

# IBS

ICFAI BUSINESS SCHOOL

Hyderabad



## ALUMNI MAGAZINE

# IMPERIUM

## IBS MAGAZINE



**ALUMNI ARTICLE | FACULTY ARTICLES | STUDENT ARTICLES**

### VOLUME - 18

### EDITION - 21

# CONNECTIONS

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# **C O N T E N T S**

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# EDITOR IN CHIEF

We humans are evolving since the genesis of the world, thanks to creativity in all realms and spheres.

Let it be technology or our lifestyle, human brains have progressed remarkably because of the open minded and distinctive nature of it. The pandemic gravely depleted our resources. Not only did it burden the human clan with new problems but also consumed mental abilities



**APARNA PURANAM**

The world is opening up again, flowers are blooming and birds are chirping. There is hope everywhere and hearts are filled with gratitude for the second chance we've stumbled upon.

And we are back with our next edition of Connections. Students can't wait to get back to normalcy on campus and see their competencies at play hopefully not amidst face masks and ethyl alcohol. Since all of us are technically starting all over again with lots of new ideas and fresh visions, we are launching Connections under the theme Creativity.

This edition talks about the phenomenon - Creativity and its role in various sectors and domains.

I thank my design team, editorial department and my immediate team mates for their contribution towards this edition of Connection. Every 3 months, the whole team of ARC puts their sweat and blood to bring to you an edition filled with articles by the alumni, students and faculty, bytes from student clubs and exclusive sneak peek into the flagship ARC events

Our baby is now yours to read!

Happy Reading

# Co - EDITOR IN CHIEF

“Isn't it nice to think that tomorrow is a new day, with no mistakes in it yet?”

Regardless of whether it's the first page of a new chapter, the first week of a workout, the beginning of a new semester or job, or perhaps even the decision to break a bad tendency. They may be different from what we're used to, and adjusting to them might be difficult, but



**SHUBHRA BAJPAI**

A new chapter, sometimes might also involve saying goodbye to someone, a job, or a place that you don't want to leave. We don't always get to choose when our lives take a turn; all we can do is grip on for the drive and strive for success. If you're anything like me, and you're not sure if you want a new beginning or just a break from life, take some time to listen to what your body and mind are telling you once in a while. If you're weary, take some time to rest. Figure out why you don't really like the work you've been doing & fix it and that new beginning we were so apprehensive of will now be a reassuring companion to whom we can always turn when we're in need. This is what fills the colour in our lives which is possible only if we realize the creativity in us.

This edition of Connections talks about Creativity, the core meaning of which is to “grow” and how it has helped us to widen our horizon and experience things in a more innovative way.

I am indebted to the entire team of ARC for the tremendous support that they have put in for the compilation of this edition of Connections. I also wish to acknowledge the contributions made by the dedicated members of our design and editorial team. Finally, I would like to thank the contributors and readers of Connections, for your interest and I encourage each one of you to continue to send us your invaluable feedback and ideas for us to enhance our publication



**ALUMNI  
ARTICLE**



HONORING  
CREATIVITY

**V**isiting the IBS website, you will find a wealth of information about the organization and its members. One of the most interesting features is the IBS Alumni Magazine, which is a quarterly publication that highlights the achievements of IBS alumni and faculty. The magazine is a great resource for staying up-to-date on the latest news and events in the IBS community.

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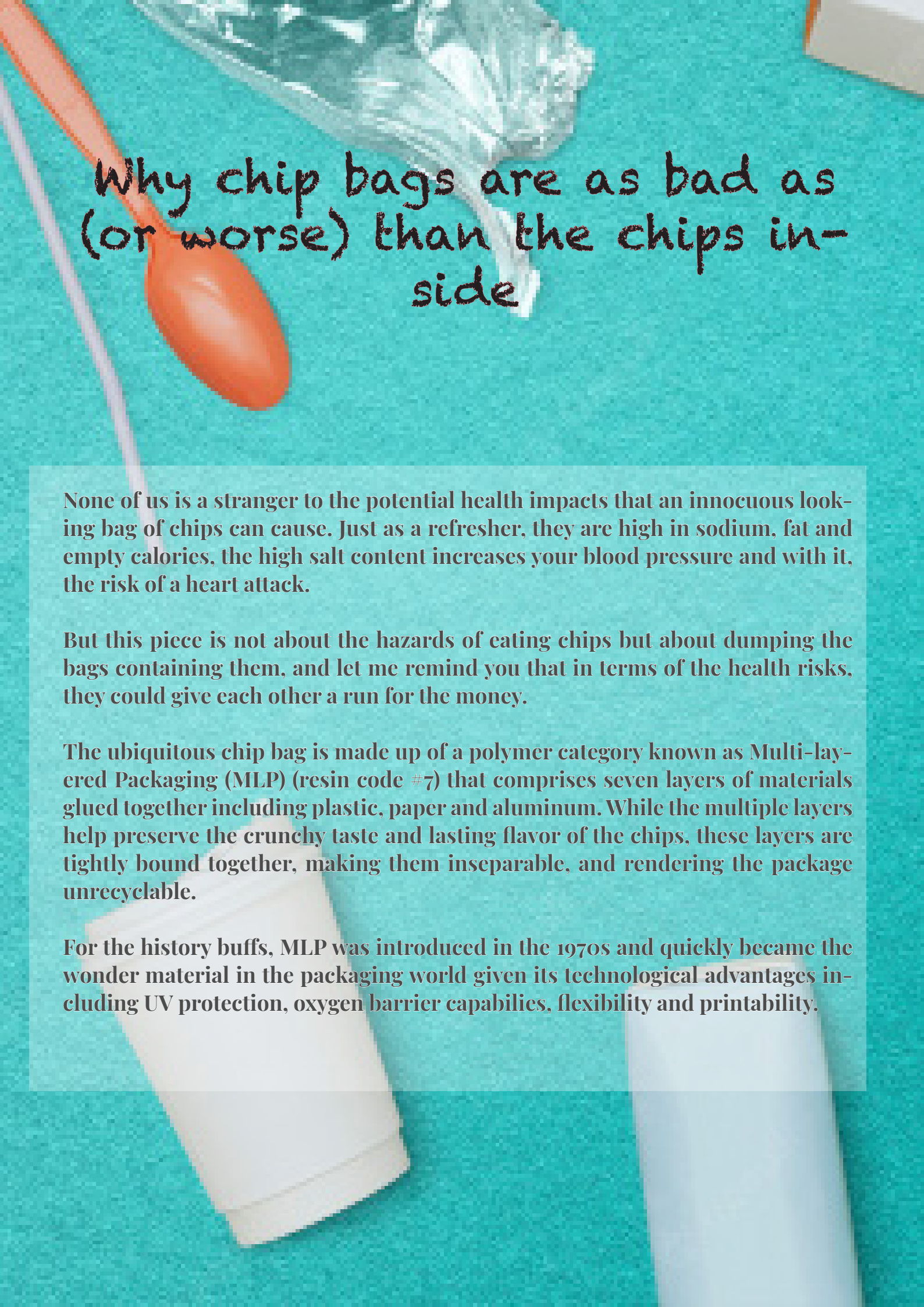
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## Why chip bags are as bad as (or worse) than the chips in- side

None of us is a stranger to the potential health impacts that an innocuous looking bag of chips can cause. Just as a refresher, they are high in sodium, fat and empty calories, the high salt content increases your blood pressure and with it, the risk of a heart attack.

But this piece is not about the hazards of eating chips but about dumping the bags containing them, and let me remind you that in terms of the health risks, they could give each other a run for the money.

The ubiquitous chip bag is made up of a polymer category known as Multi-layered Packaging (MLP) (resin code #7) that comprises seven layers of materials glued together including plastic, paper and aluminum. While the multiple layers help preserve the crunchy taste and lasting flavor of the chips, these layers are tightly bound together, making them inseparable, and rendering the package unrecyclable.

For the history buffs, MLP was introduced in the 1970s and quickly became the wonder material in the packaging world given its technological advantages including UV protection, oxygen barrier capabilities, flexibility and printability.



**I**n the year 2020, my team and I conducted a detailed baseline study on the generation and management of MLP in India by comparing various data sources and the results were eye-watering. India generates more than 19 million tonnes of plastic waste per annum, of which 60% or 11.6 million metric tonnes is MLP. Although accurate data has been very hard to come by, we were able to reasonably estimate that no more than 4% of MLP is currently being collected and sent to appropriate end destinations.

The remainder of the material ends up in the environment, either being dumped, landfilled or worse leaking into water bodies, primarily because of the challenges associated with its recyclability (or lack thereof). Lack of recyclability of a material means that there is no end market for it and therefore does not get collected as there is absolutely no economic incentive for the collectors, primarily the informal sector.

An article published in The Guardian a couple of years back highlighted the human problem associated with mismanaged plastic waste. It went on to state in no uncertain terms that uncollected plastic waste in developing countries kills upto a million people per year. While it does not specifically single out MLP, it is anybody's guess, as this is the most pervasive material in the environment today in India and other developing geographies.

So the next time you hungrily tear through a bag of chips, think twice. Maybe it's time to revert to the old ways of grating and baking potato chips in your kitchen, and saving a few lives in the process (including your own).

**Komal Sinha**  
**BATCH 2004-06**



# The Savage Hospital

**Interviewer:** It is an honour to interview you, after all you are Life's only agency. Hospital: The pleasure is mine. Thanks for inviting me.

**Interviewer:** I am pretty confident I can never say the same  
*(Interviewer quickly changed the topic.)*  
How have you been by the way?

**Hospital:** Yeah, I am good.

**Interviewer:** But I thought you were a service. *(The Hospital and audience both cringe.)*  
I am sorry, my bad, ever since GST has been introduced, can't leave it out of any conversation. Two days ago, I found out even my barber had to take registration because of the lockdown. You are so lucky, don't even have to deal with it no matter what. Anyways, let's get started with the questions. Let's talk about your success. Banks are supposed to be the backbone of any economy, how come it is that you are more successful than banks?

**Hospital:** It's quite simple actually, unlike banks I do not let go of the people who owe me, literally.

**Interviewer:** Oh!...that's kind of dark.

**Hospital:** Not at all. I am way more simple. Dark would be when I tell a new born baby girl that she would grow up only to give birth to her mother. That she was born today only to die in the past. That she exists today only not to exist eventually.

*(Interviewer unable to grasp anything but decides to continue anyway.)*

**Interviewer:** Okayyyy...that seems fair.

**Hospital:** Don't worry, we will come back to my answer. By the way, it is good that this interview is not happening in Minneapolis (USA).

*(Interviewer visibly irritated but maintaining his calm.)*

**Interviewer:** I get it. I am sorry. What I meant was that your reasoning really glows.  
Hospital: I think Emami may disagree.

**Interviewer:** I guess I see why some patients fear you. With you, it just goes on and on until one is out of breath. Let's move on to the next question and I request you, please try to keep things simple. What is the most common problem that the patients come to you with?

**Hospital:** Well! They keep on complaining that when I am around, health and wealth cannot be together.

**Interviewer:** That is again kind of dar.....never mind. I was actually expecting a fact based answer.

**Hospital:** It is a fact. It is just that the patients realize it after the treatment. I hope that was simple.

**Interviewer:** Kind of.

**Hospital:** Dark?

**Interviewer:** No no..not at all.

*(Interviewer thinking to himself: So this is where the medical reports get their complexity from.)*

**Interviewer:** How is it that people always come across you at some point or the other? **Hospital:** See, I am like the spouse and therefore inevitable.

*(The interviewer and audience are now seriously frustrated.)*

**Interviewer:** What? That's ridiculous. Are you even listening to yourself?

**Hospital:** Let me explain. See, no matter how much you cringe about your spouse but when life gives you a panic attack, you go straight to him or her right?

*(The interviewer is not sure about anything anymore.)*

**Interviewer:** I am asking you really straight questions. Why can't you give a simple answer? All you are doing is getting under my skin!

**Hospital:** Hey! this is between you and me. Do not target the syringe. He has always been my go-to-tool with children. Anyways, this interview is over. You don't seem to be getting anything that I say. The management will contact you for the payment.

*(The interviewer is perplexed.)*

**Interviewer:** I am sorry. But I don't understand what payment you are talking about.

**Hospital:** Patients too don't. I charge for everything.

**Interviewer:** You mean for this interview too?

**Hospital:** Everything.

**Interviewer:** That's absolutely bizarre! You are not going to get a single penny from me. **Hospital:** I told you we are going to get back to my first answer.

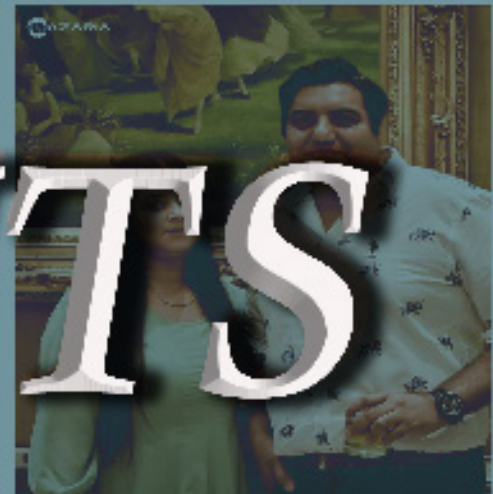
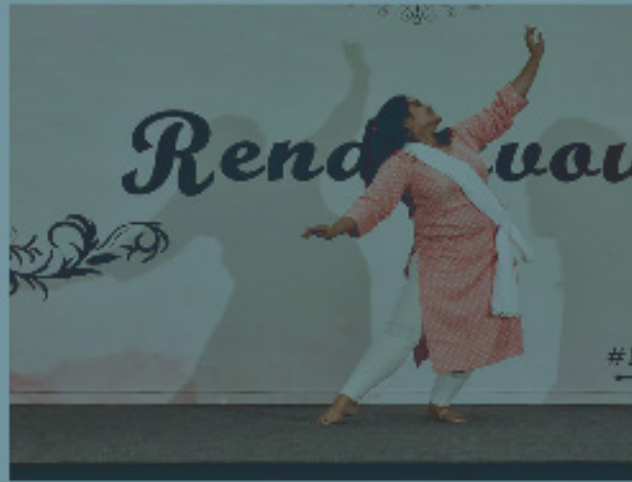
**Interviewer:** But....

**Hospital:** This interview will not go on air until.... Pause, as there is nothing more left. The interview was never heard from again. Once it was decided to take it off air, it choked and died of breathlessness!

Shruti Karwa  
BATCH 2020-22







# 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 leviathan 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 conservational 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.

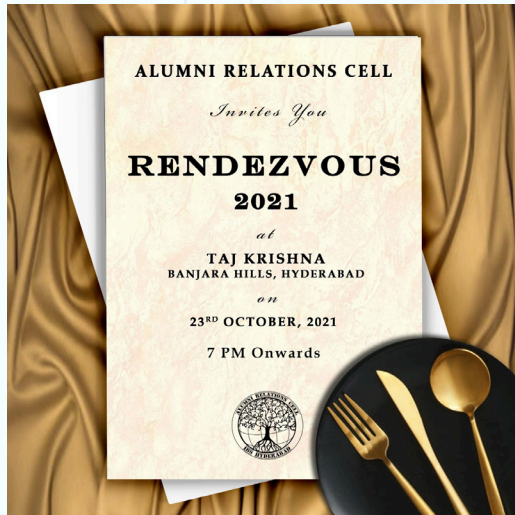
Our esteemed dean, Prof C S Shylajan, vice chancellor, Dr J Mahendra Reddy, advisor ICFAI group, Dr. Ved Pureshwar, and founder GHRD, Srinivas Gopalan honored us with their presence. Various academicians, research scholars, and HR professionals graced this event with their valuable inputs and insights.

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  
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REGISTER NOW

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**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**

# Elon Musk in India? State Chief Ministers Are Now Pitching Him For Investment

Even after months of talks, Tesla's India debut may appear to be a long way off. However, in recent days, there has been a surge of welcome gestures by several state governments for the electric car behemoth to set up shop under their jurisdiction.

Surprisingly, while the Narendra Modi administration holds the key to investment by the US electric vehicle maker, states ruled by opposition parties have suddenly begun to show interest.

Over the weekend, legislators and officials from five states—Telangana, Maharashtra, Punjab, West Bengal, and Tamil Nadu—took to Twitter to encourage CEO Elon Musk to begin operations in their respective states, providing superior infrastructure, sustainability, and a simplified clearance procedure

Their presentations followed Musk's Jan. 12 article, in which he stated that Tesla is still facing "a lot of challenges" with the Indian government.

Tesla has claimed hefty import duties as a reason for not launching in India for the past three years. It opened its first India unit in the southern state of Karnataka in January. However, there has been no word about the launch itself.

Following Musk's recent tweet on the subject, Telangana's industry and commerce minister KT Rama Rao was the first to send an invitation.

Telangana's state EV strategy (pdf) aspires to attract private investments of \$4 billion (29,752 crore rupees) in the industry by 2030 through shared mobility, charging infrastructure development, and car and energy-storage system manufacturing.

Jayant R Patil, Maharashtra's water resources minister, had his turn on January 16. One of India's most industrialised states' EV policies encourages the use of sustainable and clean mobility options. It is even considering a drastic proposal to deregister gasoline and diesel automobiles.

Maharashtra is said to have given Tesla land tracts in and around Mumbai, Pune, and other locations. A few hours after Patil's tweet, Punjab Congress chief Navjot Singh Sidhu pitched the "Punjab Model" and his state's single-window clearance for investments. Punjab wants to make Ludhiana a centre for electric vehicles and batteries.

The world's highest import levies are a major stumbling block in Tesla's India plan: 60% on EVs priced under \$40,000 (29.7 lakh rupees) and 100% on those priced beyond \$40,000.

Tesla plans to levy a 40% tax on fully constructed EVs. For comparison, its automobiles start at \$44,690 in the United States, implying that the firm will pay a 100 percent import duty in India.

During a discussion with Musk and Modi in September, Tesla stated that investing in India is economically unviable under the existing tax system.

The car industry is divided on the issue as well. While Audi, Mercedes-Benz, and Hyundai India, all of which offer imported EVs in India, have supported Tesla's stance, homegrown Ola Electric and Tata Motors are concerned

India's enthusiasm for EVs is not being mirrored in the construction of infrastructure needed for the sector to thrive:

There are now 947,876 registered EVs in the nation, but only 1,028 public charging stations. Any firm that can make EVs inexpensive will have a chance to dominate the market. However, the difficulties are numerous.

The product is now pricey for a couple of reasons: one is owing to raw material imports, and the other is due to expensive batteries.

If we can take care of both aspects by manufacturing them domestically, the pricing issue may be resolved.

While the federal and state governments are aggressively encouraging the use of EVs, their efforts are mostly focused on promoting local EV manufacture.

The road tax and registration expenses for electric four-wheelers are fully eliminated in most states. This shows that India is serious about becoming a top EV centre. However, this is certainly insufficient.

**Aman Verma**  
**BATCH 2022- 2023**



# How will the world be able to produce enough electric vehicles and batteries?

The era of the electric vehicle has arrived. GM, the world's largest automaker, stated earlier this year that it plans to stop selling gasoline and diesel vehicles by 2035. Audi, a German automaker, intends to discontinue making such vehicles by 2033. Similar route maps have been released by a number of other automobile corporations. The hesitation of major manufacturers to electrify their fleets has suddenly transformed into a fast retreat.

Even the most enthusiastic proponents of personal mobility electrification could not have predicted this only a few years ago. Government requirements will speed transformation in many nations. According to the Bloomberg NEF (BNEF) consultancy in London, even without additional rules or regulations, half of global passenger car sales in 2035 will be electric.

The International Energy Agency (IEA) said in May that this vast industrial switch indicates a "transition from a fuel-intensive to a material-intensive energy system." Hundreds of millions of automobiles with large batteries inside will hit the roads in the next decades (see 'Going electric'). Each of those batteries will contain tens of kg of yet-to-be-mined materials.

Materials scientists are tackling two major hurdles in preparation for a world dominated by electric cars. One is how to reduce the amount of scarce, costly, or problematic metals in batteries that are mined at high environmental and societal costs. Another option is to enhance battery recycling so that precious metals in used automotive batteries may be utilised effectively. "Recycling will be a big part of it," says Kwasi Ampofo, BNEF's lead metals and mining analyst.

Government incentives and the prospect of future restrictions have prompted battery and carmakers to invest billions of dollars in lowering the costs of manufacturing and recycling electric-vehicle (EV) batteries. National research organisations have also established centres to investigate new ways to manufacture and recycle batteries. Because mining metals is still cheaper than recycling them in most cases, developing ways to recover precious metals cheaply enough to compete with newly extracted ones is a significant objective. "Money is the largest talker," says Jeffrey Spangenberg, a chemical engineer at Argonne National Laboratory in Lemont, Illinois, who oversees the ReCell lithium-ion battery recycling effort, which is financed by the US government.



## Future of Lithium

The first task for researchers is to limit the amount of metals that must be mined for electric vehicle batteries. According to statistics from Argonne National Laboratory, a single automobile lithium-ion battery pack (of the kind known as NMC532) may contain roughly 8 kg of lithium, nickel, manganese (20 kg), and cobalt (14 kg per). The International Energy Agency (IEA) said in May that this vast industrial switch indicates a “transition from a fuel-intensive to a material-intensive energy system.” Hundreds of millions of automobiles with large batteries inside will hit the roads in the next decades (see ‘Going electric’). And each of those batteries will have tens of thousands of cells.

According to experts, lithium-ion batteries are unlikely to be phased out anytime soon since their costs have plummeted so dramatically. They are predicted to stay the dominating technology for the foreseeable future. Even though their performance has increased, they are now 30 times cheaper than when they initially hit the market as tiny, portable batteries in the early 1990s. By 2023, according to BNEF, the cost of a lithium-ion EV battery pack will be less than US\$100 per kilowatt-hour, or around 20% less than it is now (see ‘Plummeting prices of batteries’). As a consequence, by the mid-2020s, electric automobiles, which are presently more expensive than conventional cars, should have reached price parity. (According to some estimations, electric automobiles are already cheaper than gasoline vehicles throughout their lifetimes due to their lower cost of ownership.)

Internally, lithium-ion batteries transfer lithium ions from one layer, the anode, to another, the cathode, to generate power. A further layer, the electrolyte, separates the two. The most expensive metals are found in the cathodes, which are the key limiting factor in battery performance.

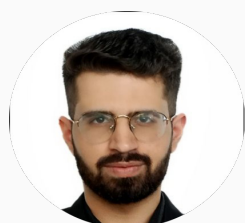
A typical lithium-ion battery cell's cathode is a thin layer of goo containing micro-scale crystals that resemble minerals found naturally in the Earth's crust or mantle, such as olivines or spinels. The crystals combine negatively charged oxygen with positively charged lithium and numerous other metals, including nickel, manganese, and cobalt in most electric automobiles. When a battery is charged, lithium ions are ripped from these oxide crystals and pulled into the battery.

## Crank up the volume

Whichever recycling processes become standard, scale will help. Although the approaching torrent of expended batteries is being portrayed in the media as a looming calamity, analysts view it as a huge opportunity, according to Melin. When millions of huge batteries approach the end of their useful life, economies of scale will kick in, making recycling more effective — and the commercial case for recycling will be stronger. for it more attractive.

Analysts say the example of lead-acid batteries — the ones that start petrol-powered cars — gives reason for optimism. Because lead is dangerous, such batteries are considered hazardous waste and must be properly disposed of. Despite the fact that lead is inexpensive, an efficient business has emerged to recycle them. According to Kamath, “nearly 98 percent of lead-acid batteries are collected and repurposed.” “The value of a lead-acid battery is even lower than a lithium-ion battery. But because of volume, it makes sense to recycle anyway,” Melin says.

**Bhavya Batra**  
**BATCH 2022- 2023**





# CREATIVITY

Like



# Creativity: A phenomenon that has no end

Everybody is born with different seeds of creativity. As a whole, it is seen as a cognitive and generative ability with a vital component of innovation and problem solving, driving the brightest ideas of science and humanities. It is heralded as the generation of new ideas i.e., either new ways of looking at the existing issue or seeking new opportunities to make the world a better place to live for.

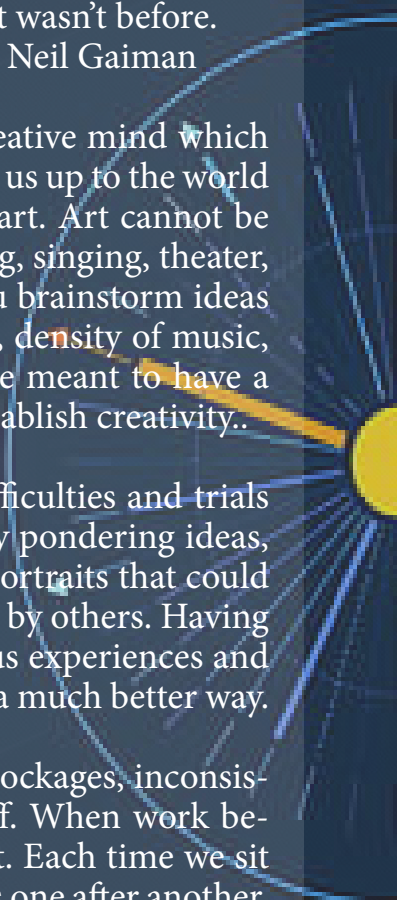
The world always seems brighter when you've just made something that wasn't before.  
~ Neil Gaiman

The human body itself has been labeled as a masterpiece that has a creative mind which ignites together to form it in several ways. It expresses oneself and opens us up to the world of individuality; which would mean nothing without the existence of art. Art cannot be just predicted with drawings, paintings, or sculptures but rather dancing, singing, theater, writing, fashion, and architecture also add up to it. First, art makes you brainstorm ideas because without brainstorming we wouldn't have the latest technology, density of music, style of clothing, diversity in architecture, or rather life itself! We were meant to have a sound mind that would state our point of view, amaze everyone and establish creativity..

Our faith in things grows stronger when we are tested through the difficulties and trials of life. A human's imagination is regenerated with different concepts by pondering ideas, enthusiasm, and inner curiosity. This would eventually come up with portraits that could be brought to life with the ability to produce novel ideas that are valued by others. Having an open mind with a keen interest will assist in analyzing one's previous experiences and generating a new flow of ideas that would make innovation progress in a much better way.

Creative work takes a lot of patience and effort. It is always prone to blockages, inconsistent results, and a gestation period that thoroughly peels your skin off. When work becomes challenging, we feel stationary and end up simply abandoning it. Each time we sit down with some work, there's a tiny voice that bulges out with new ideas one after another. At times, we are not even aware of it as a voice, because it is a constant judgment that flows since childhood and runs like a critical commentary and makes us feel like a natural part of ourselves.

However, if creativity is somewhat considered straightforward, especially for those purely dedicated to visuals and performing arts, then the question here arises is sometimes why do young musicians hold themselves back? Is it because they perform with the music composed by someone else? Or is it because it is an adaptation? But what if the same piece is played on a good day and then again on a bad day? Would the performance be the same? Or rather changing the audience would change the gist of the music. The reality is that you are not a puppet for the composer, but the way you express yourself with your instrument, the dynamics, aura, and body language makes music soothing and special.



In the academic world, the art of doing research is still considered a fairly new focus other than the concepts taught at the institute. By this, one does not justify having creative writing skills, but creative thinking skills as well. It teaches us to go beyond cultural norms and discover a new purpose for our goals. Furthermore, the ability to imagine and communicate in associative, non-linear, metaphorical, and personas rejuvenates within us that makes us stand bright amongst our co-mates.

Today, entrepreneurship is no longer an exception among the youths. One just needs an ability to create, to invent into a new form, or bring something new to existence. The idea of purposeful action and business structure will connect the dot between the thought process and implementation of that thought. Entrepreneurship is not only called self-employment but a platform that taps and transforms abstracts into their full potential. Risk-taking, research, and patience are the most crucial features in entrepreneurship that in the end sums up the picturized vision. Creativity in entrepreneurship is a continuous process that requires constant improvement of ideas and solutions. A creative person will work hard by making gradual alterations and exploring new horizons to access their abilities. The future success of entrepreneurs depends upon innovation, thus making it critical for innovative individuals to stay sharp in this competitive world.

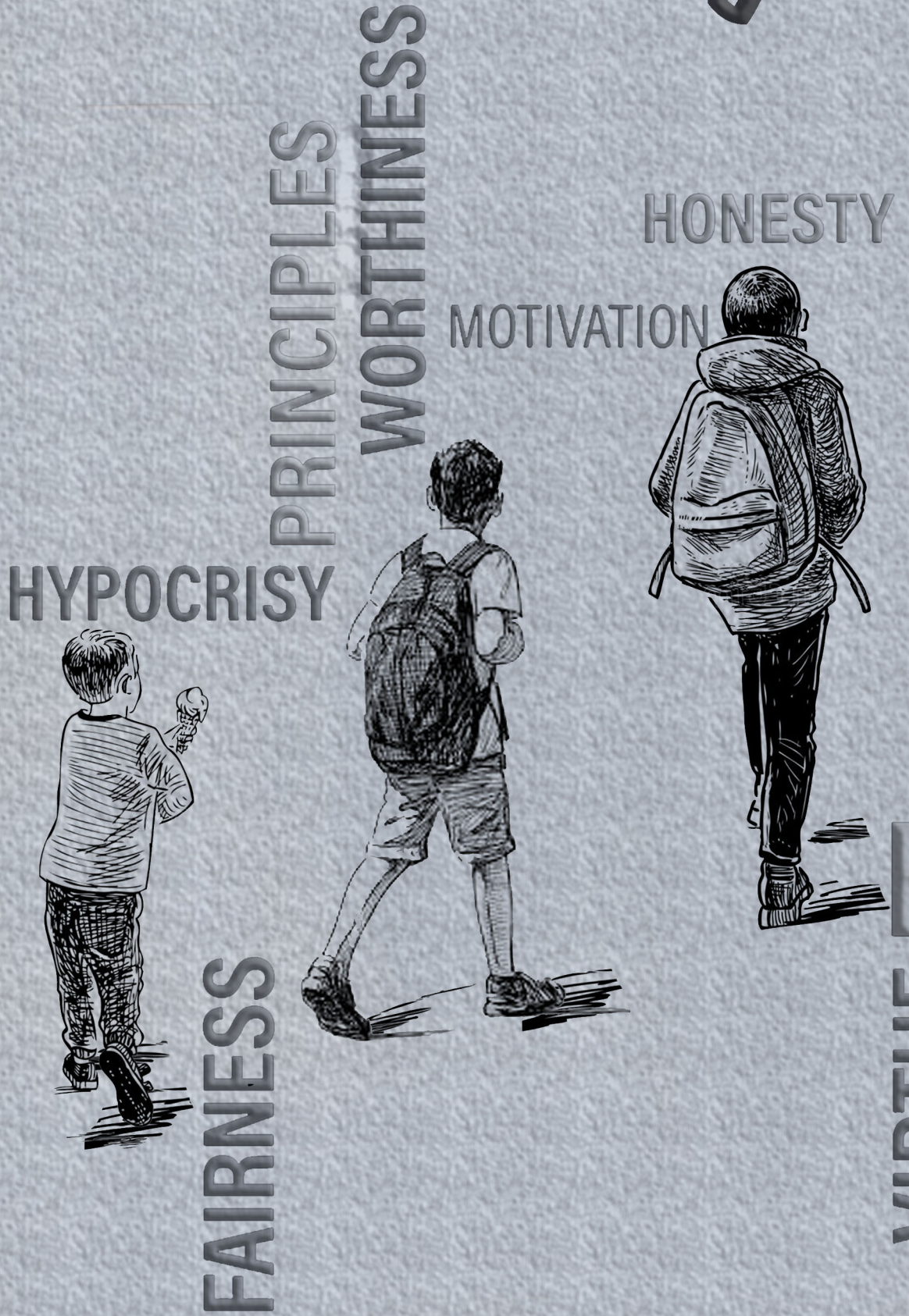
We humans are essentially born creative, from being an infant we find ways that are innovative and that negotiate life. The most enthusiastic and motivating individuals find ways around their obstacles because they see it not just as a difficult path, but as an opportunity to explore things. Creativity expands our perception, and along with coming new ways of solving problems: from making an exquisite meal despite not knowing how to cook to painting an extraordinary landscape when you are living in a freezing attic and can't afford a full box of paints.

We often co-relate creativity to innovating something, but the root of it is to gradually grow and expand. When we are creative, we feel like the world and all around us are vibrantly alive. There's a schedule that defends us from the whim and chaos which decides what we do with this hour. In the end, what matters is how we spend our days that will certainly decide how we spend our lives altogether..

**Bharavi Kharangate-**  
**BATCH 2022- 2023**



# Faculty



HYPOCRISY

PRINCIPLES

WORTHINESS

HONESTY

MOTIVATION



FAIRNESS

VIRTUE

# Article



RESPECTABILITY

TREATMENT

SENSE

TRUTH

JUST

ETTE

HONOR

STANDARDS

PURPOSE  
ATTITUDE

ACCEPTANCE

COM

# CREATIVITY, PASSION AND

Chance discovery of talent on multiple media platforms constitute fairy tales that keep users and scouts flocking to them. We have also grown up with stories of how people who follow their passion ultimately get discovered and shine like bright stars. Platforms have been pathbreaking in helping us in discovery process for singers/chefs/writers/craft-persons /painters etc and all of us have an interesting story about finding our inspiration without even looking for it. Whether we see the cricketer talent emerging in the Indian Premier League or music/dance stars born on hundreds of TV reality shows, the key message is that the current talent discovery platforms are performing an important function in the march of humanity. To quote my favorite poet Kahlil Gibran on work-

“And all work is empty save when there is love;  
And what is it to work with love?”

Japanese philosophy of Ikagai can also provide an understanding of passion economy and platforms. Intersection of two circles of ‘What I am good at’ and ‘What I love Doing’ result in PASSION. Next circle about ‘What the World Needs’ can be loosely translated into Demand Aggregation and ‘What You Can be Paid for’ can be seen as Monetisation Strategy. So, Passion along with Demand Aggregation and Monetisation Strategy provided by platforms can really make it work ! Of course, this is true of all work in the world but is even more pronounced of what I would term as creative work and this is an attempt to understand the interface between Platform and Passion.

I would like to examine the relationship Creativity, Passion and Platform Businesses through three lenses- First- Discovery Conundrum ; Second-“Good Enough” is Good and Three-Rent Seeking by Platforms . Platforms have been pathbreaking in helping us in the discovery process for singers/chefs/writers/craft-persons /painters etc and all of us have an interesting story about finding our inspiration without even looking for it. Social Commerce in many categories including home chefs or gourmet food brings in more revenue and engagement. Instagram had announced a partnership with Swiggy and Zomato to order discovery and spur engagement.

Many D2C Food Brands can also use these platforms and perhaps leverage on chef Influencers to get the foodies back to smaller outlets. Use of social media platforms as discovery and engagement tools has been a lifeline for D2C Food Brands and their promoters.

Various thought leaders have argued that the coming age would see influencers making a good living from their fans/subscribers. The passion economy proponents argue that the truly creative influencers would be able to monetise what they love doing and also do well. Platforms like Mi-laap can help people connect with their favorite causes and lead to greater common good. I was impressed with a campaign called Single Teachers School (STS) in which Carnatic Musicians have come together to raise money for STS in Tamilnadu. Platforms like Substack on which my newsletter is also published allows writers/thought leaders to build an audience without depending on social media platforms as an intermediary.



# D PLATFORM BUSINESSES

I have often discussed about the power of “optionality”- limited downside but potentially unlimited upside. Platforms can help us create optionality in career trajectory specially creativity based professions through learning and networking opportunities. Platforms can potentially help the aspirants solve the long tail problem of matching rare creative careers to equally rare opportunities.

Second dimension is quality problem as now there is a growing concern that in the race for creating platform thickness , many ecosystems have added too-much-too-soon and perhaps have reduced the overall quality of the content. The idea that we have the most brilliant content on platforms is flawed and as usual mediocrity rules the roost. Perhaps, we need to surface more inspiring stories and not let the bad content ruin platforms. At Centre of Excellence for Digital Transformation (CeDT) at the IFHE , we are documenting and sharing inspirational stories from street and street facing vendors who bring so much joy and convenience in our lives

Third dimension is the realization that perhaps platforms charge usurious rent for matchmaking and considerably reduce the power of art producers while giving an illusion of choice to consumers. A platform like Etsy which started off as an enabler for artists and is a global marketplace for unique and creative goods is now turning out to be a distant vision of “a place where creativity lives and thrives because it’s powered by people”. For example, when Etsy started automatically advertising the goods of creators on its platform and increased its take rate from 5% to an additional 15% . Many users found it “money grab”, ‘absolutely unfair” and felt it to be a betrayal of their interests by Etsy

To conclude, growing social consciousness is both a boon and bane for the passion economy. More users are interested in local/niche products & services and the passion economy would be able to serve this efficiently. Context, Community, Content and Connections are essential for creativity and passion led careers and businesses and perhaps different platforms can help you to build it lego style. I think there is an interesting personal lesson as well in trying to play around and create different combinations of our “Lego Block” like capabilities to see what clicks.

**Prof Shailendra Bisht**  
**Associate Professor**  
**(IBS)**



## Dating Deception (DD)

Rahul gets awakened in the middle of the night by his six-month-old kid Aahran's constant weeping and screaming. Rahul hurriedly grabs Aahran in his arms, shaping his neck like a pillar and supporting him with one hand while opening the hot water thermos with the other, only to discover it empty. It was Ramya's turn to fill the flask with hot water, but she was the irresponsible mother, sleeping in her own world in the same bed as the rest of the family. Rahul dashes towards the kitchen, Aahran slung about his neck. Rahul was cautious enough to avoid waking Ramya. The new-born appears to be at ease, as the father and son's hearts beat in sync. After getting the hot water, he combined it with the milk powder and feds it to Aahran for his nocturnal meal.

Returning to the bedroom, sat on the bed, checked the new-born boy was asleep in his arms, puts him on the bed, and kept watching the gorgeous face of Aahran, then hears voice of Ramya, who was turning while sleeping, "why don't you sleep, why are you bothering me, what is your issue and.....". Before Rahul can say anything, the sound of Ramya's snoring fills the room, causing the baby to tremble. Rahul settles down alongside him, his hands in the baby's little, tiny hands, ensuring that his good night's sleep is not jeopardised.

It's a gorgeous morning in Pune in June, and Rahul wakes up with the sun, feeds his adorable baby, and gets ready for his credit derivatives lesson today on credit default swaps (CDS) and collateralized debt obligations (CDO). He does everything with one hand while keeping his second on Aahran so that he can sleep soundly with his loving and caring father by his side. When the class preparation is through, Aahran wakes up with a grin and turns to face his father. He notices his mother Ramya on the other side and tosses his small little legs in the air towards her, as if trying to wake her up, but to no avail; Ramya is still fast asleep.

Rahul rises from his bed, carries Aahran on his shoulders, and enters the kitchen to prepare breakfast and lunch for the family. It's been like this since Aahran came in this magnificent planet against Ramya's desires a few months ago. After packing his belongings for the day, Rahul prepares the morning tea, along with water and biscuits, and delivers it to Ramya's chamber, where he greets her with niceties. "Who woke him up so early, put him to sleep before departing to your favourite employment Indira school of management and so on," Ramya continues as she sips her drink. Rahul only nodded his head in agreement.

Rahul is in college, ready for class, enthusiastic, competitive, and full of energy. With great zeal, he enters the classroom and is shocked to discover Murthy, the dean of academics present there. When he inquires with Murthy, he learns that he is there to study about credit derivatives in preparation for a class next week. Because he is a brilliant storyteller, Rahul's lectures are usually effortless and simple. The lecture draws to a close with appropriate examples from the financial crisis, and everyone is cheering; Rahul's pupils adore him for his intelligence and contextualization

The class ends and everyone is clapping, Murthy rushes over to Rahul and says, “We are fortunate to have a teacher like you with us, you are a master of teaching complex things in simple terms, and your classes are magical, I hope I will sail through my class with the inputs I noted down from your excellent lecture, Thank you!”

While driving back to his house, Rahul is thinking about Aahran and his lovely smell, longing to see him as soon as possible. The car’s speedometer is set to 120, and he is speeding through Pune traffic. He arrives home, enters the house, finds Ramya watching her favourite television show in the drawing room, and hears Aahran crying in the bedroom. Hastily enters the bedroom, dropping the baggage aside, changes the child’s diaper, and puts him into his arms, sniffing him and closing his eyes. His eyes are closed, but his mind is racing with questions about whether physical biology is sufficient for chemical bonding between mother and son, how a mother should be, whether being a mother is enough or there should be some maternal instincts, responsibilities, and sensibilities as well, and whether he should search for soulful love for himself and his son. The questioning persisted until he went to bed.

Rahul received a Facebook notice on his phoney account with the name Alok Amit. It’s a message to meet the next day from his Facebook friend Tharini. Out of desperation and in the confused state he confirms a meeting at Café Coffee Day - Nitesh Mall in Koregaon Park during college hours.

*The next day, he presents himself to Tharini as “I am Alok Amit, and I teach postgraduates at SBM. I am single and looking for a good match*

Tharini introduces herself “I am Tharini, a single teaching undergraduate at Arora College, my mother is sceptical that I will have an affair with a married man, so you are sure that you are not married and by the way, what is your name?” whether it’s Alok or Amit?

The conversation continues. They were happy together, and the hours flew by like seconds, with neither of them noticing. After paying the bills with his credit card and tossing the customer copy in the garbage, Rahul leaves Tharini after the work hours had passed. Rahul is excited at the anticipation of a fresh future with Tharini. He thinks that she is promising, has motherly instincts and she can be a good mother to Aahran and is ready to have further meetings with Tharini for being confirmed of taking the relationship to next stage. Now, his focus is split between Aahran’s present and future.

Once Rahul has left the place, Tharini returns to the dustbin, pulls out the customer copy of the bill paid by Rahul and finds his actual name on it. Tharini says to herself, “The game would be intriguing now that I have some player of comparable competence”.

“Malini, what are you doing here?” Tharini hears the voice of her husband Rohan from a distance, who is moving towards Tharini, holding their four-year-old son Yash by his hand.

**Prof Ranajee**  
**Assistant Professor**  
**(IBS - Hyd)**



# UNDERSTANDING SUCCESS YET AGAIN



There must have been countless number of attempts in various forms as books, power-point presentations, workshops, Talks, interviews, discourses and many more to understand the magic word 'Success'. Despite those, the quest to understand success is still on... this is one more such attempt born out of a brief thought work.

I tried to make it a bit objective by drawing a reverse-cascade that identifies components that usually precede success.

The result was something like this:



## Reverse Mapping Success

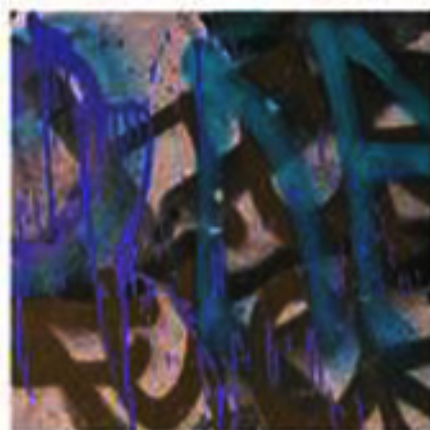
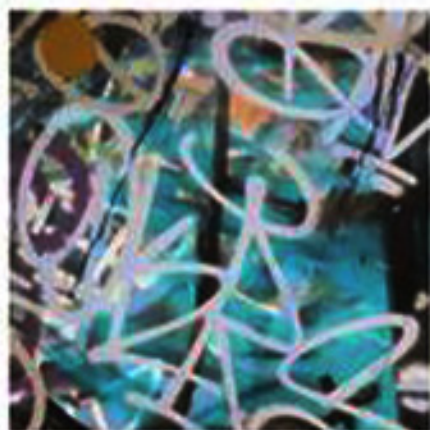


- Take any successful person. He/ she inevitably brings along a distinguishing and evident Attitude.
- Attitude is a function of one's Personality, which is a bunch of several aspects.
- Personality in turn is groomed out of hard-ground Habits, over a period of time.
- It is tough to inculcate habits unless one has a clear set of Goals
- It needs a deep and periodic Introspection to realize one's desired Goals
- There can't be better source than Life Experiences for one to introspect
- The catch is 'Life experiences' is something that life caters to everybody in abundance;
- Nevertheless, only few make it to Life-Success



Because every subsequent stage from life experiences demand those rare competencies viz. Focus, Hard work, Learnings, which keep the subsequent components stuck together

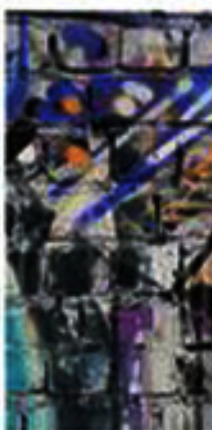
**Prof KBS Kumar  
(IBS HYD)**



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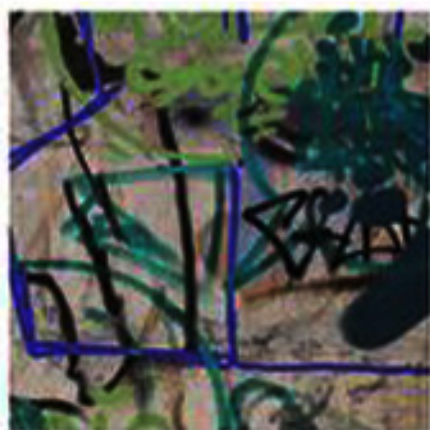
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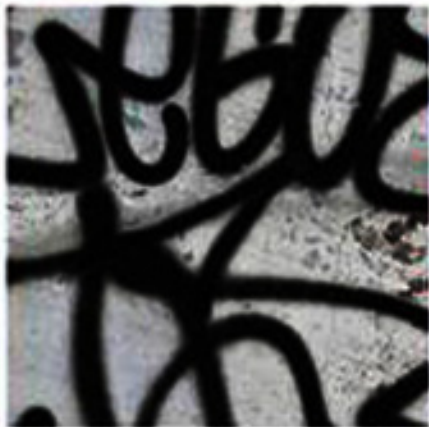
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# KAIZEN



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 14 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.

The event conducted by Club Kaizen in the latter part of 2021 was BlackOps, the flagship event based on a tribute to the Indian Armed Forces, on December 9th, 2021. The offline event incorporated various entertainment and operations-based games with 180+ registrations. It encompassed analyzing and problem-solving skills. Overall, it was a fun and convivial event. The online version of BlackOps was an event consisting of simulation games that incorporated certain Operations Management principles. The story revolved around how participants had to efficiently allocate resources using inventory management principles within a limited time. This game instilled critical key learning into the student community about appropriate time management, having a quick presence of mind, and great analytical abilities.

Later on, Kaizen created three events for Trishna, namely, Voyager (Major), Space Armada (Minor), and Dooms Day (Fun); we're glad to say that all three events were a grand success and won many prizes for the club. The year was finally concluded by handing over the club to the junior team successfully.

# PRAKRITI



Club Prakriti (The Official Nature and Adventure club of IBS Hyderabad), we, the green team, are about a lot more than just trekking and the environment. Not only do we offer adventure, but we also promote young growth and social awareness. Even in these trying times, we are unstoppable; even a global pandemic couldn't break our spirit, and our out-of-the-ordinary occurrences have surprised everyone. We believe in success, and we keep that streak alive here at the virtue of the new normal by hosting a variety of events. Plantation Drive is a campus-wide event where teachers and students are invited to plant saplings. Snake-O-Pedia, a snake awareness program, is our flagship event.

We held two events as part of TRISHNA 2k22: Call-O-Shot and The Odyssey, both of which were hosted on the D2C platform. We also organized a guest lecture on the topic 'One Earth' by Mrs. Farida Tampal, to raise awareness and promote sustainability. Furthermore, we anticipate several entertaining events as well as cooperation with other clubs. We are also looking forward to organizing several trips to explore the adventurous as well as nature side along with camping for students to make them experience nature's life.



# 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 for members to expand their thinking horizons 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 innovative ideas and our garnered knowledge.

On the 12th and 13th of December, Club ADmire hosted the 11th iteration of the flagship event Juari. After a year of online execution, the event was done in a hybrid style.

Everyone on and off campus was able to enjoy themselves, and those on campus got a taste of the allure of offline events. Nonetheless, the rounds, as well as a special Tarot reading session being done online, were loved by the online participants. Many well-known brands supported the event. Juari 11.0 was a huge hit.

Apart from these Club ADmire focuses on introducing creative ideas and innovation into the world of advertising and branding, as well as proficient learning, through its year-round club events.

# 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 organizing 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 regularly 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. Analyze volume 4 Issue 2 is also about to publish by our editorial vertical.

# SAMAVESH



Our unity makes us strong, our diversity makes us beautiful. Be it the melodious tunes of the Music Pool or the beauty of movements portrayed by the Dance Pool, be it the magic woven with vibrant colors by the Creative Pool or the high spirits of the Anchoring Pool, all of these with the support of the Organizing Pool which strives to seize every opportunity is what describes us and makes every event a roaring success.

Every single pool takes special efforts to set and give its best to achieve the desired vision to create the maximum impact. Together, every member works towards making this family grow more and win maximum hearts. From celebrating the essence of various cultures of India in SANSKRITI to celebrating the diversity of our nation on Republic Day, these were just some of the many significant events that shaped our journey. And further giving the position of responsibilities to the upcoming batch in the Handover Ceremony. As representatives of Samavesh, we identify ourselves as the Cultural Face of IBS Hyderabad and take the utmost pride in celebrating traditions and cultures ultimately giving the feeling of "Home, Away from Home" to everyone is what we strive for.

The five pools of Samavesh – Anchoring, Creative, Music, Dance, and Organising are the pillars that help our club to stand strong and together as a unit. We will always continue working towards bringing a smile to the face of our IBS family at every possible opportunity. On that note, we wish to keep you entertained & happy always for which we request you to Stay Tuned and Excited for the Good times.

# XPRESSIONZ



XpressionZ Theatre Society: The Official Dramatics Club of IBS Hyderabad, continued its legacy to bring light to social and current causes in society. We intended to encourage a culture where we as students have a sensation of the current gathering climate and get moved to contribute our piece towards the change and influence other students to do the same.

From November to March, we conducted various events including Canvas 4.0 in which short movies were released depicting 5 different social issues which were very well received by the audience. We were also the entertainment partner for various club.

In December, Malang 4.0 was organised as our flagship event. In this, all the other clubs were invited and were asked to make a short film/monologue in which they were assigned different fairy tale movies. In Trishna- IBS Hyderabad's Annual Management and Cultural Fest we conducted 3 events- Fun Atlas, Spectrum and Cosmic Curation and also performed a street play "Paanchali" depicting

how a woman is bound by the norms of society and how she pleads for respect, equality, and dignity. We also participated in a monologue competition organised by IIM Sambalpur, named Ek Rupak. In February, the handover ceremony and farewell took place.

We intend to take this theatre club to a new level by blending entertainment, education and awareness about social causes and showcasing our work not just in IBS Hyderabad but also outside the college since our pedagogy states that "Our Act Stands No Matter What".

# PRAYAAS



Club Prayaas, The Official Inter B-School and Corporate Events Club of IBS Hyderabad maintained its stride into the second half of the academic year with more vigor, successfully riding the wave of virtual events from the first half. The constant support of our mentor Dr. P. Bhanu Sireesha enabled us to assure fulfilling experiences and meaningful contributions to the students of IBS Hyderabad. Club Prayaas had a spectacular breakthrough for the Corporate Month 2.0 in November, which saw 1500 participants from 300+ institutions, including 15 IIMs and 2 IITs, 2 lakhs+ views on our D2C event portal, and an Rs.13,500 sponsorship for our flagship events C-suite 5.0 – A boardroom challenge, Pecunia 4.0 – National level quiz competition, and Prakaran 2.0 – Call for Articles. These events were, without a doubt, highly welcomed by both internal and external audiences. We were also ecstatic to publish Prakaran and Checkmate, magazines that included the greatest papers and case studies from the competition and club members at the time. During January, Club Prayaas managed the Campus Ambassador program for Trishna - The Official National Level Management Fest of IBS Hyderabad. During March, The Club collaborated with other clubs, IFHE Blues and Sankalp, to conduct a World Water Day initiative- “Every Drop Counts!” which saw all the clubs presenting innovative ideas for water conservation. During February and March, Club Prayaas, also collaborated with IIMs (Bangalore, Calcutta, Trichy, and Udaipur), KJ Somaiya Institute of Management, MDI Gurgaon, IIT Delhi, NITIE Mumbai, SIBM Pune, BITSOM, and Amity University, to host several interesting events. TATA and Skillovilla were among the corporate heavyweights with whom the club shook hands to create thought leadership opportunities. WE DREAM WE DISCOVER WE DEVELOP

# 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 the amalgamation of three verticals namely Trividha R.E.D., Vriddhi Research, and IBS Times. Currently, there is also a website where we post articles on relevant topics. • The vertical Trividha R.E.D. (Research, Events, & Development), has hosted various financial games including FinStreet’s flagship event Bhavmandi 8.0 which was based on the concept of Over-the-Counter Trading, a workshop was conducted on Financial Modelling and the final event of the tenure was THE CELESTIAL MARKET, part of the Inter College Management Fest – TRISHNA, which was based on the concept of Space, Technology and Capital Market. • The Second Vertical Vriddhi Research is focused on covering a broad range of financial research activities, which includes industry and company specific research reports and well as macroeconomic analysis. The vertical is also responsible for the management of a student investment fund, which is the 4th largest in India. • The third vertical namely IBS Times is the publishing arm of the club. The vertical comes out with a well-researched magazine and articles on the current happenings in the world of capital markets and finance on its website which has reach to its readership of about 16000 people with more than 50000 impressions. The vertical also publishes weekly takes & opinion to enlighten the readers on major prevalent financial news.

## TEAM VAPS



Passion doesn't get pursued unless you work hard for it! And the labor for passion arises when you get out of your comfort zone and put your thoughts into action instead of simply procrastinating, and this can only happen when you follow a disciplinarian regime. As the Official Sports and Fitness Club of IBS Hyderabad, Team VAPS laid the foundation stone for this very club which made sure and will keep on making sure that IBS people follow a disciplinarian schedule to pursue their passion and the only way to make a splendid routine is to start playing a sport, as playing sports not only boosts your confidence but also makes you well versed with your inner strengths and capabilities and eventually you will end up molding yourself in such a way that your daily activities will lead you to walk on the royal road to success. Team VAPS' December activities consisted of scheduling its flagship event-AAVEG-12, and it caught the limelight because it was organized with double synergies, as it was conducted on two platforms, i.e online as well as offline. Covid-19 couldn't play the spoilsport as Team VAPS is quite adamant when it comes to playing sports or organizing any sporting event. Usually, AAVEG carries the status of being the spectacular event of Team VAPS, but this year since the zeal and impetus were duplexes, it got the status of being the most prominent event of all time. Moving forward to January, Team VAPS conducted Trishna's fun event, which was an Inter-College Event, and it was conducted in compliance with Trishna's theme of metaverse, science, and technology. It was an extremely amazing experience for organizing such a unique event which required the formation of the entire flow of that event which further needed brainstorming to conclude. From the next semester, IBS is allowing us to conduct all the events in offline mode, it is going to be a completely new experience and everyone is excited for a rollercoaster ride awaiting.

## CLUB ECOBIZZ



Club Ecobizz - The official Economics, Business, and Public Policy club of IBS Hyderabad. The club's passion for economics, business processes, and public policy are what makes it notable. Verticals of the club include - Khoj (The Research Wing of Club Ecobizz) and Mains (Operations, Creatives, Information Technology, Editorial, Corporate Relations, Public Relations, Events, and Marketing). The club appears to be buzzing with ideas by networking seamlessly, thanks to the club's ongoing adaptation to the digital platform. With the EB bulletin and EB News probe, the club maintains its lead in imparting knowledge daily. The club has conducted the following activities since November 2021, 'Rajneet 7.0 – Satta ka Rajtilak' the much-anticipated event for all IBS Hyderabad clubs, Was conducted from 11.11.2021 to 17.11.2021 where candidates express their political opinions and ideas throughout a seven-day itinerary; each day representing a different aspect of an election process. It's a scale model of India's political system.

# CONVERGENCE



Here at Convergence, we believe the same, and define our activities as the best to yield excellent results in motivating and bringing talented concepts and ideas together to converge as the, one heart and soul, Official HR Club of IBS Hyderabad. Interaction, Creativity, and Leadership are the absolute focus of Club Convergence. We commit to inspiration. We value the realization of talent and potential. Our motto being, "With us, It's Always U first", we stand as an academic action-oriented club that believes in priority and a professional tomorrow. Club Convergence strives to achieve skills and excellence by creating a knowledge pool through interacting with industry professionals which gives scope for learning about global workforce communities and leaderships. Events Conducted After November 2021

1. CINE HR - First offline event at campus dated 14th December 2021 was a Horror themed mystery experience. Encompassing the grandeur and exploration of the campus grounds, this event was planned. A fun-filled adventurous event with amusing games followed by finding clues and unraveling a thrill to escape the lockdown hangover.
2. HR WEEK 5.0, Verdict - As part of HR WEEK for the year 2021, Club convergence conducted an event "VERDICT" on the 24, 25, and 26th November 2021. It was an online role play courtroom simulation. Each Day had a different activity based on the case provided to the participants named "FLY EASY: AIRLINE vs WHISTLEBLOWER PILOT".
3. CELESTIX for Trishna - The minor event of Club Convergence for Trishna, the Annual fest of IBS Hyderabad, was an online event, also registered with D2C for maximum student engagement. With the main theme of Interverse, this year Trishna was an infusion of science, technology, and management. Club Convergence staged this event keeping it innovative, as always, revolving around multiverse-themed rounds with superpowers assigned to the participants for them to solve a particular Human Resource challenge of Talent Gap in the final situational round.

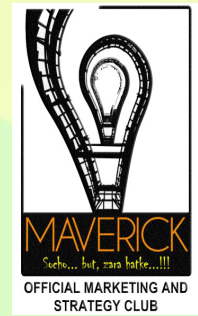
## SPEAK UP



The year that began in uncertainty surely came to its own, in a large part due to the various activities that our clubs organized. Club Speaks Up, the Official Public Speaking, Soft Skills, and Debating Club of IBS Hyderabad hit it out of the park. The big bang however came in December. The Great Debate; Club Speak Up's flagship event was every bit a promise that lives up to the hype. The idea of inculcating a temperament for debate amongst the clubs holds the hope that we, the students of IBS Hyderabad grow as human beings who are open to new ideas and differing opinions and are receptive and tolerant of thoughts other than our own. The new year ushered in a departure from the blues of yesterday with Trishna 2022. Club Speaks Up organized Gauntlet, and the theme of "Interverse" became an instant hit.

The core activities of Club Speak Up, namely Mod-diction, Break the Mould, and the 61st Minute continued the tradition of online engagement among our members as well as audiences. CHAI sessions came around full circle as members received crucial preparation and tips that were much needed in the pursuit of SIPs.

# MAVERICK



Maverick- the official Marketing and Strategy club of IBS Hyderabad ensures to bridge the gap between classroom learning and the application in simulated situations by showing students how to think outside of the box through our many verticals like MAVENS (Maverick Research Wing), M.M.S & M.S.F (Maverick Marketing Solutions and Maverick SalesForce), Events and M.A.D.E (Maverick Advancement & Development Entity). With 30 members, our aim is for our fellow students to have a holistic approach towards marketing by conducting events of all sorts from having guest lectures by eminent industry personalities, to marketing and strategy-based games on product life cycle, branding, and the like. Apart from conducting events, we engage with industry experts as well as the world-class faculty at IBS to deliver lectures and feed the marketing appetite of the budding marketers in college. Maverick is not a culmination of 6 BMCs on a trot or innumerable other trophies sitting idle, Maverick is a family.

In the month of November, one guest lecture was conducted with Mr. Suresh Kumar Tulluri (VP & Global Head – Ecosystem business unit of HCL technologies) on the topic “Driving Innovation, Capital Efficiency, and Customer Value through Ecosystem Business Model”. Kicking off November with a Maverick style, our 2-day event – “Marketkshetra” was held on the theme of gaming with a trailer of the fun being launched the previous day when a collaboration with team Titans was held to conduct a fun game of B.G.M.I. On the first day of the event, ‘Enigma’ focused on marketing lessons with a few presentation rounds while the next day, ‘M-talk’ focused on a Maverick style of Model United Nations related to more marketing-specific issues. “Impulse” was another 2-day event focused on sales and marketing concepts which involved showing talent off through poster making and sharing on social media handles of their club incorporating stealth marketing of the product along with moment marketing of our Carnival. Finally, the “Carnival”, the most awaited event of Maverick as it should be due to being our flagship event was based on the theme of nostalgia to revisit your childhood through movies or tv shows like – “Charlie and the Chocolate Factory, Narnia and Stranger Things.” The promotion for our flagship was no doubt a success through our Secret Santa event for the whole campus to take part in which was later extended due to the hype created along with our roll down to inform the crowd about the show. Maverick later organized the 9th ICOMBS conference which was hosted by us and invites research articles and case studies from academia, research scholars, and interested individuals. Finally, our club’s handover was an emotional rollercoaster for both seniors and ourselves in which it was declared who would be in the final team and who finally achieved the throne after all those sleepless nights.

Maverick never sleeps nor fails to deliver the assignment asked of us.

**AAINA**



“The best way to find yourself is to lose yourself in the service of others.”- by Gandhi. This quote explicitly explains the essence of Club Aaina.

The Center for Women Development is the ultimate strength of Club Aaina. CWD and Club Aaina together act as an inferno that compels us to see within us the light that we have, the power that we possess, and the zeal that we can ignite within us to bring about a change in the society.

Social Mic 2.0 is an open discussion where the participants shared their views on the topics of body shaming, transphobia, and toxic masculinity.

Aashayein, Club Aaina’s flagship event, was a two-day event with the topic ‘Animal Abuse.’ On the first day, the event was split into two rounds. The panel discussion on day 2 provided participants with a better understanding of how they may take action to stop animal abuse and make a positive change in society.

The Centre for Women’s Development (CWD) held a two-hour self-defense session in the IBS seminar hall. The session was intriguing and entertaining.

From the 5th to the 9th of January, Club Aaina organized Major and fun events for Trishna. The fun round called Space Palooza consisted of 3 rounds. The major event consisted of 5 rounds which lasted for 3 days.

Club Aaina organized a two-day event on women’s day - Wings of Worth. The theme was “Believe the self, not the society: The importance of activating independent self-construal and being self-sufficient. The first day was Guest Lecture on the topics “How and why self-belief is important at the workplace and how it can be developed” and “Women and self-sufficiency: A modern-day concept or an age-old notion. The second day was an interactive workshop on self-love and self-care where the guest shared the importance of dreaming big, believing in yourself, and how it helps in achieving your goals.

# MONEY MATTERS CLUB



Money Matters Club is proud to be the official finance club of IBS-Hyderabad. Does money matter? Undoubtedly yes, and it is with this goal in mind that the Money Matters Club was established to give the IBS students, rich and diversified experience in Banking, Accountancy, Finance and Taxation (BAFT) domain. Learning is enriched only by practical exposure and Money Matters Club provides all the opportunities to have a learning experience. Money Matters Club has always been fortunate with people who have a passion for finance and aspire to move “beyond the realms of finance,” much as an organization’s strength lies in its people. The club has been hosting BAFT-related events, guest lectures, management discussions, and deep dives in order to enhance and give students an in-depth understanding of our domain. Our club has invited eminent professionals from leading organisations to share their knowledge, experience, and insights on a range of current financial events. Redux is our flagship event that helps to stimulate students’ ideas in order to improve their financial abilities and skillset. During this event, students are exposed to practical financial situations, which stimulates their thoughts to design a winning strategy. Aside from these events, the Club publishes its weekly newsletters “News Bulletin” and “Gyanpath” on its social media platforms to impart knowledge about current events and perspectives on current economic and financial challenges.

# INFINTY STUDIOS



Infinity Studios - The Official Entertainment Club of IBS Hyderabad is living up to its motto of ‘Integrating Entertainment with Management’ by keeping the masses engaged with exciting content like movie and web-series reviews, musical playlists, short films as well as enjoyable events. Bioscope, Infinity Studios Flagship event, took place on December 1st, followed by the Infinity Studios Award Ceremony (ISAC) on December 2nd. In Bioscope, short films created by each of IBS Hyderabad’s clubs were screened for the public. ISAC presented awards to clubs for their efforts in a variety of areas like content, cinematography, and screenplay to name a few. Both the events were streamed on YouTube live for the general audience From the 5th to the 7th of January, 2022 - Infinity Studios participated in the annual fest of IBS Hyderabad, TRISHNA, , Weekly Flashback, and OTT-Endar to keep the audience engaged and entertained. 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.



# MOVING MANNEQUINS



MOVING MANNEQUINS is the official fashion society of IBS Hyderabad. With our motto, "Collating Fashion and Creating Style", we work to combine fashion with information, as well as to assist students in developing leadership abilities and increasing their self-confidence.

Our mission is to bring fashion and business closer together by hosting comprehensive and creative events on the campus of the ICFAI Business School in Hyderabad. The key element that drives all of Moving Mannequins' actions is a passion for business and fashion.

Events since the Month of November :

MERAKI is the Flagship event of Moving Mannequins which is held every year starting from 2018. Meraki is a 3-day event based completely on the Moving Mannequins domain, that is Fashion. All 3 days' event/round is evaluated on the last day of Meraki based on each day's performance of the participants. This year, Meraki was held online. Participants were asked to register via google form to participants.

Fashion Gestion, the single-day event was held during Trishna and was a Minor event. This event was a fun event where Moving Mannequins welcomed the participants from various institutions into the world of fashion and Trishna 2022.

Stylist's Fiesta, the three-day event was also held during Trishna and was the Major Event from Moving Mannequins that started on 7th January 2022. The theme of the event was Technofashion, and it inspired the participants to explore the future of Fashion within the realms of reality.

With this, we concluded the academic year 2021-22 on a high note.

# GREY MATTERS CLUB



We would be glad if you could provide the respective Club Byte mentioning the objective of your club and the purpose which is served through various events and activities that were conducted from November 2021.

Club Gray Matters – The Official Quizzing Club of IBS Hyderabad has always been a club that conveys matters related to quizzing. We had our Flagship on the 1st and 2nd of December month 2021, Our main theme was evolution. Through this event, we had to convey the need for evolution and how evolution was till the current era. At the end of December and the first week of January, we had TRISHNA. The theme of TRISHNA was Techo Management. For this event, we divided the rounds into two parts: Technology and Management. Here we convey the importance of Technology in daily life and its usage in various aspects of a company. And the second part is Management. We connected Technology to the management process.

Other than the events we have

- Daily questions – where we take a quiz on our Social Media about the current affairs going around
- Weekly Panchatantra (goes live on Fridays) – Here we give a piece of unbiased information on the developments around the world. We find out what are the important topics that help in the development of mankind and give an unbiased opinion on that topic.
- Monthly Articles (goes live on the 1st of every month)– There are a lot of Individuals who have contributed to the society but their efforts have gone unseen. Through our monthly Article, “Unknown Inspirators” We give them the light they require.

# MANAGERS WITHOUT BORDERS



Since our inception in 2016, we have played a pivotal role in shaping the managers of tomorrow. We strongly believe a manager's third eye lies in his ability to research, analyze, and interpret. Hence, the core of the MWB IBS Chapter lies with Research and Analysis Wing (RAW). The research domain mostly concentrates on the area of Finance and Marketing keeping in view the E5 concept (Energy, Economy, Environment, Employment, and Entrepreneurship). RAW has the scope of covering the domain of Analytics and Operations as well as Human resources.

Our flagship domains are CSR and SSR which conduct various activities throughout the year including plantation drives, environmental awareness drives, school paintings, etc. We also conduct several Guest Lectures by eminent industry personalities to enhance the knowledge base and get an insight into real-world problems.

NAZARIA- the official photography club of IBS- Hyderabad has been redefining photography and freezing moments since 2010. A club of budding photographers, who nurture art and believe in learning and growing together. The club has a small group of members who are extremely passionate about photography. In a club-driven college culture, Nazaria is a coverage partner to 29 student clubs and all other institutional and university events. The club is operational throughout the year and organizes various events.

The first event for which we collaborated during November was with DOT and Infinity studios for a guest lecture/ event. During Trishna, our minor event 'IRIS' was held in which the students clicked pictures on various topics given. Later, we judged and ranked the pictures for final prizes and certificates to be distributed. As every year, we held 'SPOTLIGHT' during Trishna which is a collaboration with Moving Mannequins where the members of their club get their photoshoot done and the best pictures make it to the calendar which are later distributed offline to all faculties on the campus. Another calendar is printed where personal photographs taken by our very own Nazarians are put into which is in the online mode to be shared over Facebook.

'Frames' is our flagship event which is organized every year with full passion, compassion, and love towards photography where we call professional photographers to the campus and decorate the campus with the prints of photos taken by the students which are auctioned towards the end.

We create and capture memories for all the clubs throughout the year. Nazarians never fail to capture the moment and savor every picture-perfect memory.

SANKALP is the Official Leadership and Nation-Building Club of IFHE. It stands tall on its three pillars of Social, Corporate, and Political Leadership, with a motto to Serve with pride, Lead with confidence and Inspire to impact lives - "BE THE CHANGE". It aims to transform students into Corporate Leaders with Social awareness.

Striving towards the goal, Sankalp organizes various activities such as CSR, SSR activities, webinars, awareness programs, blood donation camps, and orphanage visits. It never fails to surprise me with its events which include Drishti, Magnate, Wishing Tree, and its flagship event- Megistanos (The hunt for the best manager).

Some events from November were:

Magnate 8.0 – The best manager hunt was held on 13th November 2021. At this event, participants are judged in every managerial domain. The winners of this event are awarded the title of Best Manager with prize money and the opportunity to represent IBS Hyderabad at Trishna & Club Sankalp's flagship event," Megistanos".

A webinar by Dr. Shamoly Khera on "Building confidence to be a successful leader" was held on November 18, 2021, on Google meet using as a platform. It was a very useful webinar in which Dr. Shamoly guided us on how to handle struggles and be confident & have patience during hard times of life.

The second webinar on HIV & Adolescence was conducted by Dr. Rakesh Bharti on the 1st of December, 2021 by Club Sankalp in collaboration with Managers without Borders. Dr. Rakesh Bharti gave useful information about what is Aids and how it could be prevented and influx us with useful details about rumors of AIDS prevailing in society. Also, we were briefed about the pros and Cons of Adult life ( Adolescence ).

The third very insightful webinar on "Can the youth of today afford to be apolitical?" by Mr. Kiralu Naga Sravan, was held on

12th December 2021. Kiralu Naga Sravan who is the State secretary of Telugu Yuvatha , a National youth Award Winner & TEDx Speaker, briefed us about the political scenario of the nation and why the youths are needed primarily for and by the nation.

Megistanos 11.0 – the flagship event of Club Sankalp was held during Trishna fest(7-9th January). Megistanos 11.0 is conducted every year in search of the best manager.

Though COVID-19 has taken us all a toll, it only made the club more determined to Serve, Lead and Inspire. With the shift from online to the hybrid model, the activities and their reach have expanded like never before. It is helping us reach the masses through online platforms, while directly interacting with those in need offline. All these could only be possible because of the never-ending zeal and enthusiasm of our members, who constantly push our creativity beyond our limits.

Maçon is a French word that means a builder. We at Maçon provide a platform for creativity and innovation. The entrepreneurial forum is meant to envision, enlighten and engage young minds with the idea of entrepreneurship. Over the quarter of 2021-2022, the cell conducted many events to embrace young minds and encourage others too.

1) In addition, the flagship event of Maçon E-Week is a seven-day innovation-driven event conducted to inspire minds from all around the country to engage in entrepreneurial activity and connect talent to potential investors, mentors, and venture capitalists. This year E-Week was organized from 28th November to 4th December 2021 with a theme of “Deep Learning in Indian Ecosystem”.

2) From 5th January to 9th January 2022, Maçon conducted the annual official fest fun event “Stellaris”, Trishna 2022 – The official management and cultural fest of IBS Hyderabad where students from different universities come together to participate in different competitions, workshops, activities, and events.

The event started with the gripping round “Quiz Round”, a quiz on Kahoot platform.

Furthermore, there are two filler rounds were conducted namely “Who Am I” and “Guess the Movie”.

The participants advanced to the next round, “Blame the Name”, in which they have to find the most suitable weirdest name possible, and explain why they chose this name. Each team was given 5 minutes.

Finally, the last and most interesting round, “Dare Round” was conducted. Each team was given a certain amount of time for their respective tasks and the number of dares will have based on the number of tasks completed.

3) On 16th March 2022, we conducted a Guest Lecture on the topic “Managing Platform Business”

4) On 26th March 2022, we had of B-Plan Poster Competition in which participants were given 10 minutes for presentation followed by a 5-minute question and answer round. After every presentation, judges enriched participants with their valuable suggestions, sharing their insights and knowledge which could help them implement their ideas. All the aspects of startups with regards to logistical issues, legal issues, revenue issues, networking, and cost stability were being mentored by the eminent guests.

#inspiredtoinnovate

#incubex

#startups

# 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.**

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