



# CONNECTIONS

Alumni Magazine, IBS Hyderabad

## FACULTY SPEAK

hone your skills  
from the experts  
of industry

# IBS

HYDERABAD

## ALUMNI SPEAK

the nirvanic  
experience

TRISHNA



# Connections Contents



## Editor's Note

Change is the only constant in life. It is the one thing that is always guaranteed and as another academic year comes to an end, it is now time for the 'changing of the guards' of the Alumni Relations Cell, IBS Hyderabad. I am sure I speak for my entire team when I say that it was a joyous moment when we were inducted into this prestigious Cell and a year thence, we have such important roles to play in its continuation.

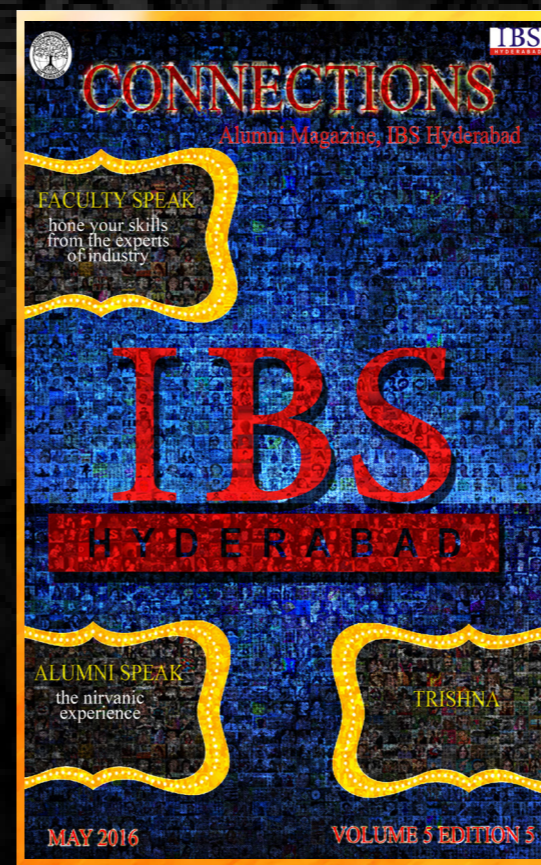
The past year has been a roller coaster ride with several ups and downs, but having said that, it now feels as though it all got over in the blink of an eye. It seems like just yesterday that we came to the sprawling campus of IBS Hyderabad. A new place for new beginnings and what a way to start the year. Our seniors welcomed us by organising 'Fresher's Week', wherein bonds were forged among the junior batch. This was followed by the recruitment for various clubs and cells of the college, a competitive process which was well worth it once we received our acceptances.

All the clubs and cells put their best foot forward and 2015 witnessed bigger and bolder versions of the most hyped college events like Juara, Nostalgia, Aaveg and Trishna. As the year flashed by, so did our time with our beloved seniors. The handover ceremonies of all the clubs and cells were emotionally charged, to say the least.

On an ending note, we would like to thank our seniors for their unconditional support and guidance. You have been our friends, confidantes and our toughest critics and we would not have it any other way. It is with great warmth and humility, that we now welcome the MBA Batch of 2016 as our newest set of alumni. Here's to a lifetime of fruitful connections!



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Its all about

# CONNECTIONS



A man with short, light-colored hair and glasses, wearing a dark blue suit jacket, a white shirt, and a purple tie, is speaking at a podium. He is gesturing with his right hand, which has a ring on the ring finger. A microphone is positioned in front of him. The background is a plain, light-colored wall with a bright, circular light source on the right side.

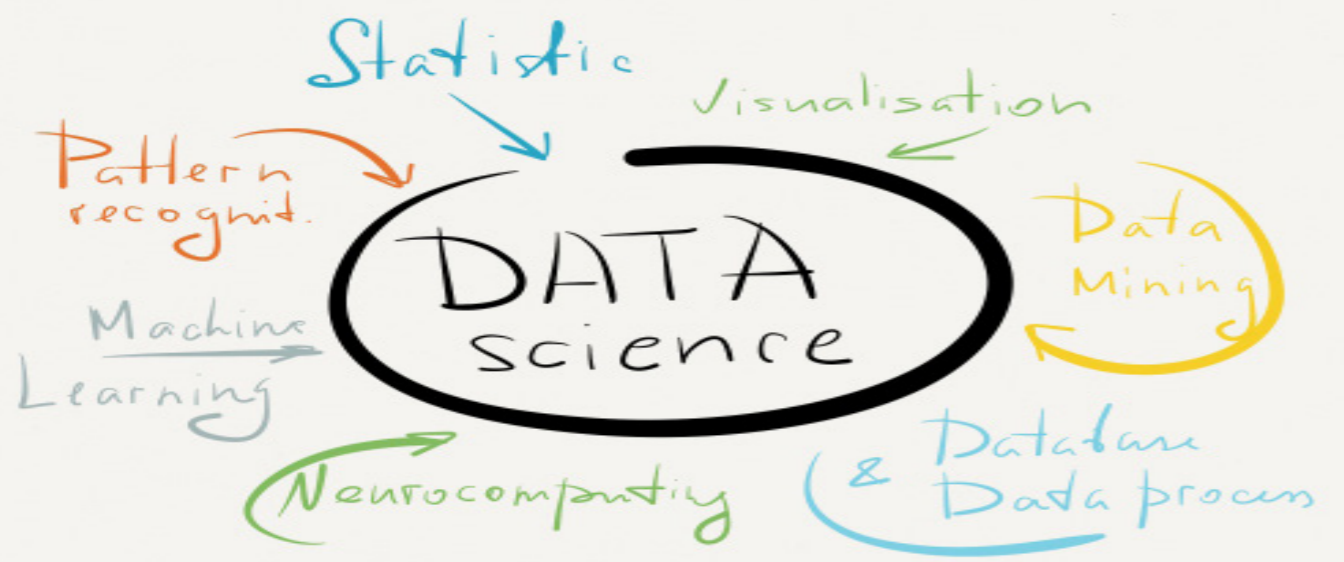
**FACULTY SPEAK**



# Job prospects in Big Data Analytics

Big Data, a term that has become a buzzword, is the term for collection of large and complex data sets from both internal and external resources of a company that have become an increasingly important aid for business strategy decisions and create a competitive edge for companies. A report released by the Economic Intelligence Unit on January 12, 2016 reported that 60% of the professionals felt that data is helping them to increase revenue for the company and 83% conveyed that data has enabled their existing products and services to be more profitable.

"The goal is to turn data into information, and information into insight." – Carly Fiorina, an American former technology business executive and former Presidential Candidate in the 2016 Republican primaries. Data Science is analyzing trends from data through a statistical model and providing meaningful insights which have become a standard business practice. Some of the sectors that are leading in hiring Big Data Scientists are Professional Scientific and Technical Services, Information Technologies, Manufacturing, Finance



and Insurance, Banking and Retail Trade. The Big Data jobs predominantly being offered are Data Scientists, Information Security Analysts, Management Analysts, and Sales Analysts. Data Scientists perform analysis and Analysts understand and use data. The talent supply of Data Scientists and Analysts is scarce and there is a huge demand for them in the market. A McKinsey Global Institute study

reported that US will face a shortage of 180,000 data scientists and 150,000 data managers and data analysts by 2018.

New technologies have been developed to perform advanced analytics on Big Data – for Business intelligence, Predictive Analysis, and Data Mining tasks. The most popular of the Big Data Analytics

tools was Apache Hadoop framework. People seeking jobs as Data Scientists have to be proficient in Scrum Master, R, Python, Julia, Hadoop and DevOps. Young professionals proficient in C++ or Java were offered Rs.3.5 lakhs per annum, whereas those who could apply R, a programming language for statistical computing to quickly prototype and derive insights from Big Data were offered Rs. 8 lakhs package in India. Skills in Julia, another scientific computing language, were preferred in the data sciences domain and knowledge of Python, a programming language, known for its versatility also provided good job opportunities. A big list of companies who offered salaries between 7.9 lakhs to 17 lakhs per annum for professionals with the above mentioned skills and a minimum of



3 years work experience were IBM, Dell, Cisco, Oracle, HP, Accenture, Capgemini, JP Morgan, Adobe, Informatica, PwC, Amazon, Google, Microsoft, Flipkart, Uber, Ola, TCS, Target, GE, Cognizant, HSBC, Wipro, Shell, Bosch and Fujitsu.

Large corporations have been using these skills and software due to the dramatic increase of the use of mobile devices, availability of digital data, need for data analysis and the two new phenomena – cloud computing and internet-of-things. Big Data analysis provided a range of benefits to large corporations like – better decision making, enabling key strategic initiatives, relationships with customers, sense of risk, and financial performance. In Craig Mundie's (Senior Advisor to Microsoft CEO) words, "Data are becoming

the new raw material of business."

By  
Chethana G Krishna,  
Assistant Professor,  
Department Of Hr And Soft Skills,  
Ibs Hyderabad.

# BIG DATA





FAREWELL

SENIORS





## FAREWELL

IBS Hyderabad organised yet another successful farewell for the Class of 2016. The juniors continued the legacy of organising the most reflective and fun filled week of bidding farewell to their seniors, mentors and friends. The class of 2016 was bid adieu to with gusto, emotions and pride. The farewell was a grand event spread over the first week of February. On each day of this week an attempt was made to help the final year students relive their soon to be over IBS Hyderabad campus life.

The farewell week began with exciting social media campaigns on the IBS Hyderabad designated pages. Sneak peeks and surprises were announced in advance to keep the enthusiasm peaked. The week began with a vertical called 'Life at IBS'. The group started out the week with 'Scribble day'. All the final year students wore white tees and got markers of all colours to write about the moments shared with their friends on these t-shirts. As the week progressed, official class photos, discounts on local eateries were amongst other attempts to remind the seniors of their fun filled

days in IBS.

This was followed by Jamming Night which saw the juniors getting together near the mess and singing their hearts out. They were soon joined by second year students who huddled together and sang songs about missing college life, friendship and a hopeful future. This event was followed by the most awaited night of the week 'The Prom Night'. Juniors organised the evening by the book and kept things classic. The décor was striking, with white and red balloons, an illuminated entry, spotlights and great music to groove to. A photo booth was set up for getting quality pictures clicked and it would be fair to say that that was where the most number of people had lined up through the evening. The seniors did not disappoint when it came to adhering to the formal dress code for the evening, with dapper boys and elegantly dressed girls. It was a perfect setting for a great night which was made even better with games and impromptu fun added by the seniors. The magic of this evening can be

experienced better than explained.

The week closed with a grand DJ night on the last day. An ethnic dress code was decided for the night and the seniors were dressed to the nine. The evening had everything it takes to make a party lively. Sumptuous starters and a delicious dinner ensured full attendance of seniors and juniors. Pageants like Mr Farewell and Ms Farewell were organised on the main stage. Titles were given away and various fun acts were performed on the stage. To amplify the feeling of longing, all the photos taken through the past year were played in loop which brought happy tears to many eyes. The night only got better once the DJ started playing music. The photo booth was

yet again swamped with seniors who wanted to get clicked with their friends. Faculty members were also invited to address the students and wish them luck for their journeys' ahead.

The farewell week was rightly called 'Carpe Diem' which means 'seize the day' and that's exactly what all farewells are about. A farewell is an attempt to try and stop the clock and live the present and make the most of it even if it is going to last only for a short time. The response from the seniors was feedback enough to conclude that it was a farewell they will fondly remember. Alumni Relations Cell on behalf of IBS Hyderabad wishes the Class of 2016 a great life and successful careers.





# TRISHNA





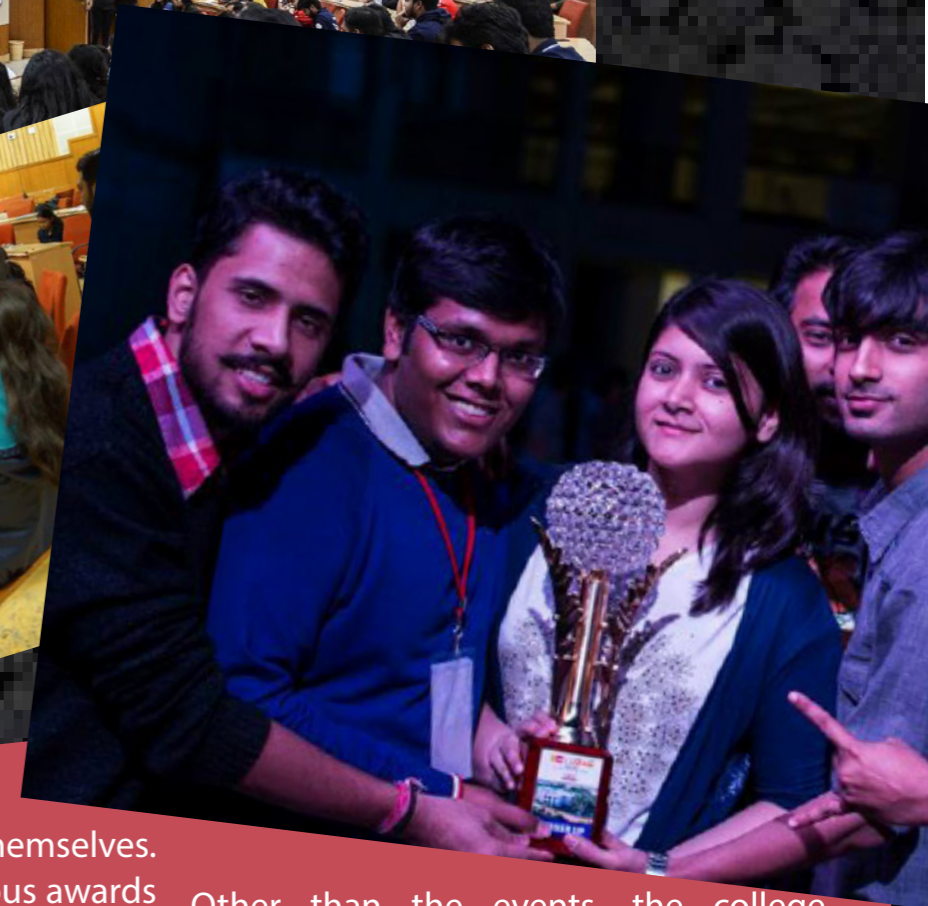
# Trishna

IBS Hyderabad has created a name for itself as one of the premier institutes in the country. The institute has always provided ample opportunities to its students to showcase their talents not just in academics but in the co-curricular activities as well, through the various clubs and cells that conduct various events throughout the year. However, the most awaited and most celebrated event among them all is TRISHNA-an inter-collegiate management fest.

Trishna 2016 was organized in the month of January and saw participations from different colleges from across the country. Conducting an event as big as Trishna on such a grand scale required months

of careful planning, rigorous effort and coordination among the students and clubs of the college. IBS Hyderabad proved itself a worthy host, catering to the needs of all the participants and making sure their stays were memorable. The three-day fest saw various events organized by the clubs. The winners of a few of the events were awarded cash prizes besides being given prizes in kind and other goodies as well. Other attractions at the event included a fashion show, band performances, group Zumba, etc.

Trishna is also considered an important event at IBS Hyderabad because it acts as a platform for several management colleges as well as the different clubs in the campus

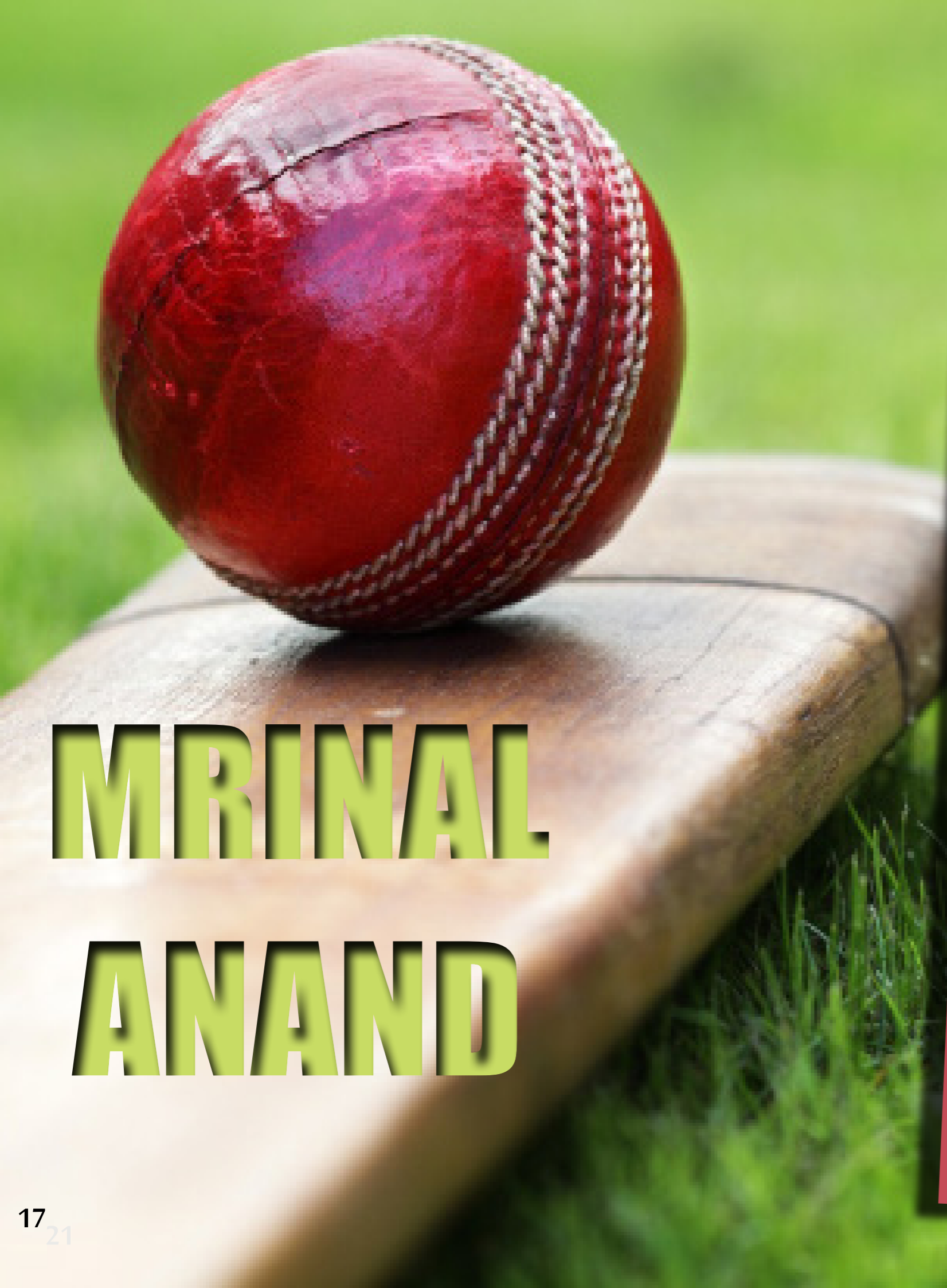


to compete with each other to prove themselves. Their efforts are awarded with prestigious awards that include 'Best Co-Curricular Club', 'Best Extra Co-curricular Club' among others. This year was no different as students from different clubs came forward to show their talent and potential to make their clubs contenders for the honors. Club "Maverick" (the Official Marketing and Strategy Club of IBS Hyderabad) won the 'Best Managed Co-Curricular Club' award besides bagging rights of being the 'Highest Fundraiser' at Trishna 2016. Club V.A.P.S (the Official Sports and Fitness Club of IBS Hyderabad) was awarded the 'Best managed Extra-Curricular Club' award, while Club 'Kaizen' (the Official Operations Club of IBS Hyderabad) won the award for 'Best Organized Club at Trishna'. 'Samavesh' (the Cultural Club of IBS Hyderabad) was awarded the Trishna Trophy this year.

Other than the events, the college organized a DJ night by DJ Kim. The response was over-whelming and the students could not resist dancing to his beats. A Zumba dance was organized on the last day of the fest by Maverick and Zumba instructor, Mahesh had all the students of IBS moving in unison to the music and his fluid steps.

On the whole, the mega-event was well received and the efforts of all those involved in making it a success, was appreciated by the faculty members, students and participating colleges.





# MRINAL ANAND

## MRINAL ANAND-A trophy for tribute !!

It is over now and time to take another year's rest only to come back with more fun, thrill and excitement next year. You might be wondering what 'it' is. As the title aptly says, we are referring to 'Mrinal-Anand', a cricket tournament for our beloved alumni. However, any person involved in the tournament will tell you that it is much more than 'just a cricket tournament'. It is in fact our way to commemorate the lives of two of our precious alumni, Mrinal and Anand.

Three days, six teams and only one intention, that is, to be the best and take home the shining trophy. This is what truly defines the spirit of Mrinal Anand.

This year the tournament commenced 23rd January, 2016, with a record number of teams on board. The excitement and enthusiasm of the players were enough to keep the wheel rolling till 25th January. The 'Halla bol' spirit kept all the participants agile and lively.

Having spoken about our keen sportsmen, it is now time to shift the focus to the organizers. The people behind the scenes, or should I say, wickets, were none other

than the members of Team V.A.P.S. and the Alumni Relations Cell. They were the ones responsible for taking care of the contingents from the point of their arrival to their departure, a Herculean task that was completed without any glitches. The organisers were witnessed running from one sports arena to another from early in the morning, right up until the time the players were escorted to their rooms and then to their respective matches.

All our hard work paid off when the three day journey ended with a grin of satisfaction on every face that was associated with the event.

I would like to end by pointing out that Mrinal Anand is not just an event but instead, it is our way of celebrating two lives that were snubbed out before their time. The camaraderie that this tournament brings out amongst the participants will forever serve as a reminder of college life.





# GURUDAKSHINA



## Mr. Ankit Kapoor says...

Finance wouldn't have been my cup of tea, had it not been for Dr. Rajesh Pathak. He taught me Corporate Finance in Semester II, at a time when a student is in a dilemma whether to take Finance or Marketing as his specialization. I still remember sir's first class, when he asked, "How many of you are taking up Finance?" There were quite a few like me, who were sceptical. He said, "Believe me I'll make sure you guys take up Finance", and somehow, I believed him.

The way Dr. Pathak taught us made me fall in love with Corporate Finance. To learn something you need a "guru" who can guide you towards the right path. I made him my guru and he helped me inculcate insights of Corporate Finance. I will always be thankful to him for all the knowledge and guidance he provided me throughout those two beautiful years of my life. His approach towards the subject and the way he connected things to the present scenario instilled more interest. He had a very practical way of

teaching and he always gave live projects which actually made us understand how the financial ratios were applied. I am and will forever be indebted to Pathak Sir. All the knowledge I have is because of him.

Ankit Kapoor  
Deloitte  
Batch of 2013-15



## Mr. Shubham Anand says...

"A teacher takes a hand opens a mind and touches a heart". I want to take some time to express how much I enjoyed being in your class. I can't think of a teacher who could have made my M.B.A more meaningful. You truly stand out as a teacher because of your sheer dedication towards your students, especially while teaching marketing, you always made an extra effort to ensure that your students understand the subject.

"Each book we read opens a new door in our minds" ...you helped us in opening the door of success. (This article is about Shailendra Bisht)

Shubham Anand  
Hdfc life  
Corporate sales Manager  
Batch of 2013





# YOUNG & DYNAMIC

"FULL NAME: Richa Sethia

BATCH: 2004-06

MBA (MAJOR) – MARKETING OR FINANCE – Finance

Initial Placement from IBS : COMPANY +PROFILE – Pipal Research (now Crisil), Research Analyst

How was life at IBS?. Any changes you wish to suggest in academics: IBS was a great experience overall: Apart from understanding the basics of business, the theoretical frameworks help you think through issues related to scaling up of small issues, ranging from brand/marketing, financing and organization. Apart from this, the network created with fellow students and alumni is invaluable.

What has been the value addition at IBS? How has MBA helped you nurture your corporate life? The education helped provide the confidence needed to jump start my career. I never felt inadequate while solving business

problems at Crisil or later when I started-up my own venture. The curriculum was well rounded to cover theory as well as the softer aspects of personality development. The connections made have been helpful.

What have been your major achievements in your corporate career? Starting up my own ventures, one in online tutoring and the other on digital marketing have been achievements for me. Scaling these up (with the latter being 80+ people now, serving 30+ clients including some national brands), has been a great experience as well. There is a lot left to achieve though.

How has life been in the field of \*marketing. You started as a Senior

Analyst at Crisil and then you co-founded a start-up. What was the thought process that went in?

I started an online tutoring venture which required excellence in digital marketing. The hands-on experience taught me that businesses can be scaled digitally. Then occurred the thought of helping other brands scale their businesses using digital, much the same way I was implementing it for my startup. That was the inspiration to start a digital marketing company.

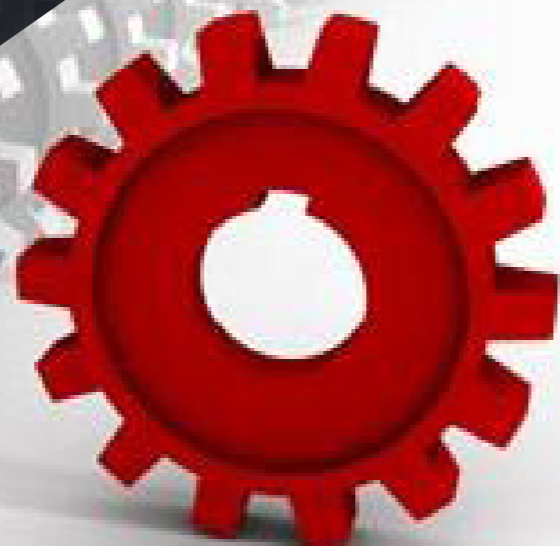
Can you highlight some major challenges one faces when he steps out to start his own venture? Starting up needs a lot of hard work and patience. Executing the idea you might have started off with is the key. Being able to multi-task is important. You must be able to recruit people, train them, think about strategy, and translate that into a marketing plan – the works. The experience helps you deploy every single

thing that you might have learnt as part of your MBA.

The most challenging so far, has been recruiting. It is difficult to get talent that can be cost competitive. It is difficult to find people who share your dream and passion. To be able to put together the right team has been the most challenging.

You have a good amount of corporate experience. Do you want to suggest anything to IBS students? While you go through frameworks and case studies, you must think of practical issues, by taking assignments, projects on real brands. Thinking through real problems and trying to solve those using the frameworks and classroom learning completes education, according to me.

Say something motivating to our young entrepreneurs at IBS? The timing will never be perfect. The day you feel like starting up, you should take the plunge. Things fall into place, once you set your heart to pursue your dream!





# STARTUP SQUARE





## For the love of Cuisine - Foodintoto.com

Amidst the assiduity of life, it is almost difficult to go about exploring authentic cuisines, across the town but stubborn was the hunger to taste something different. To have culinary delights at one's fingertips is not a dream anymore, as Varun, Rahul and Vivek have come up with a food delivery enterprise to provide a wide variety of regional Indian cuisines to every individual within a time span of just one hour. This novel enterprise is cleverly named Intoto Foods Pvt. Ltd.

For the three friends, with MBA degrees from IBS, Hyderabad (batch 2005-2007) in hand and an experience of ..... years in pocket, the decision to take a complete U-turn came as a surprise. Since its inception, it took almost 3 months for them to launch their dream and give the food lovers' community a gift called Foodintoto.com or as they call it, Fitt, in September 2015.

It was in South Delhi, where the three college batch mates came together and conceived Fitt. With a small family of just 6 employees to share their dream, they succeeded in creating a customer base of 100 people within 3 months. They have planned to serve 100 customers daily and add more regional cuisines to their menu by February 2016.

With a mission and vision in place, their long term plan to raise funds through different channels and expand their operations to cover Delhi-NCR primarily Delhi, Gurgaon and Noida by mid of 2017, is not a distant dream. As of now, their customers can choose from authentic Maharashtrian, Thai, Bengali, Chinese, and North East Indian cuisine, alongside salads, beverages and meal boxes.

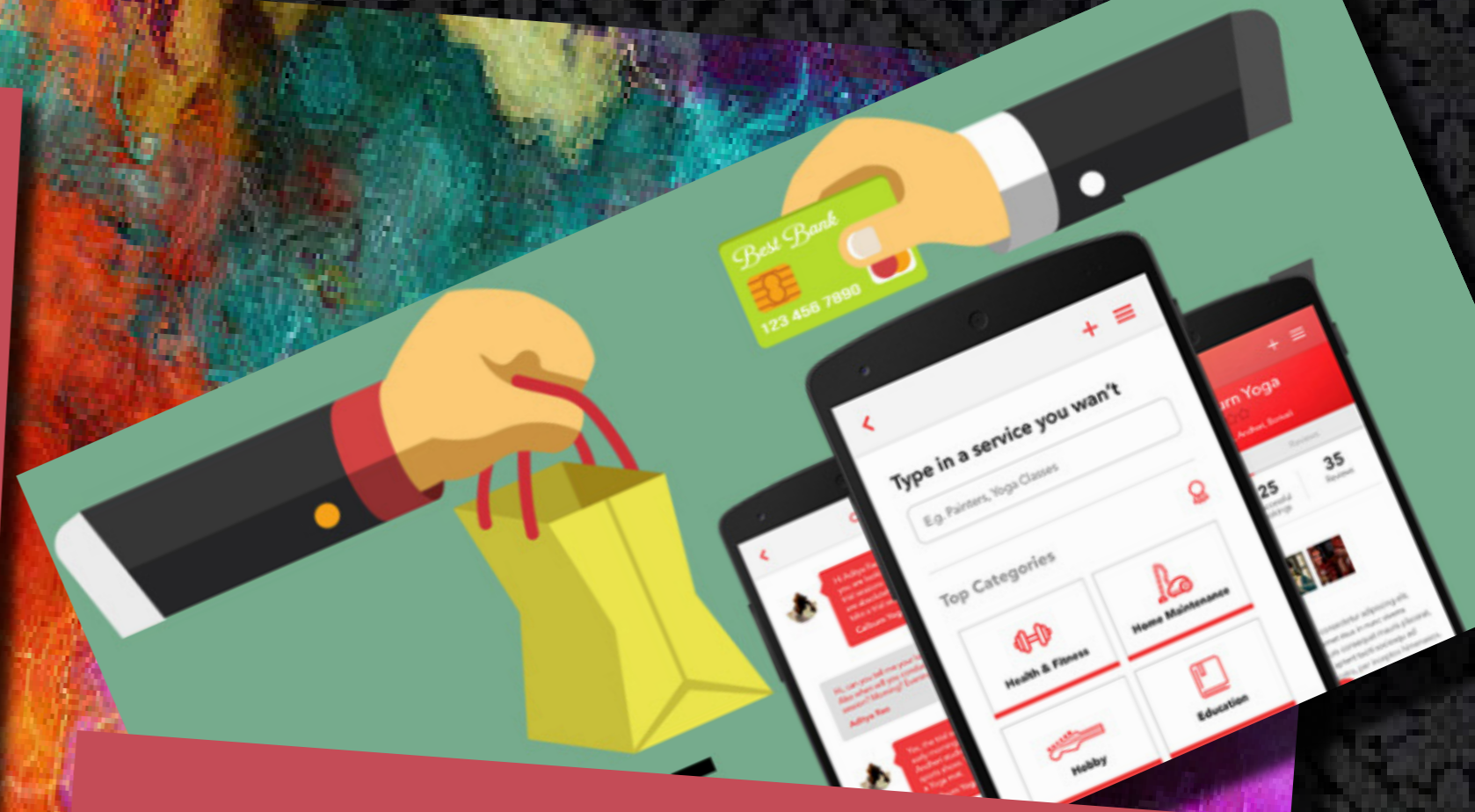
Difficult roads often lead to beautiful destinations. Fitt's journey too, was not an easy one as they faced many challenges. Few of them, that they mentioned are:

Invest time and energy on your idea.

Convince people and build a team especially co-founders who are as passionate and motivated as you are. Team is the most important ingredient to run a start-up.

Try to get people who possess those set skills that you lack on board. In our case we struggled to get someone who had the requisite knowledge and skill to handle the technology front like website, mobile application et al

Build a business plan on paper. Something that cannot be transferred on paper may just be an idea that is not ready to be commercialised. There are exceptions but I personally believe that writing a business plan is a must.



Set your vision, mission and purpose and follow its sanctity. Once these are decided the dispute and strategy building becomes relatively easy. They will serve as guiding principles of your journey ahead and maintain balance in case the enterprise digresses from its chartered path

Do not betray the trust of any stakeholder involved by making false commitments.

As clichéd as it may sound, the CUSTOMER is the king. The order of priority should be customer-employee- stakeholders respectively

Throw the ego away as soon as possible. Entrepreneurship is a very humbling experience. I learnt to listen more.

Start as early as possible.

Be prepared for setbacks. It does not matter how diligent and meticulous you are but as Taleb suggested you will be fooled by randomness. You just can't predict.

Start small and run a pilot in a controlled environment initially.

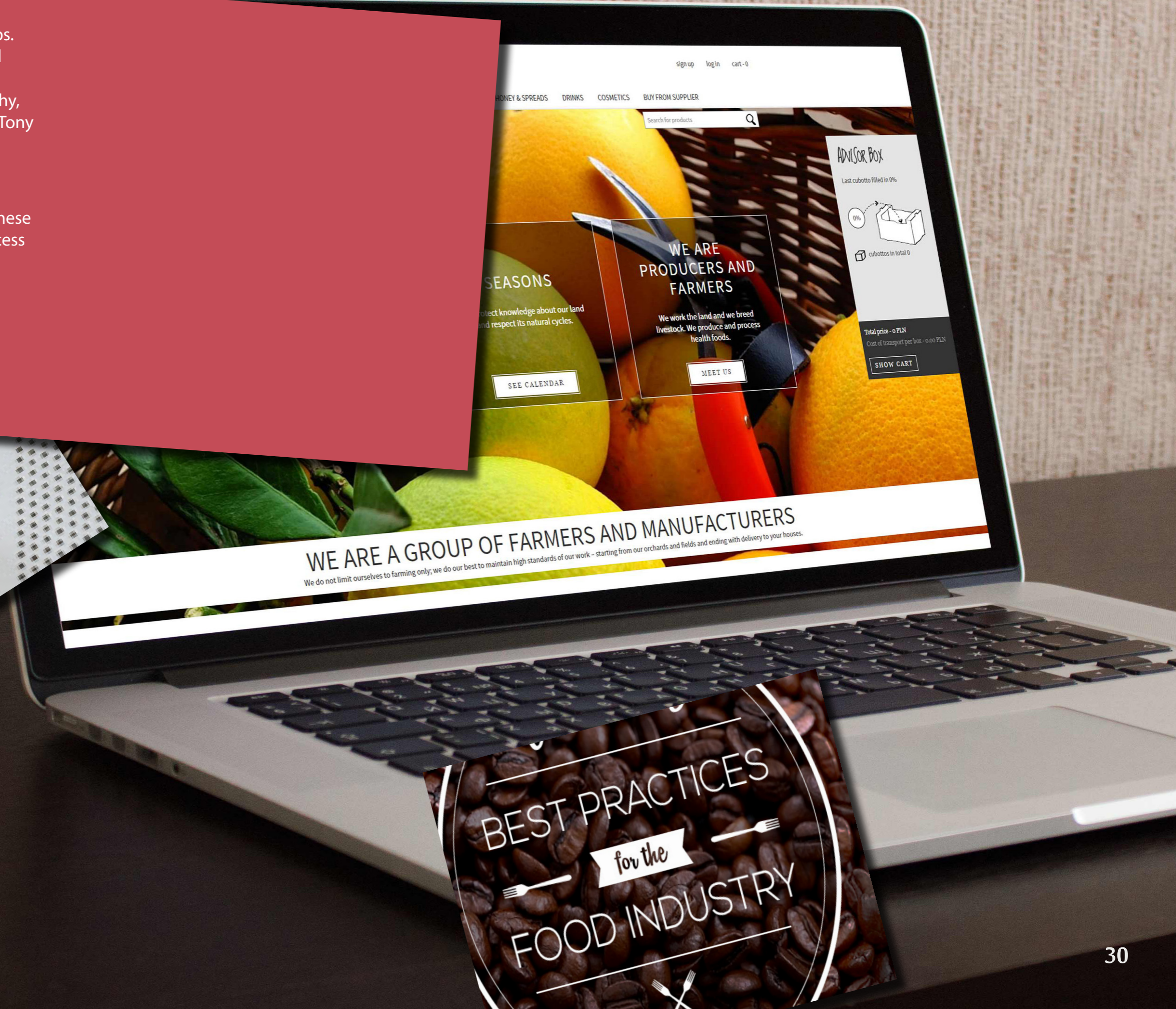
Budget, keeping in mind that you may have to run it at least for a year on your own (financially)

Adapt and evolve through feedback. As a founder involve yourself, despite delegating responsibilities, in as many functions as possible. It will help to eliminate noise from information.



Last but not the least reading helps.  
Eg. biographical/autobiographical  
accounts of Steve Jobs, Richard  
Branson, Biz Stone, V Krishnamurthy,  
Elon Musk, Alfred Sloan, Eric Ries, Tony  
Hsieh, Peter Thiel, John Mackey to  
name a few

On behalf of the college, Alumni  
Relations Cell would like to wish these  
budding entrepreneurs great success  
and luck!





# ALUMNI SPEAK







By Danish Khan ( Senior Manager- Marketing at ValueMomentum)

## Balance between personal life and professional life and still managing continuous growth:

- By Danish Khan ( Senior Manager- Marketing at ValueMomentum)

Q1. Sir, what challenges do you face in maintaining a balance between your personal and professional life?

The major challenges that I face in maintaining a balance in personal and professional life are: Spending quality time with my family. Meeting work deadlines. Paying better attention to my health

Q2. How difficult is it to set your priorities?

Setting priorities can be a challenging task. It is an art that comes naturally with experience. The key is to estimate the impact of the task and the timelines in which it has to be completed without compromising on the quality. Professional priorities are easier to manage, if you have the support of your family and a good work environment.

Q3. What measures do you take to overcome those challenges?

In this age of cut-throat competition, working professionals are under constant pressure to meet deadlines or achieve their targets. While this is the key to growth in professional life, it might result in dissent in the personal life. The following measures are effective in overcoming the challenges:

- (1) Manage the expectations of the people around you- at office and at home
- (2) Develop Time Management Skills and prioritize tasks as per their importance and feasibility

Q4. Even after those challenges how do you keep your professional growth steady?

One can grow professionally, if he/she has the desire, willingness and commitment to do so. Also the job should be exciting and in sync with the person's interests. For example a person who is fond of coding can advance better in his/her career as a programmer. Another important thing is to keep ourselves updated with the new proceedings in our line of work. It could mean getting new certifications or getting trained in new skillsets that result in better contribution to the work that we do.



Q5. Sir, any tips on time management to our budding managers and how to be a hero at both the ends?

Life is a never ending Rat-race but in the end what matters most is whether we are at peace with ourselves and have inner calmness. Whether we have neglected our health, our family and our happiness to achieve professional success.

On the personal front, remember to take some time out for your loved ones and for yourself each day. Take vacations at least once each year as it rejuvenates you.

On the professional front start prioritizing your work activities, keep yourself updated and work with sincerity ensuring the best possible quality of work.

This my friends, could be your key to be a hero at both the ends.



**STUDENT  
SPEAK**





# TRAIN YOUR SETBACKS TO REFUEL YOUR SELF GROWTH

**“Failure can complain as well as triumph.”**

Loss is inevitable and has to be experienced sooner rather than later, therefore it is better to face the loss now instead of trying to find a replacement. We exclusively seek and bind ourselves to elation and try to avoid depression

by focusing on gratification of desires and ego, but basically this wish to fulfill our desires and pamper our ego gives all the power to loss to bother us. This is because we haven't learned to deal with the non fulfillment of desire. Taking Mr. Narendra Modi as an example, we see how his government and he are being blamed for the failure of the promises made. Mr. Modi however keeps twisting the negative words hurled at him to keep the fire of the progression burning in the economy and the people of the country. The NaMo Government seems to be grappling with the fear of experiencing set backs and loss. At a national level during elections we observe how a country and its people learn from their failures and choose a new leader to lead for themselves.. At an individual level, we keep striving to attain and achieve several milestones and desires that define these milestones. We realize painfully that life is not at all good and that we are small players in the larger scheme of events, often at the mercy of things beyond our control. If we capitalize on the enlightened attitude to give up the obsessive desire for possession, then loss becomes a trivial incident, as opposed to being a life-defining negative experience.

Prakhar Agrawal  
MBA 2015-17  
15BSPHH010436







**WONDERWALL**



## Breaking Cliches

# From the pen of Hasan Ali Gumani – An alumni and an Author



It was on 20th February 2012 that I started jotting down some gibberish on my laptop with no intention of publishing it. Slowly the

prattle started to make sense and the piece I wrote became valuable to me. I switched off my device, picked up a pen, a notebook and prepared an outline of the piece I wrote. After approximately three months, the fiction completed and I labelled it as "...and they called it A Love Story." After a plethora of proofread and editing rounds, the piece had an amazing flow and the story became a page turner. I was all braced up to send it to the various publishing houses of India that it was the time for Post-Graduation at IBS Hyderabad.

The schedule at IBS-Hyderabad kept me on my toes. The case studies, class participations, projects, celebrations, assignments and semester exams took a real test of time and stress management. But the spark to get

my efforts published was still alive somewhere, deep inside.

The same enthusiasm to share my story with the world kept me motivated and thus, I kept on approaching publishing houses during my education at IBS. It was no less than an emotional roller coaster ride. Every publisher took almost three months to reply. Some reverted with a 'no' while others did not even bother to reply.



Hasan Ali Gumani – An alumni and an Author

It is said that joyful moments pass quickly. The two years of MBA passed in the blink of an eye and it was time to enter the C-World. With no academic pressure but with lots of job stress, the spark of becoming an author was somewhere struggling inside. It was in the month of June 2014 that my luck treated me well and I found a publisher, who trusted in my work and agreed to publish it. After initial formalities, the publishing work began, which included multiple rounds of editing, proof-reading, cover design, page setup, printing and distribution. I thanked my stars in September

2014 when I held my dream in my hand i.e. a paperback of "...and they called it A Love Story", a story that depicts friendship bonds and whether friendship stands strong or falls apart after betrayal and sufferings. The response from my first venture escalated my morale and encouraged me to make my pen bleed creativity for the second project. I discarded oodles of ideas but when the thought of my 2 years' journey at IBS Hyderabad clicked my mind, my merri-ment knew no bounds.

I rapidly noted major events that occurred during this span, built fictional characters, fictional incidents and con-

nected the dots. After mulling over a few titles, I glued on to "The Geek who took my Gold". The story is set in the beautiful city of Hyderabad and the captivating campus of IBS. It revolves around two protagonists, who are excellent at studies and want to top the college and get the gold medal. Since there could be only one gold medalist, these two enter into a state of competition. Not only studies but they compete with each other everywhere. Be it fresher's, club activities or other extra-curricular activities, they leave no stone unturned. With its twists and surprises, the fiction encourages you to read further. Every word and every page of the book is spellbinding. "Who will get the Gold?" is the question that motivates you to flip the page. Loaded with humor, emotions, thrill, nostalgia, 'The Geek who took my Gold' is sure to take you on an amazing ride, full of fun. Though, I hold a Master's Degree in Marketing, an inclination and passion for writing made me enter into the world of writing. I now work as a Head of Content Writing Department at Obbserv Online Services Pvt. Ltd. based in Udaipur (Rajasthan). The organization helps to boost brands and business with Digital Marketing Strategies,

thus, at Obbserv, I get to follow my passion of writing and apply my learnings of marketing too. Indeed, a dream profile for me. Towards the end, I would like to give one piece of advice, don't run with the rats. Break the clichés of society and set yourself free. If you are passionate about something, turn it into a source of living and never in your life will you have to hate a Monday. I sincerely thank Alumni Relations Cell for bestowing me with the opportunity of expressing my thoughts in this edition of CONNECTIONS. I would also like to express my sincere gratitude to my 2012-2014 batch mates and professors for amazing memories and excellent learnings. Lastly, thank you IBS Hyderabad for those two amazing years that changed everything in my life.



A vibrant nightclub scene with a large crowd of people dancing and socializing. The atmosphere is illuminated by bright, colorful stage lights in shades of blue, purple, and yellow. In the foreground, the back of a person's head wearing large headphones is visible, suggesting they are a DJ or performer. The text "CLUB BYTES" is overlaid in a bold, yellow, sans-serif font across the middle of the image.

# CLUB BYTES





## DOT CLUB

These past two-three months were perhaps the most emotional months for both seniors and juniors. While the DoT Club passed on the baton from seniors to juniors, it was overwhelming to realize just how important that moment was.

DoT as always gives utmost priority to the enrichment of its members' skills through internal workshops and knowledge sharing sessions. DoT had conducted several knowledge sharing sessions on financial crisis of several countries, Enterprise mobility and Cloud Computing.

Dr. Neeta Gulati, CEO at Itnurture Den, on our sincere request visited our campus for a Guest Lecture on the topic "IT & Business." The turnout for the guest lecture was huge and everyone appreciated the topic given its importance in today's scenario.

"Technozion" was the event that DoT had conducted during Trishna. With the participation of more than 25 teams, the event turned out to be a blockbuster. The event was a combination of entrepreneurial attitude and gut instinct interlaced with fun. The event got critical acclaim for being captivating from start to finish.

It was not until mid January that the reality of handover struck us. When the Seniors reluctantly got ready to hand over this beautiful labor of love to the Juniors only then, did the emotional outbursts begin,

bringing back a river of memories. Now that the handover was complete with seniors officially retiring, DoT is heading towards new horizons in able hands that will take the club to even greater heights.

Signing of,  
Seniors.



## PRAKRITI

Prakriti, the Nature & Adventure club of IBS Hyderabad focuses on youth development and social awareness by acquainting its members with nature and giving them an opportunity to explore the adventurous side of their personality. In the past semester, the club organized a plantation event on 9th and 10th December, 2015, where students were invited to plant saplings with the message of "each one plant one". We also organized the Human Foosball event, where teams battled it out on a live foosball table. The turnout for the event was amazing. Further at the 'Bird watch' event, members from the Bird Society of Andhra Pradesh (BSAP) visited the campus and guided students on birding. Over 50 species of birds were spotted in campus. Later in the semester, a trek to Gun rock hills was organized. The trekking team was joined by Mr. Harsh Bhargava, the founder

of Prakriti. 'The Green battle', provided a great learning experience to those who are environmentally inclined. In the event, participants were required to research solutions to corporate environmental problems. Two events were organized during Trishna, first one being Foot Pool, in which, two participants had a faceoff with each other on a life size pool table, using their legs as cue sticks and mini footballs as pool

balls. The second event, which created a roar across IBS, was Rann-g-bhoomi (paintball). A heartwarming moment to mark the end of Trishna was when Mr. Jojo Mathew George mentioned

Prakriti at the closing ceremony, thanking the club for its contribution during the academic year.



## CONVERGENCE

It has been an enriching experience for Convergence to be able to learn and teach through a culmination of events and workshops throughout the year.

### CineHR

The flagship event "CineHR" was conducted on 16th Dec 2015. This event was an interface between cinema & HR concepts brought

together, where we try to maximise learning through a plethora of innovative ideas. All these activities witnessed an enthusiastic participation of Convergence members, where the venue resembled a film set with some feet tapping music for the audience to enjoy.

### HR Week

For the first time in IBS Hyderabad, the spirit of HR was celebrated through a week long set of events under "HR Week" based on work culture as its theme. This initiative was taken to bring a varied set of activities under the same roof, for a rich learning experience. The HR week was conducted from 30th Nov 2015 to 3rd Dec 2015. It was a 4 day schedule where on the 1st day we conducted, "Case Discussion & Presentation Competition". The second day witnessed an essential Panel discussion on "Creating a corporate culture that attracts the best employees to the organization" by doyens of the industry including Sri Harsha Gowardhan (Founder and MD of Sarvagya Solutions) and Mr. Krishna Kishore Chivukula (Vice President-HR, EHS 7 Corp Services at Greenko Group) with Professor G.K Shrikant of IBS Hyderabad, as the mediator. On the 3rd day, we conducted 2nd round i.e. "Calculate the Compensation". This tested the mental acumen of all the teams. On the 4th and the final day our team celebrated "The Spirit Of Equality" by highlighting the underlying message of equality at workplace and Stress Management. Fun games were played with them. Gifts were distributed to them to bring smile on their faces.

HiReyourtalent.com

Our event for Trishna 2016 was conducted on the 9th of February 2016. It was a chance for the participating teams to hire the best



talent for their Start-ups. They were also asked to give a job analysis and compensation with breakup, for their probable positions. So as to show their HR traits and create the best team to win cash prize worth Rs. 10000/-.The event was conducted with full participation of teams (Off and inside campus).

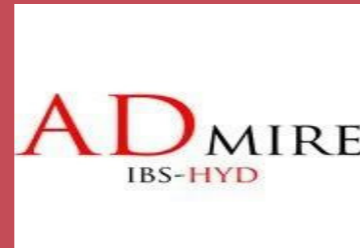


## AAINA

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.



## ADMIRE

J ADmire is the official Advertising and Branding Club of IBS Hyderabad. The club gives its best to share with the students, the latest trends of Advertising and Branding by organizing guest lectures, theme based events and offline and online promotions. Another area of work is Client Servicing, in which they offer assistance to companies to promote and market their brand, both online and offline.

### AARAMBHAM

It was a major event in the startup brand equity & Advertising Category (Spanning over 3 days) the main three elements of brand equity for any startup to concentrate on are:-

financial strength of the brand - how well it is backed up by investors

Role of the brand-how the startup represents itself in the customer's mind

Brand strength - how well they incorporate their strategies and retain the customers

For every start-up the major initial difficulty they face is to raise funds to implement their idea. It involves extensive knowledge of what they are doing and immense convincing skills to impress the investors.

The second phase of start-up is to create an image in the minds of the customer and competitors by which they can draw in customers and pose as a threat to the competitors. Hence they have to create a brand which will ring in everyone's mind. This step is basically done by advertising and capturing customers effectively and efficiently.

The last phase is that of building strategies to tackle different business situations so as to retain customers which would strengthen their brand in the customer's mind.

### GAMBIT

It was a minor event related to Different Sectors of Business and Branding aspects.

Start-up is a gamble; you play it well you win. From knowing about different sectors in which your startup is pertinent, to how well you can strategize your startup to outshine others in the same domain.

The first round began with the display of random companies/product's logo, tagline or questions related to the same on slides from several sectors. The teams were to finish the puzzle by arranging the companies/products in the pattern by not coinciding.

In the second round, issues of start-ups were implemented. One of the main issues in startups is to know your competitors well and also the ways by which to outshine them either by beating them or bartering with them.

Strategy of your startup is a key element which plays a vital role in the sustenance of your firm. This key element is what helps

any start up in differentiating itself among others and competing with others, head on. In the third round, an auction of Start-ups ranging from most prominently known to upcoming firms are provided. The teams had to bid for their pieces with the virtual money that they were allotted along with the carryover from the previous round.

### LETS START-UP

It was a fun event related to taglines of start-ups. The team used lemons to identify the taglines of brands in the first round.

The second round was called 'Stackitup' in which each team got 8 stacked glasses representing 8 stages of business development.

Round 3 was called 'Step Up' or 'Katte Ki takkar' in which 6 teams were supposed to play 10 games. They had to start the game from the same point and reach the starting point after playing 10 games. The team who completed the round in the least amount of time was declared the winner.





## MAVERICK

Maverick started the month of December with the much awaited launch of its client servicing vertical -Maverick Marketing Solutions (MMS), inaugurated by Mr. Sudhakar Rao - Director of Branding and Communications - ICFAI Group. MMS caters to the needs of its clients, helping them with market research, designing creatives, marketing and promotional planning, content creation and event organizing.

Maverick took the initiative to start the "Internship Drive" launched by Prof. S. Vijaya Lakshmi, Dean Academics, IBS Hyderabad. The club provided both internships (100+ opportunities) and placements (8 final selected candidates) for the students of IBS Hyderabad.

It organised the Start-up conclave on "Strategic Marketing for Start-ups", graced by the CEO's and founders of successful start-ups - Mr. Srinivas Madhavan (Founder & CEO, VDeliver), Mr. Rajat Shahi (Founder & CEO Hackmania), Mr. Kashyap Kompella, (Founder, Valmore) & Mr. Arjun Singh Soni (Co-Founder, Valmore). Guest lectures were organized on the "Impact of Apps on B2B Business" by Mr. Sumit Punjabi, Director of International Sales, 99 ATS and on "Future of Digital payments in the Indian economy" by

Mr. Vipin Surelia, Senior Vice President & Head, Product Development, RBI National Payment Corporation of India.

Maverick conducted various informal events like "Mav Click" , "BIG BOSS" - sponsored by 'The Souled Store' and "Phoenix 1.0" - An inter B-School online event with a cash prize of Rs.5,000 (Winner) & Rs.3,000 (Runner-up). It also organised "Carnival 2015" which received a great response from faculties and IBS students, main attraction being "Zumba" -which was organized for the first time in the history of IBS Hyderabad.

The club organized "IBS Service Learning Day" on 3rd January 2016 at the IBS Campus. The event included showcasing of the marketing plan of NGO's and Management discussion program on the topic -Interface of Management Education & Civil society.

### Contribution to Trishna 2016

MMS became the Official Corporate Relations Partner for Trishna 2016. Ultimately all our relentless efforts and perseverance paid off as we tasted victory by winning Best Managed Club (Co-Curricular), IBS Hyderabad for the fourth consecutive year. To put the icing on the cake, "Best Fundraiser" trophy was also awarded to the club for their sponsorship efforts.



## XPRESSIONZ

It is a nostalgic moment for me to sit, reminisce and pen down all the work that XpressionZ has done from December 2016 to February 2016. When VAPS asked us to perform for its opening ceremony in Aaveg we were all confused as to what to do. All the confusion and last minute thinking led to a comedy of errors and we came up with a rib-tickling play called 'Rakhi ka Swayamvar'. The appreciation we got from our audience in the form of their claps and roaring laughter increased the fire in us to outperform ourselves and we geared up for our next performance in Trishna 2016. We had a fun event called 'Aao Actor Bane' which attracted students from Christ University, IMT Hyderabad and our very own IBSH. The intension of the event was to lift the tension and worry from one's mind and hence created fun and frolic in the hearts of all the participants. We finally reached the close of the year wherein the senior members passed on the clubs working to the junior members with the hope that they would take the legacy forward with the same determination and grit that they had. The love and affection among the XpressionZ family members can't be expressed in words and hence can leave only one thought behind that we find it difficult to understand whether we make XpressionZ or XpressionZ makes us, what we are.



## V.A.P.S

It is rightly said that winners never stop even after giving their best shot. They keep going on with the intention to improve further. This is the essence of each and every member of Team VAPS. They give their heart and soul to serve the sports fraternity in the best way possible.

"AAVEG VI" was a huge success and this has inspired Team VAPS to work even harder. Keeping this in mind, the team started off with Foot volley-an amalgamation of football and volleyball, a game meant to give enjoyment to all. While serving sports how can one forget about the amazing athletes. For them VAPS conducted IBS Olympics which comprised almost all the games including track and field events. Cricket is the central sport of the entire nation. Although the equation has already changed to a large extent, still VAPS' list of events is not complete without a cricket match. Hence a Juniors Vs Seniors as well as girls' cricket match was organized, followed by certain faculty matches of badminton and cricket. Apart from this the footballers got an opportunity to compete against each other in Joga Bonito.

Team VAPS conducted two fun events during Trishna'16 and volunteered to be a part of different committees which contributed in every arena thus lending a hand in making Trishna a success.





## MONEY MATTERS CLUB

Money Matters Club, the Official Finance Club of IBS Hyderabad started the year with many workshops, events and guest lectures. The club had organized several events like "Roads Less Travelled", in association with team Maverick, "E-counts", "Risk-tastic", "Chanakya 4.0- The online finance gaming event", "Stock Mind 4.0 in association with ICICI Direct", "Invest-o-fiesta", "Genesis in association with team ADmire", "Finister", "REDUX 10.0", our flagship event etc., whereby participants got exposed to realistic financial situations so as to stimulate their minds to formulate a winning strategy.

Their Financial bulletin had touched a decade of its publication. They also published newsletters in the months of July 2015, November 2015 and January 2016.

Apart from this a guest lecture was also conducted on „Transfer Pricing by Mr D Manmohan (Vice President) and Mr P Sudhakar Reddy (Accountant Member) of the Income tax Appellate Tribunal of India.

MMC conducted its flagship on 17th and 18th December, 2015. The first day comprised the event "Fin-Bola", which was a Financial Tambola. The second day saw a fair conducted at Taj Gardens, where different fun games were held which were enjoyed

A 2 day Certification course for the students of IBS Hyderabad on 'GST - Socio Legal Dynamics' was conducted on 19 and 20th December 2015. The Workshop was presided over by eminent personalities ranging from Supreme Court judges and other Industry experts. MMC conducted this workshop in collaboration with team Finstreet and team Ecobizz.

In January, they conducted a major event for our annual cultural fest, 'TRISHNA 2016' i.e. 'Morphosis', a 3-day long event where the objective was to use techniques as how to convert a failed start-up into a fruitful one. They also conducted a fun event called 'Fit Fat Manager' that involved tasks related to fun activities.

In the same month, MMC in association with IBS Hyderabad and Gokhale Institute of Politics and Economics conducted the 1st ever Banking Research Conference 2016 in the campus itself. The conference was inaugurated by RBI Deputy Governor, Dr S.S. Mundra. Here, different eminent personalities from the field of academics and banking sector presented their opinions through their research papers.



## ECOBIZZ

After the successful completion of the Cross Cultural event at Taj Garden, the next event that Club Ecobizz organised was the E5 Summit which added two more E's to the last year's E3 Summit, the 5 Major E's being Energy, Economy, Employment, Entrepreneurship and Environment. Participants consisted of EcoBizz club members as well as members from other clubs and the general public. The objective was to extract innovative Entrepreneurial ideas in the wake of various startups. The most ideal white papers would be published with their own ISBN number and a live project would be initiated for the same if the contributing partners saw it fit. With the end of this event, their next target was Trishna.

At Trishna, club EcoBizz conducted two events on an extensive scale – major event being BizzTryst and a CSR event. Both these events saw the participation of students from colleges across the country and IBS Hyderabad. A total of 28 teams participated in BizzTryst, an event that was based on resources, trading, negotiations and ad-hoc decision making. The CSR event that took place in the parking area of IBS Hyderabad saw up to 380 registrations in a span of few hours which was then followed by the closing ceremony of Trishna 2016.

The handover:

The handover ceremony of Club EcoBizz took place on 20th Jan 2016 and was presided over by Professor Raveesh who provided

great insights upon MBA @ IBS and also helped us get realigned with the objectives of the club which would help the students develop themselves in an overall manner.

This was then followed by the official handover of the club to well deserving candidates.



## SPEAK UP

Events held from December until February

1. 5th December - Open Debate Session  
Venue- Mall Road.

The debate topic was "Kashmir- A burning paradise ". The session was kept open for all IBS students to join in and voice their opinions. Our aim was to raise awareness about the Kashmir issue and eradicate the fear of public speaking amongst the youth.

2. The Great Debate - from 7th to 9th of December

We conducted this event to bring out critical thinking and decision making skills in the youth. The Great Debate started with an opening ceremony on day 1 which was organized over a span of 2 days with twists



and turns for participants. We also included a rebuttal round representing the British Debating format

3. Start-up Starter - Major event in Trishna from 8th to 10 January

The 1st day was focused on recent controversies every business has to face. The teams were assigned to hold a press conference and written proposition to the media on the same day. On the 2nd day, Jam round was conducted where team had to go through 3 phases of continuous questions. This was to test their grammar, fluency and communication. On the 3rd day, an event was organised to bring out 360 degree of marketing approach, wherein the team had to select 3 products and come up with a new product which they had to market in an innovative way.

4. Club Handover - 20th January An emotional event where in the seniors handed over all the club responsibilities to the juniors.



## IBS BLUES

### Tour D'ICFAI

IBS Blues conducted an enthralling, fun event, "Tour d'ICFAI", on the second day of Trishna 2016, (i.e. January 9th). The event involved teams of two, racing around the IBS campus in competition with other teams. The race comprised different legs and contestants had to perform different tasks to arrive first at the specified location, at the end of each leg to avoid coming last, which carried the possibility of elimination. Clues were provided in each leg to lead the teams to the next location or direct them to perform a task. A total of 20 teams participated, and the winning team was awarded a cash prize of Rs 4500, while the runner up team was awarded a cash prize of Rs 1000.

### Aquathlon

IBS Blues organized "Aquathlon" on the last day of Trishna 2016 (i.e. January 10th), which involved swimming and performing various tasks like frog jumps, back running, etc. It involved participating in a team of three and the event involved swimming and performing of various fun tasks simultaneously. The competition was judged on the basis of time taken, the team who finished the race taking the least time was declared the winner. A total of 20 teams participated, for which winners were awarded a cash prize of Rs 2000, while the first and second runners up won Rs 1500 and Rs 1000 respectively.

### IBS Blues Investiture

The senior IBS Blues team handed the club over to the 2015-17 batch and thus gave them the opportunity to take the club to new heights. The new office bearers officially took over charge of the club. The ceremony was conducted on January 19 and attended by all the Blues members, seniors and juniors; and Blues' mentor, Prof Bharath Supra.





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