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CONNECTIONS

Alumni Magazine , IBS Hyderabad

*Faculty
Speak - 01*
*Hone your skills from
the experts of the industry*

*Alumni
Speak - 33*
the nirvanic experience

Nostalgia 5.0
Relive the magic



IBS
HYDERABAD

Connections

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Editor's Note

In the midst of the journey of its students, there are the ever present activities that prelude and conclude life at IBS. Competitions and events galore, there is no dearth in the various levels of exposure and opportunities that students are provided with. Post recruitment, the clubs of IBS have seen the fresh minds come up with the best of events ensuring a packed schedule. From Ecobizz's MUN to ADMire's Juari, it was a blend of academics and co-curricular activities at best. This year, Nostalgia witnessed a themed celebration at the Alumni reunion. The day witnessed an amalgam of Indian mela depiction at its best with the lights and decor amplifying the festive spirit. We can also see hints of preparation and ideas floating around among the student community, for the biggest and most eagerly awaited college fest in IBS, Trishna.

In just two month's, It will be time for the batch 2014-16 to bid adieu to the campus. Time does fly in a jiffy! The campus now witnesses the final year MBA students utilising most of their time making memories, clicking photos with their pals and posting them on Facebook, Instagram and so on along with the countdown, exploring eateries and other places of fun and frolic in and around Hyderabad. College days do leave an indelible mark on every one's life which one would cherish for time immemorial. Stepping into the corporate world in just a few months would make us realise the beauty and importance of our carefree college days. As we write our last editorial note with a sinking heart, we wish all our batch mates good luck in their future endeavours and also wish luck to the junior batch who will be carrying on the good work and keep the banner of ARC flying high through strong alumni networks. As our motto rightly states "it's all about connections".

Cheers!!!



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Editor In Chief

Ms. Janani Renugopal

E-mail: janani.r22@gmail.com

Ms. Alisha Singh

Email: alisha.singh291192@gmail.com

Lead Supervision and Designs:

Mr. Siddharth Padhiary

Email: sidpadhiary@gmail.com

Ms. Apra Patwa

Email: patwa.apra@gmail.com

Designed by

Mr. Nirav Afinwale

Email: niravafinwale@gmail.com

Mr. Nipun Gupta

Email: nipungupta40@gmail.com

Mr. Shardul Sabde

Email: shardulsabdep7@gmail.com

Associate Designer

Ms. Ranjita Gupta

Email: ranjita01dec@gmail.com

Chief Advisor

Mr. Prashant Das

President, Alumni Relations Cell

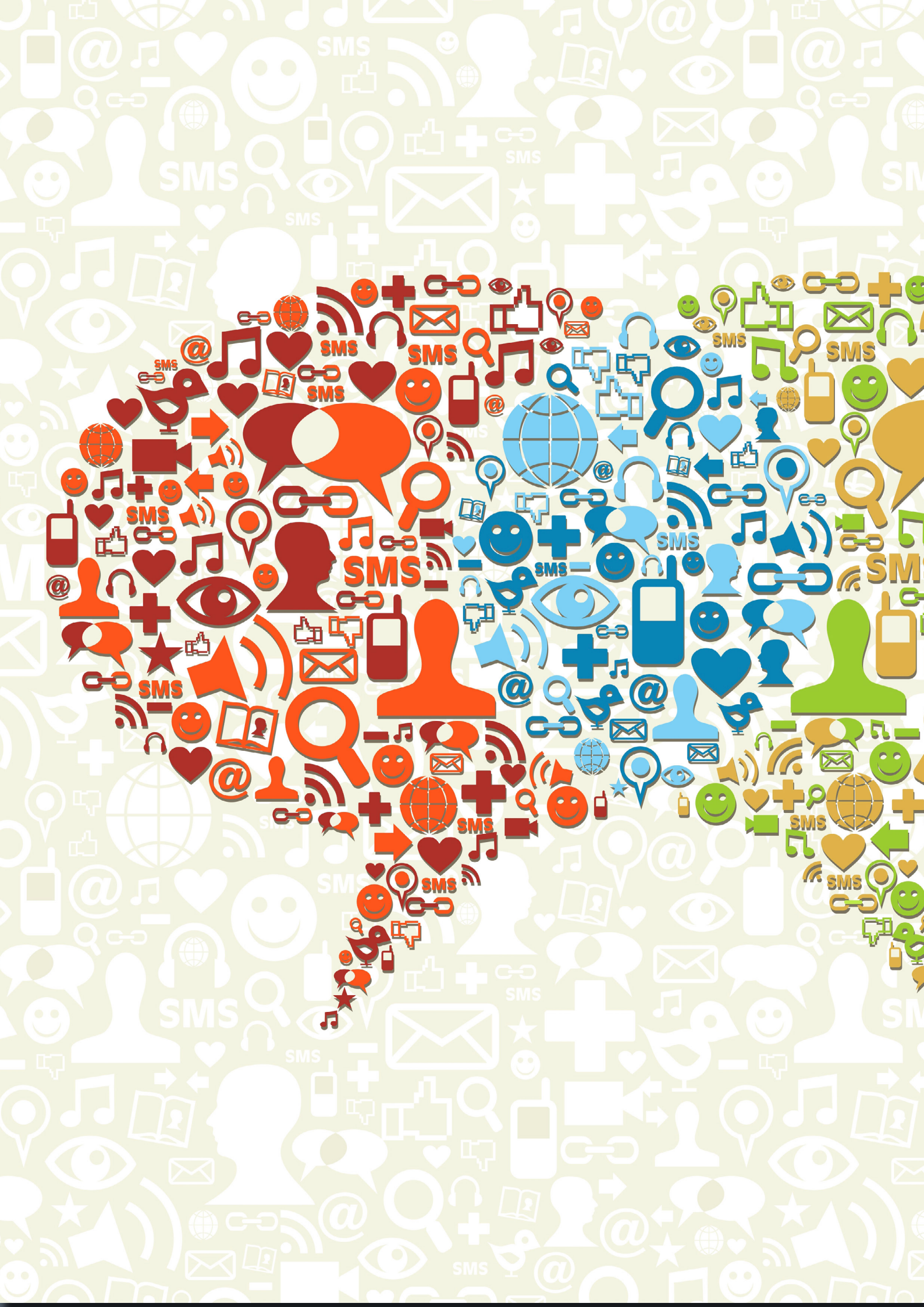
E-mail: d.prashant3003@gmail.com

Proof Read by

Team ARC

Contributions

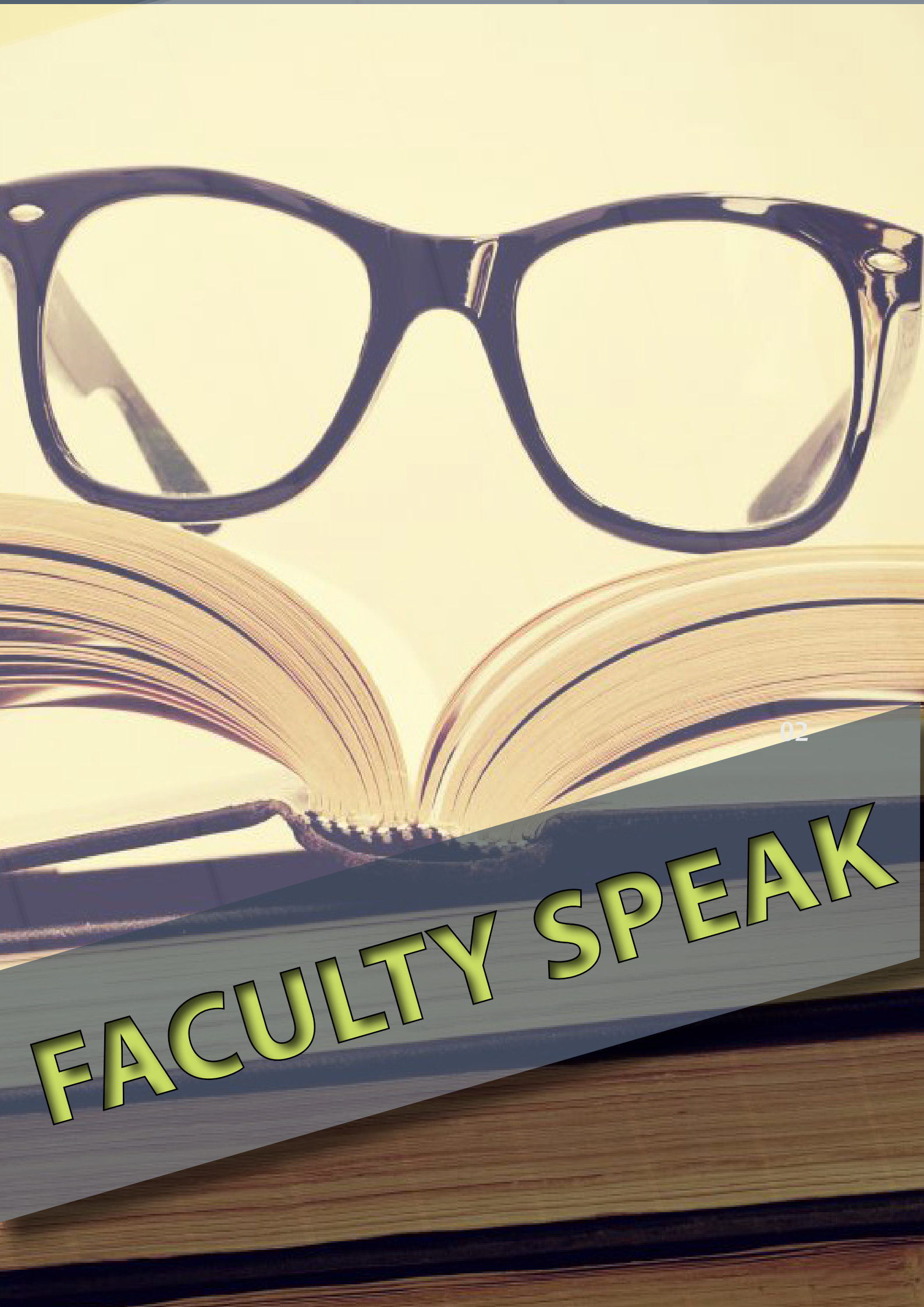
Team ARC





Its all about

CONNECTIONS



02

FACULTY SPEAK



Prof.G.K.Srikanth

Dear Alumni,

This Letter addressed to you is a privilege and honour for me .

It is with immense pleasure and gratitude for allowing me to be part of your teaching fraternity in the past and wish to connect in present and future too.

This letter envisages the purpose of being in connection with your alma-mater in order to facilitate the happenings in your college along with proposition for happenings in the corporate world.

We the Institute envisage and endeavour for you sharing of thoughts and plans for developing and branding our institute to greater heights.

Do share with us both offline and online how we can together brand our institute better and better so that we are both proud of our lineage and also create an effective and prosperous future world .

We would welcome any suggestions or opinion share for mutual benefit which fits in well with the vision and mission of our institute.

I would like to close my comments by hoping for continuous and confident connect with all of you in time to come.

Yours Lovingly,

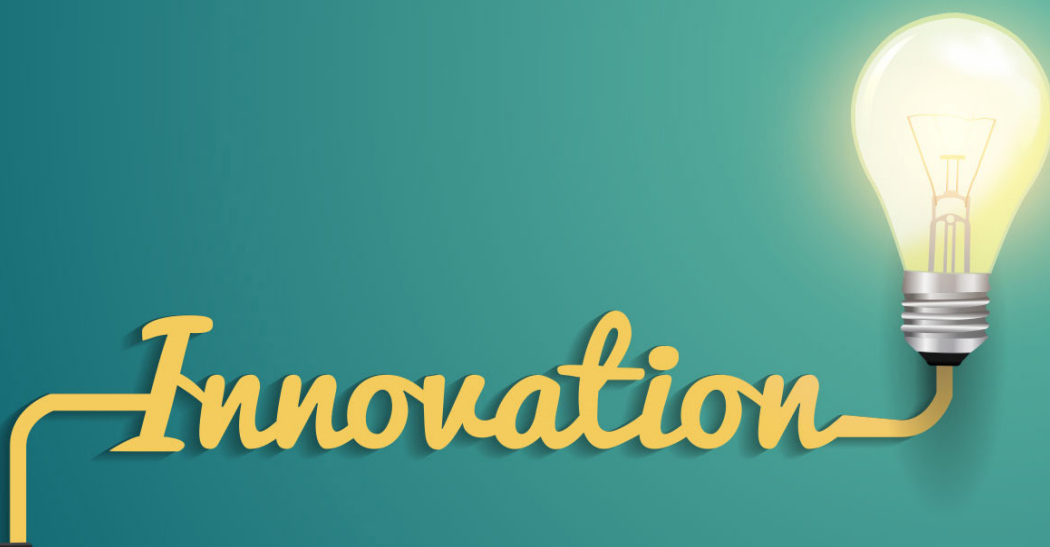
Prof.G.K.Srikanth

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Mission vision statements as key drivers of Innovation: a brief treatise

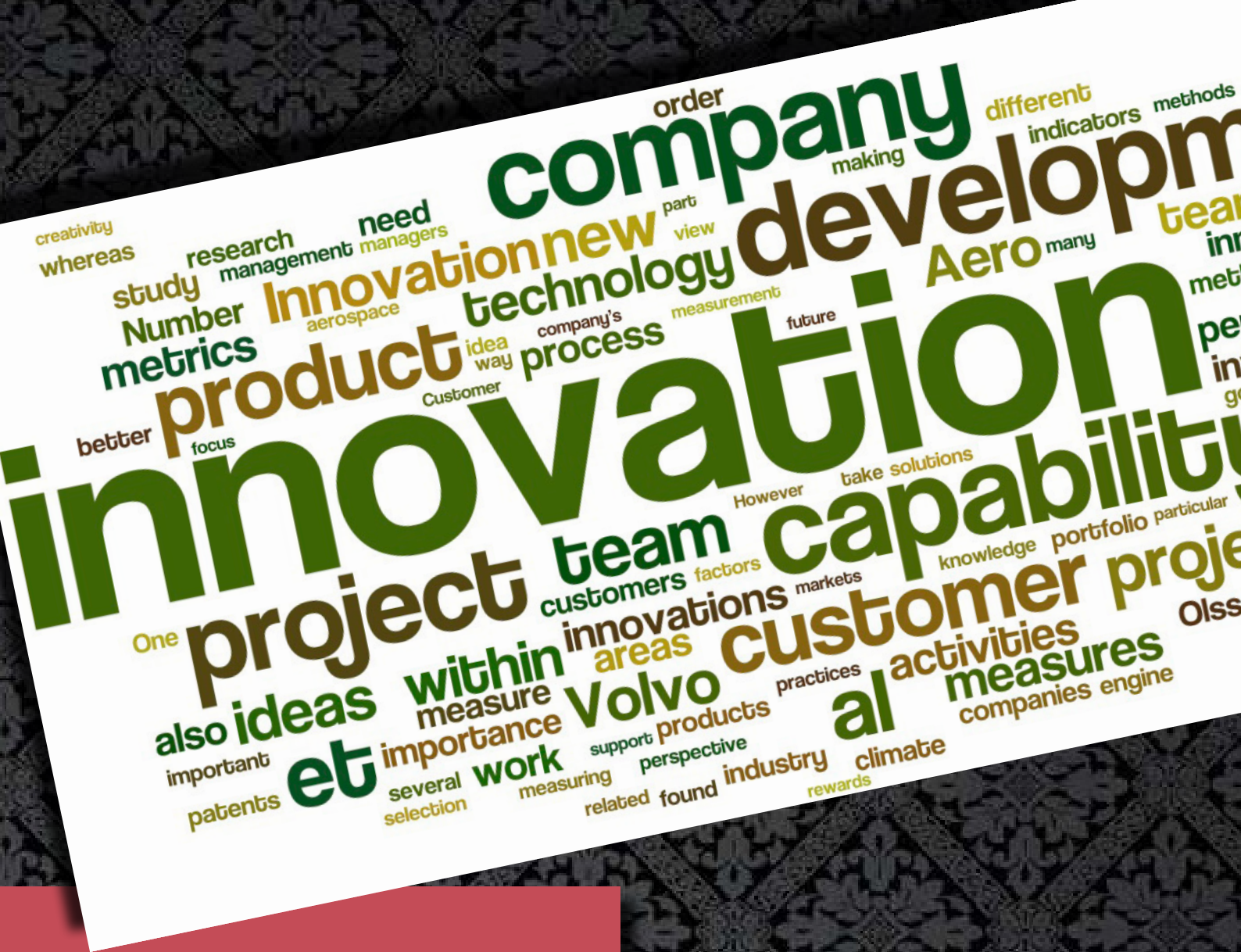
Innovation may be defined as 'any idea, practice or object that is perceived to be new by an individual or other unit of adoption' (Kenny and Reedy, 2007). In other words, innovation is the adoption of new products and/or processes which leads to better competitive advantage and increased firm performance. The importance of Innovation has been a debatable topic of discussion for decades and continues to be the most talked about management issue these days. Today, knowledge in all its forms plays a crucial role in economic processes. Organizations with more

knowledge systematically outperform those with less. Within the knowledge-based economy, innovation is seen to play a central role. Innovation contributes to competitiveness and economic growth in businesses and a large and increasing part of businesses' revenues comes from new or newly improved products. The first mover advantage within an industry may make it possible to build brand loyalty, profit from early experience, gain control over scarce assets and create switching costs that bind consumers to the company. There is a clear dependency between innovation and profitability in businesses.



Organizational policy statements such as vision and mission can play an important role in fostering organizational innovation. The impact of organizational policy statements on a firm's innovative practices has been supported by several researchers (Ettlie, 1983; West and Anderson, 1998; Pearce and Ensley, 2004; Kenny and Reedy, 2007). Organizations develop policies and objectives on innovation based on the present environmental and market

situations. Such policies are also dependent on the firm size. Smaller firms, which are keener on gaining larger market share, are more open to encourage innovation in comparison to larger firms. Also the degree of volatility of the market was another determining factor for organizations to adopt innovation. Greater the market uncertainty more was the inclination of organizations to follow innovative policies.



Dr. Pratyush Banerjee

It has been argued by researchers that teams which have a shared vision of future innovation are affected by the present innovation effectiveness of the firm and this in turn becomes a shared vision for future innovation effectiveness of the firm. Similarly, Kenny and Reedy (2007) identified mission statements as important organizational forces for a firm's innovative policies and practices. Thus it may be inferred that organizational policy statements may drive actual innovative practices in a firm.

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s.







RENDEZ-VOUS

“Connect today transform tomorrow”


The adage “Connect today transform tomorrow” is of extreme significance to the team Alumni Relations Cell which organised its annual event ‘Rendezvous – Alumni Meet’, a corporate dinner and cocktail gala on Saturday, 19th September 2015, at Taj Banjara, Hyderabad.

Rendezvous is held every year with the motive of fostering relationships and providing a platform for networking to our alumni and students. It provides an opportunity for the alumni to interact with their batch mates and those of the other batches, which otherwise

becomes difficult due to their busy schedules.

The event witnessed a presence of 50 highly reputed alumni from all the ICFAI campuses from batches 1997-2005 who came along with their families. The alumni present at the meet came from different industries and corporate positions. They shared their experiences and journey from being business school students to the current reputed positions held by them in their respective organisations. They even





enlightened our team members about the current corporate scenario and enriched them with what they should expect when they enter the real world. The main agenda of Rendezvous was to understand from the industry experts their expectations of an MBA graduate,

and the skills they should possess to succeed in the corporate career.

The team also organised various fun and interactive games and activities for both the alumni and their families. These activities were met with great





enthusiasm by all present at the venue and it filled Team ARC with glee to see such tremendous participation.

The event ended on a positive note with all the Alumni getting charged up and electrified about Nostalgia 5.0 (i.e. Flagship event of Alumni Relations

Cell) and looking forward to the next Rendezvous.



M



MODEL

UNITED

NATION

16 - 19 NOV



N

S AT IBS HYDERABAD
EMBER 2015

MOCK UNITED NATIONS AT IBS HYDERABAD – CLUB ECOBIZZ

IBS Hyderabad along with some elated members of club EcoBizz opened its gates to warmly welcome more than a hundred delegates to frame a better future for the world. IBS MUN held in November, 2015, presented a unique opportunity for students to meet, discuss, and collaborate with equally motivated and talented peers on a diverse range of topics.

IBS MUN not only helped students to elevate their levels of knowledge but also helped many delegates derive an inspirational experience. It aimed at a better insight into the subtleties of international affairs.

There were 3 councils namely the General Assembly, Economic and Social Council and Security Council. Students ranging from 17 – 25 years of age, turned into delegates.

Day one at IBS-MUN, emphasized on addressing the delegates and acquainting them with the intricacies of MUN procedure. The next two days involved debating and lobbying where delegates were asked to be added to the speakers list by the chairs.

Delegates then took turns to address the committee following the order on the list.

Mock introductions of their nation's stance and backing it up with substantive arguments added value to IBS MUN. Informal discussion was allowed as the delegates crafted their resolutions and worked on merging of resolutions. Moderated Caucus was followed by an unmoderated Caucus sprinkled with GSL which also had a few choice couplets from the delegates.

The conference remained inspiring as well as light hearted with humorous moments. The last day saw the delegates face off a crisis which could not have been averted if not for some Machiavellian politics.

The IBS MUN ended well with the 17 year old delegate of Belarus winning the runners up in General Assembly while Osmania University student, Prithwi, won the Best Delegate – GA Award, as Delegate of DPRK.





NOSTALGIA 5.0



NOSTALGIA 5.0

An Evening to Remember- Nostalgia 5.0

ICFAI Business School misses no chance to meet its esteemed alumni. Continuing with its series of mega gatherings, Alumni Relations Cell organised the landmark Nostalgia 5.0. This year, the event was even more special as it completed five years of networking and helping reunite friends. The event was planned and conducted by Alumni Relations Cell on November 21, 2015.

The day of Nostalgia 5.0 itself was planned in an elaborate way. There were fun games for alumni to get to know each other. A one of a kind mentorship programme was also conducted to give a platform for the current batch of students to interact with

the former students who have made a mark in the industry.

This year the celebration of getting together was taken a notch up by keeping the theme as 'The Great Indian Mela'. As the name suggests, guests were welcomed with festive Dhol beats and the decor was replicated to give the feel of a festive fair. Everybody was dressed in bright ethnic clothes and stalls with games really helped to set the mood for a colourful cultural programme. Alumni enjoyed themselves by getting clicked at the Nazaria photo booth along with relishing the delicacies specially prepared for them.





The event was made more exciting by performances by a band, dance troupe and a theatre group. Each of these performances garnered applause. The annual pageant for Mr and Miss Nostalgia was won Mr Ashish and Mrs Vaishali. Other than the pageant, many more fun games were organised. We made the competitions more attractive by putting

up exclusive gifts from Mebaz, LA Opala, Harley Davidson, Vibes and AAKira.

We took complete care of the convenience of the visiting alumni by arranging for both transportation and lodging for them. The event was wrapped up with a smile on everyone's face and hopes to see each other again for Nostalgia 6.0.

Mentorship

With an alumni network that extends to over 38,000 people, all of whom are very accomplished in their respected fields, ICFAI University and its students are very lucky indeed! For every alumnus that has achieved success and power, he/she has also had to shoulder great responsibilities, responsibilities that extend not only to their respective employers or families but also to the institute that helped them achieve this success. Alumni Relations Cell's Mentorship Program

is one great medium that allows our alumni to give back to their alma mater.

The Mentorship Program is a novel idea that was started in the year 2013. It allows interested students to reap the benefits of an experienced- professional's knowledge, thereby enabling these young minds to evaluate the choices that are available to them at present and to mould the paths that their education and careers will take in the years to come.



Program

This year we got an overwhelming response from both our alumni and students, as registrations kept rolling in for the mentorship program. Alumni from various fields acted as mentors to the students. They were given the opportunity to volunteer their expertise to those who were eager to know more about the nitty-gritties of corporate life, expectations of employers and a plethora of activities that go into the makings of a successful manager.

Each alumnus was assigned a group of three or four mentees and they were given a few hours to interact and pick each other's brains to get an insight into corporate life and all the possible hurdles that one might come across in that particular field of business. The feedback we received from the participants was

encouraging. Not only were the mentors helpful in affirming the milieu of choices the mentees had made regarding their education, they also advised them on what to do next and how. After all whom better to advise you than a person who has been in your shoes!

The Alumni Relations Cell would like to convey their gratitude towards the generosity of Ashish Narayan, GunjanChandrayen, AnuragMantri, AnkitPorwal, Sandeep Mishra, Manu Sreenivasan, Tanmay Mukherjee, Karshan, Amit Kumar Ranjan, Ravish Jain, MadhuraMujumdar and Sudip Jana, all of whom made time for the students of IBS Hyderabad. .

AAVEG 6.0



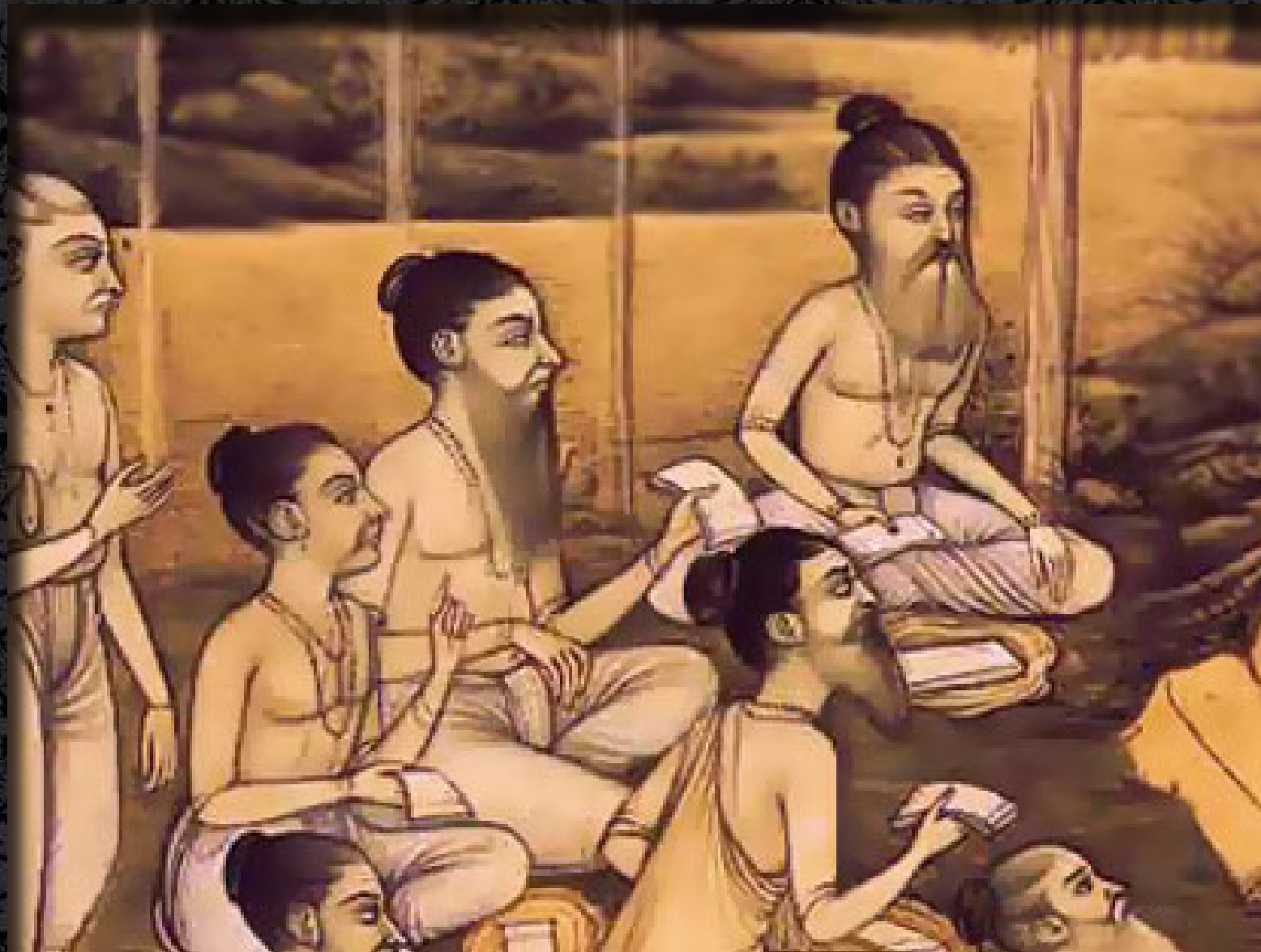
AAVEG – BATTLE IT OUT!

We might be wondering what it is and the title aptly says it's about AAVEG – the National level inter B-School sports fest. 3 days, 10 events and over 450 participants from various B-schools crusading with only one intention i.e. to be the best and separate themselves from the rest. The winter this year rolled its wings making the environment warm and filling it up with elation as AAVEG VI began on 11th December, 2015 with a record number of participants on board. The excitement among them was enough to explain about the intensity of the event. Each and every one of them was ready to swim through struggles and smash the opponent in order to taste the flavour of glory at the end of the day. This extravaganza continued for 3 days till 13th December, 2015 with some emerging as the champions in their arena while a few of them learning that the greatest glory is not in never falling but in rising every time we fall. The most important role of any organising team is to be fair and diligent in their decision, be it a small scale event or a large scale. The people behind the scenes are the members of Team VAPS.

On one hand there was a battle among the participants to prove their worth, on the other students of IBS Hyderabad was cheering up the teams to give their best. And at last all hard work paid off when the 3 day journey of AAVEG VI ended with a grin of satisfaction on every face that was associated with the event.

And we must not forget that success just doesn't come by itself, we need to battle it out!!

Winners win, winners lose, but winners play.



GURUDA



AKSHINA

Mr. K L N Rao, Professor, International Finance (Class of 2007)

When I entered IBS, Hyd back in 2005, quite an early stage of information technology (Google was just 6 years old) and social media was sprouting (Orkut but no FB), little did I know how this journey of learning would turn out to be. After going through the grind of the first 2 semesters, without even questioning myself about why I was doing this, I managed to be a part of the 3rd Sem. Having chosen "international finance" as an accidental elective, I was introduced to the idea of a "teacher" and "learning" in IBS, in the form of Professor Rao. Missing his class for any reason would mean that you sit on the stairs/ floor, while he took up the subject in some other section. The strength in his class would never be ordinary, disrupting the teacher-student ratio, it would at least double. It wasn't for the 'internals' that students would ask questions, rather, even some of the 'less-applied' minds would be filled with tremendous curiosity. The subject became

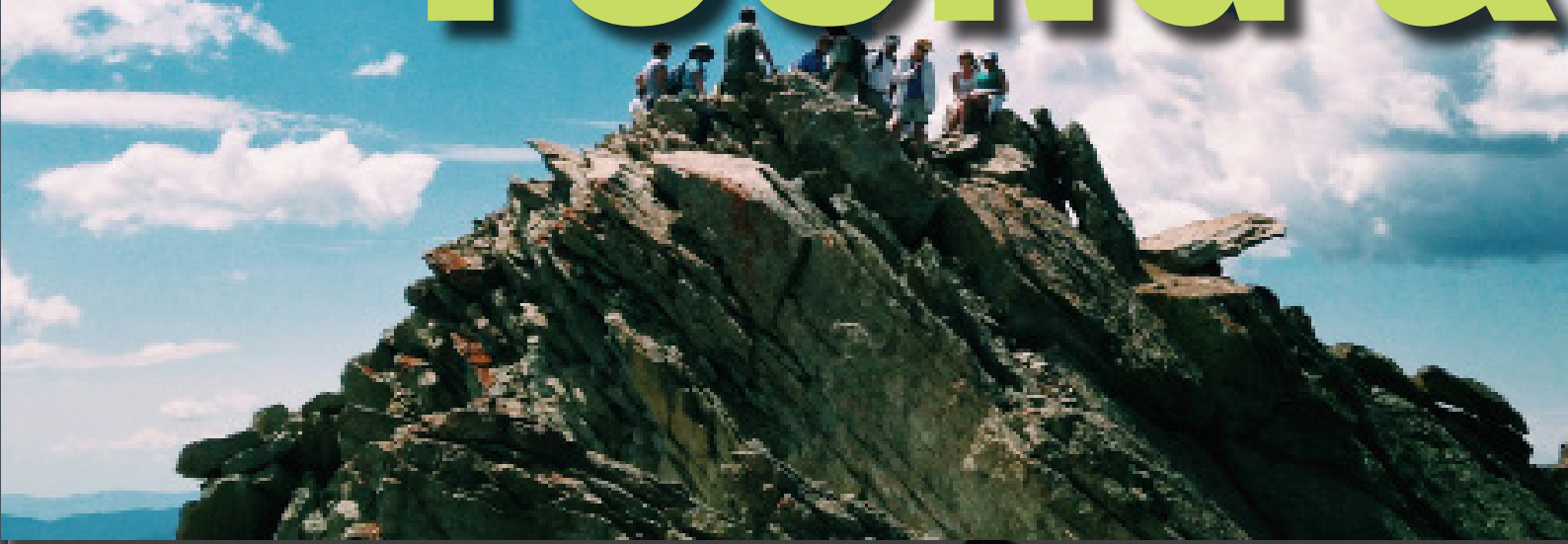
an instantaneous favorite for a lot of us and a few articles from "the Economist" read like an ocean of knowledge.

A grade hungry gathering turned into a knowledge hungry lot, which made him an outstanding professor from IBS and it wouldn't be surprising if several of my batch-mates concur with me. I am fortunate enough to interact with him even now, as leads in the same company where I work.

-Mohit Bharadwaj
class of 2007



YOUNG &



“ High achievers spot rich opportunities swiftly, make big decisions quickly and move into action quickly. ”

DYNAMIC

Young and Dynamic

"The essence of diversity around you individuality in you."

Leaving the gates of IBS Hyderabad in 2014 all he knew was that the values and learnings of living in a culturally diverse family will stay with him throughout. Mr. Ankit comments on the "happy IBS faces" as he speaks about the high efficiency levels in the students here which is honed by allowing them to grow and prosper in such a diverse work atmosphere. He says "real corporate world is nothing but dealing with diversity". At IBS, students get a perfect chance to experiment their own ideas in front of people of vivid attitudes, behavior, knowledge and experience.

"We can grow in all work fields because we have learnt to handle such diversity" says Mr. Ankit who was successfully placed in Greenback Forex as Analyst. While he was undertaking the Post- Grad course he used to sell products on behalf of Bewakoof.com by convincing them that he can create a market for their products in IBS. The commission was worth a cheer and 6 months rolled by smoothly in the learning as well as earning period.

After a successful association with Bewakoof.com and giving them sales worth Rs. 50,000 he was warmly invited to join the same organization with a better post and package. Fortune opened its gates warmly as he stepped

in the organization as the Senior churns out the Sales Executive. Hardwork and dedication soon crowned him when he became the Senior Sales Manager. As luck would have it – he resigned soon and out stood the crowd by jumping out of his comfort zone. He started up his own firm and became a director.

A plunge in your dreams lets you leap forward in reality. "Feelinwow.com" was the name of the dream that he wanted to achieve. As a year completes, he turns back to the day when it all started; the feeling of taking up a new idea, to bring out something new and the day when he was reading a book which talked about Zappos.com and their concept of incredible fashion products. That was the time when it all started. Ideas rushed. A USP was defined to bring out something which is not generally available at other fashion product sites.

Since then the dream is being fortified and brought out. Today Mr. Ankit proudly sends out a message to all people- "step out of your comfort zone, magic lies beyond it. Start dreaming and think about all the steps you would take to go closer to your dreams"



STARTUP SQUARE



It was in mid January 2014, when one of my friends from my engineering days, pinged me about a T-shirt competition at IIM, Bangalore. My passion for creating unusual art was evident because whenever I would hold a pen, I'd end up sketching. This passion led me to design t-shirts for my college fest i.e. VITEEE and I sold almost 5000 t-shirts in 3 days!

I always wanted to express myself on a canvas and I believed that t-shirts were the best way to do so, and that's how BREWINK was born.

BREWINK started its journey on 12th September 2015. As the name

suggests, you don't always brew coffees or beers, but shades too.

The idea was to enhance your character. Who do you think you are? A person with attitude or carefree! A geek or a party animal! One who loves to travel or one who enjoys a lazy Sunday! Don't you need your own creation for all these occasions?

Brewink has been on a mission to create a world where everyone can embrace their inner self. It is obsessed with creating and sharing unique and authentic experiences that stimulate peoples' imagination. With us, you know you're picking quality and rare



t-shirts that you won't find elsewhere. Our designs offer an indelible souvenir of all those crazy moments that will leave you feeling forever YOUNG, WILD AND FREE.

Within 2 months we've delivered 1500 t-shirts to corporates for promotional activities and branding, designed t-shirts for BalUtsav which is a leading

NGO for education in India. Our upcoming creations include funky school uniforms, t-shirts for college fests and concerts!

Website Link: www.brewink.in

DO SPREAD THE LOVE





ALUMNI SPEAK

BANKING SECTOR- EXPORTS

"This sector is rich in opportunities and will always be."

"When I got placed in the Banking sector, I knew it was rich in opportunities and had great scope for growth. The same holds true even now".

These are the thoughts of a well placed ICFAI alumnus – Mrs. Vandita Saxena (ICFAI – Gurgaon, 2010). At present she works as a Deputy Manager– Client servicing at ICICI Bank Kanpur, U.P.

She comments on the ever increasing scope of the banking sector while throwing light on the new Foreign Trade Policy introduced by the Government of India that aims to accelerate growth in the export of services. Mrs. Vandita proudly declares the perks of being in the Banking Sector– Exports, telling us that one will not only have challenging work right from the start but will also be working with some of the smartest, most talented, brilliant, hardworking and people. This kind of work atmosphere is

conducive for both learning and growth.

"It's a challenging job as a Dept. Manager because staying updated with the changes in the RBI Circular related to EX-IM policies is of foremost need. One needs to maintain a cautious eye on the payments coming into the country."

Mrs. Vandita Saxena thanks IFHE for the wonderful exposure to the real corporate world even before getting placed that gave her an edge over all other MBA graduates. She shows a thumbs up to every willing candidate ready to take up banking sector as this sector comes along with an array of prestigious clients, sound networking, challenging demands that push you further to obtain new skills, knowledge and experience every day.

Mrs. Vandita Saxena

Deputy Manager

ICICI Bank

ICFAI – Gurgaon (2010).





SPEAK
YOUR
MIND



STUDENT SPEAK

Life & Moral Fibre

Life is different for every individual; we form different meanings out of it. We always try estimating the worth of it, whether we are living up to it or not.

Sometimes we get so involved in search of our purpose to live, that we forget what we already have, and we forget to realize its worth. I have seen a lot of ups and downs in my life already, and one thing that I have learnt from all of it, is that no matter what situation you are in, no matter what you have or you don't, always fool your lips and keep smiling, always make the most of that time, always make sure you don't miss out on the smallest of opportunities to smile and make others around you smile too, because Time once gone, never comes back, it only leaves memories behind, but what's in your hands, whether they are memories you want to forget or to cherish, make sure you live your life in a way, that you never regret

your actions once you are done with them. Rather than planning too much for the future,

Enjoy the Moment,
Go with the Flow,
Discover as it Unfolds.

Moral Fibre to Me is that one thing that you truly want, that one thing for which you are ready to risk it all, that one thing which you know, once you have, you won't ever need anything more, that one thing which will make you do things you never imagined you could ever before, that one thing which will complete you as an individual, that one person whom you

would want to spend the rest of your life with!

Shaurya Prateek

1st Year MBA



E-commerce in India

E-commerce :Electronic commerce is trading of goods and services with the help of digital technology mainly with help of the internet. It has presence in all business models, B2B,B2C,C2C,C2B.

E-commerce allows the companies to establish its market presence along side with establishing a strong customer relationship. It was in 1960s that first e-commerce transaction happened over electronic data interchange on VAN networks but the big thing that changed the shape of e-commerce was the starting of Amazon(1995) and e-bay(1995).

Coming on to the Indian context, India has an internet user base of 35 crores. Over the last 15 years due to the boom in the internet and mobile sector in India the scope for e-commerce is huge as can be clearly seen with 30% CAGR of the e-commerce industry in India for the last 6 years. Indian e-commerce industry is about \$16 billion. However Indian E-commerce is still in its infancy as it contributes to only 0.6% to the GDP of India. With Only 12% of Indian population doing online transaction as compared to 50% of the neighbor china Indian e-commerce industry has long way to go.

The various reasons for such a high growth rate are convenience, lower prices and price comparison. The other reasons for the high growth can also be the rise of smartphones,

secure transaction gateway and easy issue of credit and debit cards. These things clearly portray a rosy picture of the e-commerce industry in India, the reality is not so simple. E-commerce is facing multiple challenges on different fronts. The first challenge is finding a way to grow a consumer base, as only 12% do online transactions which is lower than the Internet user percentage. The next challenge could be the logistics, that is the timely delivery of the product, product return etc. Language is also a barrier, not a major one but still a barrier with E-commerce English dominated and only 35% of Indian knowing it. Cash on delivery is the most preferred way of payment accounting almost 60% in e-tailing but it is not profitable for the companies due to various financial reasons. FDI in E-commerce is not allowed in India which is also a major challenge for the industry.



E-commerce market in India has started to become crowded and complex with several players fighting for a fair share of customers' mind and wallet. As the competition in the e-commerce heats up, the companies are using multiple business models in order to get customer attention including:

- Inventory model e.g. Shopper Stop, Croma
- Social networks e.g. TripAdvisor
- Aggregator Model e.g. Ola Cabs
- e-Marketplace e.g. Flipkart, Snapdeal,
- Transaction broker e.g. Irctc
- Click and collect service: amazon

E-tailing: Also called as the online retail. From the perspective of the general consumers this segment is most important as the customer base is larger. It contributes to 29% of the total e-commerce industry in India.

Major players in the e-tailing segment are Flipkart, Snapdeal, Amazon, Myntra. Here one interesting point to note is that Myntra has become an app only and Flipkart is on its way. This clearly establishes a trend for future in E-tailing that app is the only way. With almost 70% of this business done over smartphones, this has paved the way to app only business. In the past year billion has become million for the E-tailing companies. Due to high investments and in the race to capture large customer base advertising budgets of these companies is very high.

Listing of Alibaba has clearly shown the future of e-commerce. In Indian context, Softbank's 627 million dollar deal with Snapdeal, Ola's acquiring of Taxi for Sure or the high valuation of these companies with Flipkart at 11 Billion dollars, all these things point towards huge potential for the future. However there is still the question of sustainability of these companies. Indian government's initiative, Digital India, shows a great scope for the Future of Indian E-commerce industry.

From the above data we have clearly seen that E-tailing has been making its presence felt in the market, 29% market share is proof that it has grown tremendously and travel segment of e-commerce has not grown at the same rate leading to its decrease in market share.





The way ahead:

Social media as lead generation: Facebook, Twitter and other social platforms have become the place for analyzing consumer behaviour and targeting the customers from them.

M-commerce : wireless transactions is the road ahead with almost 60-70% traffic coming from mobiles i-pads companies should focus on this platform seriously. Other things to focus on would be online grocery stores, price comparison sites and last but not the least innovation in logistics which will

help the company in operating efficiently.

Indian e-commerce Industry is here to stay and grow with expectation of growing up to 70 billion dollars.

Amit Singh

2nd Year, MBA



WONDE



ERWALL

wonderwall

ICFAI campus days were memorable, full of learning and helped me in personal development. After doing BSc. (Biology), I joined IBS, Hyderabad and did a three year course (MDCA - MBA) which gave me solid foundation in technology and management aspects. ICFAI is known for its talented pool of faculties who facilitate students with case study approach and other research methodologies.

Today, I consult companies from different domains in their sales and marketing activities starting from searching target markets , lead generation to closure.

Sales consulting is a challenging job as it requires cross functional knowledge. The paradigm of sales has changed as customers are becoming more aware and dynamic. Customers have variety of options and products are becoming commodities. Products have features to differentiate from competition but commodities have only price as a differentiator. In this scenario the best

differentiator USP (Unique Selling Proposition) is Customer Service. For good customer service you need to research on your customers. First we must understand their requirements properly and should not jump to conclusion in a hurry to make a SALE. Once you understand the customer insights properly you can pitch in the right product and in return you will get a Satisfied Customer. One more aspect of sales is relationship building. We should always look forward to make a prospective customer our client. Prospect is someone who has requirement and eligibility to purchase your product. So we must keep on expanding our sales funnel because the bigger the funnel of prospects more is the probability of making a sale. Customer is someone who purchases your product for the first time but CLIENT is a regular customer who gives you repeat business. The journey of a prospect to client takes lot of time but if we are patient and instead of always trying to sell, we understand our customers' need then surely we can make a prospect our client. So one should not just focus on making business but he must focus on making clients as we all say referral business is best business and

a Client becomes your advocate and does word of mouth marketing which in turn gives you references. In the end Customer is not just a KING but he is EVERYTHING.

My other area of business is employability skills training, I facilitate students from various streams to become flexible in their profiles and knowledge as we all know flexibility is the key. There are few skills which are common for all types of Job Profiles and transferable from one job to other. I facilitate students on those skills. In today's world a teacher should not teach but he should facilitate

students to understand what is right and wrong.

I wish all the very best to the current batch of ICFAI across India. Don't panic you have chosen one of the best MBA College in India as ICFAI has habit of making an average student a world class professional.

Thanks.

Sandeep Mishra





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UB BYTES



DOT CLUB

DOT club aims to enriching the members of DOT, our fellow students and in turn the whole of IBS about technology.

Events:

1. Tech Toast
2. Technova: Event based on logo design.
3. Tech-it-lite: An event where they combined learning with fun and games.

Excel-Access Workshop was a genuine effort to educate and empower students to be proficient in these important software moving forward in their careers. About 150 students attended the workshop and got certifications from DOT. The club was the technology partners to VAPS and provided technical assistance required to conduct auctions for both VSL 2.0 and IPL 2.0 by displaying live status of teams and their purchases on the big screen.

The plan to conduct several workshops and knowledge sharing sessions in coming months. DOT club believes that they will continue to add value to the family of DOT and fellow students of IBS.



INFINITY STUDIOS

Infinity studios has been entertaining the victims of education for a long time. The club conducted a couple of fun events like dhakkad masti and funjabi tadka, also we had a musical event clubvilla. The highlight of the first semester was ROASTED PEANUTS, their newest flagship event. Second semester had a musical event by the name of SHAAM SHAANDAR. All of their flagships are concentrated on entertainment, be it box office where they take all students of IBS to watch a movie in the theatre, or bioscope where they bring out the hidden story teller in everyone, even their CSR activity SILVER LINING concentrates on entertaining those little souls that have no one to look after them.

INFINITY STUDIOS OVER AND OUT!

MOVING MANNEQUINS

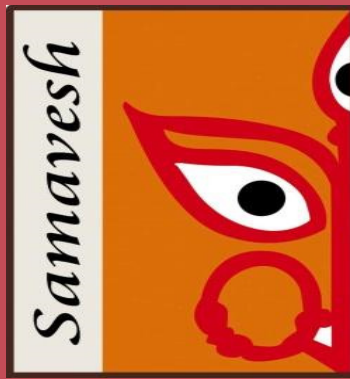
Moving Mannequins , the Fashion society of IBS Hyderabad provides a platform to all the fashion enthusiasts and aspiring runway models towards making their dreams come true. This semester the club organized a professional photo shoot for the students and gave them an opportunity to take part in a model hunt contest.

The society aims at benefiting IBS in the form of creating portfolios and getting its students interview-ready for internships, placements. Moving Mannequins organized their first event Vampire Bites, a Halloween themed photo booth in collaboration with Nazaria (Coverage Partner) and showcased the new talent with a power packed ramp walk which went on to be a huge success. The society also strives hard and competes in the prestigious inter college fashion shows and is also planning to organize workshops on ramp walk in the near future. They also have a few surprise elements coming up soon. To stay connected and know more about the fashionistas, reach them on their facebook page.



PRAKRITI

Club Prakriti, The official Nature and Adventure club of IBS, Hyderabad. During the tenure of September – November the club organised numerous events. First event being an epitome of fusion of nature and adventure named 'Florenture'. Here the participants went through two rounds former being related with identification of flowers and latter comprised of challenging adventurous games. Next was their flagship trek to Bhongir Fort. Here everyone got a chance to unravel their adventurous spirit and climb the mighty rocks to the very top. They also organised 'The Green Battle' where teams from each club had to put forth their ideas related to the reasons and solutions to an environmental problem posed as a question to them . These problems were replica of the current corporate scenario.



SAMAVESH

Samavesh began this semester by organising a heritage tour, where students taken to the city to see the old monuments and taste the food Hyderabad has to offer. Dusshera started with the dandiya night, organised in the basketball court had music, dance and festive dresses of course. By celebrating Diwali, they provided a home away from home experience. Samavesh also helped add colour to other clubs' events by making rangolis, something that is also becoming one of their major fortes. They look forward to their next event, Sanskriti.

minds and guiding them through the path of continuous improvement to help them excel in their future endeavors. Kaizen has launched its domain specialized campaign 'Stay Organized' wherein they focus in aiding student in bringing balance to their life which is equipped with cluster of too many tasks. The tools of their program substantiate these tasks by arraying them, hence making life simpler.

Events:

EXPEDITIOUS The teams were tested on the combinations of words they can figure out of available alphabets and the event helped them to understand transportation problem i.e. finding out optimal path at minimum cost.

IC -Fly The teams learnt how to pick out useful inventories from the lot provided to avoid surplus storage/stock. They also learnt about the concept of MIL RUN wherein the object in question transported through an optimal path.



KAIZEN

ALOHOMORA As the name suggests this was a Harry Potter theme based event where the participants were quizzed about some Harry Potter facts to begin with. The event then tested the contestant's budget allocation skills by way of an auction of spells with which they had to formulate strategies to use the same spells to move across a map to reach their final destination.

OP'S & CROPS Teams learned to handle the inventories accurately and make a ship out of it, wherein they had to make sure the model fits perfectly in the mould. They

"CONTINUOUS IMPROVEMENT IS BETTER THAN DELAYED PERFECTION" - Mark Twain
Kaizen

Kaizen takes operations out of the classroom and into the realm of practicality giving exposure to the young talented

also learned Inventory management by keeping buffer stock for further processes.

FELIX Here the teams learned operational terms and some operational processes of different manufacturing organizations in order to put these processes to produce a final Product. Hence getting all the processes right in order was important.

MATCH-O-MATICS In this event the teams learned about 'Theory of Constraints' i.e. to minimize breakage in production process which helps the organization to continuously achieve Goals. The team's creativity was also tested, by providing them with two match sticks and a polo (mint) for forming numbers as many possible.

PSYCH-OUT The teams had to identify specific inventories and use them in the final round in order to make certain objects with specified dimensions. They learned to allocate Inventories as per their requirements for making a finished product.

Guest lectures:

1. Operations Management - A Holistic View

Mr. Nikhil Gupta, City Head Operations (Hyderabad), Swiggy.

2. Operational Excellence

Mr. Krishna Garimella, Director, Diamond Chicken Products Pvt. Ltd.

3. Operational Excellence in Pharma Sector

Mr. Vinay Joshi, Senior Director, Dr. Reddy's

4. Banking Operations & IT The guest lecture

Mr. Balaji Pochareddy, Vice President, VSOFTECH Technologies, Hyderabad.

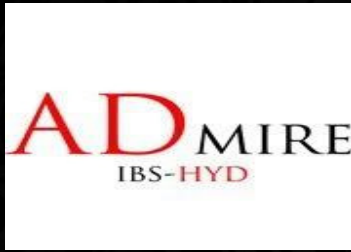
5. Operational Management - Role in Achieving Organizational Goals

Dr. Jayasri Benkal, Principal Consultant, Benkal Consultancy.



NAZARIA

A picture is the most beautiful memory which triggers happiness and Nazaria has been capturing the imagined for 5 years now has recently covered events like, V.A.P.S Super League 2.0. Prakriti's Snake-o-pedia, Gray Matter's 3-day Quizzing Competition, Comicstan-2015, Convocation 2015, Admire's- Return of the MASK-E-TEERS, NOSTALGIA 5.0 and the list is long.....



ADMIRE

Juari, the Flagship event was conducted by the Club, where games similar to that of Gambling were played. To make the games more interesting questions related to branding were asked. Team Admire of 2015 broke its past record with the highest participation of 1100 and an overall footfall of about 1200+

BrandXpo was initiated by club where companies give students a brief about their branding and advertising strategies through a presentation.

Annual Magazine Launch: ADrenaline

Tarang the first event conducted by the new recruits with a tinge of patriotism. This event saw the unraveling of branding and advertising domain with respect to Indian culture.

"Genesis" a 3 day event is about a company's journey from the time of its incorporation to success. Participants were allotted an industry and they had to create a virtual company. First part of the event was on branding conducted by Admire. It included effective advertising mediums (print media, digital media and social media) and using those mediums efficiently. The second part, conducted by Money Matters Club focused on maximizing the company's net worth.

ADRECESS, a fun event where general knowledge skills of the participants were tested on the basis of how quick they are in

answered about Indian brands.

Memetisement, an event sponsored by Photohaat.com where participants were supposed to create an advertisement using meme.

ADvoice (Guest Lectures)

- The influence of IT on Advertising and Branding –

Mrs. Renu Rajani, Vice President of Capegemini India.

- Abhinav Ramagiri, Vice President Acquisition, OYO Rooms

The speaker spoke about how OYO from a single hotel in 2013, moved to about 2500+ hotels in 2015 across the cities.

Branding of an International Indian Company

Asif Merchant - Managing Director at Catwalk Worldwide.

- Current Scope of Advertising in India

Amit Adilabadkar - Associate Vice President and Client Services Director, JWT

Client Servicing

- Shiv Khera
- RBA(Rapid Bizz Apps)
- BJN Group
- ARKA Media
- Sunny delights
- AAM AADMI PARTY(AAP) (Currently working in poster making)
- Google Internship opportunity for IBS students

- The Next Level Cafe
- Photohaat.com
- OCD cafe
- Blue bottle's cafe
- Gravity Bistro
- Khan sahab
- SCL

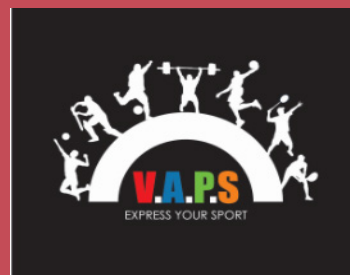
Out of Domain activity (CSR activity):

1. On Independence Day: Tribute to Indian Army.
2. World AIDS Day: Awareness Campaign.



CONVERGENCE

The official HR club of IBS Hyderabad, conducted business article writing competition, "Schreiben 2.0" to test the business writing skills of the contestants. The club members were also continuously imparted with knowledge through knowledge sessions by senior members and faculties, where they could clarify their doubts regarding stream selection, placements etc. Convergence is planning to conducted HR week, which consisted of various events and activities that fosters learning and development.



V.A.P.S

Team VAPS organized VSL 2.0 and IPL 3.0 Auctioning which gave the respective clubs and communities an opportunity to bid for the players as per their discretion. VSL and IPL gave a platform to the players to showcase their skills, talent, team spirit, and passion for their respective sport. Following the tradition of leaving no stone unturned, V.A.P.S organized not only outdoor events like 'Thunderball' which included matches of Throwball, Basketball and Volleyball & 'Footvolley', but also indoor events like 'Strikin' Knights' which comprised of Chess and Carrom matches and 'Racq-Attack' which was a Badminton, T.T, Tennis and Squash tournament along with a Cybersport event 'Virtuarena' – Counterstrike and FIFA.

And for the very first time , V.A.P.S organized a Workshop to educate all V.A.P.S members on how to handle Cricket Statistics.



MAVERICK

Maverick started off the second semester with Gameo 2.0, an Online fun event, where marketing related knowledge was tested. Following the online event were a series of guest lectures which included "Marketing Intelligence as a Profession for Budding Managers" by Mr. Oliver Guirdham (Business Partner Seek Research), "Consumer behavior and buying trends in the Online market space" by Mr. Kashyap Kompella (Co-founder Valmore), "Data Driven Marketing decisions" by Mr. Sailesh Kamlesh (Director W3 SHASTRA), "Marketing of Grassroot Innovation" by Mr. Animesh Patra (Research Business Development NIF), "Evolution of communication specialist" by Suchi Agarwal (Media Specialist).

Maverick initiated some out of the box online campaigns - Maverick VideoPedia on Jet Airways and Maverick Infostation that dealt with online lectures by esteemed faculties of IBS, Hyderabad. Maverick bagged the Best Marketed team trophy yet again, in the IPL conducted by VAPS.

Maverick organized informal events like "Cafecacy" for the client - Penalty Box Café, "BurnOut", "GlitzBlitz" and an Online event named Weburn 2.0. Maverick in Association with the marketing department of IBS Hyderabad helped in planning and organizing the event - ICOMBS 2015.

Maverick launched its Research Wing - Mavens, open to all MBA students of college. December began with Resurge 2015, with a cash prize of Rs. 5000 for the winner and Rs. 3000 for the Runner up along with trophies for the respective positions.



PRAYAAS

PRAYAAS- The Official Inter B-School Club of IBS Hyderabad provides a platform to compete with the students of top B-schools around the globe. We keep tabs on various competitions that take place and help students who have the calibre to perform on these platforms.

Recently the students were given an opportunity to represent IBS Hyderabad at 'CHRIZELLENZ-2015', National Level Management Fest organized by Christ University, Bangalore.

Prayaas also organised various guest lectures and seminars such as the Guest Lecture on 'Analytics and Changing Consumer Markets' by Krishna Chandra Dey (CEO and Founder of Bazaar Funda) and an interactive seminar by Oneplus India who wanted to initiate their student ambassador program.

The club has created a network with more than 50 B-schools and now looking forward to enhance its reach on the corporate front. They have many more events and inter B-School competitions lined up to give students exposure and the platform to prove their worth.

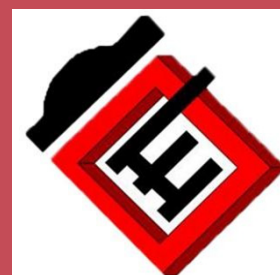


MONEY MATTERS CLUB

Money matters Club - the official Finance club of Ibs Hyderabad, the last few months starting from September 2015 to November 2015 were filled with innovative learning events.

1. "Sixty Minutes " involved conducting active group discussions open for all students , systematically moderated by 2-3 Members of the club. Three such discussions were conducted based on current economic topics.
2. "Risktastic" and " Investofiesta" were two events which took place to test the risk judging ability of the participants using the basics of Finance and investment in different product domains.
3. Chanakya 4.0 an online event, provided the participants the convenience of playing from their respective rooms, simultaneously brushing their knowledge in Finance, Accounts and Economics.
4. Guest lecture was organised in association with club NewsWire on "Media Management" by Suvam Pal, a renowned media professional, sports commentator player of the country.
5. Stock Mind season 4 in association with ICICI Direct for financial learning took place in the month of November to encourage students who are intrigued by stock market by giving them a platform for virtual trading. This event was conducted for both Masters and Bachelor degree students.

"Genesis 2015" is an creative development in association with Club ADmire, where all the participants were judged upon their marketing as well as their ability to translate Financial statements of companies belonging to different industries. The club look forward to conduct many more promising events and benefit every student.



MAcon

The entrepreneurship cell of IBS Hyderabad is a great platform for all the aspiring and budding entrepreneurs to prove their talent and abilities; to ignite the spark of entrepreneurship amongst students from IBS and other institutes and provide a common platform for individuals with an entrepreneurial spirit to develop, nurture, share and grow their ideas.

They macon organized an "SIP SHOWCASE" for all the juniors to get their doubts clarified by the "BEST SIP AWARD" winners and be prepared to take on the internships with confidence.

They Macon is about to release their the next edition of L'Entrepreneur with a whole new range of blogs. Stay connected!



ECOBIZZ

Club EcoBizz conducted a week long extravaganza that mainly involved two interactive events – Aavardhan 2015 & Rajneeti 2015.

EbFab-20th October – This was a fun filled event designed to gain insights about pricing of different products and trying out luck in an era of ambiguity.

EB WEEK 2ND November -6th November

IBS Hyderabad in association with club EcoBizz organized IBS MUN from 16TH November -19th November. The event attracted more than 5 different guests and more than 7 different universities taking part in the MUN. Delegates enjoyed thorough competition in all the three councils namely General Assembly, Security Council and Economic & Social council

Prudence -25th November 2015 –an event of prudence where participants in a team of two had to use their knowledge and had to figure out the compatibility between the partners.

Insight on Internship by Reliance Dairy & Food Ltd. and Capital Assets Management Pvt Ltd on 1st December 2015.

SPEAK UP

The Official Soft Skills Club of IBS, Hyderabad has organised a number of events and internal workshops which have been fruitful throughout.

The first event “Knack-O-Rush” was a fun event which was a splendid mix of the domain of speak up and a pinch of intellect. Speak up managed to organise a group discussion session for seniors as well as the juniors.

“Threshold” another fun event, included a very interesting JAM session marking another success.

Apart from the events, Speak Up has organised internal workshops relating to email writing, poster making and extempore. As an effort to help the juniors, an accountancy workshop was also organised.

A Guest lecture on “Mind Management” by Mr Ravi Valuri, who is a soft skills trainer in Hyderabad was conducted.

The most relevant workshop was the Mentor-Mentee program under which each senior was to mentor 5-6 juniors and help them regarding any issues faced by them.



NEWS WIRE

The mission of Newswire is to work in partnership with other clubs and deliver the reality daily. They gather information around the world, learn the art of reading, analyze newspapers and publish articles expressing their views.

During the period of August-December 1st 2015, the following activities were conducted by Newswire.

Events conducted:

- Independence Day Awareness Program
- Happy Hours 2.0
- News café
- Thank you campaign

Guest Lectures:

- Leadership- The art of motivating people by Saurabh Mukherjee
- Organizational Performance enhancement and Business Strategy by Sandeep Asoukar (MD-SFC Technologies, Mumbai)
- Media Management by Suvam Pal



IBS BLUES

IBS Blues is the official swimming club of IBS Hyderabad. The motto of this club is to promote swimming by providing various opportunities to the swimmers and a platform to learn for the non-swimmers. They try to come up with fun and interesting events to relax the students from their hectic academic life.

Swimming Camp:

For the first time in the history of IBS, Blues organised a free swimming camp for three days. The main objective was to make the non-swimmers comfortable with the swimming and teach them swimming.

WOBBY 2.0:

“Wobby” is a unique concept of conducting water rugby in a swimming pool, with the rules and regulations modified accordingly. The matches were conducted with each team consisting of 5 members where 14 clubs of IBS Hyderabad participated.

HYDERABAD TRIATHLON (GHAC):

Blues conducted the International level triathlon event with support of GHAC (Greater Hyderabad Adventure Club). It was a sporting event to test strength, stamina and endurance and pushing limits while revelling in the satisfaction of finishing the triathlon. It constituted of swimming, cycling and running. This was biggest event of all and was covered by media and newspapers. Around 40 volunteers supported IBS Blues to successfully conduct this event. All volunteers were provided with certificate of

merit. The participants in the event were from across the nation. IBS blues did a fantastic job in coordinating all activities of triathlon successfully and received a positive feedback from GHAC. They were satisfied with all the arrangements made for the event.



SANKALP

Sankalp the leadership club mainly develop the leadership abilities in the students of the management front. This semester included a wide spread of personality development events and SSRs that relate to the club. With the inclusion of DRISHTI the inter-club event, where the club tried getting the potential out of people by relating entrepreneurship to a social cause. They also organised the club internal leadership sessions for the personality development of the juniors and conducted a medical camp in a nearby village.



AAINA

Team AAINA continues with its legacy of creating awareness with the guiding light handed to us by our seniors, with the flame of revolution along with the spark of integrity, reflecting the purity of a soul. We initiated the idea of "Socio Facts", with which we tried to draw students' attention towards various socially evaded issues with supporting facts and figures, on a weekly basis. Further we came up with our first awareness campaign on "International Day Against Drug Abuse", in order to create awareness among the young masses of IBS. The new faces of Team AAINA successfully pulled off a Management Discussion on "Reservation", their views and thoughts definitely compelled everyone to see and understand the outlook of young India towards this system. This year again we organized a visit to SOS village, where we could cherish our old bonds with our little friends once again and develop new cords between our new team members and young friends of SOS village. We successfully organized yet another event, "Showcase Showdown". 'Humanity is a face of tenderness'; wherein we tried to showcase the reflection of our souls' in the light of awareness with the essence of entertainment. Our participation in Resurge caught the attention of all at IBS; we successfully marked our participation with an exclusive idea and soul of purity.

We aroused our agility towards our social responsibility with our campaigns & events; and will continue on this endeavour with our unique modes of actions.



XPRESSIONZ

XpressionZ is the Theatre Society of IBS-Hyderabad. They bring alive on stage various characters and stories, showcasing the myriad issues, touching the people's lives, from conflicts of passion to bugs of corruption.

Plays by XpressionZ-

1. Kya Dilli kya Lahore- A stage play portraying the existing brotherhood between India and Pakistan.
2. Taj Mahal ka tender- A stage play which is a humorous satire on the building of Taj Mahal
3. Whispering Corridors- A horror series released by XpressionZ, picturing the deadly zombies.
4. Ramayana- A modern twist to the sweeping tale of Ramayana with some legendary pieces of humour.
5. Andhviswas- A Street play showing the stereotypical beliefs and irrationality existing in the minds of the Indian people.
6. Umeed- A short film with a tinge of patriotism in it outlining the existence of secularism in India. This was made on account of Independence day.

'XpressionZ' - Theatre society, is a platform where they nurture the basic values of love, friendship, responsibility, creativity,

belongingness, empathy and many more. In other words, they don't grow as individuals, but we grow as a 'family'. 'XpressionZ' will continue to entertain and cherish the lives in IBS Hyderabad.

NOVEMBER 5th

Relive The Magic

Alumni Meet ,IBS Hyderabad

21 November 2015