword puzzle with HR terminologies to be guessed with given clues, the second round was a Taboo round where one participant had to guess the OB term being enacted by their partner, and in the final round participants were shown videos where they had to talk about the concept of HR applied and provide solutions for the same.

The next event conducted was the Flagship event "HR Week 3.0" which ran across for 3 days with the theme being "NeuroLeadership." Day 1 was Quiz round where participants had to figure out the leadership qualities portrayed by different actors in their movies, Day 2 was a face-off round between the teams giving them a chance to discuss the trending issues faced by employees and HR department of the organizations and Day 3 was a presentation round where participants had to express their thoughts creatively on the topics given to them. Another fun event conducted was "Cine HR 10.0" which was a blend of Cinema and HR, giving the IBS Community a chance to engage themselves in different movies themed games to have fun and lighten up their day.

AAINA

The Official Social Awareness and
Women Development of IBS Hyderabad



Club Aaina reflects your thoughts, feelings, and emotions. It 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 visualizes 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 a change. The Centre for Women Development is the ultimate strength of club Aaina. In this, it aims to empower women by educating them about health, sanitation and makes them realize how important it is to be an empowered woman. The club actively indulges in social and CSR activities by conducting 'Anokha Utsav' every month where the entire club members visit several children's homes, orphanages, old age homes and spend a lovely time with children and the second-inning people. Aaina also conducted other events related to social awareness like- Zero Food Wastage Drive, School Visit, Orphanage 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 sessions. Club Aaina has also conducted SSR events in collaboration with other clubs like Samavesh, Prakriti, Prayaas, Kaizen, ADmire. It has launched a platform RAINBOW for the LGBTQ section of the society and also came up with the "Together We Grow" initiative.

DIATRIBE

The Official Rock Band of IBS Hyderabad



“Music Give Wings
To The Mind, Flight
To The Imagination
and Life To Every-
thing. Diatribe – The
Official Rock Band of

IBS Hyderabad, formed in the year 2014, aims to rejuvenate the energy, emotions and take you through a wonderful Journey of Music that is guaranteed to stay in your memories forever. The band strives to bring in the rock culture into the students of the college so that the diversity sways in the unity of music created by legends. The band consists of creative minds who love music from the bottom of their soul and let others also feel the essence of music. Diatribe embarked on the academic year 2019-20 with the event of Freshers 2019 followed by events like Nostalgia 9.0, The Inter-Collegiate Fest-Trishna & Farewell-2020. It now aims to participate in different inter-college events too. Diatribe has a singular ambition; to connect people through diversified music, to make people feel the magic of rock, and to give its members a stage to portray their love towards music.

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

IBS MESSENGER



IBS Messenger is a student-driven club working within IBS Hyderabad and acts as a central platform in delivering the information to all students.

It was established in the year 2014 with an intent to give full information and disclosure to students. The club mainly deals with passing academics information to students. We act as an official promotional partner for events, guest lectures and flagships conducted by other clubs.

OBJECTIVE

To build a connection between academics and students. To fulfill the objective, IBS MESSENGER circulates/broadcast all the notices which are academically important. The information provided by IBS MESSENGER is regarding:

The commencement of course , Information regarding the 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:

FLAGSHIP EVENT: We have our flagship event I.A.P.I.S –It's all about promotion and Information sharing. As a part of our event, we encourage other students to improve their soft skills and presentation skills by organizing various programs through the flagship event. Students will be presenting their ideas on various domains in management studies.

INTRODUCTORY EVENT: We organize this event at the starting of the year to introduce our club to the freshers.

GUEST LECTURES: We invite experts in business management and delegates from corporate companies to deliver lectures on various subjects.

Fun Events: We organize fun events to entertain the students which help students in experiencing new activities and building self-esteem.

The medium of promotions:

1. WhatsApp
2. Facebook
3. Instagram

NAZARIA

The Official Photography Club of IBS Hyderabad

Club Nazaria – The Official Photography Club of IBS, Hyderabad is a club that reformulates the

passion of photography in different ways. The club teaches and nurtures the budding talent, guiding the new photographers with the basic knowledge of photography. Nazaria has also been playing a vital role as the coverage partner for all the events of IBS Hyderabad.

Taking a walk through the gallery of events Club Nazaria has conducted throughout the year:

1. FRAMES (Flagship Event) – Every year Club Nazaria organizes its flagship event FRAMES, a photography exhibition where the pictures are clicked by Nazarians, providing them with a platform to showcase their talents. The two-day event constituted of two days' photography exhibition and guest lectures. We were honored to have the immensely talented, Mr. Prudhvi Chowdhary, the Chief Photography Officer at Picxy.com and Mr. Satyamto share their journey with us.

2. IRIS 3.0 - IBS Hyderabad conducts TRISHNA – the Annual Cultural and Management Fest, a three-day fest filled with joy and excitement. Nazaria conducted an online photography competition – IRIS 3.0, as a part of this Annual Fest. This year was filled with achievements for the club. The yearlong hard work paid off when the club lifted the Best Managed Club Trophy in the Extra-Curricular category. It was a moment filled with a whirlpool of emotions.

This year Club Nazaria has spread its wings outside the periphery of campus through its



Client Servicing wing – 'Nstudios'. This wing of the club not only does client servicing but by the means of it also gives a great opportunity for the members of the club to get exposure to outside the campus coverages.

To nurture new spirits and enthusiasm, in January 2020 with mixed feelings the senior team handed over the club to their juniors and signed off to achieve their life goals. But as we say in Nazaria, "Once a Nazarian always a Nazarian". Nazaria never leaves your heart.

MAFIA

Mess and Food Inspection Committee of IBS Hyderabad

Mess And Food Inspection Association 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 of any, and communicating them to the concerned authorities in the campus. Mess Committee is responsible for the adequate functioning of Mess 1 (Sodexo), Mess 2 (DHH), Tickles Canteen, BRU Kiosk and ensures that an adequate menu is served. Our other domains include catering to Mess Change, Room Service (for a medical condition), Jain food, etc. All the catering required during college events and visits is also undertaken and supervised by the Mess Committee.

The members are known for their responsible nature and hard work, who provide substantial services to the students. The Committee Members ensure that the discipline is maintained and the rules & regulations laid by IFHE are followed strictly in and around mess premises.

Mess And Food Inspection Association have conducted the following events in 2019:

1. THE INDIAN AFFAIR

The batch of 2020 arranged the first food fest for the batch of 2021 as a cordial gesture. Mess premises were decorated and 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 for entertainment, music was organized amongst other activities. Rich delicacies and different dishes were cooked and served for the students, leading to an enriching evening.

3. FLAVORS OF REPUBLIC

Festivals serve to unite people from different backgrounds in celebration and understanding. Republic day, especially, is a festival of the declaration of freedom, unity, and feast. Mess Committee arranged the best and last food fest for the academic year. Mess premises were decorated with Tricolour Balloons and with some beautiful food art. Everyone was allowed to go to their respective mess and mess card was compulsory.

Apart from these events, food is served almost in all the Clubs Events, Farewell, Nostalgia,

For Placement and many more.

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

IBS ANALYTICS

IBS Analytics Club grew from a bud to a flower just by the second year of its existence. Since its inception in 2018-19 we have worked hard and left no stones unturned to add glories to our journey of success. The motto of this club is to 'Work in the dark and Gloom in the light', and each and every member is imbibed by this feeling of never letting go and delivering the best of the results. The even semester of the session 2019-20 has been the most cherishable period of this club. Right from coming up with a Mentor-Mentee program to broadcasting our own News Bulletin and then from organising our first ever flagship event getting sponsors like la la land and seven seasons for our event to winning best Fun event award in Trishna, this semester has helped us set solid paths of achievement for the club.

Throwing some light on the various individual and group development initiatives that we took in the club, the first will be the Mentor-Mentee Program. This program was specifically introduced to ensure quick problem solving and individual growth of the junior team. To add on to our growth curve, the senior batch conducted many domain as well as regular classes covering the study of several Analytical softwares like Advanced Excel, SPSS and SAS used in the process of Data Analysis including domain classes on Qualitative Research Techniques as well. The Junior Batch was also given a chance to showcase their learnings from research in the form of Micro-presentations over several topics of current relevance. To encourage the efforts put in by the students, every month juniors were felicitated with the recognition of 'Analyst of the Month'. We believe in holistic development of not just us but everyone around us. Following our belief



we began with the Broadcasting of our Daily News Bulletin. Everyday a News Bulletin was made by the team that was circulated not only among the people of IBS Hyderabad Campus only but also with our connections outside the Campus. Maintaining a broadcast group of over 200 people and with a mission to take this num-

ber to over 500 in the upcoming year, we have always received warmth and appreciation for our efforts from them.

This semester the team has also brought glory to the club by participating and winning in multiple Inter-club Events. Be it the Best Innovators in the E-Week or the Best Speakers of the Great Debate, Team IBS Analytics has never left any field without trying. The story doesn't end here, we have even worked shoulder to shoulder with the Team of IFHE Blues to help them in smooth conducting of Endurathon as their Statistical Partner. Talking about the Biggest Achievement of our Club this year, it was undoubtedly, Trikona our first ever Flagship Event. And with great pride we can declare the event was a great success. It was aimed at igniting the analyst within its participants and we are glad that we could achieve what we aimed for. Flowing with the rhythm, we instilled the same values for our Fun Event in Trishna. Chakra-View has spilled the beans for itself by winning the Best Fun Event Trophy of Trishna 2020. This semester has certainly been an exciting one for Club IBS Analytics. It has helped us realise our capabilities as a club. This semester we have accomplished in maintaining a balance between academic and non-academic activities. And we aim to do the same and much more next year. Because for Analyst 3.0 sky's the limit.

SPEAK UP

The Official Public Speaking, Soft Skills and Debating Club of IBS Hyderabad.

With the beginning of the academic year, the club started afresh with “IBS DIALOGUE,” the yearly commemorative event organized by the Club Speak Up, planned for introducing the various Clubs/Cells/Chapter/Committee/Society/Studio of IBS Hyderabad to the junior batch.

After the successful recruitment of juniors for the academic years 2019-2021, Club had its introductory event ‘LIBERACULATION’ where the juniors of the Club Speak Up, were introduced to the entire college. After which workshops are organised by the club’s very own research wing called C.H.A.I. (Chronicles of Highly Articulated Insights). In these workshops, the club members participate in various activities, which instilled confidence and empowered them with great intellect and wisdom to stand out from the crowd.

On Nov.2019, we gave an opportunity to everyone at IBS Hyderabad to witness and be a part of an open house session called as “C.H.A.I. SHOTS”. After which the club organised its Flagship event called “THE GREAT DEBATE”, where the objective was to establish a culture of competitive debating within clubs, to create learning situations in which students develop proficiencies based on sound educational and communication theories to improve public speaking skills. After the success of our flagship event, the club organised a fun event in collaboration with INFINITY STUDIO called “OPEN MIC”. Open Mic was conducted to give an opportunity and



encourage the talent to come and conquer the stage. The participants expressed their thoughts through poems, stand-up comedy, storytelling, singing and speech.

After which we organised one of our major events “GAUNTLET 4.0” along with a fun event named “CORPOREDGE” in our college annual fest called “TRISHNA” where students participated from different colleges all across Hyderabad. Apart from these events, Club Speak Up also conducts several online activities throughout the academic calendar. ‘Mod-Diction’, ‘Break the Mould’, ‘The 61st Minute’, etc are some of the online activities which are regularly posted on club’s social networking handles.

With these series of events and sessions, fun and knowledge were shared between the junior team and the senior team of the club. This helped us in bonding and at the end become a team more like family, called “CLUB SPEAK UP”.

INFINITY STUDIOS

The Official Entertainment Club of IBS Hyderabad.



Cooperation is the thorough conviction that nobody gets there unless everybody gets there. Infinity Studios, The Official Entertainment Club of IBS Hyderabad has continued the legacy of entertaining people throughout the year with its music, movies, and fun events. Infinity studios- Integrating Entertainment with Management was the biggest stress reliever in the monotonous and busy schedule of the students at IBS. The Academic session of 2019-2020 began its journey with an introductory event Bollymania on 7th September 2019. A total of 35 teams came and enjoyed the fun-filled Bollywood rounds. On 23rd and 24th November, Infinity Studios celebrated its Flagship event "Bioscope 9.0" which proved to be one of the most exciting events for all the clubs. A lot of clubs participated and made movies of different genres which was being evaluated by the dignitaries of IBS Hyderabad. This was followed by ISAC Night (Infinity Studios Award Ceremony) in which various categorical awards were presented for the movies.

Infinity Studios in collaboration with Speak up organized an Open mike night on 7th December 2019, providing a platform for the entire IBS to showcase, express and speak their hearts out.

To make the seniors remember their journey of two years and feel nostalgic about it, Infinity studios arranged an event, YAADEIN on 25th Jan 2020. Fun-filled games related to the memories of IBS was organized.

A movie, PARAGASH was screened as a CSR (Corporate social responsibility) activity with Club Aaina on 26th Jan 2020 which reflected the boundaries of music depicted by the struggle of a few Kashmiri girls.

Infinity marked its presence by entertaining the entire IBS through their music and social night at GIS REVIDO (farewell) which included Prom night and ethnic day.

Infinity Studios is grateful to the college management and all the students for their timely contribution and endless efforts.



**"Every beginning has an end. And
Your wisdom, work and achievements will be remembered.
As you set sail for a new voyage of opportunities and
all the happiness.**

**We will miss your team leading, and we cannot thank you for
your trust in us, giving us a family away from home.
We came in as wide-eyed students, you provided us with knowledge in
academics but in life. Your guidance, tutorial, and support through
through this one year of college, and it gave us lessons.
We have seen you go the extra miles for us, being there for us.
You have left the footprints that would be the source of inspiration
to tell you how fortunate we are to have met such a great person.
We promise to take take Alumni Relations Cell to the next level
everyday.**

**Go confidently in the direction of your dreams. Live your dreams.
In the end we would just want to say, keep in touch with us
about connections.**



and every end is a new beginning.”
remembered forever.

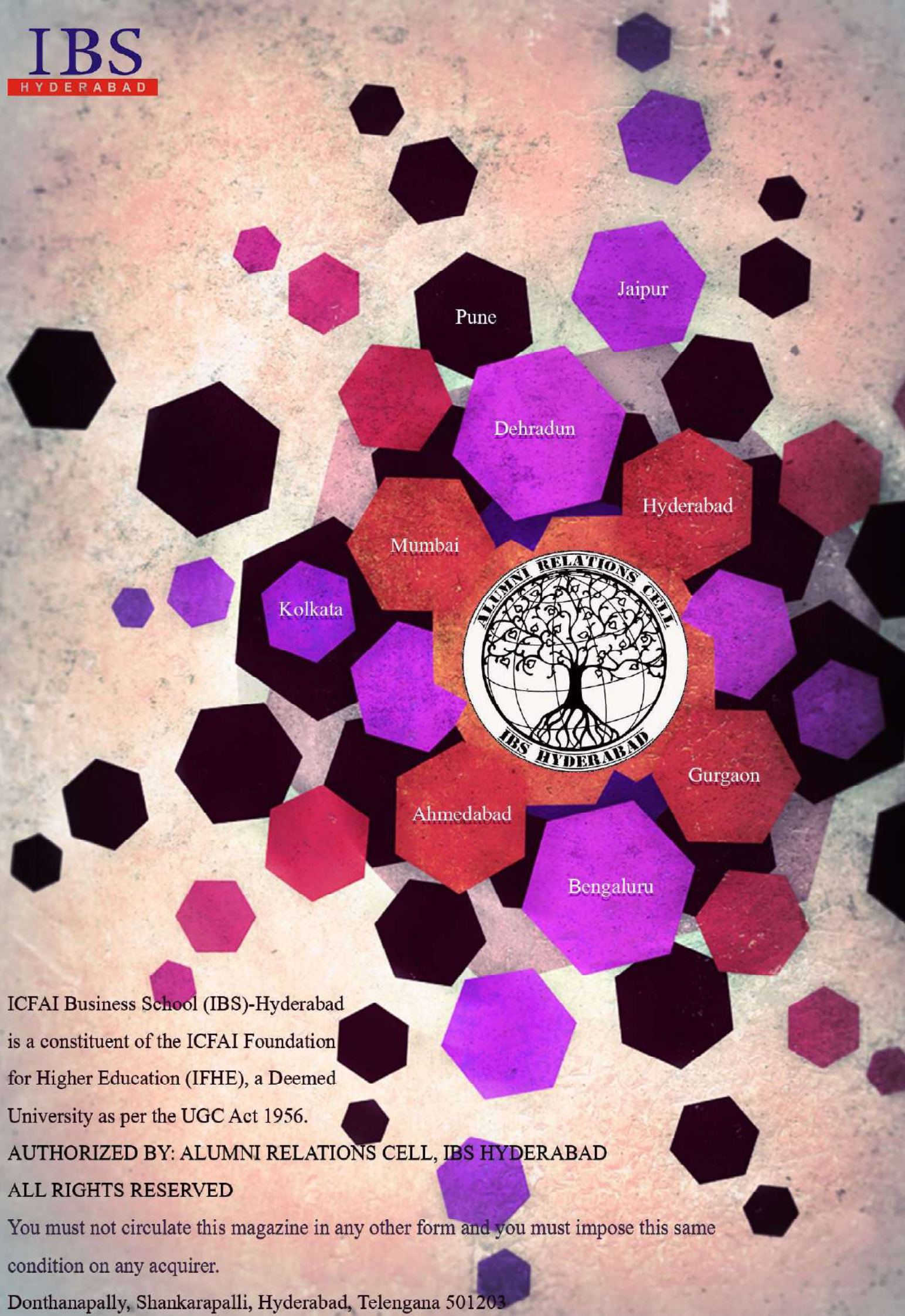
and career establishments, we wish you luck and

thank you enough for grooming us and placing
me.

us everything we needed to excel not just in ac-
advice helped us build confidence and navigate
lessons for our life ahead.

patient with us and always willing to do more.
source of inspiration ever after. It gives us great joy
h caring, loving, friendly, and humble seniors.
to even greater heights, and to make you proud

live the life you have always imagined!
ch, stay connected, because in the end it's all



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Donthanapally, Shankarapalli, Hyderabad, Telengana 501203