

# CONNECTIONS



# SCOPE



# CONNECTIONS

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# EDITOR IN CHIEF



## NAMAN BAJAJ

The childhood frolic of rushing home to your computer to delve into games has evolved as we grew up. The scope of gaming transformed the industry into a meticulously designed realm of success and entertainment.

It was a highly insightful venture to explore gaming as an industry and decoding its versatility in this magazine carrying the theme 'Scope', while this edition chases the 'Realm' of gaming. The transition from 2D to 4k high definition gameplay is only the tip of the iceberg, as the industry has bloomed into stadiums filled with cheers for professional teams. A tall order for dreamers which has come to fruition battling against all odds flaunting the 'Scope' that this industry bequeaths for future generations.

The sub-theme 'Realm' enunciates gaming terraforming into a world of its own where dreams echo through every screen and scream of excitement. A multi-billion dollar industry that inspires children and adults alike, gaming has truly reached a realm of hope and joy.

Putting together this magazine has been a journey and a half. I'm appreciative and grateful to the entire team of Alumni Relations Cell and the design and editorial team who put in hours of hard work, and a special gratitude towards the faculty, alumni and students for providing us their perspective and contribution.

Remember, it's not about how you start off, it's about how well you know the scope of your potential and act on it, because your connection with your dreams will become your reality in this realm.

Sincerely,  
An avid gamer.





## CO-EDITOR IN CHIEF

### **DHWANJ DOSHJ**

**Welcome to a realm where the scope is limited only by your imagination.**

Picture yourself immersed in a virtual arena, cheering alongside thousands of fans as your favourite team executes a jaw-dropping play, or feeling the rush of adrenaline as you navigate treacherous virtual landscapes, outwitting opponents with your strategic prowess. In these electrifying moments, pixels transform into emotions, and the digital realm becomes a playground of limitless scope, blurring the line between the virtual and the tangible.

In this issue, we present to you the vast 'Scope' where the possibilities are boundless, and the 'Realm' of esports that surpasses the limitations of traditional sports. So grab your controller, adjust your headset, and hop on to decode the gaming universe through each article.

My appreciation goes out to the Design, Editorial, and the entire ARC team for their efforts, and to all the alumni, faculty, and students for sharing their viewpoints with us.

I hope you enjoy this issue of Connections and find yourself inspired by the limitless possibilities that await in the realm of esports.

Signing off with gratitude.  
Stay Connected, stay inspired.  
Until next time!



# ALUMNI





# ARTICLE





# UNLEASHING THE FUTURE

THE IMMENSE INVESTMENT POTENTIAL OF INDIA'S GAMING INDUSTRY

Gaming had long been seen as a single, innocuous activity, a little more than children's playtime activity. However, gaming already constitutes a multibillion-dollar worldwide ecosystem in which nearly one in three people on the planet participates, and it has the potential to completely change the way we interact with technology going forward.

Investment opportunities abound in this day and age, and the Indian gaming business has emerged as a particularly alluring potential for investors. Technology breakthroughs, a growing user base, and the phenomenal expansion of online gaming paint a picture of promise and opportunity for the future.

## **The gaming landscape today**

The gaming industry in India has been transformed from a niche pastime to a billion-dollar movement. Further, the surge in engagement levels went up multifold owing to the pandemic-induced lockdown. The continued, even accelerated, adoption of smartphones and widespread 4G internet access has the gaming ecosystem thriving, making it a lucrative space for investmen

## **Projected growth and market size**

A KPMG report states the gaming industry in India is projected to grow at a Compound Annual Growth Rate (CAGR) of 21% between FY21 and FY25. The global esports market is expected to reach USD 5,743 million by 2030, indicating a robust growth trajectory. The gaming industry indeed poses a huge potential for investors seeking long-term returns.

## **Driving Investor's Interest**

Innovations in blockchain, VR/AR, and AI are beginning to permeate the gaming sector in India. More players, spectators, and audiences have participated in and watched new gaming formats, leagues, and tournaments, which has raised prize pools.

A remarkable \$1.6 billion was invested in 2021, and this trend—fueled by consumer curiosity, more awareness, and deeper engagement—is probably going to continue. Non-fungible tokens (NFTs) and cryptocurrency investments are on the rise, signaling a digital shift in the capital market and opening up new investment



opportunities. Casino games and fantasy sports are two examples of real-money gaming genres that present lucrative opportunities for investors.

India, the country with the second-largest population and the fifth-largest economy, is drawing in international businesses looking for simpler access to private funding. With plans to roll out 5G internet commercially and the rapid adoption of digital technology, the industry is predicted to reach an estimated 657 million gamers by FY25. The emerging idea of the metaverse and all game-adjacent technology should be considered when considering future directions for the gam-

ing industry and how businesses and brands may fit into that future.

The gaming industry in India today is an ocean of untapped opportunities for investors. The emergence of digitization, larger prize pools, strong investment growth, innovative monetization formats, and a thriving economy provide the gaming sector with a high-potential market for revenue generation.

With the gaming business at the vanguard of technical innovation and financial prosperity, the future looks exciting for investors and gamers alike. Investors are set to embark on an exciting adventure vinto the center of India's gaming revolution.

Dr.Reena Das





# “Navigating the Corporate Crossroads: Esports and Gaming - Risks, Rewards, and the Future of Investments”

## The Corporate Conundrum: Esports and Gaming - A Risky Venture or a Lucrative Opportunity?

The world of esports and gaming has witnessed an exponential surge in popularity in recent years, captivating the attention of millions worldwide. This burgeoning industry has not gone unnoticed by corporate giants, who are increasingly considering investments in this domain. However, there exists a debate among corporate leaders regarding the potential risks and rewards associated with such investments.

## Arguments Against Investing in Esports and Gaming

Opponents of corporate involvement in esports and gaming raise several concerns.

Firstly, they argue that the industry is still in its nascent stages of development, lacking the stability and predictability that corporations crave. The ever-evolving nature of gaming trends and the fierce competition among players and teams make it difficult for corporations to predict long-term returns on their investments.

Secondly, critics point out the potential reputational risks associated with esports and gaming. The industry

has often been linked to negative stereotypes, such as addiction, violence, and social isolation. Corporations fear that aligning themselves with this domain could tarnish their brand image and alienate potential customers.

Thirdly, there are concerns about the viability of esports and gaming as a sustainable business model. The industry's revenue streams are primarily derived from sponsorships, advertising, and merchandise sales, which are susceptible to economic downturns and changes in consumer preferences. Corporations worry that their investments could be jeopardized if these revenue streams falter.

## Arguments in Favor of Investing in Esports and Gaming

Despite these concerns, proponents of corporate investment in esports and gaming highlight several compelling arguments. Firstly, they emphasize the industry's massive and rapidly growing audience. Esports viewership is projected to reach 577 million in 2023, surpassing traditional sports like baseball and hockey. This provides corporations with a unique opportunity to reach a highly engaged and tech-savvy demographic.



Secondly, advocates point to the industry's significant revenue potential. The global esports market is expected to generate over \$1.6 billion in revenue in 2023, and this figure is projected to grow steadily in the coming years. Corporations can capitalize on this growth by investing in teams, leagues, and tournaments, as well as by developing gaming-related products and services.

Thirdly, supporters argue that esports and gaming offer a valuable platform for brand building and marketing. Corporations can leverage the industry's popularity and engagement to connect with their target audience in an authentic and meaningful way. Esports sponsorships, product placements, and virtual reality experiences can create powerful brand associations and drive customer engagement.

### **Banking on Esports and Gaming: A Promising Future**

For banking organizations, the esports and gaming industry presents a particularly attractive opportunity. The industry's young and tech-savvy audience aligns perfectly with the target demographic for digital banking solutions. Banks can leverage esports partnerships and sponsorships

to promote their digital platforms, mobile banking apps, and financial literacy initiatives.

Moreover, the global nature of esports and gaming offers banks an opportunity to expand their reach into new markets. By partnering with international esports teams and organizations, banks can establish a presence in emerging markets and gain access to a broader customer base.

### **Conclusion: A Calculated Risk with Potential Rewards**

The decision to invest in esports and gaming is a complex one, fraught with both risks and rewards. Corporations must carefully weigh the potential downsides against the promising opportunities presented by this burgeoning industry. While there are valid concerns about the industry's stability, reputational risks, and business model viability, the sheer scale, growth potential, and engagement levels of the esports and gaming audience cannot be ignored. For corporations willing to embrace innovation and adapt to the ever-changing digital landscape, esports, and gaming could represent a lucrative frontier in the years to come.

Sumitabha Ghoshal





# GAMING INDUSTRY

## THE GAME CHANGER OF FUTURE ENTERTAINMENT CORPORATE ENGAGEMENT

In recent years, the industry has experienced unprecedented growth, surpassing traditional entertainment sectors. With a market size in the hundreds of billions, it has become a dynamic and influential force. Leading companies such as Tencent, Sony, and Microsoft not only dominate the market but also shape its direction through innovations in hardware, software, and business models. This expansion is driven by a diverse audience, ranging from casual mobile gamers to dedicated enthusiasts investing in high-end gaming setups.

Gaming is no longer confined to a single realm. It encompasses various genres, platforms, and experiences. From action-packed first-person shooters to immersive open-world adventures, the industry caters to a wide range of preferences. Moreover, the once male-dominated stereotype is fading away as more women engage in gaming, and developers strive to create inclusive content. This diversity has not only broadened the cultural impact but also expanded the market reach of the industry.

Technological advancements continuously redefine the gaming experience. High-performance gaming consoles, powerful PC setups, and

cutting-edge graphics have taken gaming to new heights. The emergence of virtual reality (VR) and augmented reality (AR) technologies adds an extra layer of immersion, pushing the boundaries of what gaming can offer. These technologies not only enhance gameplay but also provide new avenues for creative expression and storytelling.

The gaming landscape has undergone a seismic shift with the rise of mobile gaming. Smartphones and tablets have become accessible platforms, enabling millions to engage in gaming on the go. This accessibility has further propelled the industry's growth and made gaming a ubiquitous part of people's lives.

The phenomenon of esports has taken the world by storm, transforming competitive gaming into a global spectacle. Massive tournaments now fill arenas, captivating millions of online viewers from around the globe. Professional players have risen to celebrity status, securing lucrative sponsorships and endorsement deals. This competitive ecosystem spans a wide range of games, from traditional sports simulations to intense multiplayer battles. Esports is not merely a source of entertainment; it has evolved into a rapidly



growing industry with its infrastructure, including leagues, teams, and dedicated fan bases.

Gaming content has transcended conventional boundaries, expanding beyond the games themselves. The emergence of game streaming platforms like Twitch and YouTube Gaming has given rise to a new form of entertainment, where gamers broadcast their gameplay to a global audience. Moreover, various gaming-related media, such as podcasts, documentaries, and talk shows, contribute to the vibrant tapestry of the industry. Influential figures with substantial followings shape trends and drive engagement, showcasing the ever-evolving nature of gaming culture.

Investors are increasingly recognizing the immense potential of the gaming industry. Mergers, acquisitions, and strategic partnerships are reshaping the competitive landscape. Tech giants are pouring substantial investments into gaming-related ventures, aiming to capitalize on the industry's remarkable growth. Traditional media companies are also entering the arena, acknowledging the synergies between gaming and other forms of entertainment. The financial landscape

reflects a strong belief in the industry's capacity to sustain and expand its influence in the years to come.

The gaming industry is currently thriving, but it is not without its challenges. Issues such as inclusivity, toxic behavior, and the environmental impact of gaming hardware are being closely examined. However, these challenges also present opportunities for innovation and improvement. The industry has the potential to address social issues, foster positive communities, and adopt sustainable practices. Furthermore, the ongoing integration of gaming with emerging technologies offers exciting prospects for creating more immersive and socially impactful experiences.

We can say the gaming industry holds a prominent position in the realms of entertainment and technology. Its vast scope, diversity, and constant evolution captivate millions of people worldwide. As technology continues to advance and societal attitudes evolve, the gaming industry is likely to play an even more significant role in shaping the content. The future not only promises continued growth but also thrilling innovations that will redefine the possibilities of gaming.

Reena Poddar Sinha







# EEVE





# NOTES



# CONFLUX



The poster features the IBS Hyderabad logo at the top left and a tree emblem at the top right. The text reads: 'ALUMNI RELATIONS CELL presents CONFLUX '23 A PANEL DISCUSSION ON THE STATE OF SUSTAINABILITY'. Below this, it lists the date as '24th JUNE 2023 SATURDAY', the time as '5:00 - 6:30 PM', and the venue as 'Seminar Hall IBS Hyderabad'. It also mentions 'Coverage partners' (AZARIA and a globe icon), 'Registration' (with a QR code), and 'Promotional Partner' (IBS Hyderabad).

Beyond the waking need to fend off global warming and other environmental alarms like depleted natural resources and destroyed ecosystems, Sustainability is also a business necessity. The state of sustainability refers to the overall condition and progress in achieving sustainable practices and addressing environmental challenges on a global scale. Apart from the assessment of key environmental indicators such as climate change, biodiversity loss, pollution levels, resource depletion, and the ecological footprint, it also encompasses Social aspects such as considerations of social equity, human rights, community engagement etc.

Economic factors play a vital role as well, as sustainable practices aim to

balance economic growth with long-term environmental and social responsibility.

Achieving sustainability requires collaboration and engagement across multiple sectors, including government, businesses, academia, civil society, and individuals. It is characterised by ongoing efforts to transition towards renewable energy sources, reduce greenhouse gas emissions, promote circular economy models, and conserve natural resources.

The state of sustainability is a call for collective action, urging individuals and organizations to adopt sustainable behaviours, innovate sustainable solutions, and advocate for transformative change to secure a more sustainable and resilient future for generations to come. Thus, Inculcating sustainability in business strategies benefit from enhanced brand reputation, better operational efficiency, reduced cost, and a plethora of other benefits.



# ALUMNI INTERACTION



The Alumni Relations Cell initiated a remarkable series of Alumni Interaction sessions. In these sessions, alumni from various fields are welcomed to impart their expertise and industry insights to students within a classroom setting alongside the relevant subject's faculty members. Further information about the participating alumni, faculty, and the discussion's agenda can be found below:

Sl. No.	Date	Alumni	Company	Designation	Faculty	Topic of Discussion
1	24 <sup>th</sup> July 2023	Mr. Ashwani Singh	Accenture	Data Science Associate	Prof. L. Shridharan	Data-driven Decision Making
2	25 <sup>th</sup> July 2023	Ms. Kirtika Sarkar	HSBC	Banking Professional	Prof. Murty Kadiyala	Operations Domain
3	26 <sup>th</sup> July 2023	Ms. Shramani Ghosh	Leela Hotels	Sr. Account Manager	Prof. Dwarakanath Siriguppi	Placement Preparation
4	28 <sup>th</sup> July 2023	Ms. Palakh Tuli	AkzoNobel	Regional Talent & Development Specialist	Dr. Niraj K. Chimote	Interview Questions & GD Preparations
5	29 <sup>th</sup> July 2023	Ms. Syamala Thotakura	Ivy Comptech	Product Manager	Dr. C.Lakshmi Devasena	Mobile Commerce-Digital Marketplace
6	9 <sup>th</sup> August 2023	Mr. Hari Anamaraju	Cognizant	Sr. Business Analyst	Prof. Anitha Acharya	Product Development

When alumni return to the familiar halls of their alma mater, a unique and inspiring energy fills the air. The classroom, once a space where they absorbed knowledge, transforms into a stage where they now impart their own experiences and wisdom. As they stand before a new generation of eager learners, the resonance of shared memories and shared dreams creates a powerful connection. The alumni, now seasoned professionals in their respective fields, bridge the gap between theory and real-world application. Their presence is a testament to the enduring legacy of the institution, demonstrating that success is not only attainable but also a cycle meant to be perpetuated. In these moments, the classroom becomes a melting pot of past and present, as alumni generously share insights, anecdotes, and lessons learned, leaving an indelible mark on the minds of those who aspire to follow in their footsteps. The synergy between the seasoned alumni and the aspiring students creates an invaluable learning experience that extends far beyond the confines of the classroom.



# MOCK PPI



On August 13th, 20th, and 27th, 2023, Practice Personal Interviews were held to help final-year MBA students prepare for their final placements. The event was conducted by the Alumni Relations Cell, at ICFAI Business School, Hyderabad in coordination with the management, under the supervision of respected personnel: Dr. Sindhuja Menon, Dr. K.S. Venu Gopal Rao, Prof. Radha Mohan, Prof. S. Dwarakanath, Prof. Anitha Acharya and Prof. Mahesh Kumar Soma.

The event commenced with a briefing to the panelists by the management. Students had the opportunity to undergo mock interviews that resembled real job interview scenarios. The event entailed a careful evaluation of the students, assisting them in figuring out how to hone their skills. An alumni and an industry expert were on each panel, offering the stu-

dents guidance on making the most of their potential.

Several alumni and industry experts from various industries participated as interviewers, sharing their experiences and insights with the students. As a result, they had the opportunity to practice responding to prevalent interview questions, outlining their background, and highlighting their strong points and areas for improvement. Students received valuable feedback from their respective interviewers after their respective mock interview. The feedback covered aspects such as communication skills, body language, confidence, and the content of their responses.

The event concluded with a debriefing with the Dean. During this, the Dean along with alumni and industry experts had a review discussion. The Practice Personal Interview organized by the Alumni Relations Cell exposed the students to the corporate industry's current conditions, allowing them to expand their knowledge and better prepare them for their upcoming placement interviews. It helped students to boost their confidence, thus leading to their holistic development.



# RENDEZVOUS



On November 4th, 2023, Rendezvous, the Annual Corporate Dinner marked yet another year to carry out the legacy of excellence that IBS Hyderabad holds for its Alumni. The event was conducted by the Alumni Relations Cell, at Taj Deccan, Hyderabad in coordination with the management, under our Dean, Dr. Sindhuja Menon, our Director, Dr. K.S. Venugopal Rao, our Mentor, Prof. Anitha Acharya, our Vice Chancellor, Prof. L.S. Ganesh, Prof. Radha Mohan, and Prof. S. Dwarakanath.

The event commenced with the alumni and guests getting a chance to reconnect and interact with their peers and faculties. The ARC team set the tone with interactive games like 'Guess the Song' and 'Jigsaw Puzzle' and icebreakers to keep the

audience engaged. The Lamp Lighting Ceremony by the chief guests, Mr. Sandeep Mishra, Mr. Vishwanath Hari, and the IBS Hyderabad management marked the beginning of the evening.

The event continued with encouraging and insightful speeches by the ARC President Ms. Arushi Srivastava, Prof. Anitha Acharya, Dr. K.S. Venugopal Rao, Prof. L.S. Ganesh, and a few volunteers from the gathering of experienced Alumni who shared their views and knowledge. The official cultural face of IBS Hyderabad, the dance pool of Club Samavesh showed their brilliant talent with mesmerizing performances. Following this, Volume 19 Edition 2 of the bi-annual magazine "Connections" with the main theme "Beyond" and sub-theme "Sustainability" was launched.

The event concluded with a heartfelt vote of thanks, ensued by a sumptuous dinner where the alumni and the Alumni Relations Cell members enjoyed a delectable meal and got the opportunity to engage in meaningful conversations and establish lasting connections.



# IBS ALUMNI FEDERATION (IBSAF) AWARDS



The IBS Alumni Federation (IBSAF) Awards were organized on September 5, 2023, at the ICFAI Business School auditorium in Hyderabad. The event was a collaborative effort with the management and was supervised by a group of esteemed individuals, including Dr. Sindhuja Menon, Dr. K.S. Venugopal Rao, Prof. Radha Mohan, Prof. S. Dwarakanath, Prof. Anitha Acharya, and Prof. Mahesh Kumar Soma.

The event began with a gracious welcome speech, followed by the ceremonial lamp lighting by the Dean, Director, and distinguished guests, Mr. Vishal Jain and Mr. Shashi Bhushan Jaiswal. Subsequently, the Director extended his welcome address to the attendees. The event proceeded by acknowledging and awarding the students for their exception-

al performance during the Summer Internship Programme (SIP). A total of 20 students were presented with certificates and monetary rewards. Due recognition was given to all 18 faculty mentors who played a vital role in guiding students throughout their SIP journey.

The Chief Guests were honoured with mementos as tokens of gratitude. The event concluded with a closing speech delivered by the Chief Guest, followed by a vote of thanks expressed by the hosts. IBSAF boosted the morale of the students by appreciating their efforts and encouraging them to keep giving their best. To conclude the proceedings, attendees were served with refreshments.



# MENTORSHIP PROGRAM

**IBS**  
ICFAI Business School  
Hyderabad

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ACCREDITED

**ALUMNI RELATIONS CELL**  
*invites you to*

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MOTIVATION

GUIDANCE

CAREER

Register Here

19th Nov, 2023

9:30 AM onwards

#ItsAllAboutConnections

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On November 19th, Alumni Relations Cell of ICFAI Business School, Hyderabad conducted Mentorship Program for the first year MBA students. The objective of this program was to provide these students with invaluable career guidance from esteemed alumni, In coordination with the management, under the supervision of respected personnel: Dr. Sindhuja Menon and Prof. Anitha Acharya.

The event commenced with a thorough briefing to the Alumni by the management. Distinguished panels were formed, comprising three for marketing, two for finance and one for HR. A total of 173 students availed the opportunity for one-on-one interaction with the Alumni. Students asked their queries regarding

internship, career paths and, the requisite skills and certifications within their respective domains. Subsequently, they were mentored on skill refinement and advised on relevant courses, concluding with a comprehensive review of the students' CVs. The program concluded with a debriefing session led by Dr. Anitha Acharya. The alumni reviewed the performance of the students and offered constructive suggestions for improvement.

The Mentorship Program organised by the Alumni Relations Cell provided insights to the students about the current industry trends. The guidance offered enabled them to align their skills and certifications with industry demands, fostering not only confidence but also contributing to their holistic development.





**STUDENT**





**ARTICLE**



# Decoding the Mosaic of Gaming's Tomorrow

Picture a casual hangout at a friend's place. Relaxed atmosphere and conversations brewing; everyone's got their snacks, and then someone suggests firing up a gaming console. It's not just about idle chatter; it's about getting everyone together for a virtual adventure. And it's not just happening in living rooms. It's all over social media. Gaming isn't just a pastime; it's a lifestyle, a digital revolution reshaping how we connect and have fun. It's not merely a thing. It's an evolving part of our lives, turning casual moments into cool experiences.

In the evolving entertainment aspect, the gaming industry has transformed to beat age and societal boundaries.

From the 1970s to the immersive realms of today, gaming has weaved itself into the fabric of a mainstream culture that is not just a global phenomenon but also a narrative that resonates deeply within the Indian gaming industry.

The next thing that may excite you more could be about the father of the Indian Gaming Industry - Vishal Gondal (founder and CEO of GOQii). He founded the game development

and publishing company UTV Indiagames, which he sold to DisneyUTV Digital, a subsidiary of The Walt Disney Company India, in 2011.

The commencement of "Dhruva Interactive" in 1997 marked a new era, laying the foundation for Indian gaming power.

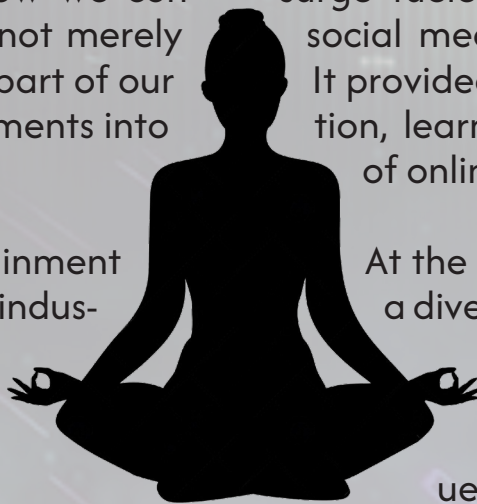
The 2000s witnessed an exponential surge fueled by the confluence of social media and mobile devices. It provided a platform for exploration, learning, and the expansion of online gaming.

At the forefront is the end user, a diverse demographic of men and women of all ages, forming an integral part of the gaming value chain. According to the

Yahoo report, the number of gamers in India across all platforms is forecast to reach 444 million in 2023, up 12.1% YoY. The number of gamers across all platforms in India is forecast to reach 641.2 million in 2027.

## Gaming's tomorrow:

Expanding the narrative beyond the visual and technical aspects. Crafting compelling stories and im-





mersive worlds elevates the gaming experience. The synergy between storytelling and gameplay excites players to engage and invest in the virtual universe.

Streaming has become a game-changer in this industry. It has propelled gaming into a new dimension. Platforms like “Twitch” and “YouTube” allow gamers to showcase their gameplay to subscribers across the globe.

Success stories, such as “Sc0utOP”, the highest earner of the Indian gaming industry, highlight the transformative power of streaming. Community dynamics have also shifted with the rise of eSports.

It redefined gaming as a spectator sport by creating opportunities for skilled players. It generates career paths through competitive gaming leagues, tournaments, streaming, etc. Diversity in roles, like composers, developers, marketers, journalists, voice actors, and game testers, characterizes the job landscape of the gaming industry.

Beyond the technical roles, the industry embraces many creative and business positions, reflecting the expansive nature of the gaming ecosystem. Further, Artificial Intelligence

(AI) emerges as the virtuoso behind the scenes, crafting dynamic and responsive gameplay experiences.

From Cortana in “Halo” to the immersive narratives of games like “Detroit: Become Human,” AI breathes life into virtual characters and challenges players in ways that mirror human adaptability.

Beyond traditional boundaries, there is a rise in cross-platform gaming. Players on different devices can connect and play together seamlessly, erasing the lines between console, PC, and mobile gaming.

Globally, the gaming market is expected to reach USD 242.39 billion by the end of 2023, while India’s gaming market is poised to reach \$5 billion by 2025.

According to the “Forbes” report, game streaming will be widely accessible by 2050, eliminating lengthy download times, while physical video games will still have a small market, and advanced features will encourage audience engagement.

The balance of innovation, inclusivity, and entertainment has just begun. Promising a future where virtual and real boundaries blur into a seamless gaming experience.

Deepak Prakash





# "Transformative Trends: Gaming's Rise as a Cultural Phenomenon and Investment Powerhouse"

The gaming industry has emerged as a captivating new dimension, a virtual landscape where entertainment, culture, and economy intertwine. From humble beginnings, gaming has seamlessly integrated into our lives, becoming an integral part of our social fabric and technological landscape. This transformative power has fueled a unique culture, fostering a sense of community and shared passion among gamers worldwide. The industry's economic impact is equally impressive, attracting major corporations and poised to further redefine entertainment, culture, and economy.

The gaming industry's meteoric rise in recent years is a testament to its transformative power. From humble beginnings in arcades and personal computers, gaming has seamlessly integrated into our daily lives, becoming an integral part of our social fabric and technological landscape. This exponential growth has been fuelled by a convergence of factors, including advancements in technology, the proliferation of mobile devices, and the increasing demand for immersive and engaging entertainment experiences.

At the heart of the gaming industry's transformation lies the relent-

less pursuit of technological innovation. The development of powerful gaming consoles, high-performance computers, and virtual reality headsets has opened new frontiers in gaming, creating experiences that are increasingly realistic, immersive, and captivating.

The advent of cloud gaming, where games are streamed directly to devices without the need for expensive hardware, has further democratized access to gaming, allowing individuals from all walks of life to participate in this virtual world.

The gaming industry has emerged as a compelling investment destination for corporations seeking to diversify their portfolios and tap into this rapidly growing market. The industry offers a multitude of investment opportunities, ranging from game development and esports teams to gaming infrastructure and streaming platforms.

Investors can expect to receive direct revenue from game sales, esports sponsorships and tournament revenue, gaming infrastructure revenue, and streaming platform advertising revenue. However, investors must also be aware of the risks associated with investing in the gaming in-



dustry, including rapid technological advancements, changing consumer preferences, competition and intellectual property risks, and regulatory and ethical considerations.

Tencent, a Chinese multinational technology conglomerate, is one of the most significant players in the gaming industry. Its investments span across various segments, including game development, esports, and streaming platforms. It is a major player in the esports scene, owning the League of Legends World Championship (the world's most-watched esports event) and operating the esports platform Huya. It owns DouYu, one of China's leading streaming platforms for gaming content.

Tencent's investments have played a significant role in the globalization of the gaming industry, making Chinese games and esports more accessible to a worldwide audience. Tencent's focus on mobile gaming has contributed to the dominance of mobile gaming in the global market, shaping the industry's trajectory. Tencent's involvement in esports has fueled the growth and professionalization of competitive gaming, attracting major sponsorships and media attention.

Amazon, the e-commerce giant, has made significant strides in the gaming industry through its acquisition of Twitch and its cloud gaming service, Amazon Luna.

Amazon's entry into cloud gaming has accelerated the adoption of this technology, potentially revolutionizing the way people access and play games. Its involvement in esports through Twitch has contributed to the growth of esports viewership and sponsorship opportunities.

The gaming industry is a dynamic, fast-changing force that is redefining entertainment and bringing forth new aspects of social interaction, the economy, and culture. Technological developments, mobile gaming, and the never-ending desire for immersive experiences have all contributed to the gaming industry's expansion. The metaverse offers even more opportunities for innovation and disruption in the gaming industry, making the future of gaming both exciting and uncertain. There are a lot of unexplored opportunities in the gaming industry for corporations that are looking to navigate this constantly changing landscape.

Souvik Ghoshal







# ESCAPE

Generation Z's retreat into the gaming world represents more than just a leisurely pastime; it's a cultural shift and coping mechanism for a generation grappling with the complexities of modern life.

Generation Z has grown up in a world where gaming has become an integral part of life. As this generation grows up, their gaming habits offer a glimpse into the future of the metaverse, a term coined by science fiction author Neal Stephenson to describe a virtual world where people can interact in a three-dimensional space.

However, the way Gen Z interacts with gaming foreshadows the development of the metaverse – a virtual world where individuals can interact and participate in shared experiences. In an era marked by unprecedented stress and societal pressures, Gen Z is forging a unique path toward relaxation and self-expression. This generation is increasingly turning to the world of gaming as a means of escape from the rigors of daily life. This shift is not only transforming the way Gen Z copes with stress but is also reshaping the entire gaming industry.


The Stress Epidemic starts from a

myriad of stressors, ranging from academic pressures to economic uncertainties and the pervasive influence of social media. In the face of these challenges, the gaming world has emerged as a refuge for many, offering an alternate reality where individuals can temporarily detach from the stressors of the real world.

Escape into Virtual Realms is immersive and diversification in video games provides an avenue for Gen Z to escape into virtual realms where they can exercise control and experience a sense of accomplishment. Role-playing games (RPGs), open-world simulations, and competitive multiplayer games offer a break from reality, allowing players to explore fantastical landscapes, forge new identities, and collaborate with others in a shared virtual space.

Beyond serving as a solitary escape, gaming has become a social phenomenon for Gen Z. Online multiplayer games and live-streaming platforms enable individuals to connect with like-minded players globally. These virtual social circles provide a sense of community and belonging, crucial for combating feelings of isolation and loneliness that can be prevalent in the digital age.





Gaming is not merely an escape; it is a canvas for creative expression. Gen Z is using gaming platforms to unleash their artistic and entrepreneurial talents. Platforms like Minecraft allow players to build entire worlds, fostering a culture of creativity and collaboration. Moreover, gaming has become an avenue for content creation, with Gen Z influencers gaining widespread recognition for their gaming-related content on platforms like YouTube.

The immense influx of into the gaming landscape is reshaping the industry in unprecedented ways. The demand for innovative and immersive gaming experiences has led to a

surge in virtual reality (VR) and augmented reality (AR) technologies. Game developers are now focusing on creating more inclusive and diverse narratives that resonate with the varied experiences of Zoomers.

Growing up in a world where gaming is integral, Gen Z's habits hint at a metaverse future. Fueled by stress and societal pressures, gaming provides an escape, forming virtual realms for self-expression. It's not just solitary; gaming is a social phenomenon fostering community. Gen Z transforms the industry, demanding diverse narratives and driving innovations like VR and AR technologies.

Sweety Kumari





ESR







RF



# FROM GENESIS TO GRANDEUR

In the realm of entertainment, few industries have witnessed a metamorphosis as profound as that of gaming and eSports. From humble beginnings to global prominence, the journey of these interactive pastimes mirrors a narrative of innovation, passion, and a rapidly expanding digital landscape.

The story begins with the spark of an idea, a concept that germinates in the mind of a creator, whether inspired by a desire to tell a compelling story, simulate strategic battles, or create immersive virtual worlds, the inception of a game is an artistic endeavor. Early game developers, often working in obscurity, laid the groundwork for an industry that would transcend conventional entertainment.

The initial stage of development begins with coding in basements and small studios, with limited resources shaping the first generation of video games. Pong, released in 1972, is considered the pioneer, birthing an industry that would evolve beyond anyone's imagination. As technology advanced, game development moved from pixelated graphics and simple mechanics to more sophisticated designs, introducing gamers to narrative-rich experiences and complex gameplay.

**As games grew in complexity, a natural evolution occurred with the rise of competitive gaming:**

eSports. What once started as friendly competitions among friends in ar-

cade transformed into organized tournaments that attracted skilled players and passionate audiences. The competitive spirit inherent in human nature found a new battleground in the digital realm.

Games like Counter-Strike and StarCraft became the pioneers, laying the foundation for organized competitions and dedicated leagues. Local tournaments evolved into global events, with passionate gamers showcasing their skills on an international stage. Technological advancements played a pivotal role in propelling the industry forward. The shift from 2D to 3D graphics, the advent of online multiplayer capabilities, and the rise of mobile gaming broadened the industry's scope. As hardware capabilities expanded, so did the complexity and visual fidelity of games, offering players a more immersive and captivating experience.

Moreover, the emergence of streaming platforms and content creation on platforms like Twitch and YouTube allowed gamers to share their experiences with a global audience. This not only democratized game commentary but also created a new category of influencers within the gaming community. The turning point for the gaming and eSports industry came with mass popularity and cultural integration. Games were no longer confined to a niche audience, they became a cultural phenomenon that transcended age, gender, and geographical boundaries. Titles like World of Warcraft, League



of Legends, Dota 2 and PUBG became household names, attracting millions of players worldwide. The rise of professional gaming leagues and the inclusion of eSports in mainstream media further solidified its place in popular culture.

Major investments from traditional sports franchises and celebrities into eSports teams underscored the industry's legitimacy and potential for growth. Recent examples being major football clubs entering the industry as part owners and sponsors of organizations and endorsers like Lionel Messi and Sergio Agüero increasing the hype manyfolds. As a result, eSports tournaments began filling arenas, mirroring the atmosphere of traditional sporting events.

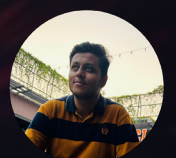
The journey from small LAN parties to the Olympic stage symbolizes not only the industry's growth but also its acceptance into the broader cultural narrative. The once-dismissed notion of gamers as isolated individuals transformed into a celebration of skill, dedication, and the competitive spirit that unites gamers worldwide. However, with great success comes great responsibility. The industry faces challenges such as issues of inclusivity, diversity, and the need for robust structures to ensure fair play. As games

become more complex and visually stunning, concerns about addiction and mental health implications have also emerged, prompting a critical examination of the industry's impact on its audience.

Yet, these challenges also present opportunities. The gaming and eSports industry has the potential to lead in areas like virtual reality, augmented reality, and artificial intelligence. The cutting edge technology with the creativity of game developers promises to provide an experience unimagined.

From the early pioneers huddled over computers to the grandeur of global eSports tournaments, the journey encapsulates the essence of innovation and perseverance. As we stand at the cusp of a new era, the gaming and eSports industry continues to unfold its potential. The scope of possibilities is boundless, and the narrative is still being written. What began as a few pixels on a screen has transformed into a canvas that captures the imagination of millions. The future promises not only groundbreaking games and thrilling competitions but also an ever-expanding universe of possibilities waiting to be explored. The journey from idea generation to global recognition is a saga that continues to captivate and inspire generations to come.

Harshit Dixit





# FACULTY





# ARTICLE





# "I AM A GAMER, AND THE GAME IS CHANGING."

I am no prophet, but here's a prophecy: in a few years I am sure I would see a teenager in a cafe where I would take notice of the teenager because, sitting on a table, he would be moving his hands in the air like Dr. Strange. Then I would notice him wearing sunglasses and a small gadget on his wrist, just like a wristband. At that point in time, I would continue drinking my coffee as I would have realized that he is just playing a game. His gestures would appear completely normal to me.

As you read this article, this prophecy is becoming a reality. Artificial Intelligence, Virtual Reality, Augmented Reality, the latest wearable devices, 6G internet, etc., would make gaming very different from the way it is today. I believe that even today, several people have started living in two different realities: one is where the world seems slow and boring, which is defined as real (for now), and the other is the digital realm, where the boundaries of reality are blurred and players experience true freedom, joy, and power.

Assuming that most of you reading this article are familiar with the latest technologies being used in the gaming industry, let me put forth a few things shaping the industry be-

yond things that you are well aware of.

**A Word of Caution:** What you are about to read are not prophecies; these are soon to be our everyday realities, in a not-so-distant future.

One such realm is the Metaverse. According to industry experts, the gaming metaverse industry is expected to grow at a CAGR of 38.2%, from \$36.81 billion in 2022 to \$710.21 billion by 2027. With the use of AI and mixed reality technologies, Metaverse gaming will evolve leaps and bounds to provide players with immersive experiences that are unfathomable in the current times, a true mixed reality experience for the users.

In-car gaming is the latest technology on which OEMs are working. I know what you are thinking, "then who drives the car?". Let me explain! As autonomous mobility is a priority for many companies throughout the globe, along with advancements in high connectivity and software-defined vehicles, vehicle manufacturers are working on building next-gen vehicles to improve the experiential quotient of the customers. As a result, rear-seat gaming will soon be a reality. People will move away from driving their cars to playing car rac-



ing games while getting transported to their destinations. Imagine the boy at the beginning of the article in the back seat of a car, as the car drives itself.

Artificial Intelligence is disrupting every aspect of our lives, and the gaming industry is no exception. Players would be able to get a customized experience from a very standardized game as AI-powered content would be used more prominently to develop the game world, graphics, and sophisticated NPCs (non-playable characters) would provide players with unique and unpredictable challenges. Developers would be able to build diverse in-game worlds, ensuring that no two gameplays are identical. This would make the same game interesting for a player and would encourage the player to replay the game and build loyalty.

Backed by technologies like generative AI, User Generated Content (UGC) would be used in much abundance to create game-based experiences through mods by users who would become content creators. A combination of AI tools would help to reduce the need for technical expertise in the process of creating a game. In turn, this could even inspire younger players to embark on ca-

reers in game development.

Active video games are another facet expected to explode in popularity in the near future. Gone are the days when people thought video games were for lazy people. Recently, video games have been seen as an interesting way to keep yourself active as these new-age games can make you sweat and burn calories, helping you get into shape. This is also known as fitness gaming, which flips the idea of a sedentary gamer on its head and makes the use of a game to develop interesting workout routines.

Apart from the above-mentioned factors, a few more dimensions like the popularity of e-sports, cross-console gaming, game streaming, and the gaining acceptance of gaming as a career are shaping the industry into a multifaceted juggernaut, which would grab the attention of more companies and brands for collaborations that are beyond the imagination of low key college professors like me.

In conclusion, I believe that it is not a question of if, but and when. And when my prophecy comes true, I would love to join that teenager in that cafe and step into a digital realm, leave my reality behind, and become a gamer.

Amar Raju





# the world of gaming and gamification

From virtual reality to artificial intelligence, technologies are now shaping the present and future of games for entertainment, education and other purposes. This trend has accelerated from last few years due to commercial and social benefits offered by gaming industry. Though the enormous size of gaming industry predicts the future growth in this sector, yet technological innovations which are shaping the future of different video games will influence the gaming experience of users in multiple ways.

Today we use virtual reality, augmented reality, artificial intelligence, cloud gaming, high-fidelity graphics, and metaverse for designing games. The interest that they generate has increased multifold after the Covid-19 pandemic which the world witnessed with lockdowns. It has turned millions of us into gamers but posed unexpected creative challenges for people employed in the gaming industry.

This has contributed to enormous space for tech-savvy workforce to deal with entirely new digital tools and collaborations. Games have created a new arena of craving among the younger generation with the increase in social desires people

have while using the virtual realities or other form of gaming. It has led to usage of multiple technological tools, software and hardware and not only generated revenues for gaming industry, but also generated employment for those who are competent to work in these technologies.

The gaming tools such as augmented reality has tremendous potential, due to its accessibility and ability to blend with real and virtual worlds, reaching wider audiences providing them altogether new social experiences. It is already massively incorporated into gaming, though at the moment the nature of games design and gameplay requires it to be constrained. This leaves tremendous scope for improvement as well as advancement in terms of development and growth of gaming industry.

## Is gaming changing the world right now?

The mainstream games can be a strong rival for cinema as a storytelling medium. "Half-Life: Alyx" is an example of how virtual reality can tell stories in highly immersive worlds; "Animal Crossing: New Horizons" demonstrates how games can be both a social phenomenon and a form of escapism, which is espe-



cially needed in these times. While we're still waiting to see what the future brings, experts see the current generation of games pushing the boundaries in countless different directions. Look at the incredible and unique way of using gamification in educational approach for creative problem solving.

Today's learners are digital natives. They grew up with digital technologies. Teachers have to solve important issues related to the adaptation of the learning process towards students who have different learning styles and new requirements for teaching and learning. Gamification is one of the educational approaches and techniques that increase motivation and engagement of learners. Modern pedagogical paradigms and trends in education, reinforced by the use of digital communication technologies create prerequisites for use of new approaches and techniques in order to implement active learning.

Gamification in training is one of

these trends. Gamification in education is the use of game mechanics and elements in educational environment. Users' actions in games are aimed at achieving a specific goal (win) in the presence of obstacles. In education, there is a learning objective, which has to be achieved by performing specific learning activities or interaction with educational content. Tracking the players' progress in games is an important element, because next steps and moves are based on their results.

Collaboration in education is a milestone for the effective implementation of active learning. Gamification in this context is highly helpful when integrated with teaching pedagogies. Gamification affects students' behavior, commitment and motivation, which can lead to improvement of knowledge and skills. The future is bright with usage of games and gamifications in multiple industry sectors. The only worry one must have is to use it effectively for the better future.

Dr. Asha Binu Raj





# EXPLORING the gamified metaverse:

## A NEW FRONTIER in marketing and consumer engagement

The marketing landscape is evolving rapidly with the advancement in technology, particularly as we are stepping into the new world order. An AI-driven world. And it is no wonder that a marketing professional and as well as a teacher like me is quite intrigued with the emergence of products like gamified metaverse, which is entirely going to change the customer experience from all possible angles. If that is the least, I can say at this moment. If I trace my background, I see myself as not just a teacher but a market researcher as well, given that before my teaching expeditions, I had a stint in the role of market research analyst at RP-SG group's retail division. No wonder these two professional experiences have gifted me with a dual-opinion mindset. When as faculty I see Gen Zs with smartphones in the classrooms, I become petrified; but when I see Gen Zs with a smartphone as a marketer, I wonder how smartphones are transforming the future generation of consumers.

What caught my attention recently was one of the episodes on Shark Tank, a startup founder who came up with his dream project called Loka. He informed the audience that Loka is India's first gamified metaverse. This founder was Krishnan Sundar-

arajan, whom I assumed to be Gen Z himself. In this show, he pitched his startup, by saying that Loka will enable participants to spend time with other friends' avatars in the virtual world which will be like spending time in the local neighborhood of Connaught Place in Delhi. His talk on the show left me with plenty of questions ringing in my mind. He wants people to 'virtually' hang out with a bunch of friends on a virtual street resembling a nostalgic local place called Connaught Place in Delhi. As Gen Y, one thought in my mind was lingering — why would any consumer, or perhaps an individual, spend unproductive hours in a virtual world over the real world? Or let me make it more clear by reframing this as a question to Mr. K. Sundararajan, will I not want to have real travel experience to visit Connaught place in reality and be with my real friends there? Or maybe he is right that traveling, in reality, is always not possible, particularly since traveling in reality is indeed costly. But it is just a cost factor or something else that is potentially going to drive someone to visit Connaught Place in a fake (sic! virtual) world. Or maybe I am becoming more cynical about virtual experiences. It can be that what I think is a fake world is not fake and it is almost close to real if not better. This makes



sense if someone relates this in terms of emotional experiences it is going to give or to some extent even transcendental experiences.

Virtual experience, often referred to as digital self-extension, is a phenomenon that has the potential to blur the line between virtual and real experiences. Our extended digital twin may explore the Metaverse, encountering immersive experiences in the Metaverse of Loka. This could lead to a blurred line between virtual and real experiences, as our real self merges with our digital avatar in

the Metaverse. This concept is similar to the transformation of Facebook into a metaverse, where Mark Zuckerberg announced the world would transform into a metaverse. Marketers must critically examine the motivations behind this shift, developing effective strategies while considering the health and well-being of consumers who desire immersive experiences in a digital realm. Marketing is at a crossroads between real and virtual experiences, and marketers must navigate these responsibilities to stay ahead in the ever-changing business world.

Dr.Farrah Zeba







# CLUB





# BYTES



# AAINA



Club Aaina - what you see, is what we are. We reflect your thoughts, feelings, and emotions. The most important aspect of change is the fact “you need to be the change”. Our main objective is to integrate social activities with the business world, to achieve the ultimate goal of an individual’s contribution. Our mission is to enhance - every emotion, thought, and idea that seeks to get justice and equality to build a healthy environment for human development.

The Centre for Women Development is the ultimate strength of Club Aaina. Through CWD, we aim to empower women by educating them about health, sanitation, and their rights. This year, CWD & Club Aaina, celebrated “Mother’s Day” with a campaign, encouraging members to write heartfelt paragraphs about their mothers. This initiative aimed to show appreciation for a mother’s unconditional love and support. The success of the campaign created a ripple effect, reminding everyone of the blessings in their lives. In another event, Club Aaina collaborated with the Moving Mannequins Club to conduct - for the first time in the history of IBS Hyderabad - a vibrant “Pride Parade”, celebrating diversity and inclusivity. To foster inclusivity, spread love, and celebrate diversity, the event aimed to make a bold statement of acceptance and support for the LGBTQ+ community. The next event named “Unite” our introductory event was organized, showcasing CWD & Club Aaina’s domains and presenting our objectives to juniors. “Mrs. Kavita Garikaparthi’s Guest Lecture on Self-care” provided valuable insights and strategies for maintaining a healthy lifestyle amidst the challenges of everyday life.

Understanding the importance of mental health, and the vitality of speaking your heart out, Club Aaina took the first step, once again creating history in IBS, under the initiative “Healing with Time”, where we have professional counselors to help people suffering from depression, anxiety, stress etc. Another successful event held in October was “Social Mic 6.0” where the topics for this year were - suicide prevention, generational conflict, male stereotypes, and household responsibilities are the responsibility of men or women. Discussions under each topic made the participants use their rationale and speak their opinions out loud, while we provided them a safe space to speak. Soon after, we had our flagship event “Aashayien” which had the central theme of hope. It was a two-day event, where day one was a fun round named ‘Pinocchio’, the qualified teams, for day two, had to come up with innovative ideas to solve various issues related to our domain like animal abuse, child labor, food wastage, etc.

CWD organized an insightful interactive session on “Pushpa R” -Recollect, Recognize, Reconnect with Nature, conducted by the esteemed Ms. Veni Madhavi, Founder, and Director of Vedic Vanas, this was an insightful session about different species of flowers and plants which have been lost to time or how they are becoming endangered.

Under our LGBTQIA+ domain, we had the “Lesbian Visibility Week” during which different stories about historic lesbians were posted on our page @rainbow\_aaina – a page specially dedicated to LGBTQIA+.

Finally, our latest and most cherished one “Old Age Home Visit”, where we met a group of adoring gran-nies. We conversed with them while watching the World Cup, we cooked for them, sang, and danced as a family. The day ended with donating blankets and pillow covers, and a lot of memories.

With that, we are halfway through our journey and are waiting to meet you all for more exciting and erudite events we have planned for this year.

#CWD #ClubAaina #Reflectyoursoul #Togetherwegrow #Bringthechange #FlavorssofLife



# ADMIRE

ADMIRE  
IBS-HYD

Club Admire, the official advertising and branding club of IBS Hyderabad, attempts to convey that being different always makes you stand out in the crowd. With our oneness and originality, we strive to use pragmatic strategies combined with creative ideas and in-depth understanding to educate the general public about our domain's progress.

The club is branched into 8 verticals, namely AD studios, Events, Research, Client servicing, Public relations, Editorial, Offline creatives, and Operations.

The senior team at Club Admire began their work on February 1, 2023, following the handover of the campus. They collaborated with various cultural clubs, such as Xpressionz Theatre Society, Club Samavesh, and Club Prakriti, on various occasions. On June 14, they conducted a Blood Donation Camp in collaboration with Club Sankalp. On July 8, they conducted the GL Marathon, accompanied by various industry professionals. The club also began recruitment promotion on Red Day, promoting the campus.

Club ADMire held its induction event for juniors on 22nd July 2023, with mentor Prof. Surjit Kumar Kar and the senior team providing a warm welcome. The club also held a special upskilling workshop with Club Nazaria, the official Photography Club of IBS Hyderabad, on the 3rd and 4th of August, where junior teams learned about Adobe Photoshop. On 9th August, the club held an introductory event called "Multiverse of Brands," where students introduced themselves and enjoyed a fun evening. On 12th August, the club conducted a GL on "Product Management Toolkit & Uses" by Dr. Gaurav Srivastava. On 28th October, the club hosted an enlightening panel discussion on "Branding through Ages" attended by prominent figures and industry professionals. Club ADMire organized "Genesis" in collaboration with Club MMC on 1st and 2nd November 2023. The official flagship event, Juarai 13.0, was held on 26th and 27th November 2023, sponsored by 35 major brands, including Pepsi, Ease My Trip, and Eatsure. The event was a grand success, with a significant crowd and positive feedback from attendees.

In addition to these, Club ADMire concentrates on promoting learning through its year-round club events and providing new thoughts to the realms of branding and advertising.

# FINSTREET



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

Trividha R.E.D. vertical of Club FinStreet – The Official Capital Markets Club of IBS Hyderabad held a fresher's event – "StockVille-The Capital Quest" with fun financial games for the junior batch of MBA. The vertical also conducted Management Discussions namely – "Financial Follies" which were based on financial scams and financial crises across the globe, respectively. Along with this, we hosted various financial games, including FinStreet's flagship event Bhavmandi 10.0, based on the concept of Over-the-Counter Trading. Club FinStreet comprises two more verticals namely – IBS Times and Vriddhi. IBS Times posts Weekly Opinions and Weekly Takes related to the stock market on the club's official social media handles. They also publish monthly magazines with information, news, and articles surrounding the capital market. Vriddhi is the research vertical that conducts internal research and internal classes to learn and educate the club members on the major finance and capital market topics. The vertical holds India's 4th largest Student Managed Investment Fund (SMIF), wielded by the students of IBS Hyderabad



# SANKALP



Club Sankalp is the official leadership and nation-building club of IFHE. It was founded with the view to inculcate social and leadership capabilities in the students. We work to harness the potential for the well-being of society. Our motto is to Serve, Lead, and Inspire to impact lives- “BE THE CHANGE”.

The club aims to empower individuals to make a positive impact through nation-building activities and social responsibility. It organizes events like Megistanos, The Hunt for Best Manager, Drishti, and Magnate, promoting awareness and inspiring others through social responsibility and awareness programs.

## MAIN EVENTS OF SANKALP 2023

1. Drishti 8.0: Club Sankalp held a social event on September 17th, 2023, aimed at raising awareness about social taboos and providing practical solutions. Participants watched a video on sex education and engaged in persuasive dialogue.

2. Magnate 10.0: Club Sankalp organized Magnate, an intra-college event on November 24th and 25th, 2023, to discover exceptional managers. Participants showcased leadership, problem-solving, and strategic thinking through challenging tasks and simulations, focusing on Marketing, Finance, Operations, and Human Resources.

3. Trishna- Major Flagship Event: Megistanos 13.0

Megistanos is an intercollegiate event organized in conjunction with Trishna, the management cultural event of IFHE Hyderabad. Spanning three days from January 3rd to January 5th Megistanos showcased the skills and talents of participants in various management-related activities.

### Day 1

Participants in Round 1 were given a case study with 20 questions to answer within 30 minutes. They were given financial statements to analyze, identify risk and return, evaluate equity, and time value of money. In Round 2, participants were given false financial statements to choose from.

### Day 2

Participants participated in two rounds of marketing challenges. The first round, “MADKIT (Mad over Marketing),” involved STP, devising 4Ps for a product, creating a digital marketing poster, and conducting a competitive analysis. The second round, “Frontliners,” involved solving a screen question and using an Excel sheet with passwords.

### Day 3

Participants participated in two rounds of Megistanos, a competition aimed at showcasing their managerial abilities and creativity. The first round involved designing a supply chain and distribution of a company's product, while the second round involved calculating KRA and KPI based on a case study. Evaluation and result declaration took place a week later.



# ECO BIZZ



Club Eco Bizz is the official economics, business and public policy club of IBS Hyderabad.

## Introductory Event

Chanakya Neeti, an Introductory Event of Club Ecobizz, involved 24 clubs in a two-round and filler round to raise awareness about economics, business, and public policy, testing logical reasoning and critical thinking.

## Round 1: Tarkshastra

Participants took Tarkashastra, a 15-minute riddle test in economics, business, and public policy, with a smart board timer and 15 riddle questions.

## Round 2: Arthashastra

In the Round 2 Arthashastra, participants researched randomly assigned states and prepared budgets. A timer was used to track time, and digital gadgets were prohibited. The evaluation panel allocated budgets to five sectors: education, health, transport, water supply, sanitation, power, infrastructure, agriculture, and space. After 10 minutes, states were invited to announce their budgets.

## The G-20 Summit

EcoBizz at ICFAI Business School is hosting a “Hypothetical G20 Summit,” a multi-day event that simulates the dynamics of the actual G20 summit. The event encourages critical thinking, negotiation, and creative problem-solving, allowing participants to understand global economic challenges and policy-making complexities.

Topics to be highlighted: Green Development and Sustainability, Women-Led Development, Technological Transformation and Sustainable Development.

## Day 1: The G-20 Quiz

The event will begin with a quiz round where the teams will be required to solve quiz based on the G20 and their respective countries allotted to them.

## Day 2: The Negotiation War

The teams were provided with 15 minutes to prepare a pitch to negotiate and collaborate with other countries for resources and other necessities proposed by the countries. The greater the alliance, the higher the brownie points for that country.

## Rajneeti 9.0

Rajneeti – Satta ka Rajtilak is a 7-day event where people share their political views and ideas, representing the Indian political system. Candidates were divided into two parties, each with 21 members from 21 pre-defined states, including 1 PM candidate.

The event took place in November 2022, with various days including briefing, nominations, rallies, voting, Lok Sabha, Rajya Sabha, and closing ceremony. Awards included Rajneeti trophies, best promotion, and best delegate.



# IBS MESSENGER



IBS Messenger is a student-driven club working within IBS Hyderabad and acts as a central platform for delivering information to all students. It began back in the year 2014 with the intent to give information to students. The club mainly deals with passing academic Information to students. We act as official promotional partners for events, guest lectures, and flagships conducted by other clubs.

Our objective is to build a connection between academics and students. To fulfil this objective, IBS MESSENGER circulates/broadcasts all the academically important notices. The information provided by IBS MESSENGER is regarding:

1. The commencement of the course
2. Information regarding the timetable and extra classes.
3. Events and Guest Lectures conducted in college.
4. Information regarding SIP/Placements.
5. Any other relevant information.

We have our flagship event Kriyavat 5.0. As a part of our event, we encourage other students to improve their soft skills and presentation skills by organizing various programs through the flagship event. Students will be presenting their ideas on various domains in management studies.

We organize an introductory event at the start of the year to introduce our club to the freshers. We have done a great and very successful event.

We invite experts in business management and delegates from corporate companies to deliver lectures on various subjects. We had three Guest Lectures to date.

1. Collaborative Guest Lecture.
2. Transmission - 2 episodes in that series.

We organize fun events to entertain the students which helps students experience new activities and build self-esteem.

Our medium of promotions are-

1. WhatsApp.
2. Facebook.
3. Emails.
4. Instagram.
5. LinkedIn.



# IBS ANALYTICS



IBS Analytics, the official Analytics Club of IBS Hyderabad exemplifies the idea of working with data in real-time. The club has various verticals – Events, Operations, Matrix, Editorial, Digital, Networking & PR, and Marketing. All these verticals collaborate with a common philosophy i.e., “Data powers everything that we do” to conduct intriguing, exciting, and innovative events, and research in various industries.

The Club Activities begin with a strenuous recruiting drive for “Analyst 7.0’s” i.e., the junior batch which was followed by the Guest Lecture on “MBA in the age of advantage technology and data”, which enlightened the attendees about the transformative impact of cutting- edge technologies and data-driven insights on modern business. The next event was ‘Vishleshan’ which was an introduction to the effort given by the junior batch, completely planned by them based on the supernatural realms yet analytical and mystical theme “The Quest of The Moonstone”.

The club is dedicated to learning and collaborative growth. Members create news bulletins highlighting analytics in various sectors and collaborate with the Research and Marketing verticals to create weekend bulletins. They also collaborate on creating posters and videos for major festivals and events. The Events and Operations verticals work together to create unique ideas and make events successful. This year, the club held a successful event on the theme “World of Finalytics” in collaboration with Money Matter Club. The club’s flagship event, “Trikona”, is known for its analytical and data-driven approach, featuring the exciting theme of “The Pokémon Conquest.”

The club expresses gratitude to all its members for their contribution to the success of their events this year. Their enthusiasm, dedication, and support have significantly impacted the event. The collective effort and passion of each individual created a sense of camaraderie and shared accomplishment. The success of these events is attributed to the collaboration and commitment of everyone involved. The club is excited about building on this foundation for future events and remains grateful for the positive impact it continues to make.



# CONVERGENCE



Club Convergence, the official HR club of IBS Hyderabad, prioritizes developing excellent professionals through innovative, creative, and empathetic activities. They strive to create cutting-edge educational events and interact with influential business executives and dignitaries to develop their abilities and become better people. Their commitment to excellence is evident in their various working verticals.

**Vision-** Club Convergence aims to promote HR excellence by providing guidance and motivation to aspiring professionals, fostering a dynamic learning environment that bridges academic knowledge with practical application.

**Mission-** Club Convergence values supporting future HR leaders and building a community committed to reshaping HRM. It equips members with the necessary information, skills, and leadership development. Club Convergence offers a comprehensive learning environment to enhance members' Knowledge, Skills, and Abilities (KSA) for success in the HR industry. Members participate in industry immersion, hands-on experience, and leadership development through workshops, mentorship programs, and networking opportunities. Club Convergence empowers members to become catalysts for HR excellence, fostering a collaborative learning environment and enhancing essential skills like team-building, negotiation, problem-solving, and communication.

Puzzle Palooza, an HR event, took place on July 31st. It featured two main rounds and a filler round. The first round involved freezing, blindfolding, and hand-tying groups to perform puzzles. The second round involved a zombie escape, testing problem-solving skills, and team bonding. The IBS Messenger team won the event.

On August 18th, 2023, Kavita Garikaparthi, an experienced mental health professional, delivered an interactive lecture on 'Mental health and Self Care', focusing on impactful mental health issues and engaging in an interactive question and answer round.

In September, our flagship event, Verdict, was a law-themed event with props. A four-member panel evaluated teams based on presentation skills, clarity of thought, and argument strength. Team Speak Up won the event, showcasing corporate situations.

Cine HR is a popular event that merges HR and cinema, featuring games, performances, and tasks. It's the most popular event on the calendar, with performances from clubs like Samavesh and Moving Mannequins, adding excitement.



# DIATRIBE



DiaTribe is the official Rockband of IBS Hyderabad.

As Marilyn Manson said “Music is the strongest form of Magic” and as The saying goes Where words fail,music speaks. It gives soul to the Universe and life to everything.

We were constituted in 2014 and since then, there has been different Dimensions to rock music. We have been crossing linguistic barriers and Trying to pierce through people’s emotions magically.

At IBS Hyderabad, we’re group of 10 people, comprising vocalists, Guitarists,a rapper and a drummer. We strive to put our hearts and souls to Our performances and try to reach to our audience in the best possible Way.

The year 2023 saw some amazing performances starting with the Farewell performance as the first one for Batch 2023-24.

1.FAREWELL- The pulsating rhythms, blistering guitar solos, and Thunderous beats created a sonic landscape that transcended mere music And it went on to become an experience for a lifetime.

2.FRESHER’S- From the moment the first chord reverberated through The air,the audience saw an intense synergy between the musicians and the crowd was filled with raw passion and unbridled emotion. We welcomed the junior batch with open arms And ultimate brewing excitement.

3.AAVEG- A connection between the performers and the energetic audience which will go on to Form an unbreakable bond,hence creating moments that will keep Lingering in everyone’s memory long after the final chord fades away.

4.NOSTALGIA- An event where people rekindle the flickering flames Of camaraderie and friendship, DiaTribe seeks to leave an undellible mark On the soul of everyone who comes to witness the amazing performance. We are looking forward to reaffirming the enduring spirit of the Institution and creating an air of relief along with pride in the Environment with our serene performance.

5.TRISHNA- As the stage lights illuminate the crowd, the anticipation Mounts, and the atmosphere crackles with excitement, Musicians take Center stage, armed with instruments and a passion for delivering an Unforgettable experience.

To conclude,Our performances aren’t merely about melodies and beats; It’s a symphony of emotions, echoing the diverse tastes and styles of the Audience along with brewing emotions of the artists performing on the Stage.



# INFINITY STUDIOS



Infinity Studios - The Official Entertainment Club of IBS Hyderabad, always strives to adhere to its motto of 'Integrating Entertainment with Management' by attracting the masses with its exciting content such as movie and web series reviews, music playlists, short films, and entertaining events.

Infinity Studios organized The Sinister Game during the Freshers 2K23 i.e. VILLAINS wherein various junior clans took part in making posters and short films to stand as the winner.

The Casting Call was the club's recruitment drive held from the 13th to the 25th of July. The process includes different stages where candidates are evaluated on their skills and knowledge about movie making, stress handling, and organizing events.

Infinity Studios' junior team was introduced to the public by a short film they made for the Independence Day celebrations named MISSION76.

Infinity Studios Introductory The Entertainment Affair event which was held on 7th September 2023. It was a thrilling, fun-filled-of-kind event organized by the juniors to kickstart the year comprising two. More than 22 teams participated in the event, making it a huge success.

We collaborated with Moving Mannequins as their Entertainment Partner for Envogue 2.0- their Introductory Event on 7th September. The night no one can forget. Yes, we are discussing the amazing collaboration between Club Samavesh and Infinity Studios for organizing Garba Night. It is one of those nights which has made everybody enjoy themselves and make loads of memories. People loved and rejuvenated themselves through the event in between the semester exams. This event was a huge hit and a DJ was provided by Infinity Studios.

Nothing can stop when Infinity Studios rolls. Infinity Studios is proud to have organised the themed party night, Halloween night for MBA- The Grave Rave 2.0 on 31st October. The spooky night for which the entire IBS was waiting for. The night was decorated in such a way that it made everyone fear the ghosts and spirits with us organizing a haunting Treasure Hunt, and Moving Mannequins spectacular performance which was followed by a short DJ night.

We collaborated with Samavesh as their Entertainment Partner for The Diwali Night where Infinity Studios provided the DJ, and the event proved to be a huge success.

Infinity Studios strives to continue its legacy of entertaining people by curating fun and exciting content that breaks the monotony of the same stressful and hectic schedule of MBA life.



# MAÇON



*Inspired to Innovate*

Maçon, the official entrepreneurial cell of IBS Hyderabad, is a platform that fosters creativity and innovation. The Cell organized events throughout Q1 2023 to inspire young minds and encourage them to explore the entrepreneurial path. The flagship event, “E-WEEK,” was dedicated to “Promoting Entrepreneurship.”

The inauguration ceremony, attended by Col. B S Rao, a management consultant and startup enthusiast, highlighted the pivotal role of entrepreneurship in today’s world. Design Thinking workshop on Day 2 explored innovative approaches to address future business challenges, led by Mr. Shah Mohammed M, an accomplished author and business thinking consultant. Participants engaged in various activities and exercises focused on understanding user needs, brainstorming ideas, and prototyping solutions.

The Start-up Expo on Day 3 showcased the innovative ideas and ventures of aspiring entrepreneurs from various regions, with Col. B S Rao as the guest of honor. Participants had the opportunity to pitch their ideas, demonstrate their products, and engage with visitors and potential investors. The guidance and feedback provided by Col. B S Rao and other judges might have been crucial for these budding entrepreneurs to refine their concepts and strategies.

The B-plan competition on Day 4 showcased aspiring entrepreneurs’ business plans to a panel of judges, providing a platform for participants to showcase their innovative ideas, strategic planning, and potential for creating successful businesses. The panel discussion on Day 5 focused on “Promoting Entrepreneurship,” featuring a diverse lineup of speakers with extensive experience and expertise in various facets of the entrepreneurial ecosystem.

Ms. Vana Korrapati, founder and CEO of BuildMyBrand, shared insights into the challenges and strategies involved in building and scaling a brand. Mr. Rakesh Naik, investor, incubator, and enabler, also contributed to the discussion.

# NEWSWIRE



Team Newswire - The Official News and Media Partner of IBS Hyderabad believes in spreading news in and out of the campus. We understand the hectic schedules of an MBA student, and we know the tediousness of reading newspapers. Team Newswire has taken it upon themselves to deliver short and crisp information in our artistically designed products capturing the audiences’ attention. We have been constantly focused on providing knowledge and keeping everyone within the campus as well as outside the campus aware of the activities taking place in the Campus and the general world.

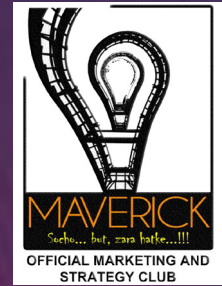
During IBS Hyderabad’s annual inter-college fest Trishna, Team Newswire conducted two events - Know-the-Quo (our Major event) and Quirky Quads(Fun Event). These events had rounds following the theme of Trishna - Back to the 90’s.

In August, we successfully conducted our introductory event, Truth Quest. Many students from different clubs took part in our 1-day event with great enthusiasm and zeal.

In December, we successfully conducted our flagship event, Communique 8.0. Many students from different clubs took part in our 2-day mega fest with great enthusiasm and zeal.



# MAVERICK



Maverick, the Official Marketing and Strategy club at IBS Hyderabad, aims to bridge the gap between classroom learning and simulated situations by introducing students to marketing strategies through various verticals. With 56 members, the club hosts events, guest lectures, and strategy-based games, engaging with industry experts and faculty to foster a holistic marketing approach.

The fresher's event, 'Diabolique', took place on July 1st, featuring three rounds: a marketing quiz, bidding for man-made superpowers, and creating a creative marketing pitch. The event also included 'Meet the Mavericks', an ice-breaker between juniors and seniors. The first day involved an online ice-breaker session, followed by juniors finding their Maverick seniors wearing t-shirts. The senior team tested their abilities, and the juniors submitted their answers on a Google document. The second day saw fun rounds, where juniors were given movie genres and asked to prepare a short skit based on their genre. The event was a great success overall.

The recruitment process from July 19th to 21st involved interviews, tasks, and psychometric tests. Candidates were tested on creativity, selling sponsor 'Happimynd' products, and creating an event. After careful consideration, the Maverick junior team was selected after presenting their work on the final day.

On 10th August, juniors participated in the club's 'Mercatus' event, featuring three rounds: 'SYNAPSER', 'MEMENTO', and 'INVENTOR'S DEN'. The first round focused on marketing, brand taglines, logical reasoning, and quantitative reasoning, while the second round focused on parent-company matching. Krishna Rathi, a brand strategist and designer, was a guest lecturer at a Marketing Fest from November 6th to 8th. The event, Marketkshetra, focused on Monopoly and featured an M-Talk and a two-day Resurge event. The M-Talk was inspired by Model United Nations, with discussions divided into four phases. Participants presented their conclusions, which were then passed by moderators. The second day of Resurge involved a live Gomoku game for product allotment, with teams playing against each other to make a sequence of five beads. The winning team had to choose their product and the opponent's product.



# MONEY MATTERS



Money Matters Club: The Official Finance Club of IBS Hyderabad aims to spread knowledge about in 4 domains—banking, accounting, finance, and taxation—through various events, guest lectures, and learning about B.A.F.T. easy and simple for all. Money Matters Club is a team of finance aficionados who work in different verticals towards a common goal of providing financial wisdom.

In June of 2005, the club was introduced, MMC has been on an enthusiastic journey by organizing countless events, guest lectures, management discussions, and knowledge sessions while providing weekly updates about the world of finance through their social media presence of their news bulletin, gyanpath, infographics, and information on financial jargons.

2023 has been a great success for MMC as they began their journey with “Finarzi” the introductory event for the club, which spread knowledge with the help of the popular series “Farzi” and different games and quizzes.

The management discussion on the topic “Internationalization of the Rupee” which gave valuable insights on the future of the rupee and “Digital Transformation in B.A.F.T.”, was a ride into the future of their domains.

“Navigating Volatility: Strategies for Risk Management in Financial Markets”, an insightful guest lecture on the topic, provided everyone with great knowledge.

MMC holds teamwork and collaboration with utmost importance; hence, the events “World of Finalytics” in collaboration with IBS Analytics and “Genesis 7.0” in collaboration with Club ADmire show the importance of collaboration towards a successful event.

Following these successful events, the flagship event of MMC-Redux 18.0-an event which proved to be a wonderful experience for all participants. MMC organized an online quiz competition, “Chanakya”, attracting the brilliant minds of the college to compete with each other over 3 days. “Kautilya” - a 2-day event full of excitement and fun challenges for participants to enjoy and compete with each other. The final day was the Financial Conclave- “Vittashastra” where five panel members discussed “Elevating Banking, Inclusion and Financial Acuity”. All the panel members provided valuable information regarding the same.

Money Matters Club vows to keep working towards their aim and more successful events.



# NAZARIA



NAZARIA- The Official Photography Club of IBS- Hyderabad, which has been active since 2010, has been an integral part of the community for over a decade. The club has brought together a diverse group of individuals who share a passion for photography and have provided them with opportunities to learn, explore, and create together. Over the years, the club has organized various events, workshops, and exhibitions, which is a testament to the dedication and enthusiasm of its members and the valuable role it plays in fostering creativity and camaraderie within the community.

Nazaria, a college-driven club, partners with 29 student clubs and other events. In November, the club held its FLAGSHIP EVENT, allowing aspiring photographers to showcase their talent. The event featured an interclub competition with a theme of “Express your golden hour,” allowing participants to showcase their creativity by presenting their picture with a one-liner and explain the idea behind it.

The second day of the event featured performances by Club Samavesh, including both music and dance. “You can’t have light without darkness to shine in it”, the Light painting hosted by us on both days of the event made sure of it.

Overall, Frames is a well-rounded event that celebrates creativity and talent in various forms. It provides a platform for aspiring photographers to showcase their work, and the mix of performances and activities ensures that there is something for everyone to enjoy.

Club Nazaria’s Spotlight event in December offers MBA students a unique opportunity to showcase their creativity and talent in portrait photography. The event encourages them to develop their skills and experiment with techniques like lighting, composition, and framing. The theme is Hollywood characters, allowing participants to express their creativity and create stunning portraits for the Annual Calendar, showcasing the importance of portrait photography as an art form.

Our photographers also take up individual projects such as portrait shoots and deliver services to external clients through Nstudios. Creativity, Imagination, and Passion are what constitute us. We provide services like branding, creative direction, and on-field videography and photography.

# IFHE BLUES



IFHE Blues is the official swimming and watersports club of IBS Hyderabad. The club promotes a healthy lifestyle through activities like swimming, cycling, and marathon that adds both zeal and fitness to one’s life. The club, within its members, tries to maintain an environment of peace and bonding that allows the students to get a respite from their hectic schedules.

The club hosted its freshers and introductory event which was received very well by the student body, and Blues’ presence in the KYC event was also appreciated.

IFHE Blues is conducting its flagship event, Endurathon, a triathlon event after a pause of 3 years, the first time after the pandemic.

The enthusiasm is high, and the journey ahead would be much larger and much more fun!

## Events Conducted:

- 1) **Onto Stranger Tides:** the introductory event was a team event of multiple rounds of water polo and the final winner was declared through a single-lap race of the pool.
- 2) **Endurathon:** the flagship event of the club is a triathlon that includes swimming, marathon, and cycling and tests the stamina and endurance of the participants.



# PRAYAAS



Club Prayaas at IBS Hyderabad is the official Inter B-School and Corporate Events Club, aiming to enhance corporate relations and empower students through diverse events. It comprises four verticals: Shodh, Insignia, Prism, and Ace&Cadre, each enhancing students' skills and disseminating information about the dynamic corporate world. The club has been awarded the "Best Managed Club" award for five years.

The Bizathlon event set the stage for future events, including Coco-Cola Disrupt Season 3, In Quest, Crackathon, and Pragyan 3.1. The event was a success, featuring a guest lecture by Ravi Kabra, co-founder of Skippi Ice Pop, and a massive audience, contributing to its success. The partnership with Coca-Cola and Johnson & Johnson further solidified the event's success.

Our club has formed strategic partnerships with prominent Indian business schools like IIM Calcutta, NITIE, BITSOM, and SIBM Pune to enhance students' educational opportunities, enrich their skill sets, provide diverse resources, and create an environment conducive to academic and professional growth.

The Global Management Challenge - Student Championship {India} 2023 Edition showcased students' competitive spirit and featured events like Conclave 2.0, Prakaran 4.0, Pecunia 6.0, and C-Suite 7.0. MICANVAS, a creative expression platform, was presented during Corporate Month. Other events, such as Flames '23 and Elegante 7.0, showcased excellence in collaboration with IMT-Milestone35, IIM Bodhgaya, and IMT-Milestone35. These events showcased the students' competitive spirit and the excellence of their academic pursuits.

The Campus Ambassador Program is a initiative aimed at fostering leadership and initiative within the club. Its journey demonstrates its commitment to providing a diverse and enriching experience, establishing it as a dynamic force in academic and corporate spheres. The club has also published articles on corporate sector development and future culture.

Numerous events, organized in collaboration with clubs like Sankalp, Blues, Team VAPS, IBS Messenger, Samavesh, Nazaria, and SpeakUp, highlight special days such as World Water Day and International Yoga Day. These joint initiatives showcase a variety of activities, from water conservation to promoting wellness, demonstrating the collective commitment of these clubs to address significant global observances. The club's pinnacle collaboration for the year with Team VAPS for AAVEG XIV is a resounding success, further solidifying the legacy of success in all events through tremendous efforts and teamwork.



# TEAM VAPS



Passion doesn't get pursued unless you work hard for it! 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' June activity consisted of scheduling COMIENZO, International Yoga Day, and Bicycle Day. COMIENZO was the curtain raiser event, which included 7 sports namely Squash, Table Tennis, Chess, Basketball, Throwball, Volleyball, and Battleground Mobile India. This event was only organized for the MBA senior batch. Further, International Yoga Day is for all MBA students to promote Yoga and the importance of mental peace in collaboration with Prayaas on the 21st of June. Bicycle Day was conducted on the 3rd for all the MBA students to make them understand the importance of fitness and keeping the body active is important even after having the busiest of schedules.

Team VAPS' July activity consisted of scheduling Blue Band Challenge, Dark Circle, Miles of Martyrs, Derby Day, and Mad Match. In the Blue Band Challenge, participants were asked to complete some tasks which were randomly given by seniors. Later on, on the 21st of July, Team VAPS started its recruitment process under which new members were selected. Dark Circle, in total 13 Clans participated in this event, and there were 2 sports namely running and basketball. Miles of Martyrs organized on the 26th was about all the soldiers who were sacrificed during the war and to pay tribute, Team VAPS decided to organize a running action with the special appearance of the guest to honor the same. DERBY DAY organized on the 29th, was a cricket match which was between Money Matters Club and Club Fin Street. This event was followed by another event namely MAD MATCH which was organized on the 30th. MAD MATCH was also a cricket match between club ADMire and club Maverick.

Team VAPS' August activity consisted of Zumbastic, IPL 8.0, and Azadi match. Zumbastic was organized on the 2nd for all the MBA students for their health and wellness activities to ensure the health and consciousness of the students. IPL organized from the 13th to the 20th is an IFHE Level event known as IPL 8.0 (ICFAI Premiere League). 8 teams participated in this Cricket tournament. Several communities and clubs collaborated to make a team and players were selected via auction. It was an extremely amazing experience to work with a team and organize such paramount-level events. Azadi match organized on the 15th was for the girls' cricket match where the girls of MBA remained unbeatable and showed their power by playing a show stunning match.

Team VAPS' September activity consisted of VSL and Battle of Guardians. organized an IFHE Level event known as VSL8.0(VAPS Super League),8 teams participated in this Football tournament. This event was dated 3rd – 10th September. Several clubs collaborated to make a team and players were selected via auction. It was an extremely amazing experience to work with a team and organize such paramount-level events. TEAM VAPS is passionate about sports and we are looking forward to attaining new heights by gaining more and more opportunities.



# XPRESSIONZ



XpressionZ Theatre Society(XTS) is the Official Dramatics Club of IBS Hyderabad. It provides an opportunity for artists who want to learn and perform their art form, be it script writing, acting, digital poster making, etc. As the name implies, this family of passionate people express their ideas most creatively through various theatrical genres like street plays, short films, stage plays, mime, and monologues. After organizing many events in the period between November 2022 to March 2023, we successfully continued to engage and entertain the audience with several events and performances from March 2023 to November 2023. Our journey in this period started with the Promotion of Student Activities, undertaken by various clubs for the event 'KYC - Know Your Club' in association with Club Speak Up through a Nukkad Natak performance in June 2023. After the KYC event, we moved ahead to IBS Fresher's Week where we organized an acting and dramatics event 'Game of Goons' based on the Fresher's Week theme, Super-Villains on 1st July 2023. In this event, we came across many budding talents and actors, whom we identified as the future talents of XTS. Moving ahead, post the recruitment of the talented XTS junior batch 2023-25, we did our Introductory Nukkad Natak Performance, 'Katu Satya' on 16th August 2023, where we highlighted topics like Men Empowerment, Stereotypes, and Double standards shown by society. After our successful Introductory Nukkad Natak Performance, we did a collaboration with Club Sankalp on 17th September 2023 for Swachhata Pakhwada-2023 for a Nukkad Natak Performance to spread awareness about the importance of cleanliness and environment-friendly products. Next, we performed in IIM Indore Fest Atharv-Rangbhoomi in the Proscenium stage play competition on 26th October 2023. After this, XTS did a collaboration with Club Ecobizz for their Flagship event Raajneeti 9.0 as Entertainment Partners on 23rd November 2023 and performed a stage play on the topic Importance of voting rights and the power of a common man in democracy. XTS went to IMT Hyderabad for the Rangmanch stage play event and secured the runner-up position in the Competition. Lastly, XTS did its Annual Mega Stage Play event Canvas 6.0 showcasing 3 stage plays on the topics of Street Market, Warzone Situation, and Gender Equality. We as a team have worked, are working, and will continue to work hard to choose the issues that are left behind and to challenge ourselves with new ideas through which we can empathize, emote, and enthrall the people and continue this journey forever.



# KAIZEN



THE OFFICIAL OPERATIONS CLUB

Club Kaizen, the Official Operations Club at IBS Hyderabad, is dedicated to continuous improvement, encapsulating the essence of its name derived from the Japanese philosophy “Kaizen.” The term “Kaizen” comprises two components: “Kai,” signifying “change,” and “Zen,” meaning “good.” Together, it embodies the concept of “change for the better.” With 15 years of dedicated service, the club aspires to operational excellence, extending the study of operations beyond textbooks to instill a culture of excelling in operations and fostering rational and efficient thinking.

Recent events showcase the club’s dynamic approach. “Riddler’s Conundrum” engaged 18 teams in an exciting challenge, blending trivia, riddles, and puzzles centered on a supervillain theme. “Tri-Atrocity 9.0” featured a three-day inter-club event with games like Think-link, Mind Boggler, Navitroz, and Gi-Gantt-ic, promoting critical thinking and analytical skills.

The pinnacle was “Sankriya 2023,” a National Operations Fest attracting 500+ participants. Activities included a Business Risk Mitigation Plan case study, simulation rounds, and a conclave on innovation and sustainable supply chain management. “LAKSHYA,” the club’s monthly supplement, serves as a knowledge hub, covering diverse aspects of operations management, including articles, tech talk, virtual victory (crossword puzzle), case studies, and a global glimpse.

In essence, Club Kaizen actively contributes to IBS Hyderabad’s academic environment, embodying the spirit of continuous improvement and operational excellence encapsulated in the meaning of “Kaizen” as “change for the better.”

# PRAKRITI



The Official Nature and Adventure Club of IBS Hyderabad focuses on youth development and social awareness by acquainting our members and others about nature and allowing them to explore the adventurous side of their personality. By planning many travels across time, we explore the bold side. We are committed to providing experiences that bring value to our community, while also promoting our values of inclusivity, sustainability, and community-building. We celebrated Earth Day on April 22, 2023, to honor the achievements of environmental movements and raise awareness about the need for the protection of our planet. To mark this important day and promote the message of sustainability, we conducted a poster-making competition. We conducted treks to Khajaguda and Khillaghanpur in July and October 2023. It was a thrilling and rewarding experience with a unique blend of challenges and joys, making it a memorable adventure. In August 2023, we organized a special event called ‘Conserv-a-thon.’ It was a parade focused on raising awareness about the environment. Our goal was to protect the delicate ecosystem and promote sustainability. It was a month dedicated to educating ourselves and our community about the importance of taking care of our planet. The parade was a fun and meaningful way to bring people together for a common cause. We conducted our flagship event, ‘Snake-o-pedia,’ a snake awareness program, in November 2023. It is an educational initiative designed to teach people about snakes and how to interact with them safely. Reflecting on the success of our past events, we are filled with gratitude and excitement. We eagerly anticipate hosting more events, collaborating with other clubs, and building meaningful relationships within our community. As we look ahead, we plan for more exciting events and treks to explore new destinations, share memorable experiences, and continue fostering a sense of camaraderie and adventure. The journey has been incredible so far, and we are enthusiastic about the adventures that lie ahead.



# SPEAK UP



**CLUB SPEAK UP:** The Official Public Speaking, Soft Skills, and Debating Club of IBS Hyderabad focuses on fostering self-development and confidence, inculcating good articulation skills, and knowledge enhancement, which will equip the students with the necessary skill sets that will prepare them to face the dynamic and competitive world. The club has been highly active in conducting various activities and events.

Club Speak Up started the academic year 2023 by organizing the IBS DIALOGUE in June. This was a two-day event wherein the club introduced several other clubs to the juniors by showcasing video clips of other clubs on Day 1. Day 2 witnessed KYC, or Know Your Club, wherein juniors could interact with the seniors and clear their queries.

The month of July was spent on the recruitment of juniors. It was a 3-day process followed by an induction ceremony in which seniors and juniors started getting well acquainted with each other. The rules and regulations to be followed were explained to the juniors.

The month of August turned out to be exceedingly eventful, as we collaborated with Club Samavesh to celebrate an event called “Azadi ka Amrit Mahotsav” to celebrate Independence Day. We also collaborated with Convergence, Aaina, and Sankalp to conduct a guest lecture. We also participated in collaboration with VAPS.

We conducted our introductory event in the first week of September. The event was a success, and we all got to learn a lot from it.

We conducted our long-awaited flagship event, “The Great Debate,” which was a 3-day event. It began on November 16th, 17th, and 18th. This event involved elaborate and extensive preparation for creatives, and it also fostered tremendous bonding between the juniors and seniors. We are also collaborating with Team VAPS as the creative partner for Trishna.



# MANAGERS WITHOUT BORDERS



At Managers Without Borders (MWB), the exclusive Student Chapter at IBS Hyderabad, our primary focus has been on communicating the gravity of crucial health issues. Recognizing the potential consequences of delayed awareness and intervention, we have directed our efforts towards shedding light on two significant global challenges.

In our recent engagement, we tackled the urgency of HIV/AIDS awareness. We emphasized the repercussions of delayed recognition, highlighting its propensity to advance and spread through various means such as sexual contact, illicit drug use, and mother-to-child transmission. As the lecture concluded, we left a lasting impact on our audience, equipping them with valuable insights into the subtle and overt signs of this prevalent disease. Our commitment to raising awareness stands as a pivotal force in mitigating the impact of HIV/AIDS, urging proactive measures for early detection and precise treatment.

Transitioning seamlessly to our next endeavor, MWB addressed the critical issue of delayed realization in breast cancer. With an emphasis on its potential to advance and spread to other organs, our awareness campaign provided individuals with a comprehensive understanding of the disease's signs. As the day concluded, we left numerous individuals contemplating this pressing issue, now armed with knowledge that can contribute to early detection and effective treatment. Our ongoing dedication to raising awareness is instrumental in mitigating the impact of breast cancer, urging proactive measures for the well-being of millions worldwide.

In a spirit of compassion and community engagement, MWB orchestrated a heartening journey to MP-UPS Gopularam School. Aligned with our commitment to Social Service Responsibility (SSR) activities, this special visit coincided with Children's Day, a celebration synonymous with joy, innocence, and the promise of a brighter future. Beyond a mere outing, this noble initiative was a collective effort to share smiles, spread warmth, and build connections with the young minds at MP-UPS Gopularam School. Our purpose was clear – to celebrate the essence of childhood and impart moments of joy that resonate beyond the confines of classrooms.



# MOVING MANNEQUINS



The Moving Mannequins Society is a student-led fashion society at ICFAI Business School in Hyderabad that is passionate about fashion. We go beyond organizing typical events by fusing business and fashion into unique experiences. Their mission is to promote the love of fashion and showcase the industry's many career paths.

The society aims to be a platform for students from all disciplines to express their creativity and learn about professionalism in the fashion world. Moving mannequins is the bridge between the academic world and the pulsating heart of fashion, proving that commerce and creativity can be the best of friends.

Moving Mannequins organized a Ramp Walk competition for college juniors, "Shadow Runaway," focusing on supervillains. We also organized a pride walk honoring LGBTQ+ voices and their struggles, serving as a bridge to a world that may not fully understand. Moving Mannequins organized Envogue 2.0, a one-day event to introduce new members to the college community. We also performed "Grave Rave 2.0," a Halloween bash featuring Hotel Transylvania's iconic characters.

Moving Mannequins performed "Soch 2.0" at IMT Hyderabad's IMPELZ 9.0, showcasing vulnerability and defiance. Our team of 14 members secured the first runner-up position in the competition, captivating judges and audiences. On Aaveg Day 2, Moving Mannequins and Team Vaps merged elegance and nostalgia, featuring classic Bollywood melodies and exquisite outfits. During the closing ceremony of Aaveg, Moving Mannequins bared their souls with Soch 2.0, showcasing our deep emotions and captivating expressions.



# DOT



1. On the 10th of August, we the students at Dot Club, the Official Techno Managerial club of IBS Hyderabad, conducted an online Guest lecture with Ms Tanya Katiyar as our guest speaker on ATS (Applicant tracking system) technology. The session gave the students an overview of how their CVs are shortlisted and what should be the framework of the CV.
2. On 16th August we conducted a Career navigating workshop with Mr. Kounal Gupta as our guest speaker. It was a very informative session where the students sought guidance regarding their careers from a professional in the industry.
3. On 19th August a seminar on Market technology and quality engineering was held where we had Mr. Ajay Prabhu as our guest speaker. The session was very interesting and informative about the various marketing technologies present in the market.
4. On the 22nd and 23rd of October we had our Introductory Event whose theme was Cyberpunk and the name of the event was Technopunk. The event was filled with fun games in which students from various clubs took part.
5. LinkedIn, CV/Resume workshop held on 25th October was conducted by our Dot Club Seniors. The session was very informative and helpful and we were guided by our seniors regarding how to set up our LinkedIn profiles professionally and how we should update our CVs.
6. On 26th October we had a session on harnessing wind energy for environmental and business studies with Dr. Karunamoorthy Neethimani as our guest speaker. The session introduced the students to the world of renewable energy and ended with some very important life lessons given by Dr. Karunamoorthy Neethimani.
7. On the 28th and 29th of October we had a Python workshop conducted by our seniors where we were taught the basics of Python. The session was very informative and various queries were answered.
8. The CEDT event that was held on 3rd November was very exhilarating. The topic for this year's event was Digital Green, with sustainability in various industries being the core theme. Various panelists had come over to discuss about the effects of changing to sustainable ways in business might have on MSMEs.
9. On the 3rd, 4th, and 5th of December we had the flagship event of DOT club "VYUH 8.0" with sci-fi tech fantasy as our theme. Students from various clubs participated in the event which was filled with interesting games and quizzes. On the final day of VYUH, we conducted a ROBO WAR in which students from other universities also participated and made the event even more memorable.



# GREY MATTERS



GRAY MATTERS, the official quiz club of IBS Hyderabad, performed to the best of its ability by planning quiz shows and activities all year long and keeping the audience and players engaged with intriguing and educational information. 'QUIZZER OF THE YEAR' is our flagship event.

The tagline GRAY MATTERS signifies the importance of our gray (brain) cells in life. We believe that quizzing can be used as a fun and interactive tool to spread knowledge among the student community and actively work towards the goal.

GRAY MATTERS CLUB is the envoy of all matters related to quizzing. Our members possess diverse knowledge of miscellaneous disciplines. As the official quizzing club of IBS Hyderabad, we try to imbibe cutting-edge formats of quizzing techniques. Our goal is always to look for innovative techniques to make learning enjoyable. We attempt to reach for the stars and strive for excellence always.

We have different verticals such as – Digital, Event, Operations, Editorial, Research, Creatives, Treasurer, Marketing/PR and Grievance.

Being the Quizzing Club, we also have a Quiz Master who conducts Quiz for the events.

## EVENTS CONDUCTED from March 2023 to November 2023

### 1. The Sinister Riddle- Freshers Event –

All freshers were invited to embark on a quest filled with mystery, excitement, and brain-twisting riddles! Sinister Riddle was not just a quiz; it's the grand initiation into the world of quizzes through different riddles taking place.

The game was conducted in 3 different rounds including a filler round to grab the attention of the audience and make them entertain.

- Round 1 - "Protagonist vs Antagonist" in Sinister Riddle is an exciting challenge where freshers explore iconic characters' intricacies. Participants navigate heroic feats and sinister plots, facing unexpected twists.

- Filler round – "Move & Freeze" , music will be played, you must dance as you like. Once the music stops you must look at the positions that is shown to you and do the same. If your feet touches the ground or you lose your balance then you are disqualified from the round. There is no elimination in this round. This is done just for fun.

- Round 2- "The Lipreading Challenge" tests participants' observation and interpretation skills as they decode spoken words, or any lip-sync solely through lip movements. This engaging game introduces visual communication, demanding attention to detail and quick thinking. With the excitement of deciphering verbal cues without sound, it promises an immersive and entertaining experience.

- Round 3 - "Rapid Fire Quiz": Exciting challenge, testing quick thinking across diverse topics. Swift responses required in this fast-paced competition, fostering a dynamic and competitive atmosphere. Multiple rounds demand thinking on one's feet for an engaging experience.

### 2. Thought Bazookas -

This is the introductory event of the club, typically organized to welcome and introduce individuals to the club and let them know how the club design quizzes and how they make it innovative and fun. It serves as an opportunity for newcomers to learn about the club values, activities, and the people involved. The event was conducted in three rounds.

- Round 1- "Pandora's Box- Riddle round" "Pandora's Box - Riddle Round" beckons participants to unravel mythical mysteries. Enigmatic questions unfold layers of intrigue, inspired by the legendary Pandora's Box. It's an intellectual journey, challenging analytical thinking and creative problem-solving skills.

- Round 2- "Titan Wrath crossword round"

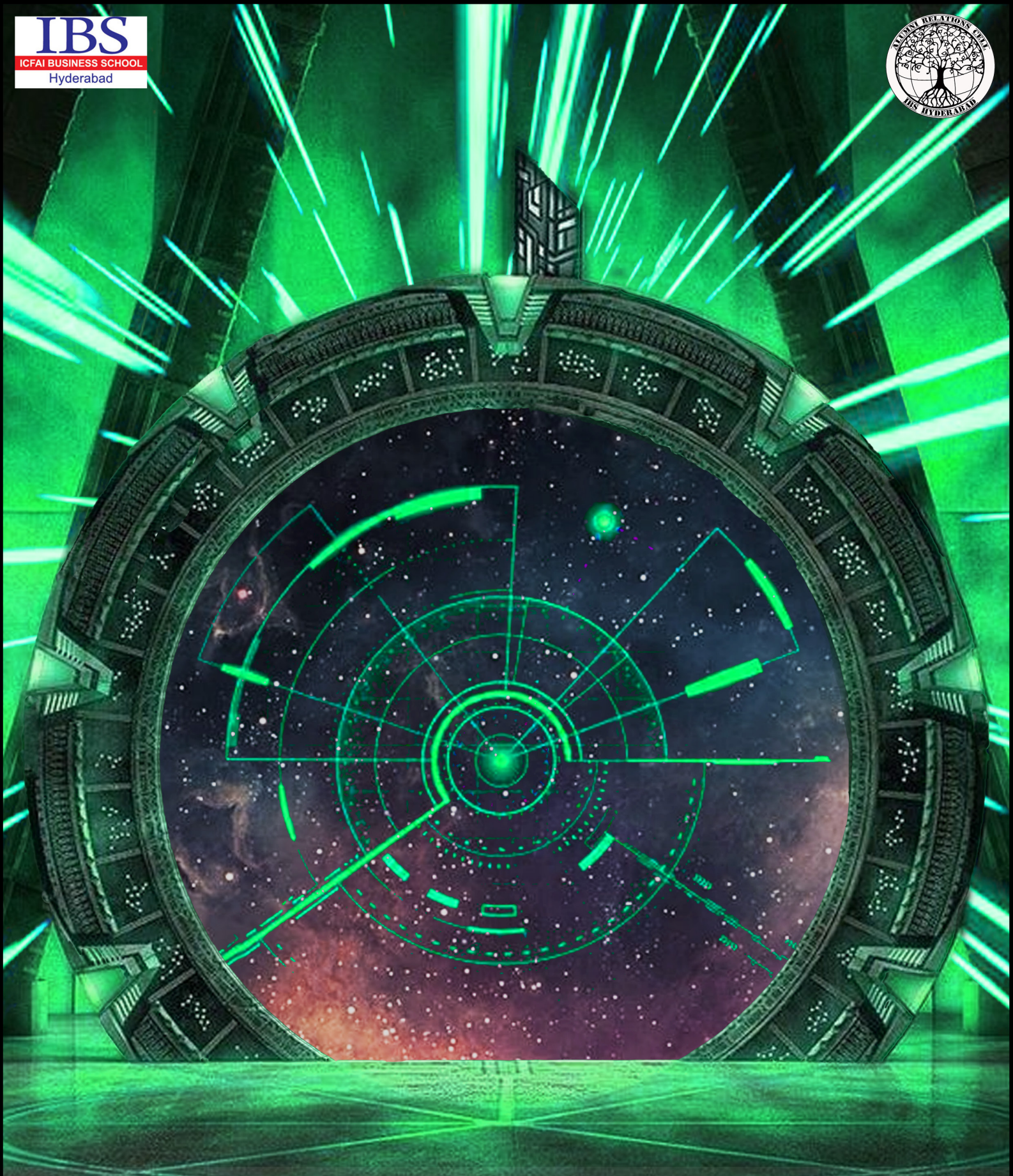
Participants were provided with a sheet, and they have to find 15 words in 15 minutes.

The team that scores the highest will be promoted to the next round. 5 teams will qualify for this round.

- Round 3 – "The ultimate brainiac Gk- rapid-fire round."

Exciting challenge, testing quick thinking across diverse topics. Swift responses required in this fast-paced competition, fostering a dynamic and competitive atmosphere. Multiple rounds demand thinking on one's feet for an engaging experience.





**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**