

JANUARY 2015

VOLUME 3 EDITION 1

Connections

Alumni Magazine Of IBS Hyderabad

ALUMNI SPEAK

Gather knowledge to
hone your skill

FACULTY SPEAK

The nirvanic
experience

NOSTALGIA 4.0

Relive The Magic

IBS
BUSINESS SCHOOL



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Relive the magic.

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EDITOR'S MESSAGE



As the new year unfolds, CONNEC-TIONS with its January edition unleashes the endeavours, events and activities that took place on the IBS grounds.

NOSTALGIA, the most awaited event, once again thrilled every heart with its magnificent conduct! The clubs of IBS with their incredible performance induced an igniting power to the show, raising the vigour to incomparable level...!!

The alumni who as ambassadors visited their academy were seen re-joining the event and their smiles made Alumni Relations Cell take great pride to have continued ties with them.

IBS didn't stop celebrating here! The relay of grand occasions and junctures was then continued by revelling AAVEG, the most fanatical event organized by VAPS, the sports club of IBS!

A large number of students from various B-schools participated and contributed towards the success of the course

CONNECTIONS'17 brings to you an exclusive series of articles from the remarkable faculty, exceptionally well flourished alumni, dynamic students and constantly innovating clubs of IBS.

The January release of the publication assures to deliver the best from the institute; about the newest activities and the festive rhythm that the place upholds!

This magazine as a vibrant guide would take you through a splendid campus tour!

We wish you an exciting read...!!

ALUMNI ARTICLE

GATHER KNOWLEDGE TO HONE YOUR SKILLS

DRAWING PARALLELS

One among the most important learning that I could take from my MBA at IBS was the art of learning from people. While a lot of learning opportunity was available through books, the most updated real-time learning opportunity lies within people and the moments in their life. Each one among us undergoes the experience of life in a unique way - experiences, culture, upbringing, situations, etc. While we are unique in our own way, when it comes to learning from the people, we either treat ourselves as an exception or just try replicating someone without application of one's own context.

On one extreme of being an 'exception', the underlying focus is on the 'totality' of any individual's life and that attitude that 'I am different'. While it is true that everyone is unique and different but when each individual is considered as an amalgamation of multiple situations/events, there are different segments of everyone's life that have similarity and can be adopted.

"There is a difference between interest and commitment. When you're interested in doing something, you do it only when it's convenient. When you are committed to something, you accept no excuses only results."

5 WAYS TO HAVE A BALANCED LIFESTYLE

On the other extreme of replicating someone's action, individual's mistake is a pure copy & paste of someone else's action to be an answer to their situations. An understanding of the 'principle' that was followed in someone's action is required and then customization of action plan in the individual's context is the answer.

At different times in your life, all you need to do is to 'look around' to find ideas for progress, solutions for problems, people to share. Someone, somewhere, may be in a different era altogether, would have undergone a similar situation that you are experiencing right now and all you need to do is create a parallel. Go ahead, create a 'parallel' within someone and build yourself.

Enjoy Living

1. Regular push ups, sit-ups, crunches, jogging or walking are examples. Unless you are disabled in which case you can learn a modified exercise regimen.

2. About eight hours of sleep helps the body repair itself. You may personally need more or less, as sleep requirements vary between people.

3. Look online and find the food pyramid, then try balancing your caloric intake with your exercise. There are several competing food pyramids, so pick one or two because following all of them would be too hard.

4. Just lie down and think about what you did before you started relaxing. Think positive thoughts or take

up a relaxing hobby like sitting or sleeping.

5. Hobbies can counter daily stress. Unless the hobby is stressful, like base-jumping or self-mutilation. You could try collecting model trains or postage stamps.

ALUMNI ARTICLE

GATHER KNOWLEDGE TO HONEYOUR SKILLS



IBS AN EXPERIENCE



by
Shilpa Agarwal
Batch of 2005

Former credit manager at citibank , presently into private business.



MANTRAS

It's an honour to share my experience with students of this great institute. It seems just another day when I received my own degree.

IBS is one of the finest institutes in India, with a promising and splendid future for its students. As you guys will grow, some of you will be climbing your way to the top Fortune 500 companies, some will be charismatic leaders, some will be professors and some will be helping by bringing up a life.

Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time



During the journey, what you certainly will face are the CHALLENGES. But, if you survive at IBS, you can survive almost anything. IBS creates a cocoon around its students - with the best and the brightest, only to tear them apart so that they can be unleashed at the world.

Once you pass out, you will sense lack of friends, mentors and the community but trust me, you guys will survive the loss and one day you guys will be back to share your experiences to the future generation of students.

Single piece of advice: After graduation, you all will have numerous choices, of choosing what kind of work you will do and how will you do it - Make full use of that choice. Reach out and explore. Be Unconventional. Trust me, you will not starve, your degree will survive you with that. In Conclusion, you are embarking on a most exciting journey. The world is fiercely competitive. You are going to be tempered by the one of the most rigorous programs to show your mettle.

**ALWAYS DO
YOUR BEST.
WHAT YOU
PLANT NOW
WILL HAR-
VEST LATER.**

FACULTY ARTICLE
THE NIRVANIC EXPERIENCE

THE QUESTION OF EMPLOYABILITY OF MBA'S!



by
Asst Prof Subhendu Dutta
Department of Economics

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NON AGRICULTURAL SECTORS DRIVING EMPLOYMENT

There have been some important positive developments since 2004-05 on employment, which have not been well recognised in the financial papers.

First, non-farm sectors drove employment. While such jobs rose by 37.5 million between 1999-2000 and 2004-05 - an increase of 7.5 million new jobs in industry and services per year - they increased by 52 million between 2004-05 and 2011-12 - 7.5 million per annum again.

Second was the faster pace of structural change since 2004. Of the 60 million addition to the workforce between 1999-2000 and 2004-05, one-third was in agriculture. In contrast, between 2004-05 and 2009-10, 23 million workers left agriculture. It was only after 2004-05, for the first time in history, that there was a decline in the number of farm workers.



M
"The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence."

Management education has witnessed a remarkable growth in India from just about 200 colleges imparting MBA courses to about 4000 today. This has happened in just 10 to 15 years of period. This has been in alignment with the growth of the economy as it needs trained manpower in all facets of management fields. However, we need to see if our management graduates are skilled enough to be absorbed by the industry, in the present business environment.

More specifically, do they have language competency, cognitive skills, and functional and people skills? All these determine their employability. To succeed in an engineering role, you may require cognitive and functional skills. But to succeed in management role, you may require a mix of personality trait which not only includes cognitive and functional skills but also people's skills. Aspiring Minds surveyed a sample of more than 32,000 MBA students from 220+ B-Schools across multiple Indian states in 2012 and tried to answer the fol-

lowing-

- What percentage of candidates is employable for different jobs available for fresh MBA graduates?
- If the employability is low for certain profiles, which skill gaps lead to this?
- Are students from or studying in smaller cities disadvantaged?
- Among functional domains, what are learning levels of MBA students?
- Do our MBA students exhibit basic financial literacy?

The survey shows that employability for management students range between 10-20% for roles

FACULTY ARTICLE
THE NIRVANIC EXPERIENCE

“EITHER
I’LL FIND A WAY
OR MAKE ONE”

James D. Houston
American Novelist



OPPORTUNITY
If you want something in your life you've never had, you'll have to do something, you've never done before.

Thomas Edison
American Inventor



OPPORTUNITY
Opportunity is missed by most people because it is dressed in overalls and looks like work.

involving client interaction and it is below 10% for any functional role in the field of HR, Marketing or Finance. The startling outcome is that the BFSI sector, which has created a very large number of jobs in the last decade, employs only 7.69% of MBA-finance students. Another very important result is that about 32% management graduates fail to get job because of lack of English and Cognitive skills and about 50% students are not employable in functional domains for lack of knowledge and conceptual understanding of the domain. If we take a look at the students from

tier II and tier III cities, we find that there is a large gap in English language skills and skills in Finance. It has also been found that the major difficulty a MBA student faces is in mastering Finance which is pretty employable domain. This is indeed a big concern for all of us. The survey also showed that more than 40% employable candidates study beyond the

from the top B-schools only, these candidates form an 'invisible pool'. The bottom 30 percentile campuses have only 2 per 100 candidates employable in Analyst roles, while



top 1000 campuses. Given a total of 1.5 lakh management students, at least 48% employable candidates are in the latter 2300 campuses. As most of the good companies recruit

for Finance roles none of the candidates in bottom 20 percentile colleges are employable. Further, 48% of employable candidates for Corporate/Institutional Sales roles are beyond top 30 percentile colleges and 36% of employable candidates for Finance roles are enrolled in campuses ranked beyond the top 30 percentile.

FACULTY ARTICLE

THE NIRVANIC EXPERIENCE

QUOTE

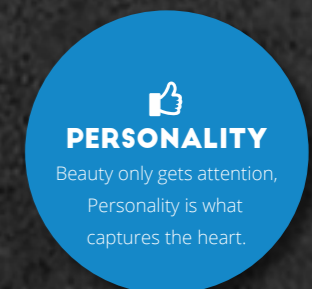
"Never allow yourself to be so desperate that you end up sett



Students now find that expensive courses are no guarantee of a well-paid job in the present economy. Demand has been severely hit hard recently. And therefore, a large number of business schools are struggling to survive. About 140 schools offering MBA courses are expected to close this year. Business models across the globe have changed dramatically in the recent days but our MBA courses have not. How do we then think of good employability of our students? Why are we not incorporating courses aligned with the changing business scenario? Besides teaching the age-old theoretical concepts we need

to incorporate latest approaches which the industry is adopting currently. To make our students more employable we can have less number of classroom teachings and provide more exposure to 'in-industry' learning, which is more practicable. Moreover, our MBA students should come up with start-ups as the country's corporate sector will not be able to provide jobs to about 12 million or more people every year. And for that, we should also try to build an entrepreneurial ecosystem with funding innovation hubs, facilitating effective provision of services by incubators and infrastructural development. We

should think of increasing the productive capacity of the economy by our entrepreneurial talents rather than solely dependent on placements provided by the campuses.



LIFE IS HOW YOU CHOOSE TO LIVE IT



"Don't get confused between attitude and personality, Personality is who you are and attitude depends on the person you are interacting with."

★★★★★



FACULTY ARTICLE

THE NIRVANIC EXPERIENCE



India is going to be the youngest country by the year 2020. Every third person in India is a youth, with 64% of its population in the working age group. This demographic dividend can create an edge for India, as both China and Japan are aging; economists believe that it could add a good 2% to the GDP growth rate. According to a research conducted by CII, only 25% of these youth are absorbed in companies creating a demand-supply gap of 82 to 86% in core professions. Infrastructure, retail, textiles, automobiles, IT & ITES, BFSI, healthcare and tourism would require a huge talent pool during the next 10 years. India will be the hub of 'Knowledge Economy' (the term coined by Peter Drucker in his book 'The Age of Discontinuity'), which means there would be an enormous requirement of knowledge workers who have both tangible and intangible skills and values.



by
Chetna G Krishnan
Department of HR and Soft Skills

It is now the right time to mobilize your resources like Knowledge, Skills and Attitude (KSAs) for these opportunities. A fresher can spend a few moments on how to build his brand image:

behavioral and stress interviews, group discussions, technical rounds, English language skills for the written communication rounds like essay writing, email writing, psychometric test.

through your hobbies or passion, additional certifications, technical skills that add weightage to your profile. Try to connect to people and if you know them, make them endorse your skills. Many companies look for LinkedIn profiles for hiring.

- Be an active member of a professional group and network – National Human Resource Development (NHRD), The Indian Association of Investment Professionals (IAIP), Marketing Association of India (MAI).

Work with 'fire in your belly' in the first job:

- Learn about the company, products and services, work culture, preferences and expectations of your superiors, roles and responsibilities that you need to handle, and acquire additional learning and training needed to excel in your tasks.
- Arrive earlier and stay late to show that you can work hard.

Overall, work towards a holistic personal and professional improvement to become a valuable resource for the company and for further career opportunities.



- Prepare a one page CV - Highlight your internships/ on-the-job training, academic projects, papers published, experiential learning and skills.

- Improve your communication skills – Active participation in college events and class activities, informal group discussions, reading journals and newspapers, public speaking and listening.

- Work on employability skills – Aptitude tests, be-

- Possess these soft skills – Positive attitude, integrity, willingness to learn, professionalism, empathy, collaboration, interpersonal skills, problem solving, time management and leadership.

- Create a LinkedIn Profile – Emphasize your enterprising skills in event management at college, application of knowledge and honing of certain skills during your internship, creative skills obtained

SNIPPETS THE ESSENTIALS

MUST HAVE SKILLS AND QUALITIES!

QUOTE

"If can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward."



APTITUDE

Genius is nothing but a great aptitude for patience.



INTERNSHIP

The expert in anything was once a beginner.



SOFT SKILLS

Soft skills get very little respect but will make or break your career.



"For you, this is like teaching a kid the alphabet, right?"

"No, actually it's like teaching a kid a letter. Just one letter."

"Yeah. Yeah, your strong point would not be communicating to humans."

★★★★★





NOSTALGIA 4.0

RELIVE THE MAGIC.

"THE DAY WITNESSED EXUBERANT HAPPINESS IN THE ALUMNI'S FACE, PEOPLE CATCHING UP AND FALLING BACK INTO OLD HABITS, LAUGHTER AND MERRIMENT.

R

elieving the magic once again, Nostalgia 4.0 kick started at a high note this year with much anticipation and excitement of a very promising day. The reunion was conducted on 22nd November and team ARC with much gusto and zeal were at their best to make this event a memorable one for the alumni. Numerous alumni from different parts of the country boarded the city for this particular event. The alumni were given a grand and a traditional welcome with the dhol and a beautiful rangoli that was put up by the club Samavesh at the college entrance. Reminiscence of one's college days brings a fond smile, Nostalgia true to its theme provided the walk down the favorite memory

"NOSTALGIA FOR ME WAS AN EVENT WHICH BROUGHT BACK OLD MEMORIES AND THE FEEL GOOD FEELING IT GIVES YOU IS PRECIOUS. HOPE THAT THE ALUMNI WOULD CONTINUE TO FEEL THE BELONGINGNESS TO THEIR CAMPUS AND THE EVENT WOULD ONLY GET BIGGER EVERY YEAR."

-JASJYOT SIDHU

"The work that went into organising the event resulted in some real, practical learning. The event helped strengthen bonds not just with the alumni, but within the team itself. Nostalgia 4.0 proved immensely beneficial in terms of what both the alumni and students of the college in form of mentorship took away from it"

- POOJA JHA



The kind of energy and enthusiasm exuded by the alumni towards Nostalgia 4.0 was very encouraging; it made all the hard work seem worth it.

Organizing Nostalgia was in itself an event which gave us a feeling of how life would be once we move out of this place, it brought immense joy to us looking at old pals meeting, giggling and talking...

lane. The day witnessed exuberant happiness in the alumni's face, people catching up and falling back into old habits, laughter and merriment.

With the success of the initiative for mentorship program taken the previous year, the mentorship program witnessed the beginning of another tradition added as a part of Nostalgia. Student ever curious and debating dilemmas embraced the mentorship program and with many eager and willing alumni, this year witnessed 23 mentors and the enthusiasm was matched by more than a 100 students.

Mentoring is a brain to pick, an ear to learn and a push in the right direction.

Mentor is a person who guides you in the right direction by making you realize your own talent. And when an alumni is your mentor, a fraternity bond develops. In addition to managing and motivating people, mentors also assists in the growth up the career ladder. The idea was to introduce students of IBS to the best minds of corporate world and be guided by them on how to handle corporate life, what path to choose for future and most importantly, helping mold their talents in the best possible way.

The program started at 11.30 AM and was divided into 3 slots as according to the arrival of alumni. 3-4 mentee were allotted per

mentor so that individual attention would be possible. The allotment was done on the basis of expertise of mentor and the field of interest of mentee so that there would be best possible outcome. Seeing their batch mates doing mentoring also inspired a few alumni to register on the spot for mentorship. Initially it was slow but as the evening progressed and alumni started arriving for nostalgia, the ardor for mentorship was also clearly visible. The excitement could easily be seen on the faces of mentee as well as mentors. Comments from Mentors like:



"Why was there no initiative like this previously?"

"The students are immensely talented and guiding them will be a pleasure."

From Mentee side: "Now I can see the path a bit more clearly."

are proof that event has gained recognition and acceptance. A little more work and finishing touch would hopefully take it to new heights in coming years because all good things have a minor beginning. Lastly, there is only one thing to be said

"Successful people never reach their goals alone."

Various fun filled events such as "Walk the talk" by IBS Blues and cricket match and other sports were also conducted simultaneously. With the onset of the evening, the atmosphere was abuzz with excitement for the cultural evening. Set amongst a beautiful back-

drop and lights, the courtyard had an air of festivity and cheers that proved to be truly contagious that spread to even the students of IBS who made their presence known with their cheering. With a promise to make this Nostalgia all about the alumni, there were many titular awards being presented such as Mr. and Miss Nostalgia, Best smile and Most dynamic. The cultural evening began with the welcome speech by MS Prasad sir followed by welcome dance by cultural club, Samavesh. The magic continued with the classic rock performance of Diatribe band, western-contemporary dance by Samavesh and hip-hop by High fliers. Nostalgia provided the platform for the launch of magazines of clubs Newswire, Infinity Studies and Admire. The students of IBS also put up a captivating fashion show with the help of ARC that portrayed the colloquial culture of India. There

were interactions in between the shows that had the alumni sharing their experiences and wise words to students. Photo booth put up by Nazaria had the alumni and the student alike take fun pictures amidst the creative setting, courtesy Nazaria. There were also photo booth set up by one of our Sponsors Triumph bikes that had its bikes on display. A message board "Imprints" was put up for the alumni to drop in their thoughts. Winners of the competition Mr. and Miss Nostalgia were honored at the end of the event. Nostalgia ended on an epic note with the sumptuous dinner and an indulgence for the dancing feet with the DJ night.

Nostalgia's success had a huge and massive contribution of the clubs of IBS that strived along with team ARC to make an evening to be cherished by the alumni.

"IT WAS NOT ONLY ENTERTAINMENT BUT ALSO LEARNING. FROM MANAGEMENT TO TEAMWORK. WE LEARNT A LOT. FROM THOSE EXPERIENCED ALUMNI, WE EARNED OUR OWN EXPERIENCE. NOSTALGIA WILL BE MEMORABLE FOR ALL WHO HAVE BEEN A PART OF IT."

-PRITHA BHANDARI

The overwhelming response that we received from the alumnus will immensely motivate us and we are looking forward to carrying this trend next year and we wish that it would be bigger and better next time.

-Sahil Bhambri



Our primary motive was to bring together our alumni from different periods which shall create a festive environment where they can all remember their old memories with friends and create new ones.

SNIPPETS
THE ESSENTIALS

GURU DAKSHINA THEIR TEACHINGS

GURU DAKSHINA

Ankit Saxena
Batch of 2011-2013
Working at - KPMG



Prof. Sriram Rajann
Department of Marketing and
Strategy



QUOTED

"Classes driven by real life experiences accompanied with insight on the concerned case studies was his usp. Some of the experiences shared during the classes are still fresh in my mind"

GURU DAKSHINA

Priya Parashar
Batch of 2010-2012
Working at - TCS Mumbai



Prof. Shailendra Singh Bisht
Department of Marketing and
Strategy



QUOTED

My review is for Prof. Shailendra singh Bisht. He taught me marketing in sem 1, year 2010. He was an awesome professor. In many of my batch mates words, he was BOND of marketing. While I ended up working in a financial research profile, the marketing classes were influential in how I view these marketing events. I was among his 1st students at IBS & although, i'll admit, it took a bit of time to warm up to his style of teaching, he soon became an inspiring mentor and a great friend. I know that he is an inspiration to many and he will never be forgotten.

AAVEG 5.0 GUTS AND GLORY



IBS Hyderabad is one of the most premiere institutes of our country, established in the year 1995; it has carved a niche in the field of industry, academics and so forth. Spread across 92 acres of land, this lush green campus provides a perfect ambience for the overall development of its students. IBS Hyderabad is known for its innumerable clubs, extra and co-curricular activities, events, guest lectures and so forth, but the most awaited event that the students look forward to participate in is AAVEG, the annual sports meet organised by CLUB V.A.P.S, the official sports and fitness club of IBS Hyderabad in the late month of November bringing in its wake new zeal, passion, dedication towards sports, but most importantly keeping the banner of IBS Hyderabad flying high.



AAVEG 5.0
GUTS AND GLORY

GUTS AND GLORY!

It's been four years since the inception of AAVEG and with every passing year it has been bigger and better and this year's AAVEG 5.0 was no exception. Organised between 28th November, 2014 and 30th November, 2014, the

B-schools, with a footfall of around 460 abled sportsmen and sportswomen spread across the country participated in the 3 day-long event exhibiting their talent in the field of 10 sports that were organised during the event inclusive

tiger or in other words the mascot of AAVEG which held a special place in the whole event. Apart from the lucky mascot that charmed the crowd away, the eatery stalls enhanced the beauty of the event, in other words known as the PASHA's Den. The pallet tickling delicacies served at the stalls ranged from chats, ice creams, gulab jamun, biryani, momos, and the list goes on which were put up by our own students coupled by few famous food joints like Dominos, Bawarchi, Subway, moreover Red Bull too had sponsored energy drinks for the participants which kept the event alive. The three daylong battle for the humongous trophy came to an end evolving IBS, Hyderabad as the overall champions.

event took off on an inspirational note addressed by the Chief Guest, Mr Saba Karim (Ex batsman and wicket keeper of the Indian Cricket Team I.C.C , Selector at I.C.C) who is one of the most eminent and dynamic personalities in the field of Cricket. On this auspicious occasion, Club VAPS also launched their first magazine known as "VAPS Diaries- a memoir of Club VAPS " which truly added on to the success of the event. Around 12

of swimming, basketball, throw ball, volleyball, football and various others. Being an inter-college level event, it brought a feeling of oneness and unison among the students of various colleges battling for the trophy in the hope to make their college proud. The passion, sheer determination and the love for sports among the students were a treat to the eyes. The event wouldn't have been such a huge success if it wasn't for PASHA, the

AAVEG 5.0 not only instilled a spirit of sportsmanship, in a nutshell it lived up to the adage that states "The thing you learn from Sports: setting goals, being part of a team, confidence that's invaluable. It's not about trophies and ribbons. It's about being on time for practice, accepting the challenges and being fearful of the elements" quoted by Summer Sanders (Olympic Gold Medalist, Swimming).



STUDENT ARTICLE
VOICE OF IBS

EDUCATION

ANALYSIS OF THE CURRENT SCENARIO

Even after 18 years of education and continuous learning, describing education in a few sentences is probably a very difficult task. It is something which makes me eligible, today, to write this article and makes all the esteemed readers, eligible, to read it. India has seen the gradual metamorphosis of the education system in India right from the ancient times when there were Gurukuls to the present day where we have primary, secondary and higher educational institutions coupled with institutions offering graduation and post graduation degrees and diplomas.

The urge for knowledge has never been sufficed. This has led to continuous learning, inventions and innovations. Education had enabled people to broaden their sphere of knowledge and helped us to progress and grow in every sphere. Education has a vast scope wherein an individual not only gains intellectual knowledge but also gets an opportunity to rejuvenate their rational thinking capabilities making them more organised, farsighted, actionable and capable.

by
Sanjana Goel
Batch of 2016



India is progressing, speedily, towards attaining complete literacy by promoting governmental as well as private enterprises to venture into the field of education. You would be interested to know that as of 2011, India has 42 central universities, 275 state universities, 130 deemed universities, 90 private universities, 5 institutions established and functioning under the State Act, and 33 Institutes of National Importance. Other institutions include 33,000 colleges as Government Degree Colleges and Private Degree Colleges, including 1800 exclusive women's colleges, functioning under these universities and institutions as reported by the UGC in 2012. This definitely shows the tremendous efforts of improving the education system in India.

There have been innumerable success stories of education and empowerment in cities like Kolkata, Hyderabad, Chennai, Mumbai and Bengaluru, to name a few. We have also witnessed the greatest success of the present times wherein a 21 year-old student from BITS Goa, Mr. Krunal Kishorebhai Patel landed a job of Rs. 1.40 Crores in the reputed American Multinational Company, Google.

Education and empowerment are deeply inter-

connected. With education comes the ability to enforce the rights that a person possesses. Today, most of the criminal activities that are taking place in the Indian cities and towns are a result of poor education and literacy levels. People are unable to exercise their civil rights majorly because they are unaware of these rights or because they are unable to voice out their grievances. Education is indispensable for protecting the rights of the citizens of any country. GDP and Per Capita Income are not really sufficient to judge the growth and success of any nation. These measures undoubtedly present the financial figures but they certainly do not measure the contentment or safety of individuals in a country. It is the education, employment, equality and justice that make a nation successful. Education gives an individual insight into what is wrong and what is right. This distinction is very thin in many cases which then requires an individual to use his rationality and take appropriate decisions. These vital decisions are the building blocks of future growth prospects and development.

BALANCE

ACHIEVEMENTS

BEYOND IMAGINATION

"It always seems impossible until it's done." - NELSON MANDELA

What seems impossible here is the management of your time between academics and club work. The most difficult part is studying every day for CP's along with your club work. At first, managing both feels like a herculean task but as the weeks pass by you feel more accustomed to it and this hectic schedule becomes a part of your life.

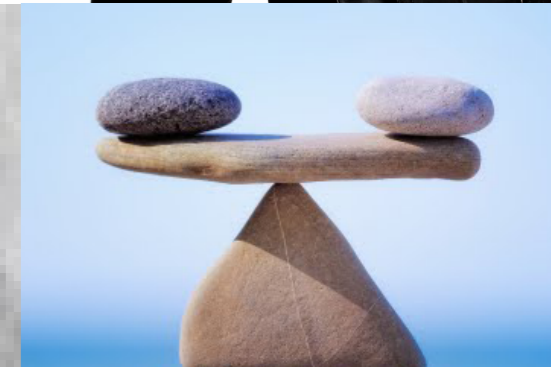
The one thing that amazes me here is the amount of activities each club does. Each club has something or the other to offer every week. The competition between the clubs is easily visible and this is what drives the clubs to come up with more innovative events every single time. I have enjoyed most of the events conducted at this institute. Right from events conducted by Finstreet, Maverick, Infinity and many more. Even if you are not into any club you don't need to be the least worried about how to spend your time. These clubs will make sure that they have your time occupied with their amazing events.

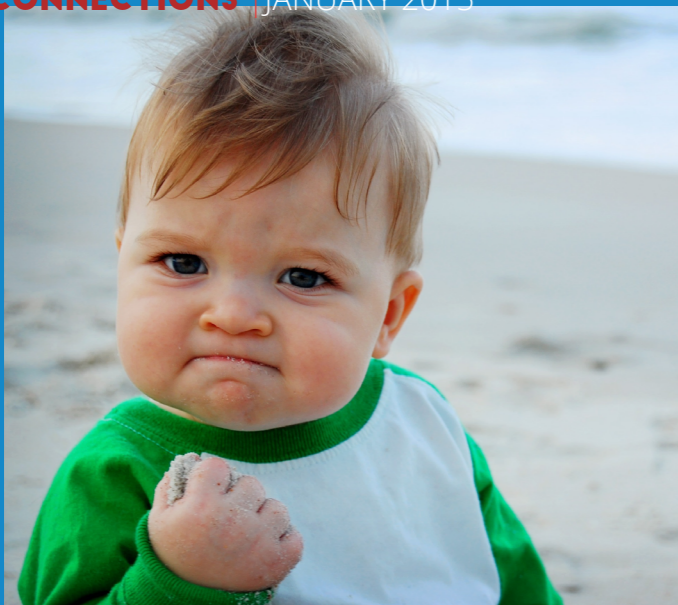
Life here is full of enthralling experiences. For in-

stance, you feel like you have achieved the aim of your life, in case, you manage to get a good CP along with meeting the deadlines given in the clubs.

Well, to sum it up, no matter how hectic the schedule is, I am happy because I am doing what I am here to do. Anyone might cry and complain about the kind of work our seniors and professors put us through but the very highlight of MBA is this! In one way, this is what is shaping us for our future. And IBS with its club culture does gives you an overview of the competition in the real world.

by
Merlin Rebekha
Batch of 2016





If you are good at something, chase it, learn better than the master and make it your passion. And when a passion turns into business, you are unbeatable. Because there is no power to pull you back when you love what you do, and you will not just succeed but you will excel." If you are sleeping in class, don't just sleep, dream as well, and dream high, so that you wake up to make it come true.

Mr. Shashank Malpani, from the batch of 2008, has ridden the roller-coaster of IBS, as passed through all the twist and turns of this collage and its life. From classes, clubs, faculties, events, guest lectures, SAP IBS doesn't just teaches you different specializations in management, but there much more when you step out of lectures and books. Never run for CP's and NCP's, as these numbers doesn't define you. Actively participating in SAP- Stipendiary Assignment Programme and got Award for the Best Team in the 10th All India SAP Achievers Conference. Followed his passion and opted Marketing as spe-

cialization subject, and then got placed in one of the most renowned company of India that time-Mahindra Satyam. Worked with Tech Mahindra (erstwhile Mahindra Satyam), Hyderabad as Team Lead - Change Management, Promoting Knowledge Sharing initiative and Relationship Building. His dedication and sincerity towards work brought him Award like Pat on Back (POB) in MSAT for consistently performed quarter after quarter after downfall of Satyam. Downfall of the company didn't put a full stop to his dreams. When you are positive, doors open where to turn and stand. And hence came up with First Impressions-a training website, with Mansi Malpani as partner. These couples came up with this new idea combining HR and Marketing into a training programmes, and set business venture out of it. Making their passion there career and now it's working successfully. Soon there are going to launch one more website in the coming month.



WONDERWALL

THE EXPERIENCES



by
Shashank Malpani
Batch of 2008



by
Sanjay Myadala
Batch of 2002

We all are here in a place where we are free to make as many mistakes as possible out of the way before we are put into real world. Yes that place is nothing else but our college. A wacky place where a teacher makes you sleep at the day and a friend don't let you sleep at night. But its not just a whoopee place to have a merry time. Lot more happens apart from constant jeering and sneering with friends. A college life may present many challenges for the incoming students especially for the students pursuing professional degree. One may have to go through a laborious situation in order to strive a perfect balance between academia, personal and social life. So how does one go about it?

Mr. Sanjay Myadala from the batch of 2002, had gone through the akin situation while he was he was pursuing his M.B.A at IBS Hyderabad. A tax manager at Deloitte, Sanjay felt "things were different and yet the same" at this notable institute. M.B.A is still a demanding degree which will lead you to thriving working

scenario, not to forget the buoyant lifestyle that comes with it. With an industry experience of twelve years he felt a lot has changed in the work culture. It has become more clamorous and tiresome.

Consequently a student has to focus on diverse areas in order to be more proficient. This is where one needs to focus on co-curricular and extracurricular activities along with academia so as to become more versatile and cope up with dynamic environment. Sanjay recalls his experience as a tax manger to be a very challenging one. He firmly believes his experience in IBS and professional advice provided by faculty has really helped him to reach the milestone. On being asked about the current corporate requirements He concluded by saying business is going global, so we need to go global too. if one is self disciplined, can work in a team and respects cultural diversity he can reach unimaginable places. More importantly take it easy and have fun while you can.



SNIPPETS
THE ESSENTIALS

CLUB BYTES THE ESSENTIALS



"Music, Dance, A little bit of culture and loads of love. These are the things that define the official cultural club of IBS, SAM- AVESH. They say that the history repeats itself, our students witnessed it through our first event, aptly named Samay Chakra. Introducing the new faces of the club, 'THE BATCH OF 2016', depicting different eras of time through dance music and paintings. Sometimes the silence is a really good answer but not for Samavesh, we send out echoes of our great talent! Goonj, our next event which saw the coming together of all the talented musicians serenading the audience with their soulful melodies. Dandiya, The traditional folk dance form of Gujarat, was the essence of our next event DAN- DIYA NIGHT, is filled with the joy of dancing to their orchestrated folk songs. Diwali celebration, the time when our club becomes a family to the students, who are away from home. Filled with activities like Antakshari, Matka decoration and Mehendi competition. In the evening campus is decorated, students offer a small prayer followed by a little get together."



PRAKRITI

The Environment and Adventure club of IBS Hyderabad, The club aims to ingrain and promote the feeling of living with harmony with nature. We take care of nature and other natural things. We work to keep the beauty of environmental resources. We have conducted many fun and nature related events like:

1. Snake-o-pedia: - This is our flagship event, in this event members of a NGO named as "friends of Snake" came and show cased different types of snakes both venomous and non-venomous, and also explained what is to be done when we fall prey to a snake bite. It was a wonderful experience and event.
2. Scrazzle:- it was a fun and adventurous event conducted for all. the participants have enjoyed alot.
3. Bird watching- This event was conducted inside IBS where members of Andhra Pradesh Bird Sanctuary Association accompanied and guided us as they told us about the different bird species.



MONEY MATTERS CLUB

Money Matters Club, sounds like a studious club with 9 pointers. I know I am speaking for each MMCian when I say it's more like a family. We learn finance beyond the textbooks and look for applications.

Designing events – takes a lot of thinking and analysing, this would have been definitely a hard task if not for MMC. We work as a team, had our shares of fun and parties. Yet maintaining and doing our part for the club with dedication.

Newsletter – Our newsletter is another way to connect with the outside world. Because knowledge is never enough, we publish articles which would influence or atleast make a difference to any person who is remotely attached in finance.

Seniors – It's not always about finance we get to learn a lot more creative skills. They have always been one step ahead of us, yet we work as a team. "Learning never ends" – we don't say it, we believe in it.



DOT CLUB

DOT Club which has been integrating corporate life with technology has been "busy as a bee-hive" this academic year. Ever since recruiting newbie's into its wings, D.O.T club has conducted several activities. It all started with a workshop on Microsoft Excel and Access to teach club as well as non club member's application of these software's in the corporate world and to simplify their academic application. And with V.A.P.S setting up its inaugural Super league D.O.T club was involved in successfully conducting a virtual player's auction. This feat led to VAPS partnering with D.O.T club to host the player auction for IPL 2.0. This led to D.O.T pioneering a new idea for Aaveg 5.0 where the live score of every match of all sports was presented for all participants and non participants in the campus. Further activities were the involvement of D.O.T as the franchisee owner of 'DOT DUSTERS' in IPL 2.0 which came as runners up all the way. Along with activities the weekly newsletter of D.O.T 'Tuesday Techbuzz' which is published every Tuesday has been unerringly, floating around the different IBS Hyderabad Facebook pages. And with many activities and Trishna coming around D.O.T club is even more ready to spread its wings and fly like a unicorn.



XPRESSIONZ

The Club has touched all the areas of dramatics in the last 3 months. Right from streetplays to stageplays to some very innovative street promotion activities which have been well appreciated by students of IBS. The plays performed by the club are as follows-

1. IBS ki adalat.- A fun play about life in IBS.
2. Incredible India - The true face of India, a reflection of India's rich culture and heritage and the mantra of unity in diversity.
3. Aapka kya hoga janabe ali??- A fun play on comedy of errors causing confusing situations.
4. Azaadi ka mukhauta – The reflection of the freedom struggle faced by India and the unmasking of the real face of people.
5. Rangeele Rathore – A weird family facing even weider situations, a rib tickling comedy.
6. Chalthe chalthe. – The epic Ramayan with a little twist.

We have performed at events such as AAVEG 5.0 and also represented the college at Inter-college events like that held in Xaviers institute of management, Bhubaneshwar.



AAINA

Over the months Team AAINA has organised a number of events, with which we can be associated to. We began by emphasizing the importance on the "curve that can set everything right", the SMILE CAMPAIGN, the result of which we can see on the happy faces of IBS. With the guest lecture on ORGAN DONATION by MOHAN FOUNDATIONS, a message was put through to the crowd that life is beyond death and that an end of one can always be the beginning of the other and all we need to do is weave life into the incomplete. This Diwali we were the JOY OF LIGHT for many, with our JOY OF GIVING CAMPAIGN. Our Visit to SOS Village made us realize that happiness cannot be defined solely by materialistic substances. On WORLD AIDS DAY, we put in efforts to create awareness and to educate all about the extent to which HIV may be treated as a menace. We also will be having in our midst PROF MOHAMMAD MASOOD AHMED a renowned public speaker who will be giving us an insight on how to handle stress. We initiated by planting a seed that reflects our soul and makes us a better individual who looks beyond materialistic things and believes in sharing the real joy of life. Team AAINA will continue to put in efforts like these to make an ever lasting impact on society.



SANKALP

The official leadership club of IBS Hyderabad started off with a continuous flow of guest lectures that included eminent personalities like Venkat Chengavalli, the person behind the 108 ambulance service, Vaishalli Neotia the CEO of company Merxius that works with Augmented reality and most recently Deepak Sahwany a corporate trainer, talking about the club forte, the major CSR events that the club held was children's day celebration in a nearby village Gopularam where we took many gifts for the children and celebrated the evening with them. another CSR was the Swach Bharat campaign executed by Sankalp in Gopularam village. coming back to the news within campus, the strategic event that we held was called Being Jugaadu with the rounds revolving around strategic thinking and a dash of fun. Sankalp successfully conducted Satta Gali, the club's flagship event in Aaveg which had games like roulette, 7 up and 7 down as well as live betting on the games played in Aaveg. The response was terrific and all the amount collected by the club was used in the next CSR event held by us on AIDS day where we visited an AIDS home. Next stop for club Sankalp is successfully conducting Megistinos which is the flagship of Sankalp and flagship of Trishna as well.



CONVERGENCE

Our journey so far.....

Club Convergence started off the new semester with a bang.... we conducted an Article writing competition on relevant HR topics called SCHREIBEN.

To add the element of joy we also conducted a fun event called BLACKOUT.

There was an internal workshop on photoshop to enhance our skills.

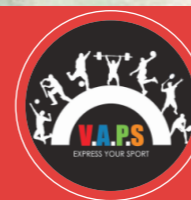
Finally we came up with a guest lecture by the eminent Mr Anurag Mohit (VP ,compensation and benefits ,IBM) on Trends In HRM Practices In The Industry.



GRAY MATTERS

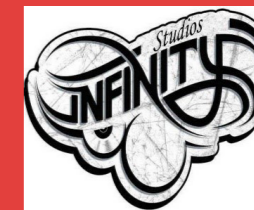
Gray Matters, The Official Quizzing Club of IBS Hyderabad continued to host quiz oriented events across the campus with the motive of generating general awareness amongst the IBS Hyderabad community. The team successfully hosted quizzes in the areas of sports and business namely Sportivo 2.0 and The Endeavour and the team is slated to host university level Quizzer of the Year Award 2014 with Winner of TATA Crucible as the Quizmaster for the day.

Gray Matters have also conducted its internal training sessions to engage its members in the fruitful discussions regarding latest developments in the global economy.



VAPS

AAVEG 5.0-The national inter B school sports festival of IBS, Hyderabad was successfully organized by Club. V.A.P.S. 450 participants from 12 colleges participated 10 different sport events and vied for the crown. The events included Badminton, Table Tennis, Squash, Swimming, Tennis, Basketball, Football, Volleyball, Throwball & LAN games. IBS, Hyderabad emerged the overall winner thanks to the highest number of medals won by the hosts! Earlier, the event was inaugurated by former Indian cricketer Mr. Saba Karim. The deputy Dean(Academics), Dr. Sesaiah and the Students' Activities Co-ordinator, Prof. Jojo Mathew George graced the inaugural function. The first edition of 'V.A.P.S. Diaries', the annual magazine of Club V.A.P.S., was launched at the hands of the chief guest followed by an interactive session conducted by him. The food area called 'Pasha's Den' greeted the students with different cuisines. The following clubs worked in association with Clubs DoT club (technical partners), Admire (creative partners), Samavesh (Dance performance & Rangoli), Expressionz (skit), Prayaas (Hospitality partners), Mess Committee (meal partners), Newswire (news coverage), Nazaria (Coverage partners). Club V.A.P.S. thanks the management, teachers, participants and the spectators for making the event a grand success! See you in AAVEG 6.0!



INFINITY

Infinity Studios in 2014 began with juniors excited about DJ nights and movies screenings. Soon the juniors realised DJ nights and movies were barely a fraction of what Infinity Studios does.

Infinity Studios soon set new and higher standards for the juniors to achieve. It was only a matter of weeks when the club got on its feet and was up and about with different departments working in full swing.

There was entertainment of such a level across IBS whenever Infinity Studios organised any of its events that we were determined to strive harder each time. Infinity Studios gave IBS its magazine, "∞ Unlimited" which not only kept the tradition of entertainment alive but also kicking.

Glitterati, Open Air 5.0, Infinity Studios Animation Fest(ISAF), Regiomania, FunRun were just a prelude to what the new and re-invented Infinity Studios is planning. Infinity Studios will give IBS many more surprises before 2014 comes to an end. It is not just the victims of education that we help now, Infinity studios is a full blown entertainment zone now.



FINSTREET

FinStreet- The Official Capital Markets Club of IBS Hyderabad always thrives for holistic development of both its members and the IBS Hyderabad fraternity. Through the medium of presentation on companies and exhaustive research on capital markets (using both fundamental and technical analysis) on regular basis, the club continues to live by its motto, which is, "Passion to (L)earn".

We successfully hosted notable market analysts from news channels such as Mr. Prakash Gaba and is slated to host industry experts and eminent authors like Dr. Prasanna Chandra on campus. Our flagship magazine

The IBS Times has crossed 4,000 readership mark with over 12,000 views making it one of the most read and viewed B School magazine. Alongside, our management discussions on topics such as Coal Embezzlement, Make in India Campaign to name a few, coupled with strategic games kept the students of IBS Hyderabad highly engaged and aware.

We are looking forward to our flagship event "Bhavmandi" in late December 2014.



NAZARIA

Nazaria ,the official photography club, made a fun filled beginning this year with a spooky photo-booth 'Spookvilla' and DJ on the evening of Aug 27,2014 to set the spirit and welcome the batch of 2014. Workshop on Basics of Photography: A photowalk cum workshop was conducted for the newly recruited members of club to equip them with photography knowledge.

Harsh Sultania, eminent photographer of Nazaria , conducted workshop on photoshop for members of Nazaria Batch. An external workshop was also conducted for students of IBS on lightroom basics to give handy insights on editing the photographs.

On Oct 21, 2014 PickaHunt was organized on. It was an event when the participants got high on solving mind crunching riddles and capturing with their friends.

Nazaria laid a photobooth on the eve of Nostalgia celebrated with high zest and nostalgia on Nov 22, 2014. Everybody celebrated remembering the IBS affairs with their old friends. The senior batch of Nazaria along with the juniors held a on field workshop on sports photography to prepare the team to capture the moments of forthcoming Annual Sports fest of IBS ,Aaveg , on 28 th Nov,2014.



SPEAK UP

Speak up had an amazing start with the Group discussion which was conducted on 31st July 2014, we had 3 streams – Finance, marketing and general. It provided a nice platform for seniors and juniors to participate and show their assertive skills and knowledge .We had reputed faculty members to evaluate and give tips

Triple threat was a fun event organized on 21st of August. It had 3 different rounds, it was a stress buster event!

The most admired Speak up week was conducted from 2nd to 5 September.

We had a GL on 2nd Sept ,mock GD on 3rd Sept , turncoat debate on 4th Sept and online poetry on 5th Sept. This week was a very interesting week, speak up people were on our toes the whole week.

"Gadbad Ghootala" was organized on 20th October, it was a fun event.

Anokha 2.0 our flagship event was organized on 21st November .We had around 60 participants. We had 3 rounds in this event .



ADMIRE

Club ADMire is the official Advertising and Branding club of IBS Hyderabad. The club gives its best to share with the students the latest trends in the field of Marketing, Advertising and Branding by organizing workshops, theme based fun events and conducting online and offline promotions for the same. The club also deals in Client Servicing in which it offers assistance to various companies to promote and market their brands online as well as offline.

Fun events organized by the club are stress busters which are designed and conceptualized around the world of Advertising and Branding. These events help in team building and knowledge sharing among the students. Some of the famous events conducted by the club are Juara-Our flagship event, Jester, Gaon Ka Galib, Brandie, Masketeer and many more.

ADvoice is an new initiative taken by the club this year to bring in more corporate exposure to the students by reaching out to the industry experts and personalities who share their experiences in the field of Advertising, Branding and Marketing. The club has organized five ADvoice sessions this year.



PRAYAAS

Prayaas- The Official Inter B School Club of IBS Hyderabad very much in line with its motto organized several Inter B School events at IBS Hyderabad. Prayaas provided the students of IBS Hyderabad with a platform to participate in renowned and prestigious national and international competitions. Prayaas facilitated the campus rounds for Baylor- International Case Study Competition and Clix 2014- a one of its kind national level case study competition organized by NetElixir, a US based global marketing company. We also gave students of IBS Hyderabad an opportunity to participate in LIME Season 6 conducted by Hindustan Unilever Limited, which is considered to be the biggest Inter- B school marketing competition. To provide students of IBS an opportunity to interact with corporate world, Prayaas also conducted a guest lecture by two speakers, Mr Sachin Bery (IIM-L Alumnus) and Mr Amol Gupta (IBS Hyd Alumnus) both of them working with Infosys as Principal Consultants. In an endeavor to ensure overall development of members of the team, Prayaas also hosted many internal training sessions. Prayaas will ensure to provide multiple avenues for students of IBS Hyderabad to make our college proud.



MAVERICK

Maverick organized Guest Lectures on various chapters of real world Marketing concepts that included, "Location Based Mobile Marketing" by Sameer Mehta from 135 tech Labs, "Google AdWords and Google AdSense" by Rohit Adukia from Google Hyderabad, "Clear Idea, Clever Branding" by Imran Mohammad from Branvoy, "Personalized Marketing" by Sailesh Kamlesh from W3Shastra, "Marketing Mantras of a New Venture" by Ripul Aggarwal from Suave, and "Digital Re-imagination" by TVVV Prasad from TCS.

Maverick tapped the virtual world by organizing a 3 day online event, "Weburn 2.0" which comprised of Marketing and Strategy competitions on a website.

Our one of a kind initiative this year, "Resurge, Unleash Your Imagination", an inter club event focussed on bringing out the creativeness of each club by giving them a task of building up on a base product (desktop computer) and aligning it to their respective domain. This episode was divided into three parts - online promotions, offline promotions on campus and a final product launch at the Auditorium which was judged by 4 of our eminent Marketing faculty. The journey so far has been a one of a kind ride while teaching us various aspects of Management.

SNIPPETS THE ESSENTIALS

CLUB BYTES THE ESSENTIALS



ECOBIZZ

Club ECOBIZZ not only involves in academics or activities but also involves in sports too. The club has its own team named "Bizzy Jacks" in the previous and ongoing IBS IPL tournament organised by team V.A.P.S.

The club has its own team named "Bizzy Jacks" in the previous and ongoing IBS IPL tournament organised by team V.A.P.S. Club EcoBizz also understands its responsibility as a society builder and hence it conducted a workshop by NCFW (No Country For Women) in the month of November 2014. For fun and frolic club EcoBizz organised a couple of fun events. On 8th of December it organised "Bol-Bolly-Bol", an interactive game based on the theme of bollywood and on 11th December again an event was organised name "karobar". On 15th December ecobizz organized an event "Bizz On" for the macon E-week. It was a fun filled event.

The club was in a festive mood for Christmas and organised "Bizzy mania" on 24th December with games and Santa clause on the house.

Last but not the least the great E3 summit by club Ecobizz. Here economics concepts like economy, energy and employment were on a hot discussion by eminent personalities like Mr. Sanjay Gadhalaya, Ms. Padma Gunde and Mr. Ali Abbas.



MAÇON

"Today is the last day to register for showcase and take off on your big Entrepreneurial venture" said a zealous representative of MAÇON, the Entrepreneurship cell of IBS Hyderabad for its flagship event "Entrepreneurship India". MAÇON in association with the "Centre for Entrepreneurship Development" and in partnership with twelve equally enthusiastic clubs of IBS Hyderabad organized - The Entrepreneurship India week, a six day fest for embryonic entrepreneurs with six sterling guest lectures, three pragmatic workshops, twelve cut throat competitions, an internship recruitment drive for start-ups and a B-plan showcase exhibiting a whopping 52 B-plans, evaluated by a panel of 11 experts including Investors, Incubators, Entrepreneurs and Academicians.

The Entrepreneurship India week sponsored by Meraevents.com, Ferrero and Purple talk made its foot prints on The Hindu and Business line dated December 22, 2014. MAÇON has now turned its mission from hosting a successful E-week to making Entrepreneurship bigger and better in Trishna, the upcoming national event of IBS Hyderabad.

NOSTALGIA



(A constituent of ICFAI Foundation for Higher Education,
A Deemed University under section 3 of the UGC Act 1956)
Survey Number 156/157, Dontanpalli Village, Shankerpalli Mandal,
Ranga Reddy District – 501504, Hyderabad, AP, India