

ALUMNI MAGAZINE CONNECTIONS

IBS MAGAZINE

IMPERIUM

DECEMBER 2021

ALUMNI ARTICLE
FACULTY ARTICLE
STUDENT ARTICLE

CONNECTIONS

CHIEF ADVISOR

MS. NISHA KALANTRI

EDITOR IN CHIEF

MS. REEKA GROVER

CO-EDITOR

MR. SHEKHAR KADEL

DESIGN HEAD

MS. PRACHI KANSAL

CO-DESIGN HEAD

MR. SUDHEER MITHRA

IT HEAD

MR. BISWOPROTIM

BHATTACHARYA

MS. PRAGYA BAID

CONTRIBUTION

TEAM ARC

CONTENTS

1. ALUMNI ARTICLES

2. EVENTS

3. STUDENT ARTICLES

4. IMPERIUM

5. FACULTY ARTICLES

6. CLUB BYTES

EDITOR'S NOTE

Dear Readers,

After organizing online events for the past one year, I am extremely elated to share that Alumni Relations Cell is now hosting events offline to build connections. The zeal is back, with the students being on campus and having the time of their lives.



One thing however, is a bit different. The classes now have a hybrid model. Thanks to technology, IBS has offered the students a preference to attend MBA the way they want. With some students offline and the rest online, our college has opened its doors to technological transformations. Which is why, we decided to present this year's magazine – Connections, with the theme – Imperium. This edition talks about Technology and the power it sustains to change the lives of people and different industries.

I thank my team and my juniors for their contribution to this magazine. Despite resuming the college life, they have spent nights working on it and bringing life to these pages. Here you will find interesting articles from faculty, students and alumni. We also share tid bits on club activities which IBS is known for and what our alumni often miss!

Hope you enjoy reading our Volume 18, Edition 20 of Connections.

Regards
Reeka Grover
Editor-in-chief
Alumni Relations Cell

CO-EDITOR'S NOTE



Dear Readers,

It's crazy how fast time flies and things progress and after being virtually at the campus it gives us a true sense of happiness that we are finally back at the college physically to capture wonderful moments and create the most beautiful memories of our life but what excites me the most is the transition which we have witnessed from learning things online to attending placements offline , it shows us how technology played a pivotal role in everyone's life .

To give more emphasis on the importance of the advent of technology we are presenting this year's magazine – Connections on the motif being Imperium which will make readers realize what technology can do to this world and how it has brought an immense shift in the lives of entire humanity. In this edition of connections you would find amazing articles along with club bytes of different society, chapter and club of IBS Hyderabad where students have expressed their emotions in a very precise and profound manner.

I hereby invite you all to go through this paragon made with full efforts by the junior team and would like to thank my entire team for the continuous support and guidance they got which has made this magazine even more special to me and am sure that it will give you all a lasting impression once you complete reading it.

Happy Reading!

Regards
Shekhar Kadel
Co – editor
Alumni Relations Cell



ALUMNI ARTICLE



1997-2021
1997-2021
1997-2021
1997-2021



ਪੰਜਾਬੀ

IMPORTANCE OF MOTHER TONGUE

ਗੁਰਮੁਖੀ

The world today might be running on various mediums of communication, but is dominated by one major language, i.e English, from pre-school education to high-level organizations, English language is everywhere. It will be not surprising to say that English as a linguistic language has become a part of everyday life across many countries. In this scenario, one may doubt that what is the role of the mother tongue when a majority of the world is dominated by one language? Mother tongue is a language that a person has learned since his/her birth. Recent studies and journals indicate that learning a native language (or) mother tongue is crucial for various aspects of human life and has many advantages.

Firstly, children learn better and understand complex things in simpler ways when taught in their mother tongue. Contrary to what many believe about good English being a route to better knowledge, studies imply that children learn even the most complex concepts easily when explained in their mother tongue. Jessica Ball, a senior professor from the University of Victoria Canada states, “children’s first language is the optimal language for literacy and learning throughout primary school, it is also a way of making them more innovative and skillful.” Using the mother tongue as a medium of instruction for children in their initial years can help them to understand their surrounding environment more quickly.

Fluency in the mother tongue can act as a foundation for learning additional languages. When an individual has a strong understanding and knowledge of their mother tongue, it can become an easier way for them to learn and master additional languages. Rajathurai, a PhD scholar from Bharathidasan University India, says that, “The natural understanding of grammar that develops when an individual learns their first language can easily be passed on to other languages, in this way it is easier for him or her to master a new lan-

ਗੁਜਰਾਤੀ

guage.” Furthermore, exposure to a diversity of one’s own mother language might lead to curious study of other languages in the world.

Additionally, mother tongue can develop a connection with culture. The majority of languages around the world tend to keep unique cultures alive, due to this reason, when an individual learns and knows his or her mother tongue it can act as a cultural identity that they feel to be associated with. M Venkaiah Naidu, the vice president of India, in one of his speeches stated that “Language is a tool for cultural and emotional expression and learning one’s mother tongue is always helpful in preservation of culture and linguistic diversity of a region or a group” additionally when individuals learn more about their mother tongue or first language, they tend to understand their roots, history and ancestry.

Moreover, interacting with an individual in the mother tongue can increase confidence and develop self-esteem. Research indicates that when individuals are asked to interact in their mother tongue, they become more expressive, calm, and confident in speaking. Carol Benson, a PhD scholar from Stockholm university Sweden, asserts “when students are asked to participate using their first language, they demonstrate greater self-confidence and higher motivation.” In the case of school children, many teachers have reported that when they ask a child to speak or present in a language other than his or her mother tongue, they often show traits of nervousness, anxiety, and unrest.

Mother tongue plays a crucial role in an individual’s life, from understanding their own environment, culture, and identity to being a key for motivation and self-esteem it has many advantages. Speaking one’s first language is not a trait of illiteracy but a part of self-understanding and development. Creating a linguistic identity by learning and understanding mother tongue is moving in a path of efficiency that develops throughout life.

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.” – Nelson Mandela.

বাংলা

E V N KRISHNA ADITYA
BATCH 2017- 2019



ತಮಿಳು

ಕನ್ನಡ

GET YOUR DREAM JOB AND DO WHAT YOU LOVE

The biggest question bothering any fresher is how can I kick start my career with a dream job, wherein I get to do what I love to do. You might get stressed and overwhelmed with employment data, job scarcity, or abundant news. Which sector is doing good, where do I have a lot of opportunities? All these are obvious questions. But let me tell you the fact that YOU need only ONE Job and believe me that JOB is already there.

"It is up to you to take the first steps toward your dream job. I'll walk you through six steps that, if followed, will lead to your DREAM JOB."

Step 1

Self-Assessment

The first step is self-assessment. Now let me tell you that though most of us believe that we are self-aware, true self-awareness is a rare quality. As per a Harvard study, only 10-15% of people demonstrate self-awareness. To have a successful and fulfilling life, the most important question which needs to be answered at the onset of our job search journey is "What is that I love to do".

For a few this is very clear, for others it may require some time and effort, but that is perfectly fine. Every second spent here is well spent, as this step will be the defining step towards our ultimate goal of getting our dream job.

Step 2

Goal Setting

Once you have figured out your passion, the next step is to clearly define your goal. This has to be done in a very detailed fashion wherein you need to decide the industry, the company, and the role.

Find out as many details as you can for the role you are looking for with the clarity you want to play in the organization. Then we need to jot down everything with as much clarity as possible. The more clear you are with your role in your dream job, the better will be the action plan.

Step 3

Selecting Right Tools

Once the goal is clear, we move on to the next step of selecting the appropriate tools and systems, which will help us achieve our goal. All that you need to play that role efficiently has to be clearly brought out in this step. Even the qualities and skills you need to possess to clear the selection process have to be listed out clearly. Studying the detailed Key Result Areas and job definitions of the role will help in this step. Once you know the deliverables, you need to see what all tools and systems would be required. The focus here would be on hard skills as well as soft skills.

Hard skills include functional skills and office efficiency skills. The soft skills would include verbal and non-verbal communication skills to help you present your ideas to individuals and groups. Along with this, the focus would also be on improving networking skills to help connect with the right people who may be of help in getting your dream job.

THIS WAY



Step 4

Creating An Action Plan

At this step, you need to get on the drawing boards and prepare a meticulous plan to achieve your goal. The plan should have details about learning all the skills with defined timelines. It should come down to daily activity level with milestones clearly defined.

The planning stage will help us work on our areas of weakness and improve on them and at the same time focus on our strengths and get them highlighted. We need to be completely prepared for the role we want to play in our dream job. While we are planning, we need to start strongly believing that we have that job and we are happily performing all the activities required for that role.

Step 5

Implementing Daily Routine

Once the action plan is ready, it has to be implemented religiously to achieve the desired goal. This step will help you get a perfect resume, domain-specific skills, all the office efficiency tools, and online profiles for networking. At the end of this step, you will see yourself very confident as you have the necessary skills and the preparations required to approach your dream job.

In this step, you would connect with the right person in organizations of your choice.

A point of caution here, most of the battles are lost at this stage. Maintaining faith and working diligently with perseverance is the key. To achieve something which you really love requires effort, and the goal becomes a reality for those who are willing to go through this grind and pay the price for the worthy goal they have chosen for themselves.

Step 6

Approach and Achieve

This is the last stage but a very critical one. You are equipped with all that is required to get the Job. You need to approach the right person in organizations of your choice. If you have made all the right moves in all previous steps, you will get a call, and it's just a matter of time. Once you get a call, you need to go through the process with confidence.

The whole process is well structured; you need to follow with a lot of self-belief. Nobody can stop you from achieving your dreams if you have clarity of thought, a clear action plan, and perseverance to go through the grind to overcome all the odds on the way.

Getting your dream job is very easy; you need to follow the plan with self-belief and perseverance.

SANJAY KUMAR
BATCH 2001- 2003



Tech nology



Technology and its implications on many facets of this planet are becoming more dominant and distinctly visible with each passing day. Humans are the first and the most influenced species by technology in any means. It is hard to notice any day of our lives that passes without technology's help. From using the technology to depending on the technology, humans have come a long way since the advent of the internet in the 1980s, which redefined the technological advancements known till then. Given the deeply ingrained nature of the evolving technologies, it is equally important for us to use those wisely for the cause of the greater good and progressive advancement of our civilization, besides adopting them at a rapid pace. The Pandemic has certainly augmented the necessity for remote connectivity to keep the businesses running, and we have seen many new platforms emerging to fill this gap in the past two years. Before 2020, Globalization meant when people used to cross continents and exchange goods & services across borders, connecting with people and sharing information with them. But Pandemic has tickled this definition but kept the essence of Globalization intact, much to the credit of technology we have harnessed over the decades.

A stylized world map graphic in shades of blue, overlaid with a network of white lines and dots representing global connectivity. The map is partially visible on the right side of the page.

Its implications
Global Economic
Evolution
Resultant Global

In early 2020, the Business world assumed it was staring at a situation graver than 2008 when Pandemic spread across the world. But it turned out to be an unprecedented scenario where the impact on businesses were both worse as well as rewarding, depending on the nature of businesses. But the resilience shown by the workforce and the commitment of businesses to stay afloat deserves an appreciation. If we try to look beyond the veil over this resilience lies the strong frame of technology that evolved over the decades. Technologies that enabled remote work, virtual enablement of services and digital connectivity are worth noting for their role as a lifeline of businesses. After the uncertainty faded a year later, businesses across the world started to adopt future technologies like AI, Machine Learning, etcetera augmented by Pandemic, otherwise which would take 3-5 years of time to adopt the same had the times been normal. It is clearly evident from the recent announcements of global deals won by major Indian IT firms. TCS's deal for multi-year IT infrastructure management of Australian Mining firm 'South32' and Tech Mahindra's Utility transformation deal with TANESCO in Africa, Total Contract Value (TCV) of HCL hitting an all-time high of \$3.1 billion and Wipro's recent acquisition of London-headquartered digital company Capco shows the running spree of the IT firms' demand outlook. According to a recent NASSCOM-McKinsey report, digital transformation deals have seen a



tions on nomy & on of balization

30% jump since the beginning of the Pandemic. All these facts signify how the business world is after the greater IT adoption. Technological Globalization often proved to be a vital force behind churning up the economy and making countries affluent enough to lift millions out of poverty in lesser time. It is clearly evident from China and India's case how a 3rd world country a few decades ago became one of the major driving economies of the world today. To analyze how Technological Advancements resonate with India's progress, the first thing that strikes our minds is the liberalization of the economy way back in 1991. Two major sectors, Telecom and IT gained immense growth post-1991, which had spillover effects on other industries moving forward. The world saw its first unbundling in the 1800s with steam engines that drastically reduced the cost of moving goods across borders. The second unbundling began in the 1990s where the cost of moving ideas and knowledge fell dramatically, and it became easy to coordinate complex activities from long distances. And we are going through the current third unbundling with the emergence of AI, ML, Telemigration, etc., which have the potential to enable the undertaking of services remotely. The Pandemic has definitely added momentum to this transition.

However, no new advancement can pass through without its own set of destructions. When tractors were invented, and

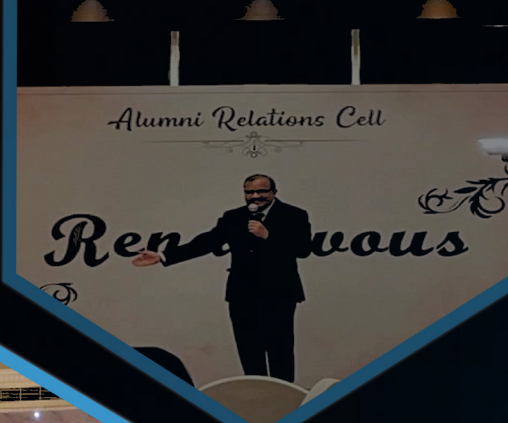
their usage increased, a huge number of agricultural workers got displaced. As technological advancements happened, demand for skilled workers increased, and many unskilled workforces were left out of the mainstream. However, such adjustments are short-lived, but the pay-off would have a long-lasting positive impact on world economies and the increased well-being of vulnerable populations.


Given that technological innovations have largely induced new waves of Globalization, Governments and the general public need to focus more on dealing with implications on the labour market and related societal impact rather than trying to scuttle forces trying to shape up modernity. As knowledge requirements evolve rapidly and as demand for certain types of labour shifts quickly, the necessity for well-designed shock absorbers and social safety nets is becoming apparent. Historical perspective on Globalization should aid citizens and policymakers in acquiring the necessary knowledge to plan for the inevitable dislocations that are likely to pose challenges for workers and the broader society and build a perspective to adapt faster rather than resist the inevitable changes.



ABHIJITH DHARAMAPURI
BATCH 2017- 2019





The image features a dark blue background with a white, stylized circuit board pattern. The pattern consists of various lines, right-angle turns, and small circular nodes, resembling a printed circuit board (PCB) layout. The word "EVENTS" is prominently displayed in the center in a bold, white, blocky font with a slightly distressed or hand-drawn appearance. The overall aesthetic is clean, modern, and tech-oriented.

EVENTS

RESONANCE



“Coming together is the beginning. Staying together is a process and working together is a success”.

Resonance 2021, an event proudly took place on the 21st August 2021 on a virtual platform. This event brought together our faculty members, industry experts, and eminent alumni members to cohesively share ideas and insights for formulating the curriculum for students of ICFAI Business School. We were also delighted to release our magazine “Connections - Volume 17 Edition 19”.

The anchors of the event, Mr. Behara Vamsi Krishna and Ms. Sweekriti Bansal from the Alumni Relations Cell gave a jubilant start to the event. Resonance, an annual discussion, brings together industry experts, faculty members, and alumni members to bring about an improvement and maintain the curriculum of all students across campuses.

Mr. Mahesh Kumar Soma sir gave an enlightening speech followed by a jovial welcome to all the guests to the event. We also took this opportunity to release the latest edition of our magazine, Connections, which includes articles from the students and teachers alike, on all topics under the sun. We even invited Alumni to send in their articles on subjects they may have wanted to present their thoughts on. In addition to this, it also has information from events of the other clubs/cells/chapters/committees in IBS. Following the magazine reveal, all our guests were asked to join their preferred domain links for further discussions on the aforementioned curriculum. The constructive discussion lasted for a healthy 45 minutes, wherein each guest pooled in their ingenious thoughts and suggestions which they had harboured. The discussions were reportedly a success by the people present in the room. The Alumni Relations Cell welcomed the advisor for ICFAI and head of IBS Case Centre, Dr. Vedpuriswar, and our Dean Prof Shailendra Sudhakaran. They shared their inputs about the curriculum. Dr. Vedpuriswar was of the opinion that events like Resonance should be held more frequently, and should be not limited to being just an annual occurrence. This then segued into the post discussion open forum wherein a few individuals stepped up to share their views on the discussion they had prior to Dr. Vedpuriswar’s address. They all were content and satisfied with their contributions in the evening. The Alumni Relations Cell thanked each and everyone for taking out their valuable time from their busy schedules. The discussions were fruitful for the faculty, who will prepare the next edition of our curriculum

MOCK GD/PI

“Do not be afraid of the man who practiced a thousand kicks one time, instead be afraid of the person who has practiced a single kick, thousand times. Practice is the key to greatness”

-Bruce Lee

Over the course of four days, spread across two weekends, Alumni Relations Cell shouldered a mammoth task of conducting the Mock GD/PI process for final year students of the MBA program. This process was conducted in collaboration with the management body of ICFAI Business School, Hyderabad. The Management Team consisted of Prof. C S Shylajan, Prof. D Satish, Prof. K VenuGopal Rao, Prof. Radha Mohan Chebolu, Prof. Mahesh Kumar Soma, Mr. VRST Vittal, Mr. V Madhusudhan Rao, Mr. K Srinivas Reddy, Mr. TVS Rama Raju, Mr. P Sarath Chandra, Mr. Keerthi Penchaliah, Mr. Mohammad Munawar Alam Sayyad, Mr. Vaidik Bhatt.

The sole purpose of this endeavour was to give the final year students a taste of what a corporate GD/PI process would feel like when they appear for their final placements within a few weeks. During this process, the GD and PI panels, consisting of distinguished faculty of IBS, Hyderabad and the well experienced Alumni/Industry Expert evaluated students based on various parameters according to their performance. This simulation gives the student a yardstick to measure how well

they would fare in the actual process. They explained the do's and don'ts of GD&PI then conducted the mock where the students were given a detailed analysis of their performance. The sessions were very helpful for the students as it imparted a lot of value addition and would definitely help them. The entire process gave the students hands-on experience for the recruitment process in top companies.

The team at Alumni Relations Cell had been preparing for this event over the period of 3 weeks prior, inviting both alumni and industry experts, who would be paired with a faculty from the college itself. The students were segregated into different panels by the management based upon their domains and the ARC team was responsible for bridging the gap between the panelists and students. This combination of an internal and external interviewer allowed them to thoroughly prepare them for what lies ahead.

The management also aided the team at ARC, by connecting them to the guest interviewers, helping out when contact could not be established. The spontaneity and enthusiasm of the entire team was the sole reason as to why this levathan task was executed without a single bump in the road. The management appreciated the ARC team for helping them in conducting the entire event smoothly.

CONFLUX



Alumni Relations Cell organized an annual panel discussion - Conflux, a confluence of ideologies, on the 21st of September 2021 on the topic “Leveraging the D2C Market Place in the Current Environment”. The moderator for our discussion was Prof. Shailendra Bisht. The session started on how the D2C model (Direct to Consumer) is becoming highly important in the current scenario. Our first panelist - Mr. Kunaall Jumani, an entrepreneur, has been involved with the D2C Markets, opined that the pandemic has been a catalyst for improving the D2C and laid stress on the fact which millennials are a driving force and are constantly pushing the D2C market forward. Our second panelist Ms. Parinita Jain works as a Media Account Manager from Google, UK, her journey through various companies she has worked. She quoted that she has seen the shift of D2C from offline to online. Our Third panelist -Mr. Rohan Katriar, working in Flipkart as a manager in business development. “B2B and D2C are becoming complementary to each oth-

er” was the phrase he started. Our fourth panelist -Ms. Snigdha Menda working at HT Smartcast gave a perspective of the advertisers on how they are adapting to changing distribution models.

The discussion evolved on how the customer journey has changed from search to post-purchase? There has been a tremendous elevation in the online consumer market with the change in the advertisement mode. The market is becoming more consumer-oriented in the current environment as competition within the industry is increasing more due to digitalization. Surprisingly, the demand for products is being replaced by the research of products. In particular, it has shifted from print media to digital since Millennials are the reason for the change from offline to online. They believe in recognition, unique experience, and the value of money from different perspectives. In reality, Consumers check all details available on the internet first and then buy the product from wherever benefiting them the most. He also introduced platform branding. To elaborate, we have to look at advertising as an investment. Illustratively, look at the shelf life of a product while you invest in it. Conclusively, it can be commented that the biggest asset is social media handles. The future of D2C is the personalization of advertising and will be using an approach about their customers and conversational Marketing opportunities. YouTube has become the next prominent platform for advertisement along with OTT platforms. With respect to the Personalization, there are two factors, innovation of the product in the short run and timely delivery. When it comes to building loyalty, the purchase becomes increasingly significant and as a result, the retail sector has experienced significant movement and undergone transition parallelly identifying issues and opportunities. It used to be all about selling products; now it's all about creating them.

HR CONCLAVE

“Time is an unsolved mystery, a force of unknown nature, and a precious resource”



On 13th November, 2021 Alumni Relation Cell hosted the HR Conclave on the topic- Envisioning and Empowering HRM.

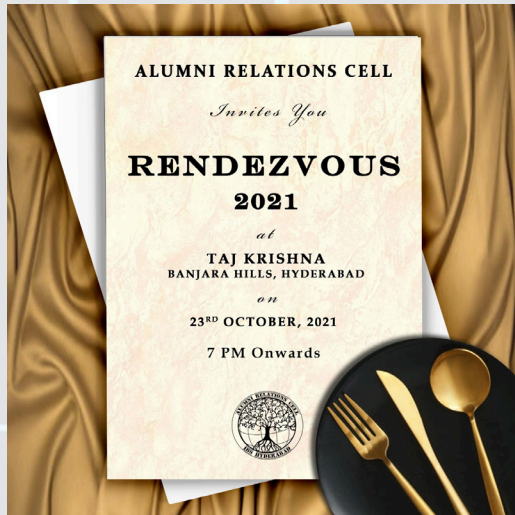
Our esteemed dean, Prof C S Shylajan, vice chancellor, Dr J Mahendra Reddy, advisor ICFAI group, Dr. Ved Pureshwar, and founder GHRD, Srinivas Gopalan honored us with their presence. Various academicians, research scholars, and HR professionals graced this event with their valuable inputs and insights.

Talking about the panel, we had Dr Vishwanand Pattar - HR Business Partner for Corteva Agriscience Services India Private Ltd formerly known as DuPont, Mrs. Vani Manukonda who is an accomplished, result focused HR Leader, with 20+ years of experience across all aspects of Human Capital Management, Mr. V. Satish Babu, who has over 20 years of experience in the Strategic, Operational HR and Organizational Development in various sectors, Mr. Ram Jaladurgam having twenty-eight years of Industry experience in Marketing, Media, Psychology, Training, Facilitating and Coaching and Mr. Dakshina Murthy, who has 27 years experience in HR, IR and General Management.

The subject of discussion was the dramatic shift in terms of working and the transition from survival of the fittest to regaining normalcy. The panelists believed that things have radically transformed in terms of education, employment, career advancement and job growth for the benefit of all.

Alumni Relations Cell was successful in hosting the conclave that gathered a wide audience who was inquisitive to learn about this domain. The highly experienced speakers gave some valuable insights on the same and put forth the vision that HRM holds.

RENDEZVOUS



**“Memory is the treasury
and guardian of all things”
~ Cicero**

Rendezvous' is an annual corporate dinner hosted by the Alumni Relations Cell. This year it was conducted on the 23rd of October. We were graced by the presence of our respected Dean, Mentor, Faculty members and Alumni of the batches from 1998 to 2021, along with their families under the chandeliers of The Grand Ballroom at Taj Krishna, Hyderabad.

The evening started with a welcome note by our anchors followed by the lighting of the lamp. Our Dean Dr. C.S Shylajan expressed his gratitude through his

speech followed by our mentor Prof. Mahesh Kumar Soma and the ARC president Ms. Nisha Kalantri. An interactive game session was conducted on Bollywood Trivia which piqued the audience's interest even more. The members of Cell then put on a spectacular dance performance to upbeat Bollywood songs. The atmosphere was lively, and everyone's radiant smiles added to the evening's charm.

The cake cutting ceremony took place amongst our respected Dean, Mentor and Alumni while the kids were totally engrossed in matching to the tune of the songs being played in the background.

Our anchors made sure to amp up everyone's spirits thereby accomplishing the purpose of the get together. There was laughter, fun and smiles involved in making new memories while reminiscing old ones. While the dinner was being served and the guests relishing appetizing delicacies, a few Alumni took initiative to share their experiences with everyone.

The evening ended with the anchors acknowledging everyone's presence with a vote of thanks. It was indeed a nostalgic evening filled with remembrance of all those moments.

A lively audience brimming up with heartwarming smiles was a clear indication of the success of the event. The ARC members along with the management worked closely as a team and put in their best efforts to present an imposing evening for all the Alumni

MENTORSHIP PROGRAM

IBS
ALUMNI RELATIONS CELL
presents

PLACEMENTS
SPECIALIZATION
RESUME
SIP

MENTORSHIP PROGRAM

20th Nov, 2021
10 AM Onwards
Google Meet

REGISTER NOW

/arcibs /arc_ibshyd /arcibshyd /company/arcibs /IBSHAAlumni www.arcibshyd.com

A mentor is someone who enables you to recognize hope within yourself.

One of the greatest values of a mentor is the ability to see what others cannot see and help them to navigate a course to their direction.

Alumni Relations Cells of IBS Hyderabad organized and hosted a successful event called

Mentorship Program on November 20, 2021 over a virtual platform from 10:00 A.M. onwards. It was marked with the welcoming of various alumni and industry experts from all across the fields such as Marketing, Finance, Operations and Human Resources at one place to guide the students of IBS Hyderabad.

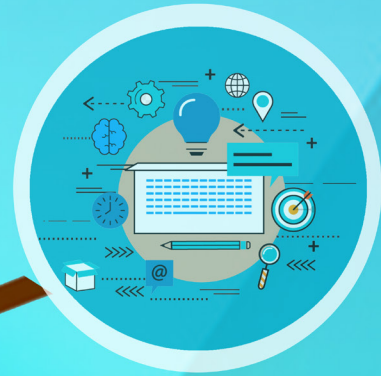
On a Saturday morning the students were all excited for their sessions and so were the alumni. The alumni heard all the doubts very patiently and supported the students to make a right decision. They also helped in the clearing of doubts and queries on the summer internship program, grooming resumes and the best combination of majors and minors for catching the perfect package.

Post the mentorship session, the students were asked to give feedback regarding the session and we were very overwhelmed with the response that we received. The students appreciated how comfortable they were while talking to the alumni who paved their way for the future by being supportive throughout. The alumni also enjoyed the session and how patiently the students heard their advice.

Last but not least, we expressed our gratitude to all of our alumni for joining in Mentorship 2021. Bringing a successful event to a close. Alumni Relations Cell will continue to host such events in the future to impart knowledge and wisdom to its students for a brighter prospect and better opportunities.



STUDENT



ARTICLE

Why is everyone betting on India's growth?

In India, the investment amount and pace are getting close to that of China. This has a lot to do with India's growth, scale, and opportunities.

Foreign direct investment (FDI), is an important source of debt-free financing and is, therefore, a factor in the country's economic development. It not only complements domestic investment, but also brings internationally available technology, management skills and practices, and new employment opportunities.

India has long been a preferred destination for foreign investors, but the recent surge in capital inflows into India is remarkable and encouraging. Investment companies are now diversifying from financial services investment to the consumer sector, and healthcare is a major focus as it contributes to India's economic growth. Backed by growth and better exit prospects, investors are looking for opportunities from the healthcare industry to consumer goods and information technology companies. India's private equity market, which faces the challenge of withdrawing from public markets and trade sales, has changed dramatically over the last three to four years.

So, why is everyone betting on India's growth?

There are several reasons for the same. India is the 5th largest economy in the world. With an estimated population of 130 billion, it is the second-most populous country in the world after China. India has an estimated middle class of 40 crores, the mainstay of personal consumption. Given the current government's focus on rural areas and farmers, rural India has also emerged as a promising market for all types of consumer goods, including branded goods. India is strategically located and has easy access to markets in Bangladesh, Nepal, Pakistan, Sri Lanka, and Myanmar. The trust of foreign investors depends on India's vastly expanding consumer market and the future of its digital economy.

After Covid, the world is hostile to China, the epicentre of the coronavirus. In addition, rising tensions between the United States and China in the South China Sea have discouraged global corporate giants, especially those based in the United States, from potentially problematic and controversial regions. Due to the pandemic, some companies have pulled out their supply chains from China, reducing the risk of natural and geopolitical turmoil. Global companies are becoming more cautious about China as tighter regulations in the Chinese industry slow down business processes. In recent years, many companies have withdrawn from China and moved to Taiwan, Thailand, Vietnam and India.

In recent years India has grown on many global indicators of economic efficiency and performance. India has continuously and significantly improved its rankings from 142 in 2015 to 130 in 2017, 100 in 2018, 77 in 2019 and 63 in 2020, according to the latest Doing Business Reports from the World Bank. The current central government, led by Prime Minister Narendra Modi, has made business facilitation a clear priority. Similarly, state governments are taking business promotion steps to attract investment and business to their respective states. As a result, India is seen by global investors as a future economic force.

The Government of India has made policy decisions to encourage e-commerce and has announced some incentives to do so. Benchmarks for technology, competition, and best international practice are the driving forces behind India's development efforts. Digital technology extends to various sectors of the Indian economy, including money, banking, finance, taxation, e-commerce, agriculture, rural development and governance. In the Global Digital Competitiveness Rankings of 63 countries in Lausanne (Switzerland), the International Institute for Management Development, India improved 4 positions in 2019 to 44th from 48th in 2018. The 2019 position improved overall with all factors, including knowledge, technology and future feasibility in further digital technology research. India's biggest improvement in 2019 was at the technology subfactor level, ranking first in telecommunications investment.

India ranked 81st in the Global Innovation Index (GII) released by the World Intellectual Property Organization (WIPO) in 2015, 66th in 2016, 60th in 2017, 57th in 2018. And in 2019 it rose to 52nd place and 48th place in 2020. India has notched 33 places in the last five years it ranked in the top 50 of GII's 131 countries. Similarly, India was first listed on the Bloomberg Innovation Index, a list of 60 countries whose data was published in the 2019 report. As a debut, India was ranked 54th in an index edited and published by Bloomberg, a New York-based media company. In the Global Start-up Ecosystem Report (GSER) 2020, published by California start-up Genome on June 25, 2020, two cities in India ranked in the top 40 of the world's cheapest ecosystems and were globally successful. In the report, Bangalore was 26th, and Delhi was 36th. In the new ecosystem category, Mumbai has reached the top of the list.

India maintains warm relations with the countries of the world. And it arrived to join the league of the great world economies. Recently, on June 2, 2020, when US President Donald Trump called for the expansion of the G7 to include Russia, South Korea, Australia and India. The global community is looking at the rise of India and is beginning to see investment and business opportunities. India's large workforce and democratic function suggest that this is where the future of labour-intensive industries exists.

**ANKESH
BATCH 2022-23**



METAVVERSE?

META ENOUGH??

In layman terms, each new technological evolution begs the question, “who will recognize its value first and reap the greatest reward, and who will scramble to catch up before it’s too late?”

In general, the term “metaverse” refers to a virtual world that exists beyond, on top of, or as a replica of the physical world.

We’ve seen a few rounds of metaverse hype over the years, but many of today’s evangelists will insist that, for the first time, we have the technology, protocols, and infrastructure to step on the gas and make it real. It is believed to be the next step after mobile internet. This concept considers the big “what if?” question of combining virtual reality, augmented reality, Zoom meetings, social networks, crypto, NFT’s, online shopping, and wearable tech, as well as artificial intelligence, 5G, and other technologies. And since the future is unavoidable, it must be anticipated. Thus, metaverse is a collection of virtual spaces where you can create and explore with people who are not physically with you.

One recent example is Facebook CEO Mark Zuckerberg’s decision of recent rebranding and investments by Facebook to rename his company Meta Platforms Inc. or Meta for short have sparked renewed interest in this concept.

Metaverse is everywhere: in headlines, corporate news, memes, gaming platforms, and social media. The increased ubiquity of the term has created a sense of impending doom threatening our physical lives incorporating pixels and paywalled interactions at any moment. However, Fortnite and Roblox have helped boost metaverse recently, even if the term itself is decades old.

Mark Zuckerberg’s version conjures up images of virtual reality. One attends work meet-



ings as an avatar using the Quest VR headset and texts friends using a device on their wrist. When one goes outside, they will be wearing smart glasses that provide augmented reality and record what one sees and hears. The metaverse will be accessible via phones, computers, wearable technology, and headsets (or a combination of these), and will be where you work, shop, exercise, socialize, watch movies, and play video games. Overall, this universe as a whole is something that major corporations are watching with bated breath, just like cryptocurrencies and the latest NFTs.

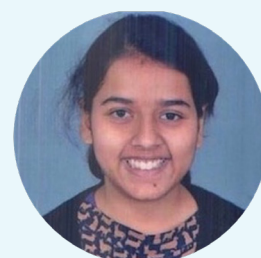
Many of those extolling the merits of the metaverse are the Silicon Valley voices, futurists (the Metaverse Roadmap's John Smart), and other players with a financial stake in this concept.

Mark Zuckerberg and Matthew Ball - a venture capitalist, among many who have believed the metaverse is an immersive virtual reality that allows users to be present. A blockchain technology - may be used to pay for stuff we can bring with us through various added experiences.

Seoul, the South Korean capital, has invested around 2.8 billion on the project to create Seoul "a city of coexistence, a global leader, a safe city, and a future emotional city," according to the latest news.

The steps needed to govern technological advancements remain in question but, for the time being, for some, the metaverse is primarily a pipe dream speculation with a future that will soon knock on our doorsteps!

APARAJITA
BATCH 2022- 2023



THE DANGEROUS NARRATIVE OF IPO

Thanks to Nykaa's recent public offering, you can see mothers, fathers or individual investors vying to invest in the "next hot IPO". Sadly, many investors will lose at the end of such an equation. Of course, some IPOs are worthy for individual investors, but the odds of them happening are bad for us. Regulations designed to protect IPO investors reveal a lot of information about the company and its delivery process, but unfortunately, many investors fail to read or understand it. Here are a few of the myths associated with IPOs:

THE NEXT BIG THING

Myth 1: The high-risk IPOs are high reward

To earn extra money, you have to take that risk. But is it?

History shows that in a bull market, famous family-owned companies also issue IPOs. In an upbeat mood, subscriptions for most releases are much higher than subscriptions, as we have seen in the last two months. The stock is listed at a significant premium to the issue price, and the investor who luckily got the stock is killed by the listing. Is it like a fairy tale? Well, first of all, you are not the only bidder. For IPOs, these questions are perceived as "high risk and high reward" which are difficult to allocate, and there are a lot of oversubscriptions, which can cause prices to fall if bullish sentiment weakens. Therefore, investors should be cautious when applying for an IPO. There is no risk if the investor only bids for issuance at a reasonable price.

Myth 2: We should liquidate our assets to invest in an IPO.

Looking at IPO data in recent years, only 59 out of 148 companies have shown positive returns, and 89 companies have shown negative returns. Therefore, it is vital to study the company business model for various variables before investing, and it is essential not to liquidate an existing good investment to make quick money.

***Selling your family gold to buy cheap silver?
If so, stop immediately!***

Myth 3: The listed companies must have a strong financial backbone

The Sebi rules require companies to maintain distributable income statements under Section 205 of the Companies Act of 1956 for at least three of the preceding five years. To be kept in mind that not all listed companies can achieve strong financial results. Conversely, some of them take the IPO route as they may be in dire need of money. An IPO must be taken into consideration only if shares of another company are already listed on an exchange. If your business is exceptionally well-run and offers a quality product or service that is superior to your competitors, you are bound to be a better company. These benefits are not due to the IPO, but because of their inherent quality. There is a reason why Asian Paints, HUL, and HDFC Bank still maintain a higher premium than their peers' years after their IPO.

Myth 4: IPOs tend to outperform their competitors

New listings could outperform competitors during crazy IPOs. This comes from the speculative craze associated with IPOs. The market premium could be contributing to this craze. However, this will be temporary. Good stock with a proven track record will always give you good returns. Unfortunately, we rarely can differentiate IPOs. One such old example is Infosys, a leader in information technology, listed on an exchange in 1990. About 14 years later, competitor TCS went public. Infosys and TCS, both cutthroat competitive companies that have strong business models, well built financial performance and fair quality control. Infosys has generated an absolute return of about 410% compared to about 845% of TCS since TCS went public. In this case, TCS outperformed its peers. However, many companies lag behind those within the group. A typical example is L&T Finance. Since going public in August 2011, the company has generated an absolute profit of approximately 88% compared to its existing competitor, Bajaj Finserv and has generated an absolute profit of 475% over the same period.

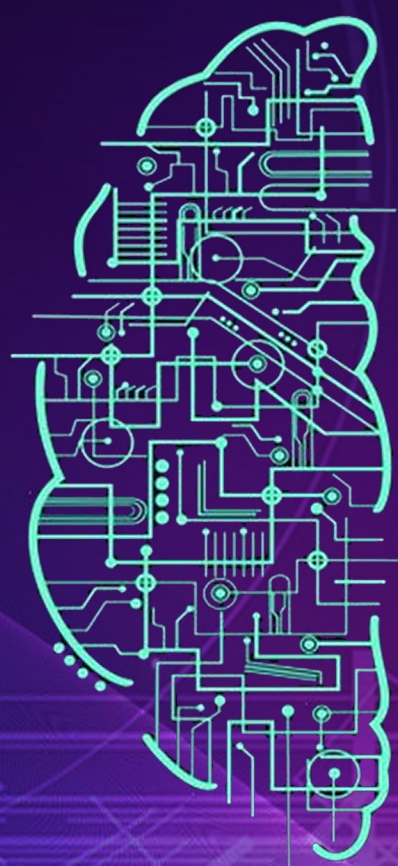
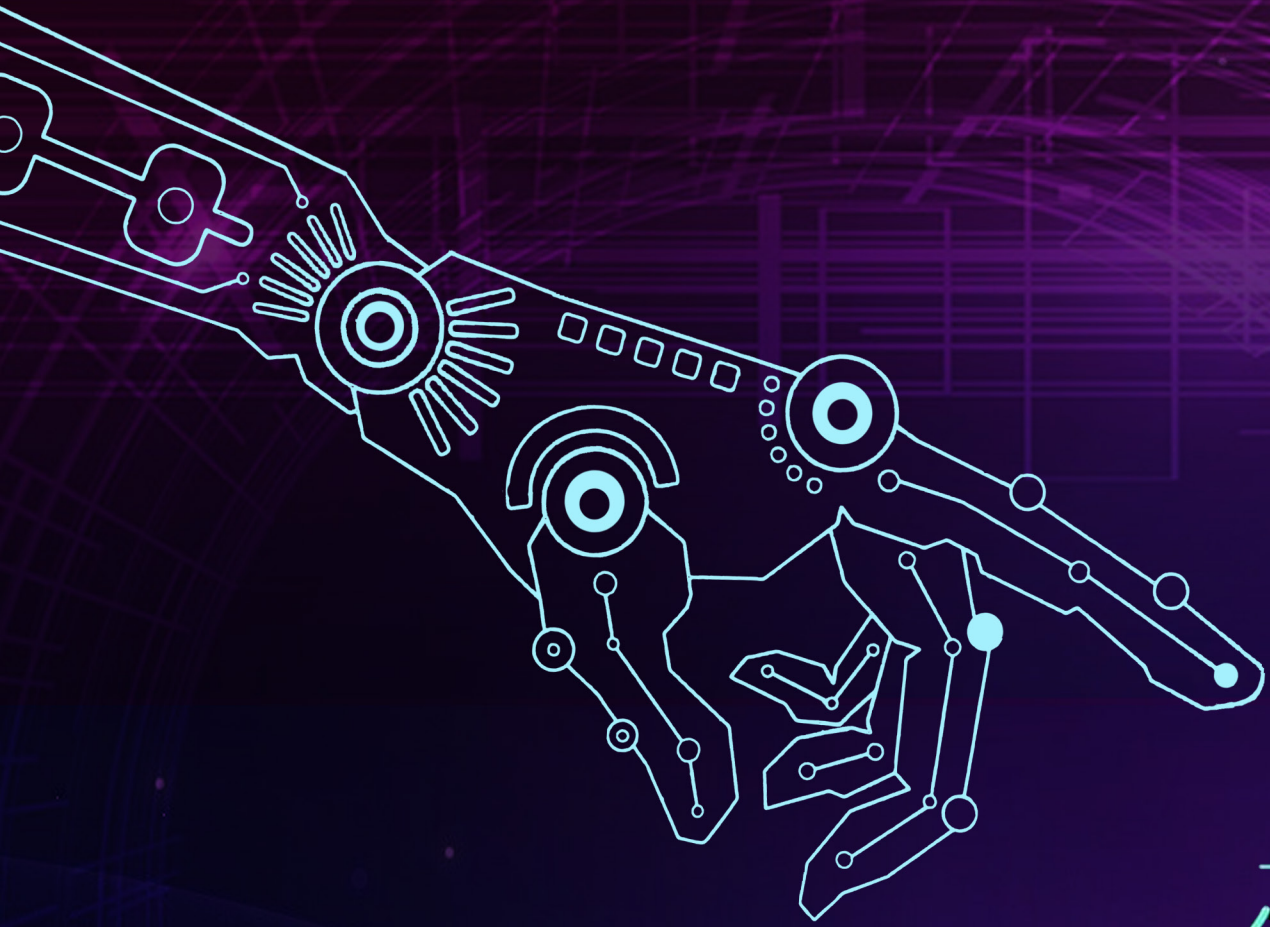
Myth 5: Every IPO is a good investment

Today, many are forced to believe that brokers, consultants, and analysts are the only good at investing if they have a positive outlook about an IPO company - which is not always the case. The company seeks to lock in its profits in IPO if it does not believe that it will continue to outperform itself as is the case with direct investments. The biggest mistake is to follow the mindset of the pack. So, if everyone talks about it, everyone buys it! However, an IPO can be an optional acquisition. When large investors and investment banks support IPOs, they each have their interests. When a company goes public, it opens up a more liquid market for you to sell, and even if the stock price falls below the IPO price, you will make more money than you paid.

Therefore, one should never get overemphasized by the IPO news. An investor should take proper advice from their financial advisor and never take major investment decisions without proper financial research.

PAYEL
BATCH 2022-23





IMPERIUM



The Acceleration of Technology -

Technology is the art of using tools in a process. In a world of expansion, interest, and innovation in tools of development with a purpose of mediation, provides a deep sense of connectedness. It hones interpersonal affiliations and explicit spoken communication. Multimedia, an important and influential factor in today's society, has become more pervasive in people's daily lives.

Generations before have spent their time outside as children, whereas today's children prefer to spend their time and energy on their entertainment technology. Virtual technologies were initially presented to children in the 1990s. The cloak of technology, over time, has enabled us to reach for our phones every few minutes. We end up documenting our official work, family time, and even our leisure time.

Emerging technologies like Cloud, Cognitive, Security, and Blockchain, as well as their increasing usages, have brought us closer than ever before. It has introduced us to the utopian worlds of science fiction. I think most of us can look back to the times of owning Gameboys and Nintendo Wiis. Digital disruption is currently changing user experiences and shaping future ecosystems, resulting in new business models and ecosystems. While neither deserves criticism over the other, it is merely a by-product of an age of technology.

With its mercuriality, technology is a service whose repercussions can never completely be reduced to basic points. The fact that "technology" can refer to everything from basic remote control to a self-driving car demonstrates the vast scope of this entity that has been ingrained in our lives. It has infiltrated everyone's mentality, and to be honest, no one could ever live without it. We have witnessed many paradigm shifts in our lifetime. One such could be seen during the pandemic of 2020 when we needed to reach out to the world from the confines of four solid walls - we call home. we have all.

For us, technology was largely a physical concept, with wickets constructed of bricks and goals made of two stones about 5 feet apart. They were, however, the first generation to The PlayStation 2 was, without a doubt, the best console ever offered to youngsters. As a result, we entered the virtual world, with consoles being updated every two years.

Technology has improved significantly in the field of infotainment. Medically, the human species has never been safer.

We can make a difference by supporting renewable and environmentally beneficial technology. In a world where oil and natural gas are practically gone, electric automobiles are the way of the future. Solar-powered homes can be long-lasting and help to relieve the strain on the electricity system. When compared to coal-fired power facilities, nuclear energy is significantly more viable, cost-effective, and environmentally friendly.

Technology and banking also have become inextricably linked. Technology has aided the banking industry's digital transition and dramatically improved banking services for customers all over the world. Banking processes have become much more sophisticated thanks to technology, which has virtually eliminated errors that were once common in manual human activities. Artificial Intelligence (AI) is being used by banks to improve their efficiency and revenues. Self-service technologies have largely supplanted traditional banking techniques with the introduction of Internet banking.

Technology and development are connected and if we talk about automation, automation isn't about collaborating with humans, nor does it create additional jobs; rather, it eliminates the need for humans.

A Parallel Evolution with Mankind

Bots are hammering attorneys and doctors in research and diagnosis, such as “Watson”, a computer that has been learning to be a doctor by reading millions of medical studies and papers and has regularly diagnosed patients as well as or better than real doctors. Even creative jobs, which make up a small percentage of the workforce, can be automated.

"Life in the virtual world is a unique blend of ingenuity, purpose, and spontaneity that must be experienced firsthand."

Virtual Reality is edging closer to Neal Stephenson's concept of the Metaverse in Snow Crash. The Metaverse in Snow Crash is a universe that is strikingly similar to our own, with the exception that none of it exists. The Metaverse as a whole is a virtual world.

"Meta" is a Greek word that means "beyond," but it was also chosen to represent the firm's commitment to being a metaverse company. The metaverse, in Zuckerberg's vision, is an online virtual environment that we can access and interact with via virtual and augmented reality headsets. The metaverse is a virtual universe in which anything can happen, including work and leisure. The ideal metaverse will have as many environments as the imaginations of users and producers will allow.

Metaverse is an idea of an alternate physical world and online games such as Fortnite, Minecraft, and Roblox already include hints of the Metaverse.

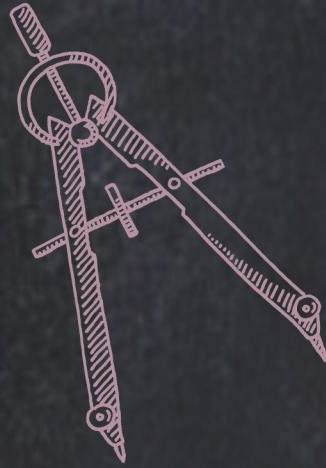
The coming together of the physical and digital worlds will radically alter what it means to be online, with far-reaching consequences for society and all sectors of the economy, from medical to manufacturing.

The use of augmented reality has elevated the level of creativity. AR (augmented reality) is a new technology that superimposes digital visuals over the actual world and allows for interaction. It's been utilized in several games, as well as for exploration and teaching. AR/VR technologies provide audiences with new methods to experience museum offerings that complement traditional museum visits by fostering and fueling learning through a sense of wonder, surprise, pleasure, and collaborative discovery. Communication has never been more efficient, and the globe has never been more connected. With high-speed links to the Internet, the biggest child of the technological revolution, fiber optic cable coursing through our ocean floors has the virtual world at our feet. However, a viper hides nearby in the grass. These technological advancements and technologies, which we laud so fervently, have their claws deep in the planet. Satellites can launch missiles from one country to another anywhere on the planet. Hackers and cybercriminals, on the other hand, are different kinds of threats. Our digital fingerprints are tied to all of our identities, and we're holding the match to light a very hazardous powder keg.

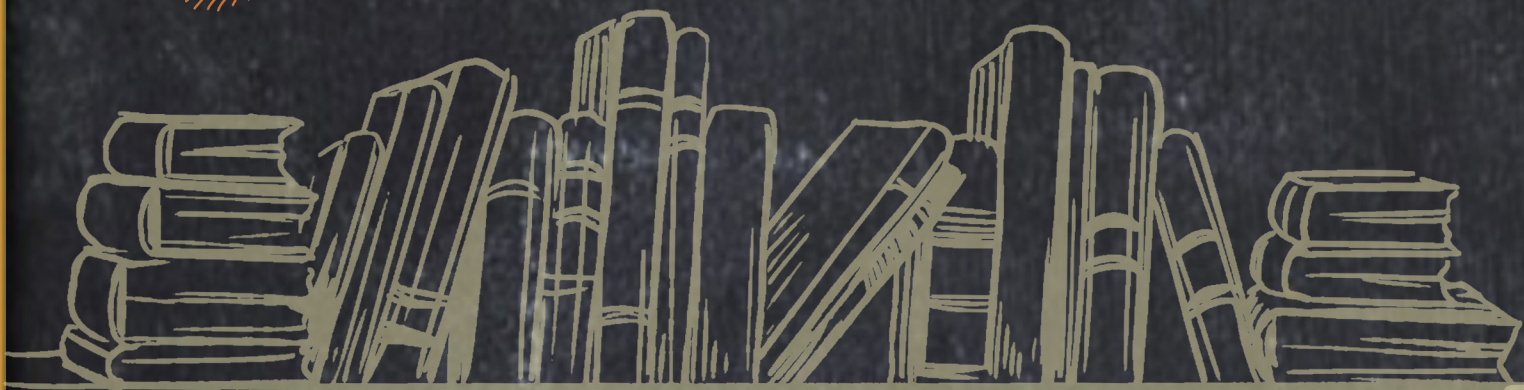
It is within our ability to employ technology in all of its forms and applications to improve the world, or we can flip a coin with our future on the line, with technology being as morally ethical as the person who controls it.

KIRAN KALANI
BATCH 2022- 2023



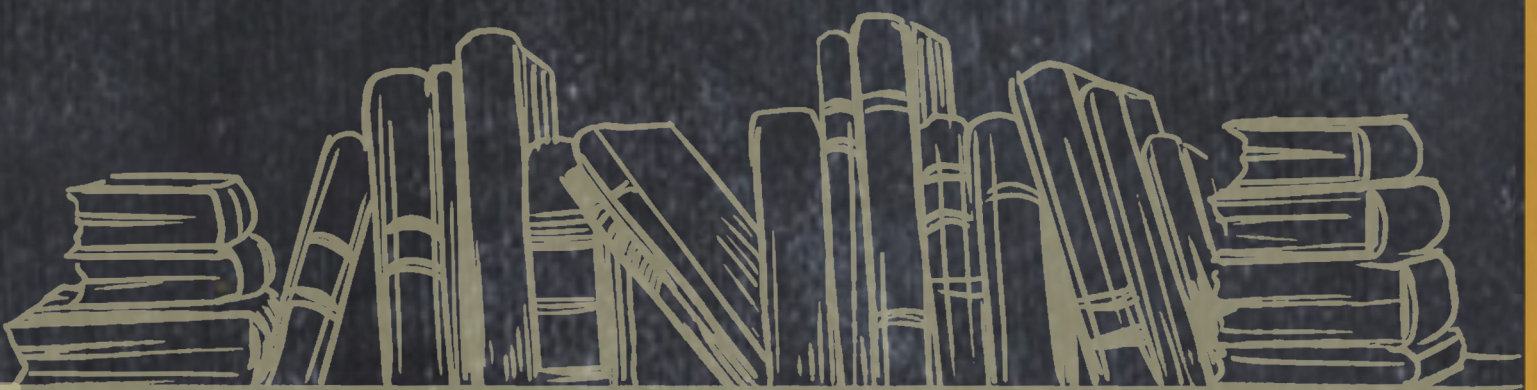
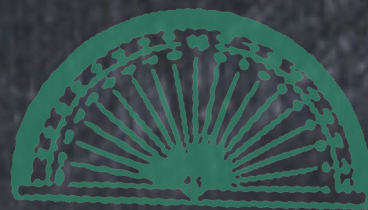
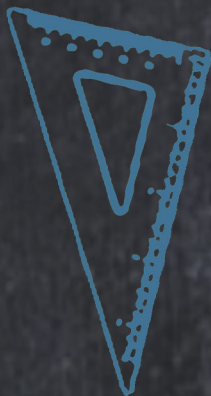


F A I L I T Y





ARTICLE





DIWALI WITH GONDS OF ADILABAD

India is a land of festivals. Almost every month there's at least a big or small festival. What do these festivals convey to the world? It tells a lot about India and its rich cultural traditions and heritage. It also communicates that how deeply Indians are rooted in their customs and traditions when it comes to celebrating festivals in sync with nature. Nearly all festivals are so much closer to nature that it is in fact very difficult to find such living civilizations where nature is worshipped in such a myriad of ways.

This year with the setting of the winter, I and my friend decided to escape from the hustle-bustle of city life and celebrate Diwali, the festival of lights with the Gonds of Adilabad, Telangana. The purpose was personal more than anything else to know the rich culture of the Gonds and to observe more closely their customs and traditions. Within no time of our decision, we hit the NH 44, one of the longest highways in India that connects Kashmir to Kanyakumari, and the Adilabad district of Telangana lies on this highway towards Nagpur. With our car talking to the pleasant breeze of the paddy fields. Every moment of the journey was filled with pleasure and joy. Before sunset, we set our feet in Adilabad district headquarters to dump our language and to go straight away to this hamlet called Marlawai which lies some 80 km from Adilabad town. This hamlet rose to fame in the last few months because one of the Octogenarian Gussadi dancers was

conferred the Padmasri award, part of our plan was also to meet and follow him during Diwali festivities.

After freshening up in the town we headed to Utnoor, another small town to on our way to Marlawai. Utnoor town is known for its Gonds presence. We encountered puncture of the car tyre but our zeal to reach the village before the beginning of the celebrations paid off and with the help of the locals we could fix the car problem and headed straight to a small village Jangam. It is in this village the Marlawai village folks would be hosted for a couple of days. As we reached Jangam at about 8 pm, the hosts, mainly women were singing some of the finest folk songs and entertaining the villagers, and waiting for the Marlawai guests to come. We had a sigh of relief as we were not late. All the tiredness of Hyderabad to Adilabad to Utnoor to Jangam vanished listening to such soothing melodies of women folk all encircled holding shoulders of each other and hymns pervaded the atmosphere.

No sooner than the women folk songs interspersed with loud sounds of Dappu, Gond drum. That's the bugle of the arrival of Marlawai guests. Men dressed in their best of attire, mostly in White Kurta and Dhoti, Black waistcoat, Red and Yellow turbans made entry to the center stage, that's where all the performances were to be held. Host women folk withdrew from the stage and guest, all men took the center stage and filled the atmosphere with

their highly skilled drum beats. The sounds of drums were so mesmerizing that even if you were in sound sleep you would get up to these rhythmic beats. Their energy and valor were unmatched. They put in everything, their heart, soul, and body to produce scintillating music using the drum beats. The entry of Gussadi, a special dance troupe who take a vow not to bathe for the festivities of Deepavali, and they are revered with piousness by the villagers. Draped in skirt and peacock feathers hat, body laced with charcoal and beautiful ornaments worn around waist and neck is a magnificent sight to watch them. After rituals of greetings personally by the hosts to the guests, both the villagers danced to the tunes of the drums for almost 3 hours non-stop. After the performances, the dinner was served in teak leaves to all the people present there. Before retiring for the day/night both hosts and guests performed a couple of times. This was all part of the Dandari, singing and dancing festival during the Deepavali. Taking part by going to other villages.

With sunrise the next day the rituals of Deepavali and Dandari started in a grandeur way, singing and dancing are part and parcel of the festivities. Once again both hosts and guests sang and danced till afternoon. The lunch was the highlight of the day. Special arrangements were made to cook nonvegetarian meals. Perhaps Gonds of Adilabad are the only tribes who eat non-veg on Diwali. Rain played havoc after the lunch and hence the farewell was dampened but not the spirits of the villagers. The guests took leave to celebrate Diwali in their own village Marlawai. We followed them to their village and the rest of the three days were nothing short of a gigantic Diwali celebration. The air of Marlawai village was filled with religious gaiety and fervor with cows being worshipped and we were invited to have meals at one of the homes. It now turned for the women of Marlawai to visit the neighboring village for Lakshmi Pooja. A walk to remember, 6 km walk bare feet by men, women, and children. Singing and dancing while walking is a sheer

pleasure of joy and excitement.

Meeting Kanaka Raju, the recipient of this year's Padmasri award for the contribution to the Gussadi dance was indeed no less than a festival. His down-to-earth attitude and understanding of life and art took us by surprise. While he was about to leave for Delhi to receive the award from the President of India, the village saw outpouring guests wishing him all the best for the journey.

Our stay in the village for 5 days was a much-needed break from the city's mundane and boring life. Dandari of Gond's Deepavali is undoubtedly one of the most revered festivals preserving the legacy and heritage of Raj Gonds of Adilabad. The customs and traditions have almost remained the same except for the intrusion of modern mobile technology and PA system to make the festival much more grandeur. Whenever I think of Diwali I think of Dandari of Gonds. Those unforgettable memories are now part of my life. I want to relish them until the next edition of Dandari.

DR. ABDUL NAYEEM
Associate Professor
(IBS)





EMPLOYEES SWITCHING JOBS POST THE PANDEMIC - DECODING THE DRIFT

The Covid-19 pandemic has not only changed the way employees work but also their mindsets. Employees now prefer work-life balance considering family, flexibility, money, and happiness as their priorities. This has led them to think on parameters like what are they working upon, whether they are valued in their workplaces and how usefully they are spending their time. According to the US Labor Department, nearly 4 million people quit their jobs in April 2021. It is also interesting to note that there are 10.9 million job opportunities in the US market as of July 2021. The great shift to remote work during the last year has made an impact on people who want to decide when and where they want to work.

"We have changed. Work has changed. The way we think about time and space has changed," - Tsedal

Neeley, Professor, Harvard Business School and author of the book 'Remote Work Revolution: Succeeding from Anywhere'.

According to a McKinsey report of February 2021, the Covid-19 pandemic has made nearly 25% of the workforce switch occupations necessitated due to the massive adoption of e-commerce and automation.

It is observed that those job roles which require physical proximity like manufacturing, education, retail, hospitals, construction, restaurants, and transportation will see a huge employee turnover. The areas where employment opportunities may decline are in low-wage jobs that are available in plenty for example in construction, mechanical installation, and repair, sales, customer service, restaurant services, office support, and production. A significant impact will be observed in these low-wage jobs wherein workers might have to shift occupations by acquiring new skill sets.

Considering middle-wage and high-wage jobs, 1 in 4 employees would like to switch jobs as they feel that even though they worked hard during the pandemic, there is a lack of career progression. According to Microsoft's Work Trend Index, a global survey with 30,000 people belonging to 31 countries, nearly 40% indicated that they would like to switch jobs after the threat of the pandemic is over. According to the McKinsey survey, 17.9 million of Indian workforce will see a transition in their occupations by 2030. The job market in India also grew by 11% in July 2021 with a 52% increase in hiring in the IT sector; which is the highest percentage of recruits in this decade! A study commissioned by Amazon India in September 2021 showed that 51% wanted to migrate to those industries in which they had negligible or no experience with 68% indicating interest in switching industries.

Many companies are either adopting automation or redesigning their work processes. Many manufacturing industries are gearing up on automation and AI to reduce employee density and make up for the surge in demand. It means that those jobs which require physical and manual skills will decrease and jobs that require creative, cognitive, and technical skills will see an increase. Some examples of these are telemedicine, online banking, online learning, and OTT entertainment. Practo, an online telehealth company that enabled online consultation with doctors grew tenfold in 2020.

Due to the increased shift to e-commerce and digital transactions jobs in delivery, transportation, and warehousing have seen significant growth.

China saw a growth of 5.1 million jobs in delivery and social media in the first half of 2020. The Healthcare sector will continue to have a high demand for doctors, nurses, maintenance, and administrative staff as people have become more concerned about their health; post the pandemic. STEM workers will be required to create new technologies that will reduce people's proximity in different work processes.

Burnout and exhaustion were two factors that affected the employees the most during the lockdown according to a survey conducted by Monster.com among 649 employees in June 2021. 32% of them stated domestic chores, blurred work-life balance because of unclear work timings or video calls and meetings which increased stress levels. A Bloomberg News survey showed that employees have become accustomed to remote work and 4 out of 10 employees were thinking of quitting their jobs if they were not offered flexible work schedules. One reason for quitting is also the skill gap in areas like digitization, automation, AI, and data analytics.

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new." - Socrates

Employees are looking for remote working or flexible work schedules or hybrid workplaces, career advancement, internal mobility, and comprehensive benefits. Other expectations from employees are employee connectedness, continuous learning opportunities, consideration for employee health and well-being, communication, company culture, and financial benefits like life insurance, healthcare expenses, retirement plans, paid family leave and emergency savings programs along with work-life balance. 40% of employees expressed that they are now likely to shift jobs as compared to last year if a company offers better benefits like those mentioned above.

Other concerning areas that businesses have to reflect upon are new ways to assess talent, productivity and performance, design learning and development programs to upskill in new technological tools, competency mapping for new job roles and skill sets and create belongingness through communication and employee feedback mechanisms. Employees are reassessing their work and life goals after the pandemic and the onus is now on the employers to employ data-driven strategic approaches to make a win-win proposition to retain talent to meet the fast-changing workspace environment. The employees have to learn, unlearn and relearn the newly emerging tools to remain relevant to the new job roles in the new normal market scenario,

Chethana G Krishna
Assistant Professor
(IBS)



Spatial Computing: A Perspective

The World Economic Forum published a report titled, “Top 10 Emerging Technologies of 2020” in November 2020. Spatial computing finds the 4th spot in this report, though this is not a ranking. It is yet another term in the fast-changing technology landscape. It uses the concepts of the internet of things, artificial intelligence, virtual reality, and augmented reality, to purportedly transform the lives of people.

Spatial computing is not a new term. Simon Greenwold defined this term in 2003, in his Master of Science thesis. He defined spatial computing as “human interaction with a machine in which the machine retains and manipulates referents to real objects and spaces.” By referents, he means virtual objects or spaces. Any space occupied by a computing device that is of human use is defined as virtual space. As per Mr. Greenwold, there is a strong connection between virtual and physical space.

Given that spatial computing as a concept was proposed in 2003, why focus on 2020? The strides the world has taken in the fields of the internet of things, artificial intelligence, virtual reality, and augmented reality, is part of the answer. We are all aware of Google Maps which is a virtual globe. We can't even think of going to a new location without the use of Google Maps, it is so pervasive. Ride-hailing services like Uber have benefitted from these virtual globes. Location-based services have given a big fillip to spatial computing. There are a lot of sensors available which provide a humongous amount of data to be processed and used. Groundwater sensors that can show the trend in groundwater levels are an example of sensors doing their job.

Geospatial data availability could be useful in making predictions over time. There are applications like predicting cholera or famine, the potential residence of a criminal, or the hurricane path.

Augmented reality has also come a long way. It provides information and an alternate view about the situation using computers. It is used in applications such as airplane heads-up displays, assisted medicine, and simulation.

Virtual reality can provide practice to doctors before they go in for actual surgery. This will improve their success rate and decrease mistakes. VR can help in examining the innards of organs to identify the right procedure to remove any malformations. It will also decrease medical costs to a great extent.

Spatial computing uses the “digital twin” concept. The digital twin, a replica of the original, can be used for 3-D printing, to further replicate the object, to train people virtually, or to be used in creating a virtual world. The World Economic Forum report presents a futuristic application of spatial computing. This application helps a medical team to rescue a patient from his home to the hospital with very few hindrances. They, then, treat the patient in the hospital with minimum fuss. Another example could be to use spatial computing to find out ways or routes to safely navigate to work every day. People could even visit and tour new places virtually. It would be as easy as walking out one’s door.

Is it all so simple?

It can’t be. There must be challenges. Let’s look at these challenges. The first challenge would be with all the equipment needed for this. All the locations in the network should be connected to each other through various devices. Let’s say the patient in the above example stays in an apartment that is not IOT enabled. Although the hospital and doctors are spatial computing ready, the patient is not. Adoption of this technology could be another big challenge. We have seen how corporations like to stick to existing technology for as long as possible due to the switching costs. Mainframes held sway over banks for a long time. Similarly, shifting to cloud technology is a big challenge for most organizations. They need to understand the benefits of using spatial computing before network effects spread the technology far and wide. Another challenge is the requirement of disparate technology in spatial computing. Every user and device might be using different technology and a different interface. Unifying all this would lead towards better adoption.

While, in isolation, spatial computing looks like an idea whose time has come, some challenges need to be addressed. Once the challenges, not insurmountable, are addressed, we could see individuals and organizations adopting spatial computing in a big way.

DR. SANJAY FULORIA
PROFESSOR
(IBS)



CLUB



BYTES



KAIZEN



Kaizen, which stands proud with its vow to carry out its meaning of continuous improvement, is a hub for regular exciting and challenging events to bring out the best among the students. The club in its 13 years of glory stands tall in its dream of operational excellence by taking operation as a subject beyond the realm of textbooks and taking it to the next level - to the hearts of the individual by making it their habit and nature to excel in operations and think logically and effectively. Working in an organization must have come across the term "Kaizen," which denotes excellence in any field of life, whether personal or professional, in Japanese philosophy. "Kaizen" is a widely used Japanese phrase that implies "improvement". This year's fantastic journey of Kaizen kick-started with the club inviting us to an event during the freshers 2021, which was as illuminating as it was challenging. The participants were enthralled to see the amalgamation of operation concepts in real-life simulation games. In their quest to quench their thirst, they underwent the recruitment process. It examined their analytical skills and how well they thought on their feet while planning an event. Thus, overcoming every hurdle to finally be a part of Kaizen.

Tri-Xebec 7.0 was a tri-day event that was along with the storyline of a shipwreck and survival quest that followed. The tri event incorporated: amusement, innovation, and plot twists. The participants got a better understanding of problem-solving and analytical skills. Also, these activities encouraged contestants to boost their decision-making and group thinking abilities, where they learned the essential skills required for their future at a corporate workplace. EDGE 4.0 was an event that marked the alliance between Club Kaizen and Club Sankalp. It incorporated a Case Study based Simulation Game that provided a deep understanding of time management and critical analysis to the Student Community.

The 3-day mega event of Sankriya - The National Operations Fest of IBS Hyderabad, organized by Club Kaizen emerged as a huge success due to various industrialists who graced us with their presence. The conclave which was arranged by the club gave a sense of direction to many students in the operations and IT field. Several guest lectures were conducted, and those attracted several students from various B-schools. The event also included a Business Risk Mitigation Plan event where participants had to find out the risk and threats of a provided case study consisting of an existing Business model. The Simulation Game, which was as challenging as it was exciting. The contestants were given a case based on the manufacturing of coffee. Operations, being the domain of the club, the simulation game revolved around the whole supply chain: from setting up the plant to devising the transport network and finally manufacturing coffee powder. The simulation was pivoted on operation concepts, with a touch of finance mitigating the losses taking the best course of action in a limited time frame.

The journey has just begun with many more exhilarating events, enlightening industrial insights, engaging simulation games and much more coming your way. Kaizen will always be there to quench your thirst for case based discussions, the adrenaline rush of cracking a difficult problem while honing your critical thinking, analytical and operational skills. We hope you guys are ready!! Donning your thinking hats and itching for the next puzzle we throw at you, because we definitely are!! Continuously working towards improvement, however big or small. So come be part of this journey and learn from your peers and industrial experts alike, come be a part of our journey at Kaizen.

ADMIRE

ADMIRE
IBS-HYD

As the official Advertising and Branding Club of IBS Hyderabad, Club ADmire believes creativity is the same as intelligence, the more you use it the more you can show it and provides the opportunity to members to expand their thinking horizon and extract the pearls of success.

The club works towards delivering the mainstream insights regarding the evolution of our domain by implementing the practical approaches integrated with new ideas and our garnered knowledge. Club ADmire organized a Guest Lecture on 19th August 2021, it was open to both the batches 2020-22 and 2021-23 with the speaker Mr. Ramesh Menon, CEO at Fever FM/Radio One (HT-Media LTD.). He shared his insights and experiences with the audience on the topic "Role of B2B Media Platform Businesses in D2C Brand Ecosystem." The whole talk was moderated by Professor Shailendra Singh Bisht which took the talk to the next level.

The club organized its Introductory Event on 21st August, 2021 for the session 2022-23 the event boasted a combination of Branding/Advertising with the concept of celebration and festivities. The event created a great learning opportunity with fun. Club ADmire also conducted a series of collaborative events with various clubs at IBS Hyderabad. The club hosted Quirk-Ad its first collaborative event for the academic year with Club Infinity Studios from 17th to 19th September, incorporating the concept of entertainment and film making with advertisement and branding. It attracted great talent from all the clubs/chapters/societies at IBS Hyderabad.

The club then in collaboration with Money Matters Club conducted the fifth iteration of Gen-

IBS ANALYTICS



The IBS Analytics Club personifies the term "analytics" as well as how we interact with data in real life. The club's numerous verticals all work under the same philosophy, "Data is the new gold," and collaborate in leveraging data to conduct research in various sectors while also organising entertaining and interesting events.

The Club's activities began with a vigorous recruiting drive for "Analyst 5.0," i.e. the junior batch, which was followed by an exciting event planned only by junior batch "Vishleshan" which was entered on the theme of analytics. Members of the club are encouraged to grow holistically and collaboratively. Matrix, the club's research vertical, works with the marketing vertical to create a weekend bulletin in which members conduct research on a firm and forecast its performance based on their findings. The editorial team collaborates with the marketing team on a regular basis to create posters for major festivals and national holidays. The events and operations teams collaborate to bring numerous events to a successful conclusion. This year, the club held successful events in partnership with several clubs such as Convergence, Aaina, MMC and IFHE Blues.

The Club's signature event, "Trikona," is noted for its analytically driven premise. Analyzia volume 4 Issue 2 is also about to be published by our editorial vertical. The club's persistent efforts to support college activities have paid off, and it will continue to present entertaining and thought-provoking events in the future.

SAMAVESH



Samavesh leaves a bright glow every time it takes over the stage. Every individual in the club is different from each other, yet their hearts beat the same and follow the same purpose of spreading happiness and creating the feeling of home away from home. Melodies by the Music Pool always hits the right chords and instills a feeling of nostalgia and calmness. The gracious moves by the Dance Pool leads to the realization of how enjoyable it is to watch people do what they love. The Creative Pool, with its talented artists makes sure that they leave everyone speechless through their masterpieces whereas the Anchoring Pool gives life to any event with their beautiful voices and enthusiasm. Every family is incomplete without a strong support system which helps them stand strong and the Organizing Pool fills in this role, keeping all the pools in sync and striving for new opportunities by overcoming all obstacles.

From Independence Day celebrations to the newly recruited junior members unveiling their introductory event, Tarang - A Wave of Emotions, the bar was surely set high. The senior members finally got the opportunity to move to campus for their final semester where they participated in the Roll Down Ceremony where all the clubs unflagged their posters with great zeal and energy. Keeping up with the festive spirit, IBS Wali Diwali was celebrated on campus and enjoyed with full vigour and joy.

Samavesh is all about celebrating cultures and traditions, and it shall continue to uphold its

PRAKRITI



The Official Nature and Adventure Club of IBS Hyderabad focuses on youth development and social awareness by acquainting our members and others about nature and giving them the opportunity to explore the adventurous side of their personality. We put together different nature occasions like Plantation Drive, where Faculties and Students were asked to plant saplings and upload the pictures of the same as their social media stories to increase awareness. We investigate the audacious side by directing different journeys over time. A portion of the noticeable trip destinations are Khajaguda where we covered locations like chimney point, sandwich point and ananthagiri temple. We likewise direct different fun related occasions which are nature cordial and courageous simultaneously like Thrillaria where participants were asked to play games filled with fun and knowledge regarding flora and fauna. Te-fiti is another fun filled activity in collaboration with Gray Matters Club where games were conducted based on spreading awareness for saving our planet as the theme. Tarkash 2.0, an event in collaboration with Club Aaina where 2 rounds of fun filled show and also taking multiple perspectives of participants regarding various taboos in the society. Guest lecture on "ONE EARTH ONE HOME" by Miss Farida Tampal was aimed to create awareness on the over usage of plastic and its ill-effects on Mother Nature, also the importance of conservation of natural resources were discussed in detail.

PRAYAAS



After a series of successful virtual events in the first quarter of the academic year, Club Prayaas - The Official Inter B-School and Corporate Events Club, continues to thrive in its pursuits with boundless enthusiasm.

While coping up with the challenges brought in by the second wave of the COVID-19 pandemic, Club Prayaas rolled out a plethora of virtual events that portrayed a perfect blend of corporate and fun elements. We kicked off with a Virtual Trading Competition in association with IIM-B, followed by a Case-Study Competition in association with BITS Pilani. In addition, it was our privilege to organise "PraGyan", a two-day guest lecture by Mr. Malcolm Raphael of The Times Group and Mr. Srivatsan Raghavan of Pricewaterhouse & Co. LLP.

Our introductory event, "Euphoria - A Corporate Extravaganza" stole the spotlight with a series of exciting and engaging rounds. We were immensely proud to host a TED Circles event for the second year in a row featuring Ms. Amisha Gupta, a Harvard Delegate, and a live show host. Furthermore, the club also partnered with leading global corporations such as Reliance, Tata Sons, Hindustan Unilever, Flipkart, L'Oreal, TVS Credit to present a stream of fun and engaging events. To conclude, Club Prayaas witnessed a phenomenal phase of gratifying experiences through dedication and commitment towards its vision of building corporate leaders of tomorrow. We aspire to set new benchmarks as we move forward on this exhilarating and exquisite journey!

CONVERGENCE



"Convergence," as the name implies, is a "union" of thoughts, beliefs, ideas, and people. The club and its culture go to great lengths to live up to its name. The club seamlessly incorporates its motto "With Us, It's Always U First," which signifies that the club always puts their people first while providing them with the best learning opportunities and assisting them in growing holistically. Club Convergence believes in bringing people closer to themselves, hence all the club's activities revolve around their overall growth.

The club's verticals are structured in such a way that members can learn event planning, digital marketing, content writing, research, and public relations. The activities began with a momentous recruiting drive of junior members from the 2012-2023 batch, which was followed by a highly interactive session between senior members and newly recruited junior members to familiarise them with the club's activities and culture.

The first event, "HR Enigma," organised by the junior members and centered on the theme of human resources was a huge success. Because the club believes in collaboration, it has cooperated with other clubs for a variety of activities, making its core adaptable. The club was also thrilled to welcome Nishath Moheb Usmani, director HR KPMG, India for an informative talk on "Technological Trends in HR". Club Convergence with its culture and values growing stronger with each passing year and will continue to contribute to the college activities with utmost diligence.

TEAM VAPS



Do you ever wonder what the best part about sports is? Being grateful for the opportunity to play and express oneself, and if one can make it a profession, we can positively say that the person has reached the Zenith. As the official sports and fitness club of IBS Hyderabad, Team V.A.P.S lay the foundation of its club, with a vision to provide a platform for sports enthusiasts to pursue their passion along with MBA.

Team VAPS started in July with the signature Blue Band Challenge, signifying a band of unity and strength we as a team have among ourselves. The registrations from the new batch with the spirit for sports and fitness could be witnessed. The entire event was put together for the newcomers to give them a glimpse into Team VAPS. Post the Blue Band Challenge - the club put together the recruitment in the same month with the same enthusiasm as the event.

In August, the junior team hosted their introductory event called the Qurossical, based upon teamwork as a theme. The junior team with the guidance of the senior team learnt how an event is prepared and conducted. Towards the end of the month, we conducted an informative session on the promotion of giving equal opportunities for men and women in sports in collaboration with Club CWD Aaina.

With campus and physical classes starting in October, Team VAPS boosted itself looking forward to working after the past one and half years. Anticipating this December, we are hopeful for things to get better to conduct our flagship event - AAVEG in full flow. Overall, COVID could not wash away the spirit of sports at IBS. Though the focus shifted

NEWSWIRE



The Official News and Media Portal of IBS Hyderabad have constantly thrived upon providing intellect and awareness about the general world happenings through our events, Guest Lectures, and Conclaves. Keeping in mind the same, we organized a Guest Lecture on “Business Process Management” in August with Mr. Ajay Sharma where students had the opportunity to grasp the recent Information systems being built and how they are making life easier for companies.

Later in the month of August, we organized our Introductory event – “MONOMANIACS”. It was based on the theme of Activism and put participants to a test of their thinking and problem-solving ability.

We kicked off September with yet another Guest Lecture by Mr. Rajiv Mangal who is the CEO of Tata Steel in Thailand on the topic of – “Importance of Cross Culture in International Business”. The Guest Lecture received an overwhelming response.

The cherry on the cake was “Biznetic 1.0” - Our Business Conclave where we brought in Guests from different domains for 2 days of imparting and gaining knowledge.

We also recently launched the new edition of our Magazine – “Newsprism”.

FINSTREET



FinStreet, The Official Capital Markets Club of ICFAI Business School, Hyderabad is a dynamic mix of like-minded people with a passion to learn. The club endeavours to get wind of the mystery, the markets are besieged with. The club is an amalgamation of three verticals namely Vriddhi Research, Trividha R.E.D., and IBS Times.

Trividha R.E.D. the vertical of Club FinStreet – The Official Capital Markets Club of IBS Hyderabad held a fresher's event – “StockVille- Experience the Bourses” with fun financial games for the junior batch of MBA. The vertical also conducted two Management Discussions namely – “Scampedia 5.0” and “Debt Set Go! 3.0” which were based on financial scams and financial crisis across the globe, respectively. In addition, a guest lecture in collaboration with Club Kaizen on the topic “What, How and When of Savings and Investments” was conducted by Mr. Akshay Mathur who is an ex-COO and ex-Vice President of TATA Docomo.

Along with this, another event by the name “Venatus 6.0” was organized in which there were financial games related to the capital markets. Club FinStreet comprises two more verticals namely – IBS Times and Vriddhi. IBS Times posts Weekly Opinions and Weekly Takes related to the stock market on the club's official social media handles. They also publish monthly magazines with information, news and articles surrounding the capital market. Vriddhi is the research vertical which conducts internal research and internal classes to learn and educate the club members on the major finance and capital market topics. The vertical holds India's 4th largest Student Managed Investment Fund (SMIF), wielded by the students of IBS Hyderabad

INFINTY STUDIO



Infinity Studios - The Official Entertainment Club of IBS Hyderabad lived up to its motto of 'Integrating Entertainment with Management' and kept the masses engaged with exciting content like movie and web-series reviews, musical playlists, short films as well as enjoyable events.

To bring in new faces to Infinity Studios, the Senior Entertainment Crew conducted a 3-day recruitment process from 30th July – 1st August, 2021 which included 3 rounds overall.

The Junior Entertainment Crew conducted their introductory event, Cinemagic - Rediscover the Past, on 7th September, 2021. The event was centered around retro cinema from the time period 1990-2010 and consisted of three rounds.

Quirk-Ad was a collaborative event between Club Infinity Studios and Club Admire held from 17th September, 2021 to 19th September, 2021. The theme of the event was Meme Marketing where each team was randomly allotted a brand through spin the wheel. Each team had to submit 30 seconds to 1 minute video incorporating the theme along with their respective brand. All the video entries were streamed live on YouTube. Infinity Studios strives to live on to the legacy of keeping people entertained by curating fun and exhilarating content to break the monotony of the same old stressful, and hectic schedule of MBA life and we shall continue to do so to the best of our ability for as long as we can.

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 about 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, “The Finatic World” – a finance related event during the Freshers’ week. “Gyaandose 5.0 – sessions for FM & AFM”. It was a 3 day event conducted for the juniors to get conceptual clarity of the basics in both of the subjects we are highly specialized in. “Industry Expert Seminar Series” in collaboration with the Finance Department of IBS Hyderabad, and many more; whereby participants got an exposure to realistic financial situations in order to stimulate their minds to formulate a winning strategy.

An introductory event “Money Glory” was conducted by the junior MMCians where participants had to solve puzzles and quizzes related to the domain in order to win. Another fun yet knowledgeable event “World of Finalytics” was held in collaboration with IBS Analytics where students were able to learn how finance and analytics go hand in hand. “Genesis 5.0” a collaborative event with Club Admire which gave the participants a whole new experience of bidding. “Fin-O-Cial 2.0” in collaboration with Club Aaina was also conducted in which the importance of corporate social responsibility was made known through quizzes and presentations. Also, our club initiative “Finclavis” kept on spreading knowledge among the students which help them get more familiar with the relevant finance jargons.

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, “Future and Evolution of Cryptocurrency”, “Buyback – A critical analysis of how firms can buyback at optimal prices”.

Guest lectures have been conducted for giving insights to the students on topics like “Evolving Fintech Ecosystem”, “Interpretation of Global Trends for Treasury Management”, “Importance of Building Financial Portfolio” , “Role of investment bankers in liquidity rush” and many more.

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

MAÇON



Inspired to Innovate

Maçon is a French word which 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 quarter 2021-2022, the cell conducted many events to embrace young minds and encourage others too.

In addition to our initiatives E-Crunch, which is a weekly news update related to entrepreneurship, and xplorica, which is a quiz that tests the entrepreneurial knowledge of people, we also introduced Entrepreneurs Glossary wherein we will be posting words related to entrepreneurship that everyone should be aware of along with their meanings and origin..

On 30th June, we conducted Enigma as a part of Fresher's event where the participants were tested on the basis of their knowledge of Startups, Logos, Entrepreneurs and a lot more. It consisted of two rounds namely Quizoctism - which was basically a quiz conducted on Kahoot , and the second round was Maya - Jaal where the participants were supposed to solve a cross-word puzzle within a given time frame.

We organized Inspirar - An Ideation Completion on 10th & 11th July which was a golden ticket round for our recruitment process. We had our recruitment from the 16th to the 18th of July, which consisted of two rounds. The first round was an event-planning round, in which participants were divided into groups of five and given a topic for which they were to create an event on the spot. The second round consisted of a personal interview. The recruitment process was followed by the induction of junior Maçonites who were introduced to the cell, its verticals, the working and ended with an informal session wherein the juniors got to interact with the seniors.

On 24th July, we conducted a Guest Lecture on the topic "The Secret Sauce to Success - The Women Entrepreneurial Mindset" in collaboration with IIC and Club Aaina, CWD.

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.

DOT



DOT CLUB

DOT- The official Techno-Managerial Club of IBS Hyderabad, furnishes students with graded content to educate them on technology-related topics. DOT club consisting of seven verticals provide applicable experience to their members to make them corporate ready. The club organizes various workshops to benefit its members by providing them with appropriate knowledge and skills.

We also have Technology posts (Tech Buzz, App Gyan, Webved and Vighnana) every week helping students expand their knowledge about the technological world.

The club believes in working THE YOUTH STYLE and successfully hosts DOTCAST, a video podcast series every year allowing the members of the club to have a discussion on captivating topics. Students are not only exposed to tech domains but also various other verticals like marketing, sales, content writing, content design and event management. The club from July 2021 has successfully hosted 6 events ranging from our Fresher's event 'Tech It Easy' to the lastly conducted Excel workshop which was an open workshop. Many events such as Sociosavvy, the collab event with CED and Aaina, Robolution the introductory event, GI by Nisath Moheb Usmani on tech trends in HR, the panel discussion by Sunada Pal and Abhijit D on topics such as the influence of technology in the digital ecosystem were conducted in between. The club believes in providing equal opportunity for all and has been dedicated for the past 10 years in polishing and grooming its members, making them corporate ready with relevant knowledge and skills.

MOVING MANNEQUINS



Moving Mannequins is the official fashion society of IBS, Hyderabad. In the modern world, design has become a ground-breaking power. However, fashion society doesn't just mean vogue, dress, styling, pattern, clothes, or structure. The design was consistently expected to be the following new thing, the following pattern. We at Moving Mannequins attempt to bring out of the box style. Before planning for the ramp, it's the dresses and props that are planned in agreement with the subject. We attempt to speak to aesthetic creativeness and self-articulation through our demonstration to venture a proper picture for various contents. We are viewed as strolling mannequins since we are aloof holders for the style we plan and portray.

This semester saw the much-awaited Meraki 4.0, the flagship event of Moving Mannequins. The event was based on the childhood cartoon shows and series that every 90s kid grew up watching, consisting of various fun and interactive rounds for the participants, including dressing up as their favourite cartoon characters, interactive quizzes over different platforms and crossword puzzles. The event was won by Team Infinity Studios whereas Team Bohemian Muses from Club Convergence secured the second position. The winning team got a cash prize of Rs. 2500 whereas the runner ups got a cash prize of Rs. 2000. The event was very well received among the participants and was a huge success for the society.

From planning out our saunters in stilettos to thinking and deciding on ingenious outfits we do everything. We proudly pour our hearts out in our work and compose style in a way that not only portrays but also relates to every individual out there. For us, the term 'design' has become synonymous with the general development of the nation, and we as a whole are simply in attempts of it.

IFHE BLUES



IFHE BLUES, the Official Water Sports Club of IBS, Hyderabad

1. “De- Stressing newly fabricated online life with physical wellness.”

An online guest lecture was arranged for the benefit of the participants(students) by Mrs. Sonali Mangal, Psychotherapist and Happiness Guide in association with DOT Club: The Official Techno-Managerial Club of IBS Hyderabad.

Date- 25th April

Time- 5 PM onwards

2.Aqua Bliss

An online freshers event(FRESHERS 2K21) was organized for the juniors along with FICTIXSTER . The participants were exposed to their favourite beach, pool parties and water fun online.They were opened to the aqua world of Princess Ariel, Mr. Shark, Aquaman ,Aqualad, Nemo, Moana and Dory .

Date: July 3, 2021

Time: 10a.m. to 1p.m.

3.SEAS The Day

This was the first event by the newly appointed members of the club(juniors) , their introductory event. It spectated an exclusive opportunity of thrill and adventure wherein the participant dived into the ocean of amusement online.

Date : 21-08-21

Time: 4:00 PM to 6:00 PM

4.Getting

it done vs Getting it right

An online guest lecture by Gurpreet Sahi - Executive director at Goldman Sachs(MBA (FINANCE) IIM Lucknow, B.Tech (ME)IIT Kharagpur) was arranged for the benefit of the participants who have questions about Summer internship placements and stressed about how to make through the process.

Date : 4th September, 2021

Time: 4 pm onwards

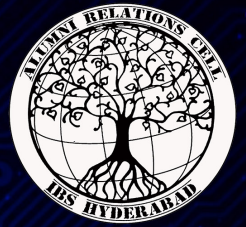
5.Sprint towards career success

A guest lecture by Mr. Yash Dandavate, Co-founder of StartLadder(Alumni of London Business School) was arranged for in collaboration with Gray Matters Club brings to journey towards success through live webcast .

IBS

ICFAI BUSINESS SCHOOL

Hyderabad



**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**

AUTHORIZED BY: ALUMNI RELATIONS CELL, IBS HYDERABAD ALL RIGHTS RESERVED

You must not circulate this magazine in any other form and you must impose this same condition on any acquirer