

**IBS**

ICFAI BUSINESS SCHOOL

Hyderabad



**ALUMNI MAGAZINE**

# **CONNECTIONS**

**IBS MAGAZINE**

## **MIRRORS**

**ALUMNI ARTICLE**

**FACULTY ARTICLE**

**STUDENT ARTICLE**

**J  
U  
L  
Y  
2  
0  
2  
1**

**VOLUME 17**

**EDITION 19**



# CONNECTION

## **CHIEF ADVISOR**

MS. NISHA KALANTRI

**EDITOR IN CHIEF**  
MS. REEKA GROVER

## **CO-EDITOR**

MR. SHEKHAR KADEL

**IT HEAD**  
MS. PRAGYA BAID  
MR. BISWOPROTIM BHATTACHARYA

## **DESIGNING HEAD**

MS. PRACHI KANSAL

**CO-DESIGNING HEAD**  
MR. SUDHEER MITHRA

## **DESIGNING TEAM**

MS. AARATRIKA LAHIRI  
MR. ABDUL RAHEEM  
MS. ALLURU SRI MONICA  
MS. ANJANA MADHULIKA  
MS. SEERAT MAHAJAN  
MR. SIRAJ KHAN

**CONTRIBUTION**  
TEAM ARC



# NS CONTENT

ALUMNI ARTICLES

EVENTS

STUDENT ARTICLES

MIRRORS

FACULTY ARTICLES

CLUB BYTES





Reeka Grover  
Editor-in-chief  
Alumni Relations Cell

# Editor's Note

Dear Readers,

I am pleased to announce the Final edition of *Mirrors*. A theme that takes in different notions of our world.

As I entered the final year of MBA, I reflected on my experiences while we recruited a fresh team of Alumni Relations Cell. The pace at which the year went by in a squint, was astonishing.

Learning from the senior members and then reflecting that on my behaviour as a senior myself. I was able to glance through all the views and hardships they undertook to manage a team.

On the same note, I realized how often we let our judgments and perspectives change by the kind of experiences we have had in our past. When we glance into the metaphorical "Mirror" of our lives, we can see a billion mistakes or the "wrong" choices. Even after making the decisions, we are prone to regret, if things don't go our way. We judge ourselves by our mistakes, in comparison to other people's experiences and end up living in a bubble of insecurity. Our decisions are a reflection of society that we live in. But why shouldn't we take a fresh approach?

If something went wrong in the past with someone else or even us, does that mean it will go wrong the next time? When you fall seven times, get up eighth. Ain't it true? Then why people lose hope without giving another shot? Why you let the reflections take better hold of you? Next time you look into the mirror, try to find the universe that hasn't been explored. The life that you still have to live. How you want to live it?

In this edition of *Connections*, you shall find the brilliant imageries of students, alumni and faculties who ponder on different aspects. Wonderment is the art of creativity and an art to life. Hope you enjoy reading.



# Co-editor's Note

Dear Readers,

It seems like yesterday, when I got selected in Alumni Relations Cell. There were umpteen things that I got to learn. When I joined the cell that has quality concoctions, it actually mirrored my image at the things where I was lacking. It is because of this reflection that helped me bring the writer in me, for which am thankful to my team. Now when I am in my final year, these learnings came into actions when we recruited the junior team of ARC and it made us realize that how tough it gets to manage a team. The collective conscious we learned last year, as junior members helped us to do everything smoothly.

“We are a gift by God so let us be a gift to others”. Keeping this in mind, it gives me immense pleasure to present before you the final theme edition - Mirrors, of our quarterly magazine, Connections. You would find articles where students, alumni and faculties have expressed their thoughts in such an efficient manner that it would flabbergast the readers. Along with this, we even have club bytes of different societies, chapters and clubs of IBS Hyderabad where students have penned down their learnings and achievements.

I hereby invite you all to go through this master piece made with true essence of self-reflection full of lessons that shall surely make you agree on the thought that, “It is when you lose sight of yourself, that you lose your way. To keep your truth in sight you must keep yourself in sight and the world to you should be a mirror to reflect to you your image; the world should be a mirror that you reflect upon.”  
Happy Reading!



Shekhar Kadel  
Co – editor  
Alumni Relations Cell



# ALUMNI



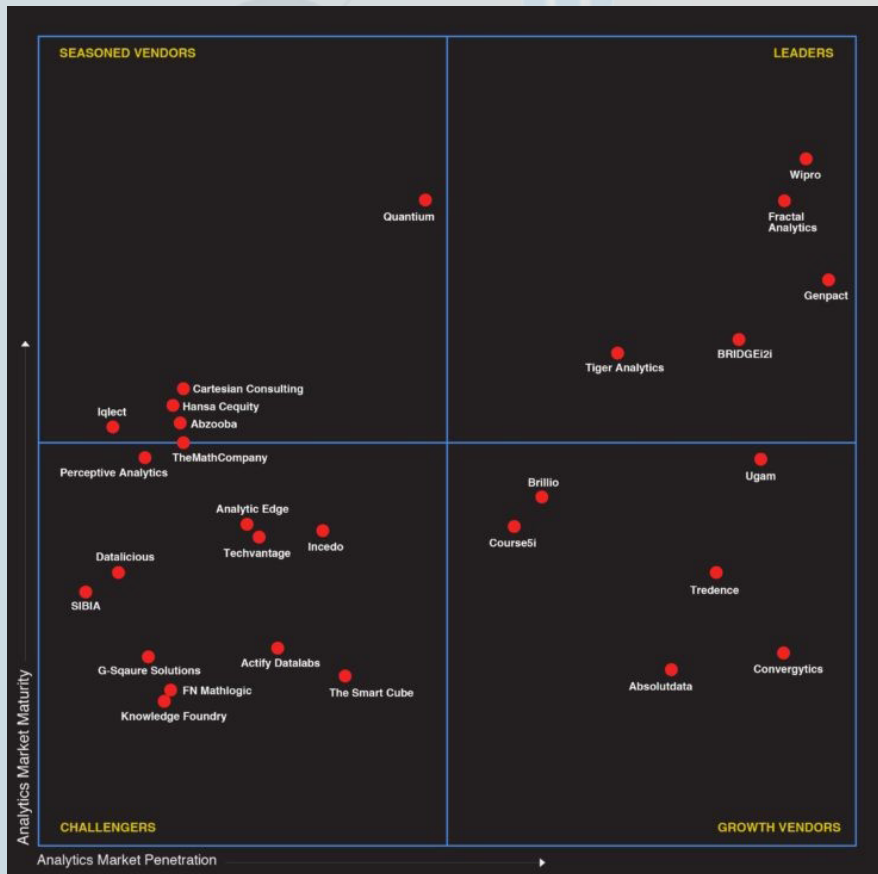


# ARTICLE





# ANALYTICS PENETRATION & MATURITY SEPARATING THE BEST FROM THE REST



One thing that I've noticed in my personal experience and also based on my interactions with a lot of home grown companies in India is that while digital maturity is on the rise in terms of increasing digital spends across platforms, the same can't be said about Analytics penetration and maturity.

E-commerce, BFSI (excluding PSUs) and Telecom may be an exception to this, but at large, the trend prevails.

I tried to dig deeper into this and came across the pema matrix (penetration vs. maturity) – based on a 2018 study by Analytics Magazine and INSOFE done on 50 large Indian firms:

Analytics Penetration looks at “degree of infusion of the analytics function into an organization”. Simply put, it looks at how many analytics professionals are employed by an organization per 100 employees.

Analytics Maturity looks at factors like tenure and seniority of the analytics professionals employed along with the percentage of advanced analytics and data science adoption in the analytics function.



Although not exhaustive by any means (and the fact that it doesn't account for the cases where analytics as a function is outsourced); it does point fingers towards a gap that needs some attention. Maybe it's high time to consider building a solid tech stack to get a 360 degree view of the customer.

I've personally witnessed situations wherein companies are unable to understand how many people who have installed their app have gone ahead and subscribed to their services. Or another instance where a company wasn't able to integrate their Lead Management System (LMS) to their CRM (both tools built by the same vendor, mind you!) And all these while spending lakhs of Rupees on acquiring these leads / users / customers. Needless to say - some of the solutions that can help fix this right at the onset, comes at a fraction of the cost you'd incur in trying to fix it retrospectively, or much worse, try to make-do with the inefficiencies forever!

It is, therefore, important that companies become Analytically Mature first while they aim to be digitally transformed and make a mark for themselves in the AI driven world of marketing. Here are the phases that an organization needs to take itself through in order to get there, as illustrated by Jim Lecinski in his recent book *The AI Marketing Canvas* :

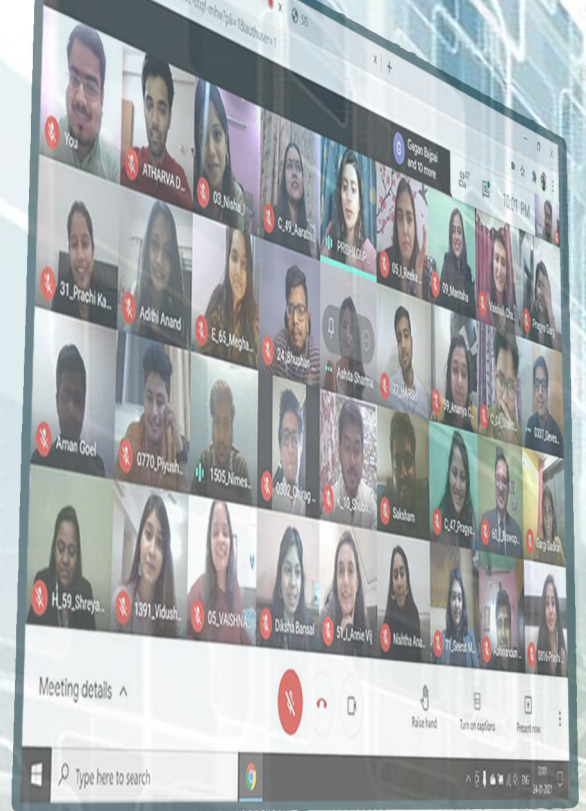
1. Foundation - building digital infrastructure required
2. Experimentation - figuring out hypotheses and testing them at smaller scale - across Acquisition, Retention, Growth and Advocacy
3. Expansion - Scaling up experiments that have worked
4. Transformation - Automating and owning all marketing activities and bringing them together to create a single 'Customer Relationship Moment'
5. Monetization - Transitioning to a technology driven company with an inherent ability to collect, process, and leverage massive amounts of "first-party" data and using it to provide value to users, day in and day out!

It's ofcourse, easier said than done but a step in the right direction for today's marketers.



**Sandesh Sathyanarayana**  
Co-founder, CEO  
Synergize Solar  
Batch: 2007-09

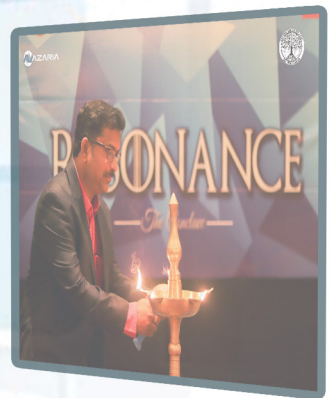




# EVENTS









# GUEST LECTURE - Investing in your 20's

Date : 5th June 2021

“To achieve long-term financial goals, the money that you save and invest needs to grow at a rate much faster than the rate of inflation, so best time to invest is now. Grow now or grow never.”

Alumni Relations Cell hosted a guest lecture by Mr. Kanti Swaroop Mallela , VP and Market head of Business Banking at CITI Bank, enlightening the students of IBS Hyderabad about the umpteen benefits one can have if they start investing at an early stage of their lives.

Mr. Kanti Swaroop began his lecture by bringing out the lifecycle stages involved in financial goals. He stated how investing in 20s gives us more scope of accumulating resources. In early stage, we can start with smaller amounts and have an added advantage of bearing higher risks and of easily available insurance plans.

He further enlightened that before investing somewhere one needs to understand the products, to gather deeper information about its features. He asserted about the benefits of life and medical insurance especially in situations like COVID-19. Students need to have financial literacy and should be aware of the universal financial concepts which includes Present value, Future Value and annuities. According to him “Compound Interest would be the 8th wonder of the world” if we are able to interpret the market trend.

He explained the necessity of having diversification in one's portfolio, and how crypto mining works. In today's day and age, it is important to have valuable knowledge about the largest crypto currency, Bitcoin and understand its functioning so we can make a well-informed choice about investing in it or not.

Alumni Relations Cell was successful in hosting a guest lecture that gathered a wide audience which was curious to learn about the domain, Investments.

Recording

You are viewing Kanti Swaroop Mallela's screen

View Options

### Lifecycle Stage – Financial Goals

- Consolidate/Prepare
  - Moderate Returns
  - Larger Amounts
  - Moderate Risk Appetite
  - Large Expenses like Education/Marriage/Leave etc
- Retirement Phase
  - Lower Returns
  - High Liquidity Requirements
  - Low Risk Appetite
  - Steady Income Requirement
  - Pension
  - Low Investments

46 to 60/65

60+

Participants: 170

Chat Share Screen Record Reactions

IBS HYDERABAD

ALUMNI RELATIONS CELL presents

GUEST LECTURE on INVESTING IN YOUR 20's

**KANTI SWAROOP MALLELA**  
VICE PRESIDENT & MARKET HEAD OF BUSINESS BANKING AT CITI BANK

5 JUNE 2021 04:30 PM ZOOM

Register Now!

COVERAGE PARTNER

[/arcibbs](#)
[/arc\\_ibshyd](#)
[/arcibshyd](#)
[/company/arcibbs](#)
[www.arcibshyd.com](#)
[IBS Alumni](#)

### Classes / Risk - Reward Profile

FINANCIAL			
Asset	RP	Risk / Alternates	RP
Govt Bonds	L	REIT	M
FBI Bonds	L	Hedge Funds	H
Corporate Bonds	L	MLDs	M
Debt MFS	L	Hybrid Funds/NPS/MPS	M
PPF	L	NCDs	M
Traditional Insurance Plans	L	PEVC	H
Pension Plans	L	Crypto	H
		Gold Funds	M
		Diverses Funds	H

Arbitrage Funds	
Futures/Forwards(Stocks/Currency/Comm	
Options (Stocks, Currency)	
Swaps (Currency, Interest Rate)	



# ORIENTATION PROGRAM

There's no better joy than welcoming the fresh batch of students to IBS, who have lots of questions, goals and big dreams in their eyes. Like every year, Alumni Relations Cell conducted an orientation session on 23rd of June, 2021 to introduce our juniors the roles and responsibilities of our cell. We were successful in gathering 250 curious students which garnered our hope for successful recruitments ahead.

The session began with introduction from our Dean Professor C.S Shylajan, who elaborated on the bright aspects of why students should be a part of ARC. He formulated how working with management and alumni, strengthens the connections with college and brightens the career aspects of students. This was followed with a speech by our cell mentor, Professor Mahesh Kumar Soma. He welcomed the fresh batch of students attending the session and introduced the benefits of being a part of the cell. He concluded by suggesting that the guest lectures and events which are conducted will prove fruitful in their journey as they shall impart them immense wealth of knowledge.

The event continued with President Speech, given by Ms. Nisha Kalantri and Vice President Speech given by Mr. Yashvardhan Rungta. The verticals were introduced, elaborating the attributes of Design, IT, Editorial, ISM, Alumni Coordination, Sponsorship and Public Relations. Each panel member welcomed the audience, gave their introduction and shared their experiences of working in a cross-functional team of ARC. They elaborated on the professionalism that the cell sustains and the legacy that has to be taken forward.

In the end of the session, Questions were addressed. Students had doubts regarding the recruitments and the workings of the team. They wanted to learn more about the different segments that lay under ARC and how ARC shall help them build their skills for placements.

Alumni Relations Cell was successful in organizing the Orientation Programme of 2021, and concluded by opening the registration form for recruitment rounds.

You are viewing Kanti Sanyal's screen

**/ Hedging**

NON-FINANCIAL				
Asset	RP	Asset	RP	Commodity
Paintings	X	Gold	X	
Coins/ Stamps	X	Silver	X	
Vintage Cars/ Artefacts	X	Other Metals	X	
	X	Crude	X	
	X		X	

**IBS**  
IGFAI BUSINESS SCHOOL  
Hyderabad

**ALUMNI RELATIONS CELL**  
**ORIENTATION**  
*Get connected, be enlightened*

**WHAT?** ARC ORIENTATION  
**WHEN?** JUNE 23<sup>rd</sup>, 5:30 PM  
**WHERE?** ZOOM  
**WHY?** GET TO KNOW MORE ABOUT US

COVERAGE PARTNER

QR Code

[/arcibs](#)
[/arc\\_ibshyd](#)
[/arcibshyd](#)
[/company/arcibs](#)
[www.arcibshyd.com](#)
[/IBSHAlumni](#)





# GUEST LECTURE - Today's technology for tomorrow's managers

Date - 19th June 2021

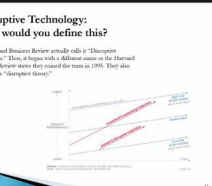
“Today's Technology has revamped the 21st century significantly around the world, making the leaders more agile to connect, adapt and deliver”

Alumni Relations Cell in collaboration with DOT club and IBS Analytics club organized a guest lecture by Mr. Uttam Biswas, Associate director of KPMG, illuminating the students of IBS Hyderabad about the technology industry which has brought in unprecedented global cross-industry disruption and has enabled people to achieve things which earlier seemed impossible.

Mr. Uttam Biswas began his lecture by giving focus on the rapid disruption which today's technology has brought in our daily lives. It has completely changed the thought process through innovation and competitive advantage which has enabled the technology to play pivotal role. He then shifted his point on the emerging trends which technology had brought in when we talk about tycoons like Apple, Amazon, Netflix and Airbnb.

Sir then shifted his focus on how the Internet of things is becoming massive in terms of data and continues to grow exponentially, Robotics is enabling enhanced dexterity, intelligence and sensors giving example of Sophia, a social humanoid robot developed by Hong Kong-based company Hanson Robotics. He stated that the next wave of artificial intelligence is designed to stimulate how a human brain learns, understands and makes a decision that turns into an action, he also emphasized on computational power growth. Altogether these technologies have transformed business models in every industry unblocking massive market opportunities to become a global engine of growth and profitability.

Alumni Relations Cell was successful in hosting a guest lecture that gathered a wide audience which was curious to learn about the domain, Technology driving profound changes impacting industries and business models as well as life, society and the environment.



**IBS**  
ANALYTICS CLUB  
Hyderabad

in association with

**UTTAM BISWAS**  
Associate Director  
**KPMG**

**A GUEST LECTURE**

**TODAY'S TECHNOLOGY FOR TOMORROW'S MANAGERS**

11:30 AM - 01:00 PM  
ZOOM  
19 JUNE 2021, SATURDAY

CERTIFICATES FOR ALL THE PARTICIPANTS

COVERAGE PARTNER  
PROMOTIONAL PARTNER

Recording

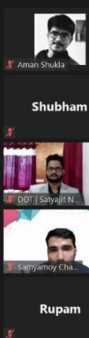
Emerging tech trends

**Robotics placed second; robots are changing the limitations of what humans can do**

Open source robotics and new hardware such as the open-source robotics are factors in this rising

Robotics is expected to drive \$226 billion by 2021

Robotics has reached a tipping point when the demand from the non-industrial segments, including consumer vehicles and UAVs, now generates the majority of revenues. As more groups further invest in robotics, the industry is expected to reach a global plateau by 2021.





# GUEST LECTURE- Decoding the way to your Dream Company

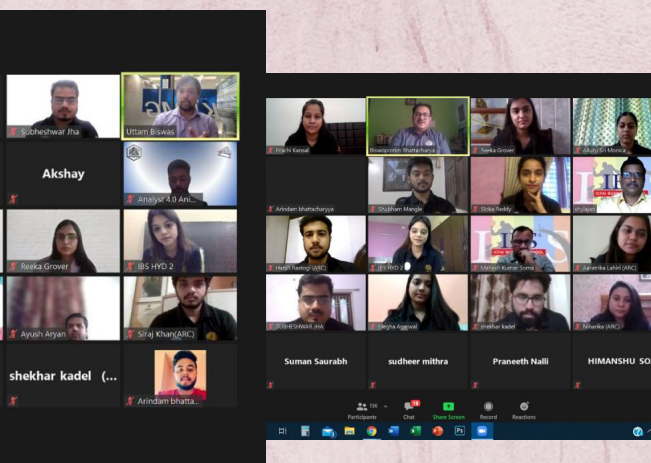
Date: 1st August, 2021

“Selecting the perfect firm is similar to selecting a partner, in that both should bring out the best in you.”

Alumni Relations Cell hosted a guest lecture for the students of the MBA program. The guest invited was Mr. Tanay Kediya, an ICAFI - IBS Hyderabad 1995 batch alumnus. He provided incredible insights from his experiences, working for various prestigious companies. The motto for landing your dream job is to first, and foremost, flourish in your current work and to identify similar interests that align with your unique objectives and ambitions. Concentrate your aspirations into a single firm. If you are convinced that you have found your dream company, you must persevere to make every effort to draw it to you, through presentations, internships, or consistently expressing your commitment to it.

He explained the perspectives of both the sides when any recruitment company hires its new batch of employees. Firms are always faced with the dilemma of whether the candidate they have chosen will live up to their potential within the company; they look for people with high character traits like commitment, honesty, attitude, grades, and personalities, whereas the candidate should strive to improve their attitude, competency, eagerness, and willingness to learn. He then responded to the queries posed by the audience. He emphasized the need to keep our heads up, with the statement “Victory is not just about winning, but not being defeated”.

He rounded off the conversation with saying that salaries and remunerations should be the final consideration for freshers, and that the ideal employment should provide scalability and long-term stability. He laid great emphasis on the fact that pursuing a dream job will yield better results than pursuing a dream company, because in his words, “I’d much rather be a manager in a small start-up, rather than a photocopier in a big firm”.



**IBS**  
ICFAI Business School  
Hyderabad

**ALUMNI RELATIONS CELL**  
presents

GUEST LECTURE  
on

**DECODE THE WAY TO YOUR  
DREAM COMPANY**

**TANAY KEDIYA**  
FORMER EVP & HEAD OF CONSUMER SMALL BUSINESS  
BANKING AT WELLS FARGO

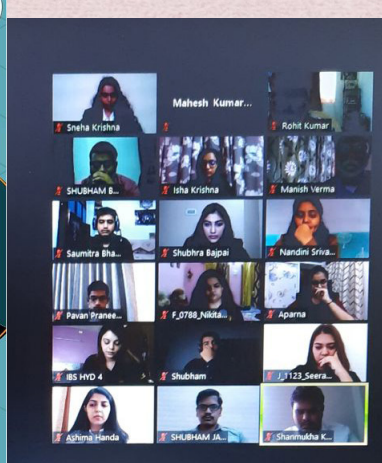
**01 AUGUST 2021**  
**04:00 PM - 5:00 PM**

REGISTER  
HERE

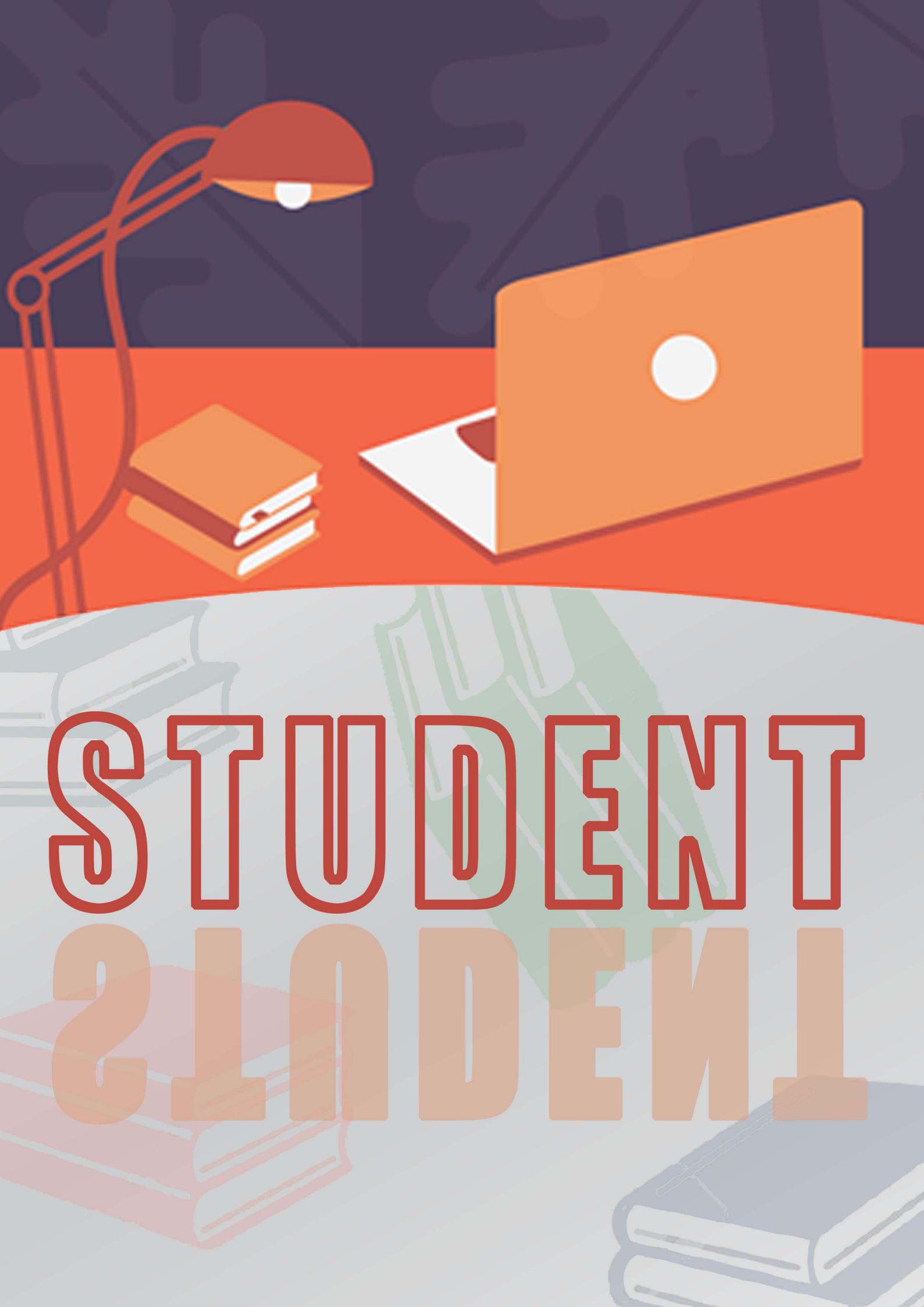
**ZOOM**

COVERAGE  
PARTNER

[/aroba](#) [/arc\\_ibshyd](#) [/arobshyd](#) [/companyaroba](#) [/IBSHAumni](#) [www.arobshyd.com](#)







# STUDENT

# 21ADENI





**ARTICLE**

**WBLLIGTE**

# Future of Healthcare in India

**“Time and health are two precious assets that we don’t recognize and appreciate until they have been depleted”**

Healthcare in India is a vast system, but there remain differences in quality between rural and urban as well as private and public health care. It is primarily administered by the state government and then by the central government. There is discrepancy in quality and coverage of medical treatment in India.

About 80% of doctors, 75% of dispensaries and 60% of hospitals are present in urban areas. 72% of India’s population is in rural region. There are various schemes by government for improvement in healthcare like Ayushman Bharath PM-JAY. In the Union Budget 2021-22 presented on February 1st there was an increase in allocation by 137 percent to Rs 2.23 lakh crore from the previous budget.

Indian healthcare follows a three-tier system: Primary, Secondary and Tertiary Healthcare system like Indian Public Health standards (IPHS) states the delivery of primary healthcare by Public Health Care (PHC) and Community Health center (CHC).

**Major reasons why healthcare system is struggling:**

1. Lack of infrastructure.
2. Shortage of efficient and trained manpower.
3. Unmanage patient-load.
4. High out-of-pocket expenditure is a stress factor.
5. Awareness, Accessibility and Availability to healthcare.

To address these challenges, we can see the future of healthcare mainly in digital healthcare technology such as,



**Artificial intelligence:** It has the potential to redesign healthcare completely. It uses AI algorithms that are able to mine medical records, design, plan and create which includes a medical professional.



**Virtual Reality:** It is changing the lives of patients and physicians. It is used to train future and actual surgeons to practice operations. It is also benefiting patients for effective pain management.

**3D-printing:** It can bring wonders, we can now print bio tissues, artificial limbs, pills, blood vessels etc. We can now fell the unborn embryo by using this technology.

**Robotics:** One of the fastest growing fields. Robot companies have their place in healthcare to help loneliness, treat mental health issues and help children with chronic illness.

**Healthcare trackers, wearables and sensors:** It is important for healthcare to be user-friendly and portable. Empowerment of patients as well individuals taking care of their own healthcare through technologies, use of wearables, which are healthcare tracking devices they display, record, store the medical for future reference and analysis.

By 2025, individuals may feel comfortable reaching out for behavioral health services.

Accessibility of medial data would be easier for history of events of patients which would help in analysis of patients.



**Gayathri Ashok**  
MBA, IBS Hyderabad  
Batch 2020-22



Life is an endless to-do list. The list perhaps is a vigorous task to manage and different people do it differently. Multi-tasking happens to be the art of performing multiple tasks simultaneously which is the new manner of working in the modern world. There are people who have been multitasking and are proud of it. Completing projects while listening to podcasts, also texting and replying to emails, the list surely does not end while we manage our family and household work. Do all of these aspects not sound familiar to you? Indeed, it does. We all have been multitasking in a way or other throughout the course of our day, the only reason being accomplishment of the endless to-do list we have in our bucket.

# **EMOTIONAL INTELLIGENCE IN MULTITASKING**

While for some people multitasking is facile, for others its tsunami of emotions. Anger, rage, helplessness, content, irritation are a few tides of the emotional ocean which one swims in while multitasking. You might want to rest your brains before brainstorming for the next article, next project while texting and hearing. These emotions sometimes create a situation where an individual is emotional overwhelm and tire them. According a study done by the University of California, Irvine, it takes workers an average of twenty-five minutes to regain focus after having been distracted from emails, phone calls, etc. We all have had a set mindset that people who multitask are a prodigy, However, according to the Stanford University research we are less productive while multitasking than we are when we do one task at a time. Is it not strange? It is. It does restrict one's flexibility to think and be innovative which bring about a series of negative emotion usually causing depression, which is the most common in youth.



*“Emotions are a  
critical source of  
information for learn  
ing.”*



According to my experience, multitasking does weigh heavy at times. One might even lose their calm and experience emotional breakdown. Since there are enough demerits associated with multitasking, its always better to take one day at a time and one task at a time thus creating a situation of emotional stability wherein, we are satisfied with the creativity and results which are generated. Managing all the emotions we possess and not letting them overwhelm is what is the need of the hour. Time management being one of the simple solutions to multitasking has been beneficial for me. The moment when your emotional intelligence is right on point, is when you experience personal growth. “You are one human; you need to multitask and achieve the goals” stands a myth to me. From a long-term perspective I believe, our goal should be exceeding our limits of thinking. Someone rightly said “Emotions are a critical source of information for learning”, Let us pledge to use the emotions positively and gift us a happy life.

*Life is  
an  
endless  
to-do  
list.*



**Prachi Dua**  
**MBA, IBS Hyderabad**  
**Batch 2020-2022**





**MIRI**



**RODS**





# Perfectly Flawed

How often have you been told that “You remember how badly you failed when you chose to do this?”, or “Didn’t you learn to not attempt this?” or “You fell flat on your face when you tried that!”. If I start counting, we will probably end up being here for longer than you think. We tend to make mistakes, not to forget, “To err is human.” And it is extremely difficult to be perfect. Let me rephrase, it is impossible to be perfect. You possibly cannot be flawless because no one is built that way. To top that off, we have been conditioned to also find shortcomings in ourselves. Your work,

*To err is human.”*

your appearance, and if you fall short on things to pick on, you will find the old choices that you made years ago and nit-pick through those. It is better to preach the notion that whatever we are today or however we are, it is because of the choices we made and the decisions we took. Everything that we have done has shaped us and

it will continue until the day we are six feet under the ground. People around us also play a significant role in shaping our thoughts, behaviour and the way we think about ourselves.

We all have been trapped in our homes for the past 2 years now. There are times, I plop on my bed after hours of online classes, project meetings and other such brainstorming sessions and stare at the ceiling while contemplating if the decisions I took to date were right or not. I am certain that I am not the only one to do so. I am a trained dancer and I love dancing, but I never gave a thought to pursue it professionally. When I got opportunities, I passed them on because that is how I was conditioned, even if it meant crying myself to sleep. I wanted to pursue the dream but I let that go. Let me rephrase, I was made to let that go. Sometimes I wonder, if I would’ve taken the chance, that leap of faith, would my life be any different today? We’d never know right? I might sit with a cup of coffee today evening and look out of the window and wonder, how these small decisions could’ve changed my life. I wonder if those forgone opportunities, roads not taken would’ve been fruitful. A part of my brain tries to convince me that they would’ve been better from the way I am right now, or the conditions I am in right now. But maybe, just maybe, the grass looks greener on the other side?



For the better part of our lives, we are hustling to change things. Our lifestyles, our habits, our appearance, our career and what not. It's so difficult to accept ourselves. It has become so essential for us to make our lives look 'aesthetic' on social media that we believe in applying a filter over us even in our real lives. The line between real and real is so faint. Judging people is a side hobby and jumping to conclusions is our favourite sport. We keep living each day just to make it through it somehow and bring people down so that we look less miserable against them. If you are reading this and thinking that, "Oh I have never done it!", then you might as well come clean and admit that you have, because believe it or not, we all have done it. Social media is not real, perceptions are subjective and being judgemental is not the best adjective that you would like to adorn.

*Nobody might know the hardships 'YOU' might be going through.*

We are so busy being perfect or well, trying to fit the image of being perfect that we see our reflection of past in the mirror. It's hard to shake off the mentality that we have to be good at everything we do and accept our weaknesses. If we are not devoting time to improve ourselves, we are complaining about our life. We rarely know the hardships the other person has faced to get where they are. They might be going through the most difficult times in their lives as they speak, but they are here and smiling and trying to make a conversation. Nobody might know the hardships 'YOU' might be going through. Yet, you are here! You made it. You made it big. It can be getting into your dream company or perfecting that one recipe you watched your mother making on a Sunday af-

ternoon.

Rather than focusing on what we are not good at, we should focus on developing our current skills, mind and strengths that would help us move ahead. The aim at the end is to be happy no matter who says what. Read a book, go out to a café and get your favourite dish, learn that new skill, go do that trip, meet your friends when the world is a little better and enrol in that course you always wanted. Life is too short to be full of regrets and judgement. Forget those choices you took years ago, the roads you didn't travel. While you are paving your journey, try not to make a mean comment about someone today, as it will come back to you. Good for good and bad for bad. Yin-yang is always at it. Fill your life with positivity and radiate the energy you wish to receive. Self-love, acceptance and moving ahead are the only way to go! Till the time you make these positive reinforcements, we'll wait for you, cheer for you from the sides as we work on our journey. See you at the finish line, friend!



Aaratrika Lahiri  
MBA, IBS Hyderabad  
Batch 2020-2022





FACTULTY  
ARTICLE







# CREATIVITY FOR MANAGERS

“Creativity is intelligence having fun”...

“If you want creative workers, give them time to play”...

Creativity is bringing new methods or systems or new patterns in executing our job. Creativity is doing something in a different manner. There are certain times we use our imagination and try to do things differently. There are also some occasions when creativity just happens. However, the most important aspect of creativity is making it happen or implementing the new idea or thought. Creativity is different from innovation as it is generally assumed that that innovation is a ‘discipline’ whereas creativity is a ‘skill’ used by some people in the routine life. It is to be noted that when innovation happens something new is created. It may not be so with creativity. For example, there are many autos plying on the road. One fine day, one auto driver fixed an airconditioner in his auto. This is a creative way of approaching customers. Creativity is one of the important aspects of our day to day life and plays an important role in our personal and professional lives. Sometimes, it improves the quality of our lives and may also increase the efficiency in doing a particular thing.

*“Creativity is intelligence having fun”*

## 4 C Model of creativity

James Kaufman and Ronald Beghetto propounded the 4 C Model of creativity highlighting four aspects of creativity viz: Big-C, Pro-C, Little-C and Mini-C.

Big-C refers to a greatest level of creativity brought by some gifted or exceptional people which may impact the nation or a society. It could also be a global phenomenon bringing a distinct change in an area. Sometimes, a maverick from a



field brings a big creative idea. A new painting, a new theory in physics or a new theorem in Maths, Einstein's law could be examples of Big-C creativity. Some of the best creative works of a generation may become obsolete or may not be considered any more.

Pro-C refers to the creativity at the organizational level brought in by professionals or experts from a particular field and it can impact an entire organization. There are certain creative works which may be above the Little-C level but may not be categorized into Big-C level. The developmental and creative progression attained by professionals in a field after working for more than a decade may be considered as Pro-C. The Pro-C creativity is reflected in the works of people attaining some expertise in a field or domain- Musician, actor, professor, artist, sports person, architect etc. A movie director making an old classic can be considered as Pro-C status.

Little-C refers to the acts of creativity brought in by average individuals who may not be experts and the impact of the creativity is at the individual level. This is everyday innovation which reflects characteristics like unconventionality, inquisitiveness, imagination and freedom. It focuses on nurturing creativity in regular places like homes, offices, schools, classrooms and workplaces.

For example, a person changes the way he does a particular thing. A professor taking attendance mark's 'P' for students present and 'A' for students absent. Instead, he goes creative by marking only 'A' for students who are absent, and the remaining students could be considered as present. A cook preparing a new dish by combining various ingredients is an example of Little-C. A person arranging the photos in a creative manner in a scrap book is an act of Little-C.

Mini-C refers to the acts of creativity at the personal level and is represented by change in actions or meaningful interpretations of actions, experiences and events. It is the interpretation as per the personal knowledge and understanding of a person in a sociocultural context. The intrapersonal creativity remains within the person but may not be acknowledged on a larger scale. Another, example is the little creative displays demonstrated by children of 3 to 5 years i.e., beginner's mind creativity.

Creativity in management could be encouraged by one of the following methods\ exercises to find Creative Solutions

1. Wall of Fame/Shame Method- Day to day

In this process the products or problems are put to test to identify the good or bad. That is to say, when a product or problem is put to 'Wall of Fame' test, all the good things are identified or listed about the product or problem. Similarly, when a product or problem is subjected to 'Wall of Shame' test, all the bad things or disadvantages are identified or listed. Creative solutions are then found. Sometimes, new features are added to an existing product after subjecting it to 'Wall of fame\ shame' test.

2. Forced Association Approach

In this exercise, a product is compared or associated to a totally unrelated product to identify some features in the product being compared. For example, a mobile phone is compared with a military truck. The process involves the identification of some of the best features available on a military truck. Then, we will find the features that could be added up to the mobile phone. The feature to be incorporated from the military truck to the mobile should be practical and within the budget. For example, unbreakable glass of the truck. Then, we will see the process of or the technology to incorporate the feature into the mobile glass\screen.

3. 100 Uses Method

This method involves brainstorming the ideas to generate a minimum of 100 uses for a product. Then, we will shortlist the best and useful ones that can be incorporated into the product at an affordable cost.

4. Individual & Group Think

The method involves giving an assignment to a group or an individual to improve a product in terms of features or adding additional uses to the product. Sometimes, the assignment could be to introduce a new product. Each member of the group will think individually and independently about the new product or adding new features to an existing product. The members of group will meet and discuss the product or features and chose the best one among the various presented by all the members of the group.



## 5. Research & Development

In this case, the company or the organization will have a full-fledged 'R & D' (Research and Development) department headed by professionals. It is 24 X 7 job for the members of R&D to work on the introduction of new products or adding additional features to the existing products.

## 6. Brain Storming ( Perceptual Maps)

The method of Brain Storming involves a free-wheeling generation of new and creative ideas by a group of people. All the ideas that are generated are noted without thinking or considering about the cost of implementation and practicality.

## 7. Judo Approach ( Envisioning)- new products

In this method, the members are encouraged to dream and visualize (envision) a new product or a new feature to an existing product. All the new ideas are noted and incorporated based on cost and feasibility.



Prof. Mahesh Kumar Soma  
Area Head- Soft Skills &  
Business Communication  
IBS Hyderabad

# Gold as an Investment during the Covid- times

## Introduction:

Gold bullion has always been treasured by individuals, central banks, and governments. Recently, the central banks around the world have bought gold at a larger scale. On the other hand, the individuals have invested in gold as equity markets were affected badly due to pandemic. Gold recorded a spectacular performance during the covid-19 times.

It is observed that the gold price has peaked in August, 2020 followed by a slight decline in next two months. However, the gold price data for October indicate indecisiveness of the investors (Table-1). This may also be attributed to the slight improvement of equity markets and also the decrease in investors sentiment towards gold as a result of changing economic conditions across the globe. While gold prices may consolidate or be caught up in a broader sell-off in the short term, it is set to benefit from the growing risks of a second COVID-19 outbreak and the global economic turmoil.

## Gold as a sentiment:

Gold is a precious metal having storage value and is sought of as an investment across the globe. But in China and India there is also a sentimental value associated to the gold investment. Because of their cultural backgrounds the gold consumption is relatively high in these two countries. We can invest in gold through various avenues like gold bars, gold coins, jewellery and exchange traded funds.

The increase in gold prices in the recent past across the globe is assumed to be triggered by pandemic and its related factors. However, the sentiment in gold market is neutral as there is indecisiveness among the investors contributing to volatility.

The reasons for increase in gold prices could be pandemic, political conflicts among nations, decrease in production activity in various sectors or declining returns from equity markets. Also, the investors overconfidence behaviour could be another major reason. This has to be enquired by future research studies in the gold market.

## Need for relook at Gold policy:

India should relook at its gold policy in the context of changing economic trend across the globe.

It is time for the gold industry to set a standard for itself, and the government to help align pricing, sourcing, and exchange policies to build a robust mainstream gold industry. The key concern is that smuggled gold is increasingly coming into the Indian market. We don't need documentation in India to possess gold, and it has become an easy way out to transfer money. But, like any divergent act against the laws of the land, gold smuggling should invoke punishment. It's time we bring in rigour and transparency to the industry. The government should look at bringing single pricing of gold across the nation, taking away the differences that come in due to pric-





es put out by hundreds of associations, so that customers and jewellers get uniform treatment. When international prices are standard, GST is the same, purity standard is homogeneous, we can also look at single price across the nation. Uniform pricing, ethical sourcing and documentation are essential to bringing in robustness to the industry. In India, we have shown some will to bring standards with hallmarking, and we can do the same with other aspects of the industry. The government can bring down the import duty on gold and consider zero tax policy on gold investments. However, there are some recent developments that may impact gold market.

□ National Stock Exchange of India (NSE) has announced on 10th July, 2020 the launch of NSE Refiner Standards (NRS) for Bureau of Indian Standard (BIS) standard gold. This will enable the acceptance of gold bars produced by the domestic refiners in India for settlement of the gold futures contracts traded on the NSE platform. There are more than 22 BIS approved refineries in the country. One of them is also approved by London Bullion Market Association (LBMA). Six refiners are in the process of completing their agreements and deposit formalities with the stock exchange.

□ BSE's India International Exchange (India INX) has received regulatory approval for launching Gold Quanto futures contracts. Trading in these Quanto futures contracts at India INX has commenced from 31st August, 2020.

□ Gold bars produced by Indian gold refiners are now be accepted for delivery on the NSE Platform. The exchange has launched the NSE approved refiner's gold bars conforming to BIS Standards from 1st September, 2020.

□ Reserve Bank of India has decided to move to the Next Generation Treasury Application (NGTA) for managing the country's foreign exchange and gold reserves. The NGTA, according to the RBI, would be a web-based application providing scalability, maneuverability and flexibility to introduce new products and securities, besides supporting multi-currency transactions and settlements.

#### **Conclusion:**

Even though the gold prices have increased during last year it may be attributed to the pandemic and its impact on public health and lifestyle but not to the investor's sentiment towards gold. Moreover, the equity markets are also affected a lot as most of the nations declared lockdown to combat covid-19 which hampered their economic condition. The production activity has faced many challenges and employment has come down because of the same. Many sectors faced a big challenge in terms of decreasing demand for their goods and services. As a result, the equity markets are affected and most of the investors moved their investments to gold resulting in price increase since last year. Moreover, the underlying macroeconomic conditions such as the economic headwinds, low-interest rate environment, ongoing US-China tensions, rising inflationary expectations and the looming second wave of COVID-19, remain highly favourable for gold in the medium-to-long term. The yellow metal may hit a fresh record before the year-end. Demand for gold from jewellers and central banks may remain sharply lower in 2021 than before coronavirus, but investors are expected to keep prices high by stockpiling record amounts of bullion.



**Dr. Venkata Narasimha Chary Mushinada**  
Department of Finance and Accounting  
IBS Hyderabad







# CLUB BYTES



**THE OFFICIAL OPERATIONS CLUB**

## **KAIZEN**

The Official Operations Club of IBS Hyderabad

Club Kaizen, has been the torchbearer for promoting what its meaning suggests, continuous improvement in self and things around it. Marking its 13th year on this journey with a vision and mission of operational excellence; we have been cultivating events of a higher calibre and advanced academic learning for the entire student body, within IBS and external teams.

Starting the year was fun, promising, and exhilarating. Beginning the innings with the event “DARWINISM”, an event for Freshers week, we opened up to welcome the new batch of 2021-2023 and giving them a taste of the club culture and their events. Next in line for us was, Club Kaizen in collaboration with Club FinStreet, where we conducted a Guest Lecture on ‘What, How & When of Savings & Investments’. To carry forward the legacy of Club Kaizen, the recruitment process was administered for the batch of 2021-2023. We take immense pride in our monthly magazine: Lakshya – A beacon of knowledge that completed 3 years this July 2021. Lakshya includes faculties insights, inputs from current corporate and industry experts, and upcoming managers. This is published on the last day of each month. We hope that the following year also, Club Kaizen achieves new heights welcoming the new members in the club.

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

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

**ADMIRE**  
IBS-HYD

## **ADMIRE**

The Official Advertising and Branding Club of IBS Hyderabad

As the official Advertising and Branding Club of IBS Hyderabad, Club ADMire believes creativity is same as intelligence, the more you use it 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 AD-Fictitious on 25th June,2021 under the fresher’s event of IBS Hyderabad-Fictrixster, a chance for clans to present mix of reel and real world through creative display of branding and marketing skills. The club organized its 1st guest lecture on 10th July,2021 for the session 2021-22 with the speaker Ms. Garima Bajaj, Senior Brand Manager for Mountain Dew and Sting, PepsiCo. She shared her experiences and insights with the young audience on the topic “Marketing: Outside of Kotler”.

Club ADMire also conducted its recruitment process 15th July,2021 onwards with the theme of movie ‘The Incredibles’ motivating new batch of IBS Hyderabad to be branders of tomorrow. Hence, Club ADMire further focusses on bringing out creative ideas and innovation into the world of advertising and branding with proficient learning.



# Managers Without Borders

The Official Student Chapter of IBS Hyderabad



Managers Without Borders is a Student's Chapter of Managers Without Borders India, a NonGovernmental organization under Andhra Pradesh Societies Registration Act, 2001 bridging the gap between various stakeholders in the nation-building process by constructing a dense network of students and professionals in the field of management backed by the 5Es- Economy, Energy, Employment, Environment and Entrepreneurship which they believe are the five pillars for lifting world architecture and development. MWB is a Guinness World record holder for the Longest Mobile Chain. They are one of the youngest NGOs in South Asia to reach the final in the eNGO Challenge South Asia awards in 2015.

The pandemic has affected the lives of people and has left them with insurmountable scars that will take time and resilience to heal. True to its name, the border of the pandemic was not able to stop MWB from achieving its goal, and like every year MWB had a smooth recruitment process that saw active participation from the batch of 2021-2023.

MWB conducted its induction for the new members who joined it where they were informed about the rules and regulations of the Chapter.

MWB also successfully conducted its introductory event GRENZOULOUS 5.0, which was completely organized by the juniors batch. The event was filled with fun and knowledge related to the 5Es.

## IFHE BLUES

The official Water Sports Club of IBS-Hyderabad



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

Club Blues conducts host of events like "Gurucol" which act as an assistance to students for the subject that are of utmost importance and need more attention, while "Endurathon in collaboration with GHAC" being a major event, a thrilling fusion of compassion, emotions and to achieve the acme, a test for stamina, strength, teamwork and endurance in a blend of cycling, running, swimming that gives an opportunity to students of IBS-Hyderabad to show caste their exceptional endurance and zeal to never give-up.

Blues also conducts Triathlon which again raises the bar of competition from students of the college to athletes of the respective discipline to showcase their talent. Fun-events like "Zorbing" splashes ease to the students from their busy schedule. Blues as a club believes that energy does not die with water instead it nourishes the carnival moving along.



## DOT

The Official Techno-Managerial Club of IBS Hyderabad

The Official Techno-Managerial Club of IBS Hyderabad - DOT club provides quality content and educate students on technology. DOT club has been the platform for students to showcase their talent and improve upon various skills they have or wish to have.

To help students improve their technical skills, DOT club conducts various Workshops related to technical knowledge. We also have Technology post (Tech Buzz, App Gyan, Webved, Vighnana, Myth O Facts and Edison) every week helping students expand their knowledge about technological world.

The club started its new initiative that helps in tackling the myths and facts of tech world - Myth O Facts. Also there is a new introduction of monthly corporate monthly article- Nexus. Furthermore, the club also conducts guests lecture in collaboration with other clubs like Club Prayaas and IFHE blues to help the students get a bite of industry exposure.

The club also has a tech blog: Tech Précis which is a group-edited blog that highlights on latest happenings in AI, ML, IT and more. Finally there was grand welcome to the new batch of 2021-23 juniors to the DOT Family with lots of love and best wishes.



## IBS ANALYTICS

The Official Analytics Club of IBS Hyderabad

Since IBS Analytics club inception every member has worked hard and left no stones untouched to add glories to the journey of success. The motto of this club is to “Work in the dark and Gloom in the light”, and each and every member is imbued by this feeling of never letting go and delivering the best of the results.

This session 2020-21 has been the most cherished period for the club. From the Mentor-Mentee program to broadcasting News Bulletin, Weekend Bulletin and organizing club flagship events, the club maintains its quality with pride.

For freshers, the club organized a memorable event ‘Guardian of the Analitica’ for juniors with the theme of Marvel. This year also Analyst 4.0 warmly welcomed their new family member Analyst 5.0. From club hiring to induction of new entries make club work lively lately. Currently movie night is becoming a good place for junior & senior interaction. Apart from that, a couple of domain classes are also held for juniors which include Business Analytics class, Photoshop and many more. Club also works on websites to establish its digital dominance. Every vertical of the club started teaching juniors about tasks and asked them to come forward with their creativity. From Matrix extensive research to Event vertical event preparation of ‘Vishleshan’ makes the whole club busy. Lately Club is also working on their magazine ‘Analyzia’ volume 4.

This semester club has accomplished in maintaining a balance between academic and non-academic activities. And aim to do the same and much more Analyst 5.0. Because for IBS Analytics club just sky is not a limit it's beyond horizon.



# CONVERGENCE

The Official HR Club of IBS Hyderabad



Club Convergence always follows its mission which encompasses all those aspects that can help an individual understand the concept of team working and team building from a professional perspective. Our motto, “With Us, It’s Always U First” truly depicts the vision of the inter and intra learning and development of our members.

We started the quarter with a wish to enrich people with significant HR views and during the recruitment drive we welcomed juniors who could prove to be an asset to the club. On International HR Day, we organized a small activity, and all the clubs, chapters and cells in the institution took part in it. We had collaborated with Club Aaina and CWD to celebrate Pride Week.

The first event organised during Fresher’s week; “Fictional Hire” made the upcoming managers go through a virtual mini recruitment process. The event was hosted by Ms. Prerna Jhaveri, Ms. Tanya Agarwal and Ms. Amruthavalli. The first round was a time-bound creative race of making a poster based on various HR problems. The event culminated with a battle between the teams for getting hired for different job roles and positions.

We wish to conduct more such events ahead!

# XPRESSIONZ THEATRE SOCIETY

The Official Dramatics Club of IBS Hyderabad



XpressionZ Theatre Society: The Official Dramatics Club of IBS Hyderabad is continually engaged to arise as an association of expressions that takes a stab at social mindfulness and change, blending our acts with a current situation for greatness in the field of the board. We speak loudly for social awareness. Our motive is to foster a culture where understudies have a feeling of the current group environments and get propelled to contribute their bit towards the change.

During the SIP period (March-May) we didn’t let our passion take a back seat. We continued to be active with our contents in order to stay in touch with our audience.

We started “What’s your XpressionZ?” series in which we showed expressions and reactions of people on different scenarios. Apart from this, we also launched “The Theatre Khoj” with the idea of imparting knowledge to our audience related to theatre.

Star Warz, our event for Fresher’s 2021 under the theme Fictrixter, gave platform to the freshers to showcase and discover their talent in theatre and acting. We provided them with a theme of mix matching the film industries in respect with the characters provided to each of the clans in order to enhance their creativity skills.

Followed by the Recruitment Drive 2021 from 23rd of July – 28th of July, 2021, where we extended our XpressionZ family.

We intend to take our Theatre Society to another level by blending entertainment, education and awareness about social causes and exhibiting our work not simply in IBS Hyderabad but outside the college since our pedagogy expresses that “Our Act Stands No Matter What”.



# MOVING MANNEQUINS

The official fashion society of IBS, Hyderabad

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.

With an extraordinary year, we have had the opportunity to explore the world of fashion on the virtual platform. One after the other we had the events rolling. Starting with Reminiscence an online event organized for Fresher's. There were 14 different themes, each allotted to 14 different sections which were formed as a clan for the events, this event covered vast array of fashion from sci-fi to super heroes. Next up was the event for the golden ticket which was named as the "spot in blue". Here, skill, personality and creativity were given a shot. The whole event was divided into three rounds, in round one participants were told to submit a picture wearing any shade of blue along with an element of black and here brownie points were there for theme inclusion, Dressing and Creativity. Second round came with a bunch of surprise where students were asked to choose a celebrity and recreate their outfit. As we are known for our uniqueness the round three was also unique and out of the box where students had to Swap the Swag where they had to use one piece of clothing or accessory from the opposite gender and had to style it in their outfit. They were told to style it in 3 different ways using only 1 accessory/clothing and only 3-ways of styling. Both the events were filled with a lot of creativity, great learning with a vibrant enthusiasm showcased by the members as well as the juniors.

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.



# MONEY MATTERS CLUB

Official Finance Club, IBS Hyderabad

Money Matters Club – The Official Finance Club of IBS Hyderabad was founded in June 2005. The objective was to form a dedicated team for sharing financial insights and to form a platform where one plays, talks and thinks finance.



This year was again power-packed at Money Matters Club (MMC) with numerous workshops, events and guest lectures being held consistently throughout the year. The club organized various events like, “The Finatic World” – a finance related event during the Freshers’ week. “Gyaandose 5.0 – a knowledge sharing 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 the realistic financial situations in order to stimulate their minds to formulate a winning strategy. 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”.

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” and many more.

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



## NEWSWIRE

The Official News and Media Portal of IBS Hyderabad

NEWSWIRE- The Official News and Media Portal of IBS, Hyderabad will keep you abreast with the fast-moving world and bring home news that directly affects you – the future managers. From societal issues and the world of politics to business updates and sports, never miss out on what's happening around you.

We strongly believe that awareness about every issue helps us form an opinion thus help us make informed decisions. We provide the opportunity to the students to refashion their erudite ideologies towards the corporate world by encouraging versatility in its domains to achieve a broader perspective of the corporate culture.

In April, we had launched our Official Magazine, News Prism which contained articles from both the Corporate and Students. News Prism would act as a bridge connecting the corporate people with the students. Apart from that Takshilla, the Editorial & Research wing of Club Newswire, had also launched two of its products, TimeLiners & Top Guns.

We also had the Freshers Week in June where we conducted the event for the fresher's Fict-o-Wire exploring the fiction world. And lastly to wind it up, we had our Club Recruitment in July where enthusiastic juniors became an integral part of our family.



## SANKALP

The Official Leadership and Nation Building of IFHE

Sankalp is the Official Leadership and Nation Building club of IFHE. We function on our 3 pillars- Social, Corporate and Political Leadership. We run on our main moto: Serve with Pride, Lead with Confidence and Inspire to Impact Lives.

With our mission to inculcate social responsibility and leadership skills within students we continued our activities for the academic year.

The SSR Campaigns began with encouraging people to get vaccinated during these tough times. We collaborated with Club Prayaas- The inter B-school and corporate events club of IBS Hyderabad along with HNH Foundation to donate for a cause - 'Hot water for a healthy living'. We also conducted a guest lecture on Mental health and wellness by Dr. Suneetha Rajesham - student counsellor of IBS Hyderabad. On the occasion of International Yoga Day in June, we collaborated with Club Prayaas for a Yoga Challenge, conducted via Dare to Compete. Sankalp also collaborated with IDF on the occasion of World Blood Donor Day to create awareness about blood donation eligibility. We then conducted our event- Dare to Inspire as a part of the Freshers week.

As always, we have several engaging events lined up which we aim to conduct with full enthusiasm from our newly recruited junior Sankalpites batch.



## TEAM VAPS

The Official Sports and Fitness Club of IBS Hyderabad



As the official sports and fitness club of IBS Hyderabad Team V.A.P.S laid the foundation of the club with the vision to provide a platform for sports enthusiasts to pursue their passion along with MBA.

With the COVID Era still upon us, we had to conduct our event for Yoga Day online like last year. It was a huge success where we spread the awareness and importance of a healthy mind and body.

The next event was the fresher's event where we had lined up two activities for the juniors. The first round was a short quiz followed by a round on physical activities. The participants had a gala time at the event.

The next event was 'The Blue Band Challenge', where-in the juniors took part. The top three winners got a direct entry into the second round of our recruitment process. The final event was our club induction where the juniors got an insight into the team.

Overall, COVID could not wash away the spirit of sports at IBS. Though the focus shifted a bit more towards online gaming events, fitness was, is and will remain an integral part of our events.

## SPEAK UP

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



What's college life without some dialogue?

Luckily, IBS Hyderabad has Club Speak Up by its side, so it never has to find out. The Official Public Speaking, Soft Skills, and Debating club kicked another year off with its most awaited event: IBS Dialogue. The two-day event held in June marked a grand virtual gathering, the likes of which come far and few. All the clubs/cells/chapters/societies of IBS Hyderabad came together to showcase a flavour of the culture and club life to the new batch via YouTube live.

Freshers 2021 rolled in like a breeze right after, and like a proverbial tree swinging in it, Speak Up had a lot of fun planned for the juniors with 'Speaker's Castle'. The theme of Disney World provided the perfect setting for the event. The two rounds had participants scratching everything from their heads to notepads to vocal cords.

Club Speak Up, never one to twiddle its thumbs idly, has a lot more planned for the year, so keep an eye out IBS Hyderabad!



## **ECOBIZZ** – Where Economy meets business The Official Economics, Business and Public Policy Club of IBS Hyderabad

The club's passion for economics, business processes and public policy is what makes it notable. Verticals of the club include - Khoj (The Research Wing of Club Ecobizz) and Mains (Operations, Creative, Information Technology, Editorial, Corporate Relations, Public Relations, Events and Marketing).

With the continuous adaptation to the digital platform, the club seems to be bustling with ideas by networking seamlessly. The club continues to hold its pole position in imparting knowledge on a daily basis with the EB bulletin and EB News probe.

The club has conducted the following activities since the inception of 2021 – Fresher's event – Ecohunt, an event induced with interesting learning aspects, Guest Lecture on - Effective Social business: bringing positive changes in the Economy, by Prof. Javier Gonzalez Nunez. The lecture imparted important insights. The club is all set for the upcoming Khoj presentations, the IBS MUN, and Rajneeti, all of which are major events at IBS Hyderabad.

'Rajneeti – Satta ka Rajtilak' is a much-anticipated event for all IBS Hyderabad clubs, where people express their political opinions and ideas over the course of a seven-day itinerary; each day representing a different aspect of an election process. It's a scale model of India's political system.

The IBS MUN is a fun academic simulation in which competitors (Delegates) receive a one-of-a-kind learning experience while exploring about international relations, diplomacy, the United Nations, teamwork, research, debate and humanism.

The enthusiasm with which we had attended these events in previous years would be maintained. We, Ecobytes, are proud of the club's efficient running and are eager to get started on the upcoming operations.



# MAÇON

The Official Entrepreneurship Cell of IBS Hyderabad

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, the cell conducted many events to embrace young minds and encourage others too.



1. In addition to our initiatives E-Crunch, which is a weekly news update related to entrepreneurship, and Explorica, 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.
2. 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 crossword puzzle within a given time frame.
3. We organized Inspirar – An Ideation Completion on 10th & 11 th July which was a golden ticket round for our recruitment process.
4. 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.
5. 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.
6. 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 entrepreneurship and innovation related activities and created awareness among 5000+ students. Maçon stands for creativity and innovation and we deliver it effortlessly.

#inspiredtoinnovate

#incubex

#startup



## MAVERICK

The Official Marketing and Strategy Club of IBS Hyderabad

Club Maverick - the Official Marketing and Strategy Club of IBS Hyderabad - has always set the bar for out of the box thinking in the various wakes of the work it partakes in and this year was no different.

The objective of the club is to highlight and bring about content, articles and events, encompassing the Marketing domain.

The Fresher's event was held which introduced the participants of all the clans to various Marketing concepts aligned with the theme of Fresher's week as well as the event flow.

Following suit was the much awaited "Meet the Maverick" event, which allowed the junior batch to interact with the Maverick Team, gain exposure to the ongoing club activities and understand what Maverick does. Some juniors even were given the opportunity to try their hand at elevator pitches in their own unique styles.

As the saying goes, the show must go on. The recruitment process embodied this quote and was one where the interested candidates among the junior batch were screened and on-boarded so that the baton could be passed on for the next batch of the Club to begin their journey as a team.



## FinStreet

The Official Capital Markets Club of IBS Hyderabad

FinStreet, The Official Capital Markets Club of ICFAI Business School, Hyderabad is a dynamic mix of 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.

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

The second vertical Trividha R.E.D. (Research, Events, & Development), conducted fresher's event StockVille- Experience the Bourses, the event consisted of two rounds which gave an experience of volatility in the capital markets. Apart from the event, a Guest Lecture was also organized with collaboration with Club Kaizen on the topic of 'What, How and When of Savings and Investment' by Mr. Akshay Mathur (Ex-COO & Ex-Vice President of Tata Docomo).

The third vertical namely IBS Times is the publishing arm of club FinStreet. This vertical comes out with well-researched monthly magazines and articles regularly in relevance to the current happenings in the world of capital markets and finance on the website. The Weekly Takes, #TheOpinion, articles and magazines published on the website also act as a magnet to intellectuals seeking constant updates about the happenings in the world of capital markets.



# NAZARIA

The Official Photography Club of IBS Hyderabad



The online sessions of learning photography and videography continued along with the preparations for recruiting the Junior talent with the batch of 2021-23.

• Pixellence, an Online Photography event was organized for the juniors to showcase their immense talent. The juniors were supposed to submit a picture and it was featured on the official Instagram page of Nazaria. The awards consist of the following categories:

1. People's Choice
2. Jury's Choice

• The Freshers event organized by the Club was known as 'Peaky Finders', which was an online photography competition for the Clans depicting the theme of their respective Clan. It included framing a story around the picture clicked in the stipulated time and unleashing the creativity. The juniors thoroughly enjoyed the event.

• The beautiful events ended with the recruitment of 41 talented juniors to pass on the legacy of Nazaria. The Induction Ceremony marked the gracious presence of Student Activities Coordinator, Madhavi Garikaparathi Ma'am and Club Mentor, Rishi Dwesar Sir.

The spirit of Nazaria stays untouched. Like we always say, Nazaria is not just a club, its an emotion.

# INFINITY STUDIOS

The Official Entertainment Club of IBS Hyderabad



Infinity Studios - The Official Entertainment Club of IBS Hyderabad has continued the legacy of entertaining people throughout the year with musical playlists, movie and web-series reviews as well as fun events even in the midst of a global pandemic situation. Although this transition from conducting of-line activities and events to online has not been a very easy shift, still, with the drive to integrate entertainment with management, we aim to relieve the stress and break the monotony of the busy schedule of the students at IBS by keeping them happy and delighted.

Infinity Studios began curating playlists once again on a bi-weekly basis for all the music enthusiasts of IBS Hyderabad. The playlist is made around a certain theme so as to cater to a variety of individuals.

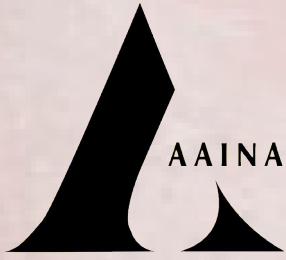
As a part of Fresher's 2021 - "FictriXster", Infinity Studios organized the event MixFlicks which was conducted on 2nd July, 2021, included 2 rounds that revolved around entertainment and the domain of videography.

"Notions - Overcoming the Odds" was a short film which was released on 23rd July, 2021. It was based on moving past all the struggles, overcoming the odds and also, the internal drive to achieve success in life. "Fox Box" was another short film which was released on 29th July, 2021 with the intention of giving the people of IBS Hyderabad a good laugh.

"Get To Know Us with Infinity Studios" was an Instagram live session that was carried out on 27th July, 2021 to give everyone a glimpse of what Infinity Studios has to offer as a club.

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.

Infinity Studios has and will always strive to keep entertaining everyone in IBS Hyderabad and is forever grateful to the college management and all the students for their timely contribution and endless efforts.



## AAINA

The Official Social Awareness and Women Development Club of  
IBS Hyderabad

Club Aaina reflects your thoughts, feelings, and emotions. It feels like the most important thing to make the change is that “you need to be the change”. The main objective is the integration of social activities with the business world to achieve the ultimate goals of an individual’s contribution. Its mission is to enhance every emotion, thought, and idea which seeks to get justice and equality to build a healthy environment for human development.

The Centre for Women Development is the ultimate strength of Club Aaina. Through this, it aims to empower women by educating them about health, sanitation, and awareness. CWD conducted “She-Roes” – a two-day event planned around Women’s Day to celebrate a woman in every phase, field, and form. It also held a guest lecture in collaboration with Maçon E-Cell on the topic – “The Secret Sauce to Success - Women Entrepreneurial Mindset”.

The club actively indulges in Social and CSR activities by conducting a Workshop on Women’s Conclave, Sanitation workshop, Sexual harassment, and Self Defence workshop. It also focuses on Social Awareness Festival by celebrating them with Awareness-related Post. In Pandemic Era, Club Aaina started an awareness campaign named, “In Talk with Covid Warriors” to answer questions that everyone has. In the Campaign, the frontline workers (Doctors, Policemen, Reporters, etc.) were interviewed and asked the queries and tips to survive the dreadful pandemic and those videos were posted on the Club’s YouTube Channel.

Aaina also conducts ANOKHA UTSAV every month as a part of their SSR activity. It is conducted to sensitize the students to various sections of society including the taboos that exist and the issues which go neglected. Students get an opportunity to interact with the people there and learn from their experiences and stories while sharing their own experiences and knowledge in return with them. SSR activity also helps students to understand the importance of conducting CSR activities when they step into the corporate world.

Under “Anokha Utsav”, an online campaign on ‘Taboo Talks’ was conducted in collaboration with Gray Matters Club. The campaign highlighted the social taboos and how it is important to talk about them openly with the help of a bingo challenge on Instagram. “SocioSavvy” was another remarkable event conducted by the club under Anokha Utsav in collaboration with Dot Club to highlight the holistic interdependency of society and technology. For Fresher Week, Aaina conducted an Event named “Socio Mystery”. The theme of the event was about the cartoon characters where the participants will be allowed to solve the mystery on social awareness.

Aaina also has a platform named RAINBOW AAINA to spread awareness about LGBTQIA+. In June 2021, Aaina celebrated Pride Month by sharing a “Fun Fact” about Pride Month every Sunday on the Rainbow Aaina Instagram handle. Club Aaina also collaborated with Club Convergence for the Pride Weeklong Celebration by sharing some relevant information on their social media about the role and treatment of the LGBTQ+ community in the corporate world. With the support of Rajasthani Rajwade, Club Aaina also held a Pride Weekend Bingo on Instagram to make people learn about some terms associated with Pride.



# PRAKRITI

The Official Nature and Adventure Club of IBS Hyderabad



Club Prakriti (The Official Nature and Adventure club of IBS Hyderabad) is not just about Nature and Trekking, we are a lot more than that. Adventure is just one side of our domain and we are also into youth development and social awareness. Even in these challenging times we are unstoppable. This global pandemic couldn't break our spirit and we have surprised everyone with our extraordinary events. We do believe in success, and here in this virtue of new normal we maintain this streak by organizing various fun and exciting activities.

We organise numerous nature events like Plantation Drive, where Faculties & Students of the campus are invited to plant saplings, Bird Watch event where we spot over 50 species of birds at our campus, Snake-o-pedia which is our flagship event, is an awareness programme on snakes. We explore the adventurous side by conducting various treks throughout the year. We have managed to triumph in a few events till now.

We started the new academic year with a bang and began the new year of club activities by conducting an event- EcoFocal, on the occasion of Environment Day. In this event we organised a challenge on Instagram, where participants had to post a photo collage with the elements of nature to stand in solidarity with the theme of Environment Day 2021 which was "Ecosystem Restoration". Club Prakriti welcomed the new batch of 2023 in the Freshers' Week 2021 with our event 'Hakuna Matata', which consisted of two rounds full of adventure and excitement. The participants actively made their presence felt and the event was very successful.

A major challenge was to make sure everything that we do has a fun element attached to it and remains interesting throughout. This threw us in a quandary. However, even on a virtual mode we managed to seize the heed of the audience and managed to come this far in our journey of fun and learning.

# SAMAVESH

The Official Cultural Face of IBS Hyderabad



Diversity is what makes the world beautiful and culture growing on the vines of our tradition is the one that binds us all together. We all are made up of five elements; five elements of life that play an important role, five elements together construct our soul. Dance pool, explosive and sets the stage on "Fire". Music pool, like a poetry in the "Air", a melody everyone desires. Anchoring pool, like "Water" in the ocean, the voice of perceptual becoming setting things into motion. Creative Pool like the gems hidden in the "Earth", stirring our every emotion. None of us are free, even the birds are chained to the "Sky". Similarly, the Organizing pool links all four elements to create a stunning beautiful Sky.

Originating from Express To Impress, that acted as a gateway to the amazing untapped talents to Samagam, a place of convergence for these spectacular performers to leave the crowd in awe, we observed that the dazzling talents of this year have raised the bar to another level. A pinch of suspense, a splash of zeal and loaded with passion, the music pool led us to their sensational performance in a late-night Jam-Session.

Holding a legacy of 11 years, empowered by the strength of over 200 members every year, we celebrate all the occasions and festivals together. We aim to promote and expose our students to finer arts of the world. We not only aim to entertain but also enrich ourselves about various cultures and traditions and take pride in what we have achieved.

We are all about culture and it is our promise to bring you all the joys and smiles even if we are far apart by thousands of miles.



## PRAYAAS

The Official Inter B-School and Corporate Events Club

With each passing event, our commitment to deliver quality initiatives keeps soaring high. As Campus Ambassadors for IBS Hyderabad, Club Prayaas - The Official Inter B-School and Corporate events club, had yet another successful quarter filled with an array of activities which incorporated various endeavours that ensured our representations across numerous B-schools and Corporates pan India. With the continued impact of the pandemic, Club Prayaas proceeded with conducting a stream of virtual events that corroborated our dedication to providing the best for the students of our college. It kicked-off with the Online Quizzing Festival organised by Dare 2 Compete (D2C), wherein we were among the organising colleges and secured 3rd position out of 70+ organisers, as a result of the Club's industrious efforts. This was followed by a list of engaging activities brought in by the club in association with top tier B-school's such as IIM (Lucknow, Bangalore, Rohtak, and Udaipur), Amity Business School, BITS PILANI, SIIB and VIT. The Club also collaborated with StockGro to organise "QRIOSITY 2.0 - A national level quiz on stock markets" and Kahaniya, for a story writing competition on "All About Women", needless to say, in our zest to uphold the spirit of womanhood. The most exciting part was indeed the recruitment as well as welcoming of the new faces of IBS Hyderabad, The Campus Ambassadors of Batch 2021-23. The club continued its efforts on collaboration with various other clubs such as DOT Club, to organise Confrère - A Conclave on CorpTech and also Sankalp, focused on well-being, for Hot Water & Healthy living competition and Yoga Day Challenge which was well received. The verticals of the club such as Shodh- The Case Research wing, Insignia- The Digital wing and Prism - The Marketing wing were relentless in driving their priorities. They continued their focus on key action items to produce intentional outcomes. All of this could be achieved only through the guidance and support of our mentor, Dr. P. Bhanu Sireesha, who stands as our pillar of strength. Here's to even better opportunities and success stories in our journey ahead!!!

WE DREAM  
WE DEVELOP  
WE DISCOVER



# GRAY MATTERS

The Official Quizzing Club of IBS Hyderabad



GRAYMATTERS, The Official Quizzing Club of IBS Hyderabad was formally initiated in the year 2011, with the objective of encouraging young talent towards quest for knowledge and striving hard to keep the students in pace with the external business world.

Club Gray Matters; strives to enhance the students' capabilities by providing them the much-needed information in various fields of business, current affairs, social- engineering, technology, economics and many more which is beyond the walls of campus that they would require in the competitive business world not just to survive but to stand out, which is clearly explained in its tagline: Learn, Experiment & Implement

Gray Matters name itself pulls out to signify the importance of our Gray (brain) cells in life and their presence which not just enables the performance but even enhances it in a better way.

### Collab with Aaina

We had collaboration with Aaina for Anokha Utsav and the theme was social awareness. It was the online campaign. We used Instagram as the platform. Online campaign on social awareness on club's respective social media handles

### Freshers Event

As part of the Freshers event 2021 Club Gray Matters organized a theme-based quiz event comprising the theme of 'SAVE THE WORLD'. The quiz was a three round event which was organized on 2nd of July 2020 at 5:30 pm, the participants were asked to register themselves in teams of two, total of 14 teams registered. We used very new platforms like Fyrebox, Tactile (Jeopardy).

Apart from several events conducted, Club Gray Matters is into a complete diversified portfolio of Publications (knowledge sharing platform), which is believed to be Clubs strength. 'PANCHATANTRA', and UNKNOWN INSPIRATORS, a monthly article of our research work on our social media platforms. We attempt to reach for the stars and strive for excellence always.

Taking this pandemic as a new challenge and opportunity, we got to know about various online platforms and the ways we can conduct quizzes even online and now we are ready to face any upcoming challenges.



# IBS

ICFAI BUSINESS SCHOOL

Hyderabad



## #ItsAllAboutConnections

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.