



CONNECTIONS

Alumni Magazine
IBS Hyderabad

Final Edition*

The unsung
Heroes of INDIA

Alumni article

wonderwall

CURU DAKSHINA

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Features

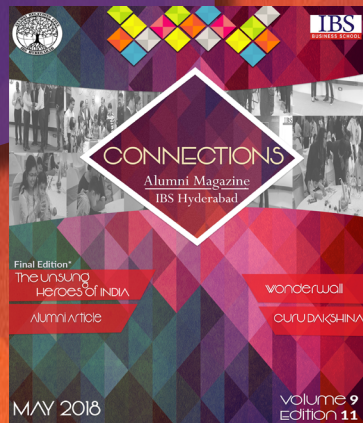
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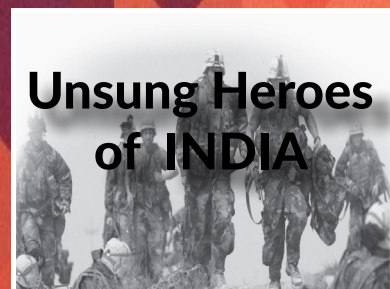
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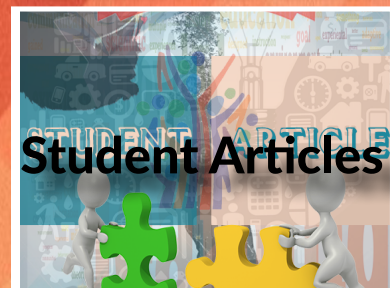
**Guru
Dakshina**



Wonderwall



**Unsung Heroes
of INDIA**



Student Articles



Club Bytes



EDITOR'S NOTE....

And suddenly you come to know...It's time to start something new and trust the magic of beginnings...

It was like yesterday when we were recruited as the new Junior Team of Alumni Relations Cell. And now I was sitting and gathering a pile of thoughtful writings, each more intriguing than the other, and saying to myself "these have to come out". With the new responsibility of the Editor and the thoughts of a zillion things that 'Just had to be done', I finally knew that putting a magazine was no cake walk. The hyperventilation that we all had couldn't be expressed more by saying that we, the ARCians, have put heart and soul in compiling the new edition of Connections. It's an altogether different kind of happiness and accomplishment as this is solely coming from the Team of Alumni Relations Cell.

This magazine is an outstanding platform for all the Alumni, Clubs, Students and Teachers of IBS Hyderabad to reveal their hidden literary side and to show that their genius burgeons to art as well. We are extremely thankful to all of them for contributing with such fervor and earnestness.

I would also like to acknowledge the hardworking members of Alumni Relations Cell for being a constant companion in the task of putting this magazine out. Special Thanks to our passed out Senior Team for being our mentors and source of inspiration throughout.

I hope this latest edition of Connections reaches the hearts of its readers as well.

Signing in!

Happy reading....

Alumni Relations cell



ALUMNI SPEAK



The DO's and DON'Ts of SMS Marketing



In the booming era of digital marketing, one traditional method that's been overlooked is SMS marketing. A survey by Pew Research Center revealed that 52 percent of adult mobile phone owners sent or received email on their device, 50 percent downloaded a software application, 60 percent accessed the internet, 21 percent participated in a video call, and 81 percent sent or received text messages. This will grow with each passing day.

Don't miss the bus. Texting your customer works, but it won't if you do something awkward like sending them texts late night. An effective SMS campaign has to be a pleasant experience for the consumer. There is a balance to be struck, a tight rope to be walked.

According to CMO Council, 65 percent of US smartphone users check their phones within 15 minutes of waking and 64 percent check their phones within 15 minutes of going to bed. That means businesses have to fine-tune their SMS marketing strategies.

“When they reply to your messages asking for more information, throw a few goodies their way. This will invite more communication.”

Here are the DOs and DON'Ts that will make your SMS marketing, a savvy one.

DOs

1. Timing is everything

You're a busy marketer and expect an overnight success on your email campaigns. You expect soaring open rates and click through rates. This may not be possible with SMS campaigns. SMS is a point of use tool. The timing has to be perfect for the audience to see the message and react to it.

Don't flood customers with invitations. Keep it to three or four in a month. More than that it can be annoying. On the other hand, if you are too slow in messaging, they may not have time to react and initiate a purchase on the sale day. So play your cards wisely.

Juniper Research reports that 97 percent of SMS text messages are read by the cell phone owner. Furthermore, 90 percent of those SMS text messages are read in the first 4-6 minutes of delivery! Send the text when you want a customer to act. If you are a late night eatery with customized packages, limit your messaging evenings and nights. Do your messaging during your business hours.

2. Include a Call to Action

SMS messages are short, tailor-made to be easily digestible. In the 160 characters of a standard message, include important details, but spare the customer any excess information. Instead, tell people what they can do next. The length of the CTA should be dependent on the length of the text.

Remember: You're not texting a friend, you're pitching a customer. Ensure that your audience is aware of the things they have to do. For example, after a free sign-up on your website, send a mes-



sage with a coupon code that offers a discount on a paid subscription. The message has to be clear with the date on which the code expires. CMO Council says that 44 percent of consumers want brands to deliver deals and coupons to their mobile devices.

3. Allow Two-way Communication

It's good to develop a relationship with your customers. When they reply to your messages asking for more information, throw a few goodies their way. This will invite more communication.

Try to draw a parallel from the "Unsubscribe" button in newsletters. If they are not happy or don't want your SMS messages in their inbox, give them

an option to leave the list. Include instructions on how they can opt-out of the messaging list. A simple reply with "STOP" should suffice. Keep this message clear. It instills confidence about your brand that you are not a spammer.

DON'Ts

1. Don't Send Without Segmentation

Mobile devices are a personal tool. People can get annoyed if they receive messages unrelated to their preferences. It is not the same platform as email. That being said, the open rate of SMS messages is close to 100 percent. Relevant content can bring great results.

Audience / Prospect / Customer segmentation is a key to SMS marketing. This helps you send relevant messages and avoid flab.

2. Don't Send by Schedule

Email marketing is all about consistency and SMS marketing is all about real-time action. When you send an email once or twice a month, you do it consistently. On the other hand, you should use text messages to inform customers with news and updates. Real-time information is what gives value to your SMS marketing initiatives.

3. Don't be Elaborate

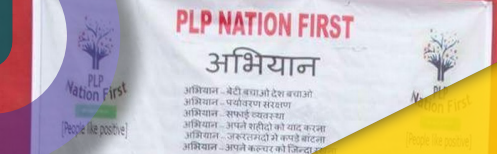
If you have too much to tell in a single short message, rewrite your message. Don't squeeze everything into an SMS. It will get boring and long-winded. Less is more in SMS marketing. Try to shorten any links so that they won't eat as many characters. Focus on three Cs: Content, Clarity and Concision. There's no question that SMS messaging is a wonderful tool for any marketer's toy box. The issue boils down to how it is used. Focus on real-time action, timing and an efficiency of language.



- Raja Satish
Batch- 2008-2010



People Like Positive Nation First



THE UN HEROES INDIA





UNSUNG
ES OF

“some soldiers
may ever
unsung
BUT will
never be
forgotten.....

**An Interview With
Achala Manocha**

**COVERED BY:
Aanchal Sharma**



ROAD NO. 236



“Hence, we concentrated our campaign on young girls who are the real jewels of the nation and organized various educational programs under our Beti Bachao, Desh Bachao initiative.”

I always had this inner desire to work for the welfare of the society. Deep inside, I knew, I have a big mission to accomplish in life but was unaware of the course of events that were awaiting. 4 years back, I came across Road Number 236 in Vikaspuri, New Delhi and the subsequent experience instilled a sense of great responsibility and purpose and transformed my life completely. Road Number 236 was quite infamous by the name of 'Kudedan Road'. Half of the road was covered by ripped polyethene, rotten fruits and vegetables, household waste etc. It appeared more like a dumping yard than a road for traveler. Moreover, an unpleasant smell hovered persistently in the areas surrounding the road. The smell was soaring with each passing day and was becoming intolerable. Perturbed by this, I decided to take the responsibility of cleaning this road and bringing it to shape again. I started reaching out to people who shared the same concerns as mine and started my resolution of 'Cleaning Road Number 236.'

Initially, a group of members started the movement in 2014 which was later registered under the name 'People like Positive Nation First'. We started talking to people about the pathetic condition of the road and how the garbage and the obnoxious smell was affecting our health in various ways. Multiple rounds of meetings were held with municipal corporation and other government officials. 4 years of consistent efforts, patience and perseverance lead to the construction of 2 sites for deposition of unwanted material across the road. A crane lifted all the garbage from the road and a number of dustbins have been placed at regular intervals around the roadway. The site for dumping which has been created is also cleared from time to time. The road has been reconstructed from one side and a wall has been erected and painted in red and white color which gives it an altogether new feel. Road Number 236 is no longer called as 'kudedan Road'. After this success, I decided to continue my efforts for the society and take this venture to new heights. So, I along with my team identified 6 major areas of focus i.e. Safety and Education of a Girl Child (Beti Bachao, Desh Bachao), Environment (Paryavaran), Clean India (Swach Bharat Abhiyan), Women Empowerment (Mahila

Sashaktikaran), Health (Swasth), Tribute to Martyrs (Shaheedo ko shradhanjali) and Culture (Sanskriti). I believe that Youth is a time of great changes. It is a time when one is brimming with energy and therefore, it is important to channelize that energy in the right direction. Hence, we concentrated our campaign on young girls who are the real jewels of the nation and organized various educational programs under our Beti Bachao, Desh Bachao initiative. Inter College debates are conducted from time to time to facilitate a healthy exchange of thoughts between students and to keep updated with the latest trends. Discussions regarding personal hygiene, safety, nutrition and various other topics are conducted regularly to spread awareness and prepare youth to face future challenges and carry the baton forward.

Depleting natural resources formed another major concern. Within just few days, our team planted 1000 saplings and motivated many people to plant as many saplings as possible. This exercise of planting trees was conducted nationally in association with other teams in Maharashtra, Punjab etc. We also worked on the deteriorating condition of parks which earlier used to be a source of recreation for children, adults as well as old people.

I firmly believe that women are the real architects of the society and play a great role in keeping a society integrated. A nation which empowers its women prospers and fosters great mission. Me and my team embarked on this journey of empowering women by providing employment to women who are in need. Women here, prepare all type of spices according to the customer demand and earn money by selling them. Various other motivational programs are also conducted for them.

I have been practicing Yoga since childhood. It has strengthened my immune system and has given me the right balance in life. As they say, 'A healthy mind resides in a healthy body' and therefore it is important to take care of our body. For this, we started an initiative called, 'Suprabhat'. This happens on first Sunday of every month wherein various Yoga asanas, games like Lemon race, Pittu (Seven Stones) along with aerobics and Karate are conducted for people from all age groups. It starts at 5:30 am in the morning. Suprabhat is arranged with a view that people stay connected with our roots and appreciate the beauty of traditional tools of fitness like Yoga.

We also celebrate festivals with young children so as to keep our culture alive. This year we celebrated Holi with young girls and women at Nirmal Chaya, Institution for the rehabilitation and empowerment of under privileged women. We also pay tribute to our freedom fighters and martyrs every year. Many people join us in this activity. I strongly believe that it is important for youth to be aware of all the agony and pain our freedom fighters took so that we can breathe in a nation free from the clutches of British.

If there is one thing that I have learnt in this life is that being a woman teaches you to be strong, sensitive and yet tough emotionally. We women ought not to get deterred by challenges. We should muster the strength to be ourselves, believe in ourselves and chase our dreams to the very end breaking all the shackles. We are here to forge ahead.



- Achala Manocha
General Secretary,
People Like Positive Nation First
Delhi



**PEOPLE LIKE POSITIVE
NATION FIRST**



- Jasmeet Singh Johar
Batch- 2016-18

CURU
DAKSHINA

Sriram Soundararajan is the kind of teacher you wish you had. An educator for 40 years, he is funny, sharp and simply has a way with words. Sir, I just wanted to take the time to thank you for all you've done. It goes beyond those lectures whether it has been mentoring for placement preparations or for corporate life. You always had a deep concern for your student's well being and helped them realise their innate potential.

You knew when I could have done better and pushed me to do what I am capable of doing. Whenever I had doubts about my abilities, you have always reassured me that I can do it. You always encouraged me to keep going no matter what! ,Your constant guidance paved a path fpr me to overcome the ambiguity regarding future.

Thank you for always being honest. It has assisted me to actualize my potential and allowed me to do things I never thought I would be able to do. You believed in me when I lost faith in myself. I appreciate the opportunities that came my way; opportunities I wouldn't have been able to experience anywhere else. Because of you, I've tried different activities and opened my eyes to a variety of possibilities.

Thank you for being patient and explaining the mi

nor details of Business strategy and Business ethics by giving more practical exposure to real life corporate scenarios.

Whenever I didn't understand anything, you willingly explained it 10 more times. I appreciate you answering my emails at all hours of the day. You set great example of mentor-disciple relationship. You are unaware of the impact you have created not only on my college life but on a life as a whole. You're the reason I will reach my career aspirations. Your wisdom and advice outside the classroom have been exemplary.

Someday when I will be successful I will look back and remember how blessed I was to have such an influential professor. I don't say it often, but thank you for all you have done.

“

You are encouraging and are constantly guiding me in the right direction when I am lost and confused about my future.



wonder



rwall

THE EXPERIENCES

srujana Naik

Batch of 2016-18



“

In my eyes the most important thing that IBS taught me –that everyone is different and I couldn't be more thankful to IBS for letting the core of people be the way they are.....

Nostalgia hits you hard, when you realise the best 2 years of your life have just come to an end but the rest of your life beckons and well, you follow. The two years of MBA that they said were going to be the most awesome of my life are now over. Well, when you look back at the journey, you know, implicitly an attempt to describe it will always fall short – but you still try! How can you capture the IBS experience in just few words? How can you truly put into words what IBS means to you? Is it in the form of the friends, who became your support system through all the ebbs and lows? Or is it the often repeated spirit of diversity of clubs and cells in campus? Perhaps! I wouldn't know. For in my eyes the most important thing that IBS taught me –that everyone is different and I couldn't be more thankful to IBS for letting the core of people be the way they are, while embellishing and refining that core through the experience.

There is something about IBS, each day brings its own set of experiences and whether you're an early bird or a night owl, there's never anything routine about it. It's a place where you learn how to be the best at managing time because you have everything hemmed in a single day right from attending lectures to preparing for case studies, to complet-

ing the assignments and not to forget the club activities, sports and also party at times, and at the end of the day when you manage to complete all the activities, the feeling is just priceless.

My time at Alumni Relations Cell has been really transformational for me; I got an enthralling and often overwhelming experience which helped me grow as a person. Though there is hectic schedule related to the clubs and events but then there are also parties to unwind the same. The brilliant networking opportunity and the diverse experience that I got being an ARCian is inexplicable and not to forget the friendships that were forged here and the everlasting bonds, this is the best gift one can ever get. In a nutshell, I left IBS with some great experiences and people for whom words cannot do justice.

In a few days we all will be busy juggling balls at times, more than we can possibly manage. A life of deadlines, meetings and new experiences but then the two years of innumerable journeys, uncountable ups and downs, immeasurable connections and boundless love and friendship shall always be dear to each one of us.

My best wishes to all the juniors, keep your grounds for doing anything reasonable and straight. Don't do things for wrong reasons they almost never help. Celebrate your Awesomeness and never lose quality. I just had a little message, a little something from Dead Poets' Society that is something of a guiding principle for me too:

The powerful play goes on and you may contribute a verse. What will your verse be?

Carpe Diem!

Himanshi Bhugra Batch of 2016-18



IBS Hyderabad a place of connections, associations and retributions. A place encompassing opportunities with a zeal of embracing a run-of-the-mill life to a qualified and proficient professional. A place that acclimate a batch from 29 states idiosyncratic, distinctive cultures, distinctive personalities and different aspiration.

Wonderwall means A barrier which separates the humdrum from the transcendent Reality. A true Wonderwall will always have a crack, or a slit or an opening which allows anyone a glimpse of what lies beyond the Wonderwall. Now the quotient of effort to peek the other side of the wall to pave a way of life is totally our will. IBS was my Wonder Wall and I chose to prevue across the gash.

IBS has been a wonderful journey and a turning point of lives of many. It is that one station where either you can get down and get an experience of life or skip and loose interminable prospects. Well I chose not only to get down but to live that place and make that as an indispensable part of my life. Fantasizing and experiencing a corporate life are two different milestones altogether. But they say it's difficult to survive if you don't have the right skill set. MBA Colleges are more about giving you a platform to acquire those skills set, identifying your strengths and responsibilities, defining what kind of a leader you are and aiding you to explore your foundation necessarily than giving you just an academic curriculum.

For me the journey started in June 2016 when I first stepped into the institution, my first interaction with a college life, I had no inkling of what was coming ahead could change the way of my eye at things. From my first human interaction to my last goodbye where I had all my loved ones by my side I had a bag full of learning, a clearer perspective, a leader in me, a person who could fight situations with a much mature approach. From an executive to a Vice President of the Alumni Association of ICFAI handling a team of 60 ,9 campuses, 40,000 + base of alumni all over the world, teaching and

learning with people onboard, building relationship that are here to stay. The stint has made my corporate life a much smoother pave to walk. I don't know many share the same story as of me but I am sure that station has changed lives of many. An underconfident girl struggling with the intense situations of life explored herself to an extent where she can now imagine herself standing tall against all the hardships, an expedition that given her satisfaction, a happiness that she cherishes each day when she goes to the nostalgia of the place. Currently I am serving as a Business Analyst at one of the leading leasing software company exploring a captivating excursion, learning new ways to fly. It's different here but every day is a new day to fit and survive. Every hour, every minute turning the struggles into strengths.

I hope whoever embarks IBS makes the maximum of the offerings from the institute. Life is all about connections. IBS and particularly ARC has taught me a way to get -up-and-go. I wish it continues to enhance Alumni experience and doesn't let go anything without a sincere try. Let's take a minute from our lives and see if there is anything that we are skipping. Just stop wailing and have the time of your life wherever you are, break through the atmosphere, be a change you want to see, things are good from here. Don't run, don't hide, don't stop, let the buckshot make you more strong.



And all the roads we
have to walk are winding.
And all the actions that
lead us there are binding

The background is a grayscale photograph of a city street scene, possibly a market or a busy urban area, with various buildings and structures. Overlaid on this background are two large, semi-transparent geometric shapes: a red circle in the center-right and a blue triangle on the left side. The word "STUDENT" is written in white, bold, sans-serif capital letters inside the red circle.

STUDENT

A top-down view of a wooden desk. In the upper right, a laptop is open, with a red keyboard cover partially visible. To the left of the laptop is a small potted plant with green, rounded leaves. In the center of the desk, a pair of glasses with thin frames lies on the surface. A large, semi-transparent purple circle is centered over the desk, containing the word 'ARTICLE' in white capital letters. A blue geometric shape is partially visible on the right side of the desk.

ARTICLE



STOCK MARKET

Development & Economic Growth In India: An Analysis Of Auto Sector

The stock market and economic growth are the two sides of the same coin. The link between the two always raises a doubtful situation regarding which one is the cause and which one is the effect. The Indian Financial sector is a diversified sector comprising of commercial banks, NBFCs, capital markets, mutual funds & other small financial entities. The financial sector reforms mark the growth of the capital market in India. The financial sectors reforms can be categorized in two phases.

- The first phase (1985): Segments under consideration were productivity, new technology import, and effective utilisation of available human resource.

“ Investment philosophy is the clear understanding that by owning shares of stocks he owns businesses, not pieces of paper.

- Warren Buffet

- The second phase (1991-92): Opened doors for foreign investments in order to reduce the fiscal deficit. With the major objectives being an improvement in stock market efficiency and bringing Indian capital market in line with the international standards.

There are two stock exchanges in India BSE (active since 1875) and NSE (since 1994). The capital market segment was an integral part of the financial sector reform of 1990's. After the reforms of 1990's the financial sector has seen a significant change in its operations, the change in system also lead to a change in interest rates and exchange rates. During the reformation period, the Securities & Exchange Board of India (SEBI), a regulatory body for the capital market was formed. Since then, the Indian Capital market has grown tremendously. The market capitalization of Indian stock market currently is \$2 trillion showing that more companies are using trading platforms to build up on their finances. The market capitalisation to GDP is 0.88, according to few analysts, there is still some space left in the Indian stock market as the markets are anticipated to remain inexpensive till the ratio of 1. This ratio reflects the strong inclination of investors towards Indian companies as it helps overseas

investors to understand the market conditions of the economy.

There are several economic factors due to which the stock market tends to move, namely being Government policies such as any allocation of investments in its budget, policy reformations regarding sectors, the ease in foreign policies (FDIs, & FII), Balance of payment (the current account and capital account of the economy, dealing with the export and import within a nation), inflation rate in the economy. Thus, the national economic growth based on the above mentioned factors is considered important for the development of stock market as it:

- Contributes an additional channel for encouraging domestic savings.
- Advancement in the productivity of investment through the right allocation of capital/resources generated.

The economic growth of any nation makes the enhancement of financial system profitable and the establishment of an efficient capital market system encourages faster economic growth.

As learned from the above information, let's understand the relationship between stock market and economic growth of India with relation to one of the well-developed sector i.e. auto sector. The growth in the automobile sector in India dates back since 1960's, when the growth rate was slow due to trade restrictions. But soon after the policy reformation of 1990's and post liberalisation the foreign direct investment (FDIs) increased, evidently formation of Maruti Suzuki, the first joint venture between Indian and Foreign Company (Japan). With the increase in FDI, the foreign institutional investors would also increase their investments in India seeing the growth prospects in the nation. The automobile industry of India is one of the largest and fastest growing in the world. This sector accounts for almost 7.1% of GDP and has strong export growth expectations in future. Thus Indian Automobile sector is one of the most fancied sectors by the investors. Among the pool of equities which are being listed on the stock market, the Auto sector equity is estimated to give higher returns and thus attracts high risk too.

Demand is indirectly associated with the economic growth and rise in income level. If income in the hands of consumers is good, the demand for vehicles will increase, thus increasing sales for companies thereby inducing more profits which will ultimately lead to good growth prospect. The sales of passenger vehicles (PVs), Commercial Vehicles (CVs)

and two wheelers (2Ws) has grown by 9.17%, 3.03% and 8.29% respectively during April - January 2017. As the company grows, investors see potential in the company and thus would like to have an opportunity to invest in those company's stocks. The industry has attracted FDI worth of \$15.79 billion during April 2000 to September 2016. This is one side by which stock market of auto sector is influenced.

The other side through which stock market of the auto sector will be influenced would be any kind of reforms done by the GOI. Firstly, Government has allowed 100% FDI under the automatic route. Secondly, the recent initiation regarding launch of ecology friendly cars in the country by utilising the concepts of CNG based vehicles, Hybrid vehicles and Electric vehicles (EVs) by the year 2030, is something which has boosted the company's morale for diversification, thereby giving more room for investors to look at the potential of individual companies and then the nation as a whole.

There is a significant increase in the exports of the automobile, during FY06-16 the export from India increased at a compounded annual growth rate (CAGR) of 16.23%. This helped in maintaining the trade deficit (situation when country's import is more than the exports). It's important to control trade deficit because if the import by any nation is more than its exports then it shows that the country is going into debt. As time passes investors will notice that there is a decline in the spending on the domestically produced goods and this will ultimately hurt the domestic producers and their stock prices. Thus investors too will realize that there are fewer investment opportunities left out domestically, this will eventually lower the domestic stock market and cause the market to decline thereby reducing the growth prospects.

This analysis is based on just one sector, there are several other sectors namely Oil & Gas, Pharma, etc. whose stock prices and contribution to economic growth are highly interlinked to each other and changes in one affects the changes in another. It is usually the economic indicators which are highly likely to impact the stock markets and investors sentiments. Thus stock market development and economic growth positively influence each other in the process of development.

- Jaya Sonthalia
(BATCH OF 2017-19)

cloud computing will it take over?

The rush to cloud computing is taking off, but why? Doesn't anyone remember the time sharing back in the early 70s when computers were just too expensive to own and maintain? Are the issues back then no longer with us, like bandwidth, security, and predictable costs? Computer processing cycles are a fraction of what they were 30 years ago, so why are the cloud vendors becoming so numerous and so popular? Are they taking advantage of the fact they many companies may have no idea what processing, monitoring and maintenance costs really are and cloud computing will somehow improve the bottom line?

Cloud computing vendors do have a "story" for all concerns and in some cases they are right on. However, does the story fit your situation? Not all applications are created equal. A call centre with thousands of end users located in one location cannot be compared to an online store where end users in the millions are "everywhere". Each application uses a complex combination of web and back end database services, but the entry points are anything but similar. Both of these systems require high availability and disaster recovery, which automatically is flagged as costly by most IT budgeting managers. Good candidate for the cloud, right? What concerns need to be addressed?

Concern #1 – Responsiveness/Reliability

Most corporate access to the Internet is rarely less than a T1, which stands nowhere near the internal ethernet speeds of corporate data networks Compared to our current Interstate highway system.

San Francisco and New York City are extremely concentrated work and entertainment centres. They offer just about anything you could ever imagine, except easy, quick and cheap access. Tunnels and bridges built more than half a century ago limit getting in and out of those cities. Mega infrastructure providers like Amazon, Google and many others including Microsoft are apparently extremely reliable but access is limited to the connection speed at the



suhail shaikh
Batch of 2017-19

end user's location. For millions of remote users i. e "bridges" are many and fast. For the corporate commuter, the bridge is limited by simultaneous users (i.e., cars and lanes of traffic). Collisions and stalls are a possibility.

Will your application requirements withstand the bottleneck? Will the money saved in infrastructure hardware be outweighed by inefficiencies in call centre agents navigating from page to page? Will you even be able to measure these statistics?

Concern #2 – Cost

It wasn't that long ago there seemed to be a server or two per application. Even the latest and greatest IP based phone systems are now running on Intel based platforms and companies purchase servers a dozen at a time. A new application called for redundant production devices, and then there were staging, beta, testing and development servers. A new Microsoft release most likely required a couple of extra lab machines in order to get the IT staff up to speed. Capital expenditures were eating away at the bottom line not to mention the added utility costs in keep these devices powered and cooled. The time was ripe for virtualisation and VMWare hit the nail on the head. The

bare metal server technology introduced around 2005 allowed companies to consolidate multiple hardware devices into a single device with multiple virtual servers. The need to purchase dozens of “boxes” each time a new application was introduced was literally gone.

That was the good news.

Bad news was training and relative speed on this new technology was going to be an expensive cost, where people with a vision can look at it as worth from long term point of view. This of course assumed no “short cuts” were taken in the transition to the virtual environment, like monitoring resources and disaster recovery. Those who did not make the conversion for one reason or another may see the cloud as their saviour. Even virtualisation implementers may see the added complexity too much for their IT budget.

Shifting the problem offsite does not make the problem go away with it, actually it only changes the location. You still need to monitor your applications, and you still need to justify costs. Capital Expenditures that were written off and buried in a company’s assets will be replaced with invoices for services rendered in terms of CPU speeds and gigabytes per month. How will those numbers be charged off to various departments? This sounds a lot like time-sharing back in the seventies. If you do not know how to do charge backs now, it could get worse.

Concern #3 – All or Nothing

Virtualisation and Cloud Computing moves are not all or nothing initiatives; however the closer you get to “all”, the better the return on investment. Keep in mind that there will always be a baseline cost associated with the technology regardless of applications movement. This will include, but is not limited to, additional IT training and monitoring tools. Make sure you know your existing true costs before making any decisions because it will be very difficult to determine whether you’ve arrived when you do not know where you started.

Concern #4 – In-House can provide the Same Service

Can they? Does IT have the resources? A new online store accessible to millions 24x7 can be built, but when? Unless you already have the “big pipes” and a 24x7x365 operation, you are looking at a considerable investment, not to mention the time required to build such a facility. Virtualisation is not going to solve the bandwidth problem; however, a cloud vendor with mega Internet pipes could get you off the ground in a matter of weeks giving you time to analyse the benefits and risks of doing it yourself. Google, Amazon, and eBay did not start off with billion dollar data centres so why should you? This concern is obviously tied closely with costs mentioned above. Do the math.

Concern #5 – Security and Privacy

Companies install multimillion dollar security systems to thwart intruders yet according to laptopthefts.org, 32% of all data breaches were the results of stolen laptops, cell phones or other portable media devices. Hacking only accounted for 14% of all breaches. Chances are the security level at a cloud vendor exceeds anything installed at your location.

Encryption is key to any application requiring “for your eyes only” protection; however, many applications today do not implement real time encryption because of the performance hit on the application. Encryption is often limited to login or credit card transactions, which is where hackers concentrate their efforts by spoofing many of the popular online banking or shopping sites within a bogus email. The location of the application (cloud or in-house) has little impact on security levels with this “problem” and the owner of this becomes the challenge of the application developer, not the infrastructure.

Summary

Cloud computing will change the way we think about new applications; however, it is not an automatic fit for saving money on existing infrastructures. It needs to be analysed and thought through independent of vendor marketing brochures and promises. They are not in this business for the fun of it. They are there to make a profit just like you. They may be able to save you a bundle, but you need to do the calculations and make the final call, not them. Take your time and do it right.

Will cloud computing take over? Are you ready for it? It has a long way to go before it takes over.

“ I don’t need a hard disk in my computer if I can get to the server faster... carrying around these non-connected computers is byzantine by comparison.
- Steve Jobs
Founder
Apple INC.

six disruptive possibilities from big data

“specific ways big data will inundate vendors and customers”

“The world is now awash in data and we can see consumers in a lot clearer ways...
- Max Levchin
Co-founder
Paypal


In Disruptive Possibilities, Article discusses the implications of the big data ecosystem over the next few years. These implications will inundate vendors and customers in a number of ways, including:

1. The disruption to the silo mentality, both in IT organisations and the industry that serves them, will be the big story of big data.
2. The IT industry will be battered by the new technology of big data because many of the products that pre-date Hadoop are laughably unaffordable at scale. Big data hardware and software is hundreds of times faster than existing enterprise-scale products and often thousands of times cheaper.
3. Technology as new and disruptive as big data is often resisted by IT organisations because their corporate mandate requires them to obsess about minimising OPEX and not tolerate innovation, forcing IT to be the big bad wolf of big data.
4. IT organisations will be affected by the generation that replaces those who invested their careers in Oracle, Microsoft, and EMC. The old adage “no one ever gets fired for buying (historically) IBM” only applies to mature, established technology, not to immature and disruptive technology. Big data is

the most disruptive force this industry has seen since the introduction of the relational database.

5. Big data requires data scientists and programmers to develop a better understanding of how the data flows underneath them, including an introduction (or reintroduction) to the computing platform that makes it possible. This may be outside of their comfort zones if they are similarly entrenched within silos. Professionals willing to learn new ways of collaborating, working, and thinking will prosper. That prosperity will be as much about highly efficient and small teams of people as it is about highly efficient and large groups of servers.
6. Civil liberties and privacy will be compromised as technology improvements make it affordable for any organisation (private, public or clandestine) to analyse the patterns of data and behaviour of anyone who uses a mobile phone.

- Lalit Singh
Batch of 2017-19

The background is a complex geometric pattern of triangles in various shades of red, blue, purple, and yellow. A solid yellow square is centered on the page, containing the text 'CLUB BYTES' in red. The word 'CLUB' is on the top line and 'BYTES' is on the bottom line. Both words have a horizontal line under the first letter. A vertical red line runs down the center of the page, passing through the yellow square.

CLUB BYTES

MAVERICK



Official Marketing Club Of IBS Hyderabad

What is Club Maverick?

It is a team of 85 members, which has been the cornerstone of IBS, Hyderabad for more than 10 years.

It is a family of 85 members, which has worked day in and day out to win the Best Managed Club trophy for co-curricular activities for 6 consecutive years.

It is a well-oiled machine of 85 people, which strives to bring the best guest lecturers for the students of IBS, Hyderabad.

It is a student body of 85 members, which brings fun to playful events and makes acquiring textbook knowledge a walk in the park.

It is an organization of 85 students, who make it their duty to acclimatize the entire campus with corporate scenarios and methods.

But more than that, Maverick is heart.

Maverick is blood, sweat and tears of more than 10 years; of a never-ending need to keep doing more. It is a club that denies complacency and has made it a habit to be the best.

Maverick is drive, passion, and ambition to make sure that the time that the members spend in the college is fruitful; for themselves, as well as the entire batch of students.

Maverick works to bring internships, and placements, so it is not only about personal pride, but it is about leaving behind a legacy.

And the legacy has continued for more than 10 years, and it shall continue till time immemorial.

Sure, Maverick has accolades to show for itself. But what drives the club is the cheer on the faces and thump in the heart when everyone shouts the club slogan together.

Maverick's chant literally says "Go Mavericks!", and they indeed go around.

SAMAVESH



Official Cultural club of IBS Hyderabad

The only club that integrates all cultures, The only club that gives a homely feeling to all the students, a club that showcases the best of talents in the college- Samavesh. Samavesh, the official cultural face of IFHE is more than just a club. Samavesh gives a platform to all students to express their feelings.

The club encompasses of artists, dancers, singers, anchors and organizers. The perfect blend of 5 pools gives uncountable events and performances that mesmerizes the entire college. The club focuses on unity in diversity. Samavesh organises events, performs in events, conducts workshops, beautifully presents itself through art and presents talent in a magnificent manner. Sanskriti is the flagship event of Samavesh that showcases every community of the college. Samavesh holds a legacy of 8 years and is empowered by the strength of 200 members every year. Samavesh is a student initiated club that caters to crowd of over 2000 people.

We hold a reputation for massive, monumental and stirring events of festivals where we anchor the emotional emptiness of students with the joy of festival and cultural exuberance.

The Official Advertising and Branding Club of IBS Hyderabad

Once Pablo Picasso said “Every child is an artist, the problem is staying an artist when you grow up.”

Creativity is something that needs to be honed, needs to be showcased and needs a platform. Creativity is a much-neglected concept when talking about business success, or even success in general, but it shouldn't be. One of the most beneficial qualities you can have, creativity makes you unique, allowing you to tap into so many unexplored areas of your subconscious, far away from societal influence.

ADmire exists to provide the platform for students passionate about every nook and corner of Advertising and Branding.

A club where members are known for their amazing skill-sets; it is managed by enthusiasts who are selected on the basis of interest and inclination towards the field of advertising and branding. It is nothing but the sheer passion for what we do and our larger-than-life attitude that holds us together. We go by the mantra “Accolades don't matter, we set our own trophies”.

ADmire gives students the opportunity to sharpen their sword of knowledge by providing them with a platform to transform their branding and advertising knowledge into practicality. The members at ADmire are known for their incomparable creativity, novel thinking and genius.

ADmire conducts intra-collegiate events on regular basis, each of which has an underlying industry concept that help students to hone their managerial along with creative skills that leads to multi-way learning.

Some of the events are:

1. JUARI - Juari is the flagship event of club AD-

mire and it has been hosting this event since past 6 years with grand success each year. This year Juari brought a lot of fun and entertainment for the IBS community. Students across all courses took part in the casino themed event and thus, ADmire guaranteed their full enjoyment.

2. GENESIS- Genesis has been another event conducted by the club in collaboration with Money Matters Club for the past 3 years. It is mainly dealt with biddings on various sectors to give insights on the current scenarios in India.

ADmire strives for superiority through its myriad range of workshops and events. Creativity is not just restricted to the club's boundaries; there are many success stories around the campus where ADmire has made its impressions; ADhawk, ADapt, ADage are a few to mention. In addition, we also engage with industry experts to deliver lectures which provide a platform to excel and learn but also provide real time solutions for the corporate.

You can't use up creativity. The more you use, the more you have.

“You have to be burning with an idea, or a problem, or a wrong that you want to right. If you're not passionate enough from the start, you'll never stick it out.”

— Steve Jobs

NAZARIA



The Official Photography club of
IBS Hyderabad

Nazaria is the official Photography Club of ICFAI Foundation for Higher Education. We at Nazaria pursue, preserve and promote the art of Photography by encouraging the budding photographers. We believe in imparting knowledge and creating experiences for the photographers sharing the same enthusiasm and zeal. Our aim is to provide a friendly and supportive environment for photographers at all levels.

Spotlight – Over the years Club Nazaria has always made a point to explore and try every genre of photography. Spotlight is our annual calendar highlighting the fashion photography skills of our in house photographers. It is one of the major events organized in and beyond the premises of IBS. The calendar was officially launched on the Annual Business Fest, Trishna.

IRIS 1.0 – Club Nazaria organized a National Level Photography Competition inviting photographers from all the Undergraduate and Business schools of India to send in their entries. A jury's choice award and People's Choice award was given to the best photographers in the category.

Best Supporting Club Trophy – The Club won the Best Supporting club Trophy 2017-18 by making the highest record of coverages in the history of Nazaria this year. A total of 70 events were covered this year.

Apart from the above mentioned events, the Club also organized Photo Walks, Frames, Noir Night, Synergia 1.0, Magazine Launch.

VAPS



The Official Sports and Fitness Club of
IBS Hyderabad

The word “V.A.P.S” is always preceded by a “team” because we with pride stand by fidelity, unity and passion to grow together than being just a club. We believe in not getting better than the rest but to be better than we ever thought we could be. They say health is wealth for a reason and we as a team strive to provide a platform for a talent pool in the field of sports and fitness to showcase and refine their skills as well as learn management on the practical grounds. The misconceptions that Team V.A.P.S is only for a sportsperson is of no significance, we here reflect sports enthusiasts who not only play but manage events to proffer a platform for others to taste the victory and learn from their failures to only get better. The multiple days of organising, marketing, managing the men, material and money for splendid events like Aaveg, IPL, VSL, Mrinal Anand, Azaadi women's cricket match, Racqattack, Striking Knights, Virtuearena, Comienzo, to name a few, reflects our sheer passion, dedication and love for the art of sport as united we stand strong with a sense of “One for all and all for one!”

CONVERGENCE



The Official HR Club of IBS Hyderabad

At Club Convergence – the official Human Resources club of IBS Hyderabad, our motto is “With Us, it’s always “U” first!”

We believe in creating various opportunities and providing platforms to students who are passionate about human resource management, no matter what electives they choose to major in. Our club enhances and brings out many important qualities like team building, negotiating, problem solving, crisis management, leadership skills, etc. in its team members as well as the participants.

There are 6 major verticals in the club, namely

- Creative
- Editorial
- Events
- Marketing & Promotions
- Operations
- Anchoring

Members choose their areas of interest to work on and their roles and responsibilities are divided accordingly.

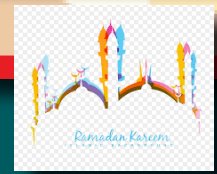
We conduct various events with Human Resource as the central theme for each event. Some of the events are:

- Knowledge Sharing Sessions (Group discussions, Personal Interviews, etc.)
- Guest Lectures (on current HR trends in the industry)
- Fun Events
- CineHR
- HR Week (4-day event which is based on core HR practices)

All the events are absolutely fun-filled and entertaining, which leave the participants absolutely awestruck.

The main purpose of Club Convergence is to pool in the talent, ideas, creativity, passion and enthusiasm of all its members and participants and to create a platform to portray all that the students possess. We take immense pride in all our activities as well as actions and aim to take the club, its members and its participants to greater heights.

ECOBIZZ



The Official Economics and Business Club of IBS Hyderabad

Club Ecobizz is the official club of Economics, Business and Public policy at IBS Hyderabad which imparts theoretical and practical knowledge to enlighten the members about the economics, business and public related concepts. KHOJ - The research wing of the club, works with the objective to impart a very specific look into things and bring out the minutia as a practice of dedicated research, all whilst sharpening the analytical skills of the club members. “Model United Nations (MUN)” is the flag ship event of Club Ecobizz, IBSMUN2017 was much superior to its previous versions. It had 4 committees namely- UNGA, UNSC, ECOSOC and UNHRC. UNHRC was the new addition this year. Other than this “Rajneeti” is another major event conducted by us. In this we try to recreate the entire scenario of Indian Parliamentary system. EB week is another event, it is a three day research event which helps the participants to gain a great deal of knowledge. We also conducted 3 events in “Trishna” which is the college annual fest. The first event of the year is designed by the new members of the club where they are asked to design the event keeping economic perspectives in mind.



PRAYAAS

THE OFFICIAL INTER- B SCHOOL AND CORPORATE EVENTS CLUB OF IBS HYDERABAD

The equation goes like this – “PRAYAAS = (Value addition + Higher exposure) * IBS- Hyderabad students. The Face of IBS Hyderabad, The CAMPUS AMBASSADORS and the official inter-b school and corporate events club – PRAYAAS’ mission is to add values on overall development of each and every students of IBS-H and bring more opportunities which would benefit them in their long term goals. For management professionals, the most important aspect is an interactive platform. In order to build a rewarding employee experience in business life, we understand what matters most to the students and bring up for them.

Club Prayaas’ bailiwick is networking with other business schools and corporate. we share a partnership with multinational companies like KPMG, KARVY, JIO, FLIP and PepsiCo. KPMG in tandem with Prayaas always organizes workshops on R- language and Six sigma green belt for both senior and junior batch. KARVY has proudly associated with us and held an online trading workshop for students. Understanding the potential of IBS students in Jio smart phone case study competition, JIO in connection with Prayaas brought internship opportunity. After knowing about the keen interest of students of gaining knowledge in the field of finance, FLIP linked with Prayaas and brought short term courses. Every year PepsiCo hunts for new talents through competitions and provides internship opportunities. IBS also got a chance the previous year. With Prayaas, PepsiCo laid the foundation of their game changer competition in IBS. Not only JIO internship but also RBI internship for the students was brought by us. Currently more corporate relationships are being nurtured so that more opportunities for students can be brought up. For students understanding field work, Prayaas organized Industrial visit to HBL. Prayaas has brought in many glories to the college by winning in several prestigious B-school competitions. It is the backbone of college’s cultural and management fest – TRISHNA. Recently, we brought ClickVogue competition by IFMR and street play competition by NMIMS Hyderabad.

For an MBA, the biggest achievement is to get into the shoes of a CXO. In order to give an exposure regarding the life of a chief executive officer we organized C-SUITE- The boardroom challenge. C-Suite is the flagship event of Club Prayaas where students are given a real time business problem and

they along with the board members have to solve it. It’s the only event at IBS-Hyderabad where students get a live exposure of boardroom. Along with this, management discussions also form an important part of the framework of prayaas. The last management discussion held by us was on – “What if Google turns evil”. things which are unnoticed and are necessary in professional life were discussed. Prayaas works upon such events so as to benefit the students.

. To bring out more innovative minds, Prayaas is working upon for such events which benefit IBS students.

In the last academic year, external events successfully accomplished by us were Atharv fest of IIM Indore, Milestone 35 of IMT Nagpur, College Cross Fit Games, Prithvi’17 by IIT Bombay, Olympus by Manage College, Peridos 17 by IMT Hyderabad, Master Orator Championship at ISB and HMA Round Table Discussion at FTAPPCI auditorium, Hyderabad. We are also the hospitality partner of other club events of IBS-H. We are in hospitality partners of AAVEG 8.0 – Sports fest, IBS MUN, SANKRIYA and E-WEEK. The list is not yet over, we held activities offline too. Lime Season 9 and Pepsi Game Changer are the online competitions brought to campus by Club Prayaas.

The endeavor that goes behind setting the accurate manifesto for students is done by Prayaas. We work persistently with the college management and execute things. Accomplishing a successfully journey of a decade and to signify that Prayaas is the sole-supreme ruler in its domain, the king came into existence. It not only explains Prayaas as crowned personage but also displays that we work upon in making the ordinary students to the master of all. The king is one who defeats all his obstacles and achieves the best and Prayaas works in making of kings. In a journey of making of an MBA, it is not all about learning basic principles and theorems, we understand practicality is utmost important. Thus, the club provides such a working environment for its members too which help them in making decisions in their corporate life. Having nudged students on the path of success, we organize competitions entirely for them.

If a single effort can bring changes then why not to strive for it. Our mantra defines our work- as an MBA; you aspire to be the best professional manager. Whatever you dream should be fulfilled. We believe, “DREAM- DISCOVER-DEVELOP”. When you DREAM, we DISCOVER and DEVELOP it for student’s goals. We are working on building a large number of green thumb giants from IBS Hyderabad. Prayaas is lifting an individual’s vision to high sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.

KAIZEN



The OFFICIAL Operations Club of IBS Hyderabad

Perfection is not attainable, but if we chase perfection, we can catch excellence, we can be the change.

Kaizen is the official operations club of IBS Hyderabad. We are a club involved in activities like events, guest lectures, client servicing and live projects which helps an MBA student to have a brief insight about work culture in an organisation. Since its foundation, our club has not only worked on perfection but also on seamless execution of tasks be it events or workshops, we believe in organised structure and are totally working to attain it. Freshers introduced Juniors to college culture and club culture, we were pleased with the response of Juniors during the events which were conducted by our club, and latter we brought in Juniors to the Kaizen Family. Focused on one goal ie:- Operational Excellence, our club has conducted various club activities starting as an ode to which we organized, "Triton", a three day inter club event where in various clubs participated and benefitted from the same. ICOM-International Conference of Operations Management followed by EDGE-a collaborative event along with Team Sankalp, Sankriya 2.0-the national operation fest of IBS Hyderabad where we hosted numerous guest lectures and panel discussions and lastly our Flagship event Blackops. Also, Club Kaizen was the proud co-sponsor of Trishna 2018- the official cultural management fest of IBS Hyderabad. We conducted events on Trishna such as Survival of the fittest, Chakrayuh and Fireball, these events were our major, minor and fun event and were awarded with the Best Marketed Event (Major). Also, this year we introduced Lakshya- a new initiative by Club Kaizen which is our monthly supplement designed for people who dare to think above average and believe in connecting the dots. Lakshya will be an amazing platform for readers as well as aspiring readers to showcase their talent and pen down their thoughts which in turn will be a gold mine for information for the students of not only IBS but from the outside world too. With our consistency and timely execution of events and activities throughout the year we were awarded BMC-best managed club of IBS Hyderabad for Co Curricular activities. We are a club which primarily focuses on continuous improvement and strive for it not only for ourselves but for all the students in IBS Hyderabad. At the end, "Success is the sum of small efforts repeated day in and day out", we stand by these words and are the ones who will strive for it.



FINSTREET

THE OFFICIAL CAPITAL MARKET CLUB OF IBS HYDERABAD

FinStreet, the official capital market club of ICFAI Business School, Hyderabad, is a dynamic mix of like-minded people with the passion to learn. The club aims to simplify the vast and intricate network of finance, focusing primarily on the capital market. To cover larger parts of the market and give focused attention to crucial areas, the club works in three verticals. The Events vertical specializes in management discussions, related to the current happenings in the economy. Apart from conducting management discussions they also teach market mechanisms through financial games. Vriddhi Research vertical holds one of India's largest Student Managed Investment Fund (SMIF). Their aim is to impart knowledge that helps students understand the working of the stock market. They also come out with sector and company specific research reports. The IBS Times vertical is the publishing arm of FinStreet. They publish a fortnightly magazine focusing on the current and critical happenings in the global economy. The magazine also regularly publishes industry and stock reports. It has reached 10,200 reads and 82,000 impressions. During the new session (2017-18), the club conducted one of its flagship events in the fresher's week,

1) **STOCK VILLE**- It aims to give the new students at IBS an introduction of **OVER THE COUNTER** trading, the market mechanisms and the power of demand and supply on deciding the prices of the stocks.

Apart from this, the club also conducted 3 management discussions, namely:

1) **FINANCIERO (2016-17)** - This discussion aimed at providing an overview of the major economic events that occurred in financial year 2016-17. The topics covered were NPAs, GST, Demonetisation and Budget 2017-18. 2) **SCAMPEDIA**- A range of corporate scams were covered, discussing about the cause and the impacts of such scams. The scams covered were, Fanny Mae and Freddie Mac, Panama Papers, BCCI and Enron.

3) **THE GREAT SLUMP**- This discussion portrayed the scenario of The Great Depression 1929. The major reasons, the changes in the rules and regulations, the impacts on the economy and the measures taken, all of these were explained.

In addition to this, 2 editions of IBS Times were made, namely:

- 1) **TOO MANY DISCLOSURES (201ST edition)**
- 2) **TOO MANY SHOCKS (202ND edition)**

Continuing with this passion and zeal the students of club FinStreet look forward to organizing more fruitful and engaging events.

SPEAK UP



Official Public Speaking, Soft Skills and Debating Club of IBS Hyderabad

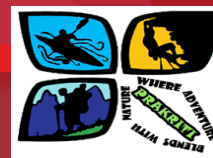
Without continual growth and progress, such words as improvement, achievement, and success have no meaning.' With these words of Benjamin Franklin which goes by all of our lives.

Club Speak Up has embarked its beautiful journey towards improvement and excellence. Speak Up being the official public speaking, soft skills and debating club of IBS Hyderabad has been exclusively indulged in providing students a platform where they can learn and manifest their communication and interpersonal skills. The Club exists for the sole purpose of refining and encouraging the oratory, communication and interpersonal skills of the member students to prepare them for the corporate life and for the world as a whole.

Club Speak up introduced its research wing, CHAI- Chronicles of Highly Articulated Insights last year and would improve with the same which revolves around content writing, debating and presentation skills. Content workshops, presentations and rigorous research on world based issues are an integral part of CHAI sessions. The Great Debate is the flagship event of the club and students round the year eagerly wait to participate in this three-day event which gives a platform to put forth ones' opinion with confidence and poise. The various other events namely are IBS Dialogue, Brevity, Chaupal, Quintesocial, Open Mic Night. This year Club Speak-Up completed ten years of its existence and has backed as the Best Supporting Club of IBS Hyderabad adding another feather to its hat.

Club speak up always tries to raise the bar with the kind of events it organises and the upcoming literally fest will be one of them, and indeed we are in the process of integrating our aura with the support of IBS Hyderabad.

PRAKRITI



Official Public Speaking, Soft Skills and Debating Club of IBS Hyderabad

Club Prakriti- the Official Nature and Adventure Club of IBS Hyderabad organises a number of fun filled events, treks and nature associated events every year. So, the start of the year kicked off with trek to Khajaguda in the month of June with around 150 students. The club conducted The Devil's Circuit during the fresher's week, an obstacle course which requires ample strength and stamina. Two students from each section had to take part in this event. The club also conducted a tree plantation drive to understanding the importance of trees, in the month of July wherein many of the college professors and dignitaries from the Police Department were invited. Later in the same month, Rush Hour was conducted. The event was very well enjoyed by the audience and the participants.

Club Prakriti conducted its flagship event - Snake-o-Pedia at the end of the semester. Live snakes were brought in the campus for everyone to see. Audience were made aware about the importance of snakes in the biological system and breaking various superstitions and myths related to them. Around 400 people attended the event. Later, a challenging trek to Bhongir fort was conducted by the club. The trek was attended by around 72 students accompanied by the club member as well as faculty. It was a grand success.

At the end of the second semester came a power packed event of Club Prakriti- the Human Foosball. This event lasted around 2-3 days and is filled with fun and energy. This was an interclub event wherein 6 members from each club take part.



Official Leadership Club and Nation Building Club of IBS Hyderabad

Don't Change What you are....

But always try to be the better of what you are today....

One Day every step of your betterment will make you the best and the best of you need not follow others but will let others follow you!

This is what we are and this is how we are made...

“ Leadership is not about title or a designation. It's about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and you have to inspire your teammates.”

we take immense pride and privilege to let you know about club SANKALP- the official leadership and nation-building club of IBS-Hyderabad has always stood up for bringing about a change in the mindset and the upliftment of Indian society. Our motive has always been crystal clear, to make the ordinary to extraordinary.

Sankalp believes in making the life by what we give but not by what we get. Taking forward this belief we conduct blood donation camp.

Club Sankalp believes that when we live in society, we are responsible to give back something to the society. With this inspiration, we conduct SSR events that give us an opportunity to fulfill this. Our flagship SSR event is “WISHING TREE” which will be organized on December 25th to fulfill the wishes of few orphans. Most of our SSR events are related to social issues like children's day, Independence day, Republic day and so on

We conduct leadership workshop for club members that work as a team building exercise while helping us develop the leader in us.

This year we are overwhelmed to add new events to our calendar like “X-CALIBER 1.0” in which juniors get an opportunity to directly contact the seniors who are placed and get a clear view on their career path,” “ENERGETIC SPORTS EVENT” for orphans in collaboration with DECATHLON and the most prestigious celebration of Swami Vivekananda birthday which is also celebrated as national youth day is added to our calendar as “INQUIZINTO” an exciting quiz competition.

Apart from all this we have our 3 major interclub competitions Drishti, Mag-nate- which is best manager hunt in IBS and the most enthusiastic event is MEGISTANOS that is a 72-hour event and is the flagship event in Trishna.

Our most prestigious achievement is the award for best CSR conducted by a club. Our pleasure lies in the happiness we spread.



Managers without Borders

An E-Ngo in associated with IBS Hyderabad

A person realises his true potential only when he is not limited by boundaries or borders. MANAGERS WITHOUT BORDERS, is an e-NGO, affiliated as a youth club to NYSK (Ministry of Skill Development, Entrepreneurship, and Youth Affairs & Sports., listed member in Department of Economics and Social Affairs (DESA) & Economic and Social Council (ECOSOC). Also, it is registered under Andhra Pradesh State Society Act, 2001.

MWB holds the pride of achieving Guinness Book of World Record for the title, longest mobile chain in the world. The student chapter of MWB at IBS HYD successfully created and provided the students with ample opportunities to break free their boundaries and rise high in the sky of success.

Our verticals RAW Finance, RAW Marketing, E5 Innovations and E5 Talks, E5 Catalyst contributed a lot in providing academic assistance to the members. GRENZENLOS, the fun event organised witnessed good response by the audience. E-5 Summit, the flagship event of

MWB was highly appreciated by one and all including the participants and the faculty as it was an event which was one of its kind. This 3 days event based on the concept of White Paper Conference provided a unique platform for young minds to come up with innovative ideas and showcase their presentation skills.

Proper guidance was provided for placements through CAREER ORIENTATION, which was a pre placement talk. Apart from this, we also participated in most of the events of other clubs like Rajneeti and E week and brought glory to MWB from time to time. In start-up league organised by MACON, MWB won the best marketing club award.

Slowly but steadily we are getting closer step by step towards achieving our mission of bridging the gap between various stakeholders in Nation building process by constructing a dense network of students and professionals.

xpressionZ Theatre society



The official theatre society of
IBS Hyderabad

An emotion, a varied beauty, a pinch of calmness, a battle, a fear, an unknown impulse and the small essence of this entire world is what a single moment of an expression beholds and XpressionZ Theatre Society lives each single day trying to portray hundreds and thousands of those expressions.

XpressionZ theatre society, found in 2008 runs on the sweat and passion of a team of drama-enthusiasts of IBS-Hyderabad. We concluded the year 2017-18 on a happy note counting on the successful events embarked in the year. This year witnessed 3 beautiful street plays performed for the audiences of IBS- Akai Dhari Chaur, 90 second Ki red light, Kar-Maa and an intense stage play- "Lal-Qila" reflecting the pain that Hindu's, Sikhs and Muslims took upon themselves for our free golden bird India. XpressionZ is a big believer of team work and thus entertained the masses by connecting with 5 other clubs and performed for their flagship events along with a comic performance for the star-studded annual college fest- "Trishna". The conclusive performance was that of "The Republic day" showcasing the tough realities and beauty of our country today.

XpressionZ with the soul role of entertaining the audiences of IBS-Hyderabad, also gained a lot of outside acknowledgement in the year 2017-18 by winning the "Movie-making" competition at "IIM-Indore", "Street play" competition at "IMT Hyderabad" and "NMIMS Hyderabad" and the "Best actor-actress" award at "NMIMS Hyderabad", humbly raising the name and honor of IBS-Hyderabad.

We are a set of souls that believe in their own selves and everyone around them, trying to work each moment minutely detailed in a way that justifies our motto- "Empathize Emote Enthral" in the best ways possible. We like to live in wonder, explore new emotions, reflect the real picture of the society to the world aspiring to make it a better place to live, taking the dreams and imaginations to the stage and justifying each performance to touch the hearts and make a difference.

#Myactstandsnomatterwhat
#EmpathizeEmoteEnthral



Official Finance Club of IBS- Hyderabad.

Money Matters Club is the 'Official Finance Club' of IBS Hyderabad. It was founded in June 2005 with the objective to ensure that a dedicated team is formed for sharing financial insights and form a platform where you play, talk and think finance.

This year was power-packed at Money Matters Club (MMC) with numerous workshops, events and guest lectures being held consistently throughout the year. The club organized various events like "Chanakya 6.0- The online finance gaming event", "Stock Mind 6.0- in association with ICICI Direct", "Genesis- in association with team ADmire", our flagship event "REDUX 12.0", 'International Conference on Business and Finance', and many more; whereby participants got exposure to realistic financial situations so as to stimulate their minds to formulate a winning strategy.

Our club has been publishing numerous 'Gyan-paths- a description of an important terminology' and weekly 'News Bulletin' for our avid readers..

We have also conducted Management Discussions on:

- Insolvency and Bankruptcy Code
- IPOs 2017

Guest lectures have been conducted for the stu-

dents which gave them a clearer picture of the corporate lives they would be soon entering.

Some of the topics discussed in the lectures include:

- Current Indian Banking Scenario
- Financial Planning using Mutual Funds
- Analytics for Financial Performance
- Lifnment
- GST
- Interactive session on Financial Operations
- Pharma sector analysis and its impact on Stock Market

MMC conducts various Knowledge Sharing Sessions (KSS) aimed at upgradation of the knowledge base of Club members. The session revolved around Asian financial crisis, Crowdfunding, National and International Stock Market Indices.

The Club also conducted a Major and a Fun event in the Annual Inter-college Festival, "Trishna'18".

'Prime Time' is the club's new initiative whereby a discussion is initiated based on the material facts observed in the newspaper.

The overall journey has been a thoughtful learning process and we pledge to carry the legacy forward.



MAÇON

The official Entrepreneurship Cell of IFHE Hyderabad.

Maçon is the official Entrepreneurship Cell of IFHE Hyderabad. Maçon means to 'build' and 'create'. we at Maçon truly believe that constant innovation is the essence of creativity. we create platforms for you to experience your true potential, as success lies in not managing things but self. We welcome you to IBS and look forward to see you. It's time for you to start-up, it's time for your ideas.

#InspiredtoInnovate #Incubex
#Start-Ups



AAINA

The official social awareness club

AAINA is an amalgamation of thoughts and issues conjugated by a common thread of social relevance. The primal objective is to reform the mindset of the people and make them aware of the socially challenged obstacles that hinders the societal progress to a victorious verge.

Our events inculcate a blend of social issues, be it woman empowerment, poverty, rape, environment, so on and so forth.

The germ of the idea is to make the participant aware of the issues through entertaining them via events.

Aaina thrives to bring in a change and germinate the seeds of awareness which will in future blossom flowers of responsiveness and care towards the needful.

Aaina strives hard towards quenching the quest of bringing into limelight every social evil that destroys harmony in society and assimilating together to fight it or condemn it.

Aaina is co-joined with the CENTRE FOR WOMEN DEVELOEMNET initiative and empowers women by conducting seminars on prime issues and providing a solution to various problems.

A change is what AAINA strives for and imparting ways to bring that change is what we try.

IFHE Blues



Official Swimming Club of IFHE, Hyderabad

The most amusing and enthusiastic club, has come up with many events and programs in 2017 which involves students to participate in energetic, challenging, refreshing sports & games and also helps them to cope up with their academic and personal life.

2017 has been very memorable and proud year for us. We won TRISHNA 2k17's-Best Minor Event. This year we bagged the title of becoming the 2nd Official Club to be the face of ICFAI. The only club which conducts an International Event "TRIATHLON" every year.

Events Conducted

The club conducted events like AQUA-HOLIC, to let the juniors feel and experience their first aqua soirée of their college life;

SPLASH POOL, pool throw ball game-the opening event of Fresher's week;

GURUCOOL, an academic program which gave the students an opportunity to understand and clarify their doubts by esteemed professors of ICFAI;

ENDURATHON, being the only Inter-Collegiate event of IBS Hyd was organized by Club Blues with official partnership of

GHAC in month of September, In the month of October an international event TRIATHALON was conducted. It helps us to understand the management behind the international events. For this purpose we have GHAC as co-partners. ICFAI Blues is the club you come across in IBS Hyderabad that altogether is a mesmerizing emotion one possesses within oneself. We take care in letting be the best in all around prosperity and being the quintessence part of ICFAI.

We would like to take this opportunity to show our gratitude to Prof. Vijayalaxmi, for such a wonderful insights on AFM (Accounting For Managers), Dr. Bharath Supra, IFHE BLUES MENTOR, for their constant support to the club and its members, Mr. Somesh Singh, President Of IFHE Blues, for his dedication and passion for the club, to all the club members for the contribution and the most important IFHE students and teachers for their unwavering support for the club.

HAN BHAI BLUES!!



The Official Entertainment club of IBS Hyderabad.

"All work and no play makes Jack a dull boy."

The quote throws light on the two complementary parts of life that make it worth living - work and play.

The ups and downs experienced in this rigorous 2 year course not only provides an immense learning but also escalates our growth. But, would it alone suffice the whole process of personality development? When you are content you learn well, but when you're amused, you learn better!

Amidst this hectic life of IBS Hyderabad, Infinity Studios catalyzes the smoothening in learning, and learning through entertainment.

Infinity Studios makes sure your life at the campus should never be mundane, as we organize DJ nights, Movie and Match screenings, weekly Infinity Music playlists, and a lot more to keep you ecstatic and connected to the entertainment world outside.

In our flagship event, the Bioscope, we provide the students with a platform to showcase and enhance their creativity and team work in the movie making competition. For your life at IBS Hyderabad, we take the responsibility to keep you enthralled, for the motto of our club is - Integrating Entertainment with Management.

CONNECTIONS

MAY 2018

IBS
HYDERABAD

***ICFAI Business School (IBS-Hyderabad) is a constituent of ICFAI
Foundation of Higher Education (IFHE), a Deemed University as per
the UGC Act, 1956
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