

**ALUMNI MAGAZINE**  
**CONNECTIONS**  
**IBS MAGAZINE**

**ALUMNI ARTICLE**  
**FACULTY ARTICLE**  
**STUDENT ARTICLE**

**D E C E M B E R**  
**2 0 2 0**

**VOLUME 15**  
**EDITION 17**

**M I S T R O R S**



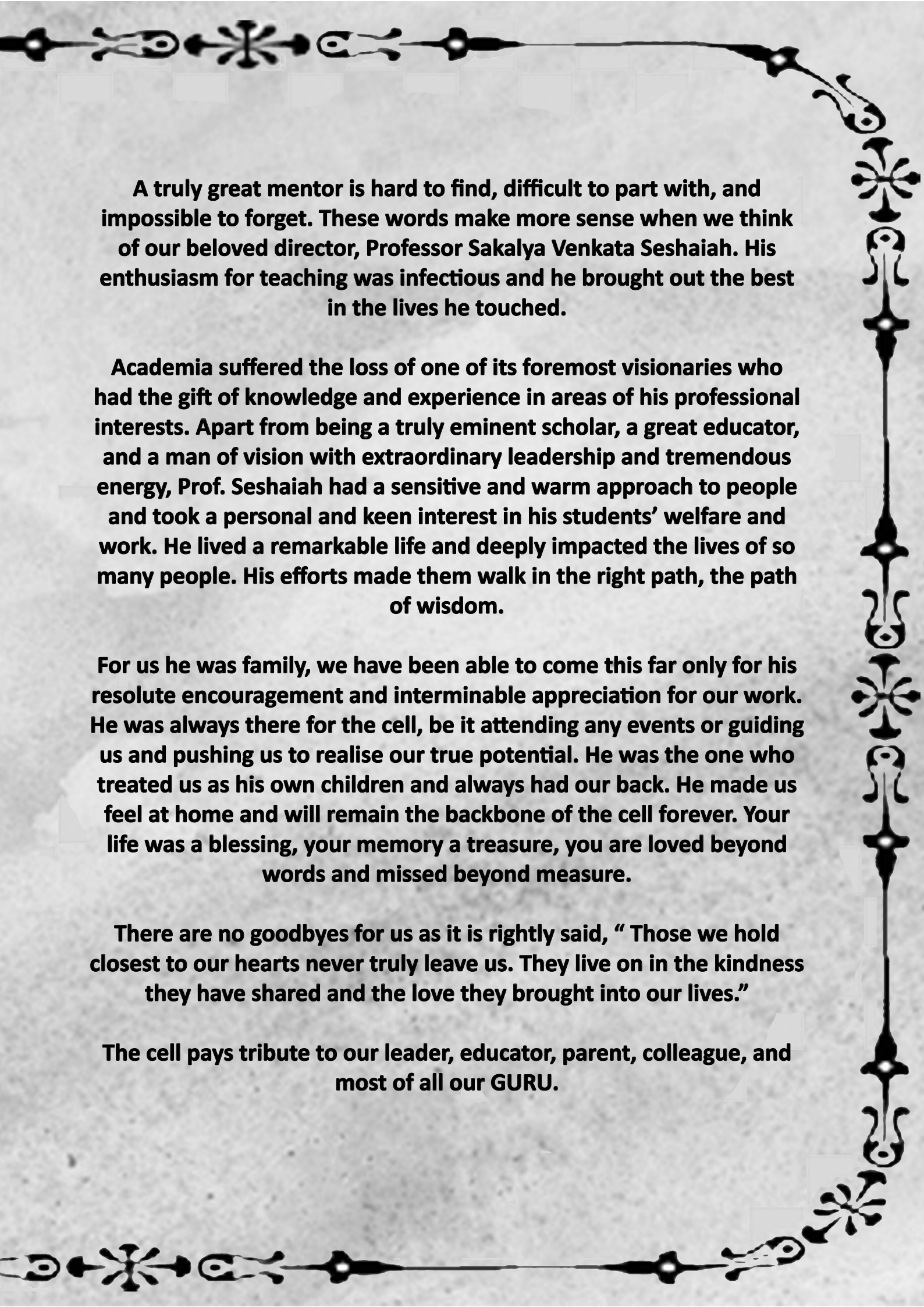
*Always in our hearts....*



IN THE LOVING MEMORY OF  
**Prof. S. Venkata Seshiah**  
(1964-2020)

(Pro-vice Chancellor, IFHE & Director- IBS Hyderabad)





**A truly great mentor is hard to find, difficult to part with, and impossible to forget. These words make more sense when we think of our beloved director, Professor Sakalya Venkata Seshaiah. His enthusiasm for teaching was infectious and he brought out the best in the lives he touched.**

**Academia suffered the loss of one of its foremost visionaries who had the gift of knowledge and experience in areas of his professional interests. Apart from being a truly eminent scholar, a great educator, and a man of vision with extraordinary leadership and tremendous energy, Prof. Seshaiah had a sensitive and warm approach to people and took a personal and keen interest in his students' welfare and work. He lived a remarkable life and deeply impacted the lives of so many people. His efforts made them walk in the right path, the path of wisdom.**

**For us he was family, we have been able to come this far only for his resolute encouragement and interminable appreciation for our work. He was always there for the cell, be it attending any events or guiding us and pushing us to realise our true potential. He was the one who treated us as his own children and always had our back. He made us feel at home and will remain the backbone of the cell forever. Your life was a blessing, your memory a treasure, you are loved beyond words and missed beyond measure.**

**There are no goodbyes for us as it is rightly said, "Those we hold closest to our hearts never truly leave us. They live on in the kindness they have shared and the love they brought into our lives."**

**The cell pays tribute to our leader, educator, parent, colleague, and most of all our GURU.**



## **CHIEF ADVISOR**

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MS. VIDUSHI BISANI

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MR. AMAN GOEL

## **DESIGNING HEAD**

MR. ISHAAN PARASHAR

## **CO-DESIGNING HEAD**

MR. SIDDHANT SINGHVI

## **CONTRIBUTION**

TEAM ARC



# **CONNECTIONS CONTENT**

**Alumni Articles**

**Events**

**Student Articles**

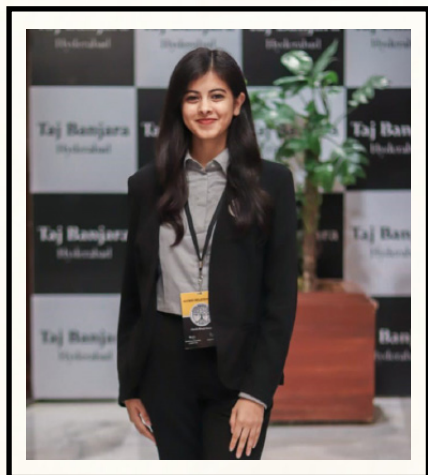
**Mirrors**

**Faculty Articles**

**Club Bytes**



# EDITOR'S NOTE



**Shiksha Upadhyaya**

*"I feel so blessed to be able to present some incredible talent out through this magazine."*

Dear Readers,

My heart brims with great pleasure and happiness to present to you the newest version of our quarterly magazine Connections, Edition 17 Volume 15, a platform that exhibits innovative ideas and literary skills of our alumni, teachers, and students.

Putting together a magazine was no cakewalk. I along with my ARC team have spent sleepless nights to make this year's magazine stand out. It was overwhelming to see how creative these young minds can be and to see that despite being so occupied in their lives, they have kept their inner artists, poets, designers, and writers alive. Being able to read a diverse variety of emotions and thoughts from people of different age groups has made us realize that people may have a flair for writing irrespective of their areas of academic pursuit. It also proved to us that everyone should discover their hidden talents and pursue their passion irrespective of their career or age.

I would like to thank all those who made this magazine special by sending us their amazing work and making it a success. I feel so blessed to be able to present some incredible talent out through this magazine. We, at Alumni Relations Cell, are proud to present to you this year's budding Shakespeares and Picassos. Turn-over and Read on!



# CO-EDITOR'S NOTE

Dear Readers,

Working, shopping, and going around- the year 2020 witnessed unprecedented changes that fundamentally changed how people lived their everyday lives. But one thing that remained constant and what Covid-19 unwittingly taught us is- to forever seek and forever strive, regardless of the circumstance.

With utmost zeal and ardor, I present to you 'Connections' Edition 17, Volume 15, a work of art that has carefully been woven together with much love and warmth. It is a well said thought that if there is one art people must master, then it is the art of reflection.

And, I take immense pleasure in introducing to you the theme for this edition- 'Mirrors.' Mirrors pave the path towards discovering your calling and doing something that makes you feel most alive by rumination and self-introspection.

The entire journey to put together this beautiful piece of creation has been phenomenal, and I thank the designers, writers, and everyone who has poured their heart and soul into crafting this magnificent piece. Their creativity and imagination caught me eliciting oohs and aahs of delight. I hereby invite you to devour and immerse yourself in this delightful art that will fill your soul with positivity and happiness. I hope you enjoy the read. Happy reading!

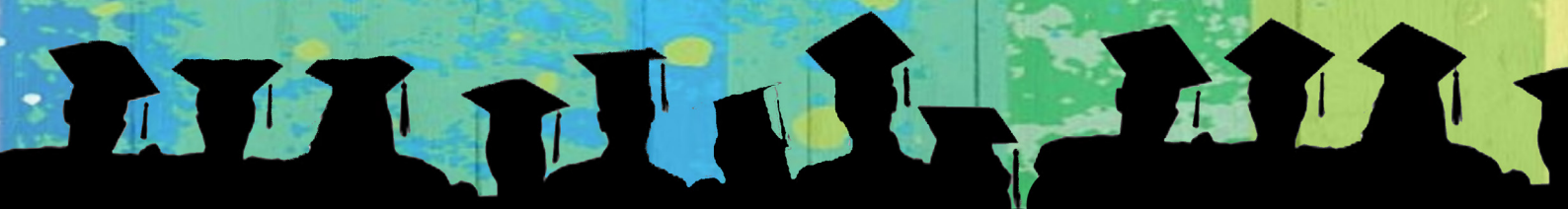


Vidushi Bisani

*"If there  
is one art  
people must  
master  
then it is  
the  
art of  
reflection."*



ALU  
AR







# A WHIMSICAL WORLD

Not everyone that comes across in your life is meant to be there till the end. This is one of the harsh truths that I have learned breaching past the social years of my life.

Losing people on the way becomes a part of the journey that you are bound to be in and one shouldn't be surprised about that. There are only a few who have a good perspective about you and not everyone is as faithful as a competent book. Our minds should be trained in a way to only depend on ourselves and not sticking to anyone with any kind of expectations. But generally, human nature/psychology comes in and works out differently. We can probably call it the learning process.

We should try and motivate the self to let go of something/someone when we feel we aren't vibing in well. If they are meant to be, nothing can stop them from reaching out but if they are not, you know they are just not meant to be in your life! Nonetheless one should try and not get affected by all of this as some walk in to become a part of our lives just so they can give us a learning experience in this whimsical world!

The experience can therefore help us understand the existence of a variety! It's better to take all this learning and make it turn out into an optimistic way of understanding things rather than just sitting and blaming our lives to turn out that way.

Well to conclude let's try putting it this way: "People come and people go but you go on forever." So just keep moving forward!



-Areej Altaf  
MBA IBS Hyderabad  
(Batch 2018 -2020)







# JACK OF ALL TRADES OR MASTER IN ONE?



I urge you to introspect while reading. In the end, whether you agree or not, in both cases you will be right. – Dear Reader!

So here I would like to talk about two approaches – People who practice one hundred thousand skills for once and the others who practice one skill for a hundred thousand times. The first approach shows instant gratification while the latter shows delayed contentment. Neither a child nor a genius mad-man cares about it. It's only you and I who care. For someone who runs after instant gratification, here is a question – “Is it required for you to be versed in every skill?” If Yes, then the next question is “Where will you land up in the end?”. In an endeavour to become irreplaceable you don't have to burden yourself with a plethora of skills/ knowledge, rather, you just need one skill to master upon, that one skill which will make you best amongst the rest.

One of the major reasons why some people are confused throughout their lives is – Sailing in multiple boats at the same time, not because they want to do, just because they have been asked to do or got influenced by peer groups. How is it possible that some of the very fabled careers or some of the very potentially powerful minds come to a standstill all of a sudden? This is not because they don't do what is required, but because they overdo what is not required in their respective fields.

Now some will say that limiting your learning is to succumb to mass mediocratization which is evident in society or at the workplace. Why shouldn't I show the world that I can take up a hundred other things on my shoulders?

Well!!! My powerful potential reader, you can, but for how long and even why?

There is no need to get daunted by someone's fancy profile, appearances can be misleading. You have no idea, that person may be just bluffing. Therefore, just think of that one skill where nobody stands a chance in front of you.

Volumes of history witness legends of the history makers. People who rose from rags to riches and became legendary focussed on one thing and took that as their lifelong challenge. They had their goals defined and never hesitated to pursue that one skill even if it had a 1% chance of success. But how to master one skill. It is simple but not easy.

Repetition is the key. Repetition develops into habit and habit develops into a pattern and then it is just a matter of time before success knocks at your door. You must relinquish other tasks at hand and repeat that one skill religiously. You must wriggle out from this quagmire of being a jack of all trades as it is getting you nowhere, rather, try to build your funnels and filters to select one. This is a time taking task which hardly some people do and more than 95% of people don't even attempt. They will rather repent years to come but are happy to save 1-2 days avoiding self-introspection.

Now you decide whom you wish to be – Someone among the 95% Jacks or someone among the masters.

Again, whatever you decide, in both cases you will be right- my dear reader!!!!

Wish you all the success and best wishes for your future endeavours !!



**MOHIT BHARDWAJ**  
MBA IBS Hyderabad  
(Batch 2018 -2020)



# EVERY CLOUD HAS A SILVER LINING

(In the case of 2020, well you'll have to see it)

I vividly recall the day our Prime Minister Mr. Narendra Modi announced the first lock-down. On 24 March 2020, our nation went on a 21 days lock-down. My initial reaction was of absolute shock and disbelief. 21 days? Is this for real? How can I stay indoors for that long?

It has almost been 200 days since that day, and have we got the hang of 2020? I think not. Calling 2020 a glitch in the matrix would be the understatement of the millennium. However, I am not here to talk about what went down this year. I am sure you can read all about it in the coming History books for all time known. I am here to well, paint a rosy picture of the year we have had. To look at the bright side of it all.

So...about that silver lining.

It took a global pandemic for people to be reminded of the world outside their little 6.1-inch screen. It took isolation to remind us how much we value social interaction. When the world stood still, it made us realize how short life is. We learnt to live our lives more slowly. We started breathing consciously, grateful for being alive. As Gandhi said: "There is more to life than increasing its speed." We all knew that in theory. Now we are getting the benefit of it in practice. To enjoy the little things of life. And not just a little, to enjoy what is important in life. And I think there lies the real lesson.

The beautiful stories about dolphins bringing corals to the shore, animals walking freely on deserted roads which were otherwise busy and noisy, fewer pollutants entering the sea, fewer planes flying around the world, and cleaner air over Delhi, Los Angeles, and Seoul made us feel that our mother nature also needed a break.



This year forced us to understand the difference between need and luxury. In a state of lock-down, the world spent more time with their family. Ludo, Uno, and cards finally brought back the dying connection between families. Stuck at home, people thought of ways to keep their sanity intact and thus creativity boomed – old hobbies turned into new passions. Old guitars were finally dusted and tuned, and paintings left incomplete years ago finally completed. People opened the books they had long bought at an airport store, unfinished poems finally got their way. And need I remind you of the yummy dishes everyone prepared and gallantly posted on their social media! I am putting a master chef on my CV after quarantine life.

Who knew Namaste could become cooler than a handshake. We saw our Indian culture being adopted worldwide. Our country united when every household lit a diya, clapped, rang bells, or clanged a thaali in solidarity for our ground workers. I felt proud and uplifted at that moment. Also when our Prime minister asked us to become 'Aatmnirbhar', people started supporting our local products and services. If that's not a silver lining, then what is?

Needless to say, these are turbulent times. But hope is a risk that must be run, especially in our darkest days. Despite our collective hardships and heartaches, disruptions, and derailed plans, I hope our life is good. Perhaps that sounds unrealistic, simple-minded, pollyannaish, at least to some. Sure looking through an optimist's lens will not solve your problems (or end the pandemic), however retaining hope that the sun will shine again and that the future ahead is one to look forward to, might make this difficult time less bleak.

Don't stop dreaming, don't stop making plans. I for one will surely teach Chinese people some desi Indian dishes so that they never resort to cooking a bat again. Well, that's my plan. For now.

I hope everyone reading this is safe and healthy and has also washed their hands.



**Vaibhavi Sharma**  
MBA, IBS Hyderabad  
(Batch 2018-2020)



UTSAV

ALUMNI E-MEET

FOR THE BATCHES OF 1997-2004

Mineral  
Edward

SPEAKER:  
MR. ABHISHEK DE  
FUTURE OF HR AMID  
PANDEMIC

GUEST LECTURE

SPEAKER: MR. VIKAS AGARWALA  
HOW TO SEPARATE WHEAT FROM CHAFF  
A STOCK MARKET PRESPECTIVE  
GUEST LECTURE

nostalgia  
relive the magic  
The Great  
Man Mela  
max

SUMN  
THE SUPER ALU



# EVENTS

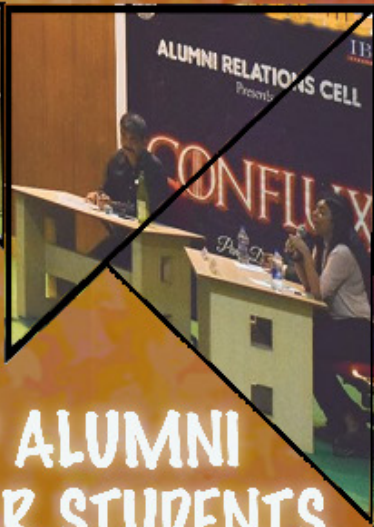
## GUEST LECTURE

SPEAKER: MR. RAHUL JAIN  
UNLOCKING THE REAL MBA



## CONFLUX

PANEL DISCUSSION  
5 SPEAKERS, 1 MODERATOR  
THE FUTURE OF WORK



FACULTY AND ALUMNI  
HELP 2ND YEAR STUDENTS  
WITH THE INTEGRAL PROCESS

MOCK GDPI





# ***Future of HR amid pandemic***

**Mr. Abhishek De**

**25 April 2020**

Great leaders know their strengths, but they know their weaknesses even better. Knowing when to act and when to step back is one of the skills a leader must master.

In today's competitive hiring market, employers face a steep challenge when it comes to finding candidates with the right combination of skills and experience and this challenge has become even more difficult due to the pandemic. So, to inspire our students and make them aware of the future of HR and how HR plays a crucial role to bring stability, Alumni Relations Cell in collaboration with Convergence hosted a webinar with Mr. Abhishek De where we explored the key factors that contribute to job performance.

Our speaker, Mr. Abhishek De, is a Director and Global Head of Talent Acquisition at BrowserStack. He specializes in talent management and human resources, providing insight into the key importance of developing a strong talent acquisition strategy. In this webinar, we had an overview of HR subjects and took a deeper view on how the novel coronavirus is not only affecting the way we live but changing the way we work.

This pandemic has not only impacted layoff and compensation management but also employee engagement which are key roles that HR has to perform. We also discussed how to navigate the changing workforce during this time of uncertainty and had a question-answer round where all the doubts of the students were clarified. In all, the webinar was informative, inspiring, and most appropriate for the occasion.



***FUTURE OF HR  
AMID PANDEMIC***



# *How to separate Wheat from chaff: A stock market perspective*

Mr. Vikas Agarwala

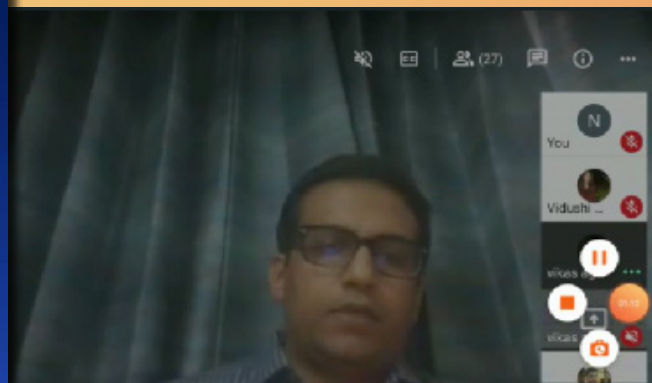
24 May 2020

The internet is a mixed blessing. Never before have we been able to access most information so easily and quickly. The problem is, there's too much of it, and most of it is either not worth paying attention to or maybe positively harmful. Investing and financial markets are a classic example.

If you are new to the stock market, you might be short of ideas and we all know that the stock markets are constantly in flux. Sentiments change along with the prices. So do economic conditions that affect further change. At such times, guidance from experts who closely monitor the market can be very helpful.

So, to help the students, Alumni Relations Cell conducted a webinar hosted by Mr. Vikas Agarwala, Senior Vice President at Howden Insurance Brokers India Pvt. Ltd. He has a fascinating background and a set of knowledge and wisdom that extends far beyond finance. For him, investment advice is primarily about helping students to understand the nature of volatility and risk, identifying as accurately as possible their capacity for risk, and understanding concepts that can help them decide on buying/selling/holding a stock. The webinar covered topics like, 52-Week Low – is it a Good time to buy? Debt/Equity is less than 1 then what does it imply? What is Bonus / Stock Split announced by the company, if the company is profitable - Should one buy the stocks? Etc.

Moreover, there were lots of great questions asked by the attendees which made the session even more interactive and fun. The session focused on making it easier for students to make better informed investing decisions.



# Unlocking the real MBA

Mr. Rahul Jain

26 June 2020

The pandemic has come like a storm in all our lives, and disrupted what we call normal. It's times like these that make you grasp for the silver lining, and that's what we must cling to.

As the world has been brought to a standstill, there are several questions, confusions in all our minds regarding our academic future, placements, the future of the economy, the country, and most importantly how to navigate through the unexpected turn that has come in our MBA journey.

So, to help the students, to fill them with more positivity and boost their morale, Alumni Relations Cell conducted an interactive session hosted by our beloved alumni, Mr. Rahul Jain. The aim of this session was to bring together bright minds to discuss topics that are idea-focused, and a wide range of subjects, that can foster learning and inspiration.

MBA is much more than what we learn in the classroom, it gives us a platform to develop ourselves, to learn both hard and soft skills, to groom us so that we are ready to take on challenges in the real industry and excel at it. It provides a plethora of opportunities to meet diverse people, make strong connections, and we can all agree that the kind of reach that an MBA offers in terms of networking scope is unmatched.

In a nutshell, MBA leads to self growth, grooms one's personality, and makes them more confident by boosting interpersonal skills.

This session was an insightful interaction that focused on learning the art of leveraging diversity, networking, and other elements that an MBA aspirant must during this pandemic. It gave us something that all of us need to think about- "The M in MBA stands for Masters..." This is a powerful sentence and we all need to remember that we are here to excel, to become masters at what we are doing and to continue the hard work, no matter how tough the times are. The session taught us that no task is impossible, no path is difficult, if our resolution is strong, and this is a test where we need to show our strengths and not be disheartened. It was truly inspiring and motivating to hear attend this session and it filled everyone with a new vigour.

**LivingLife**  
Inspiring the next step

from Fantasy to Reality

Unlocking the  
**Real MBA**

Join RAHUL JAIN's  
Interactive Session

**UNLOCKING  
THE REAL  
MBA**

**LivingLife**  
Inspiring the next step

**June 26, 2020  
Friday**

**3:30PM**

**PROMOTIONAL PARTNER**

**PLATFORM TO EXPLOIT THIS DIVERSITY**

- Platform:
- Clubs (Trishna song - Interaction - Interests)
- Assignments

Participants: Nimesh Jain, Ishaan, Shivangi Singh..., karan talwar, Diksha Bansal, etc.

Website: <http://www.arcibshyd.com/>

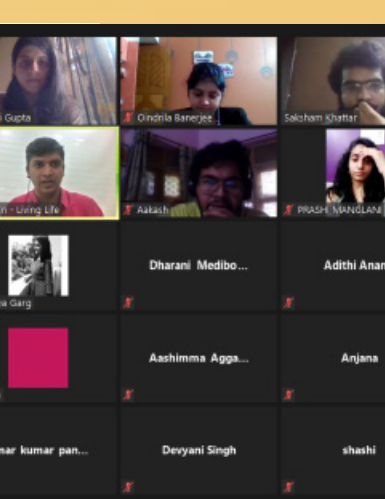


# MOCK GD/PI

Mock GD-PI 2020 was a four-day event conducted on Google meet platform from 21st - 23rd and 30th August by Alumni Relations Cell for the batch of MBA 2019-2021. Under the guidance of our Dean - Dr. Shylajan, Cell Mentor - Prof. Mahesh Kumar Soma, Faculty - Dr. Rishi Dwesar, Dr. Samyadip Chakraborty, Prof. Shailendra Bisht and Prof. Venu Gopal Rao, the event was organised with the objective to help students prepare better for their upcoming placement drive. 30 Eminent Alumni and 30-40 Industry experts were invited to be the panellists for group discussion and personal interview rounds with our experienced faculty members along with 1000+ attendees.

The process started with a briefing session for the industry experts, faculty and students wherein the technicalities and agenda of the drill was well provided to avoid any disruptions owing to the online mode. The students were allocated panels of ten members each for group discussion and five members each for personal interview according to their area of specialisation. During this interview session, the students became well versed with their strengths and weaknesses. They understood the areas to harp on in order to achieve the desired results. The insightful opinions from the panellists gave a clear idea to the students about the marking schemes and parameters of evaluation. Suggestions on CV/Resume and overall code of conduct was also shared. The feedback given by the experts was not only confined to the placements but was also a lifetime learning for the students. As a whole, it was an enriching experience for students and the objective of the process was clearly established.

After the session was concluded, the panellists and the faculty shared their thoughts on the process and recommendations for the further development of the process in the future. The smooth flow of the event was highly appreciated by all the attendees. The great enthusiasm and high spirit of all the aspirants were very evident by the huge numbers they showed up in. Despite being online, the integrated course of action and constant support from the management made the event a huge success. Alumni Relations Cell on behalf of IBS Hyderabad is immensely grateful to all the Alumni and industry experts for fitting this event in their packed schedule and benefitting the students in the best way possible.



# **UTSAV 2020**

On 12th July 2020, Alumni Relations Cell organized its first-ever E-Alumni Meet – UTSAV, a program to facilitate, consolidate and coordinate Alumni Activities, where batches from 1997-2004 were invited. The meet was well attended by alumni, faculty members, and area coordinators. This event saw enthusiastic participation from the alumni base and acted as a platform for interaction among the various batches. The event started with the director's speech, where Prof. S Venkat Seshiah, in his welcome address updated the alumni about the college performance and proactive measures taken in the interest of the students. Considering the need of the hour and requirements of the students he encouraged and enlightened the alumni to extend their support and assistance to students and the institute.

Another speech was given by our very own President Pridhi Gupta, where she welcomed our alumni with great zeal and excitement and talked about the new normal life due to COVID -19.

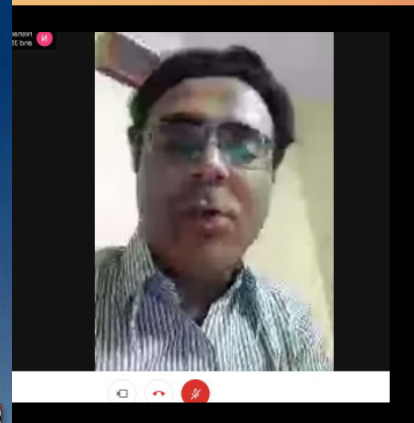
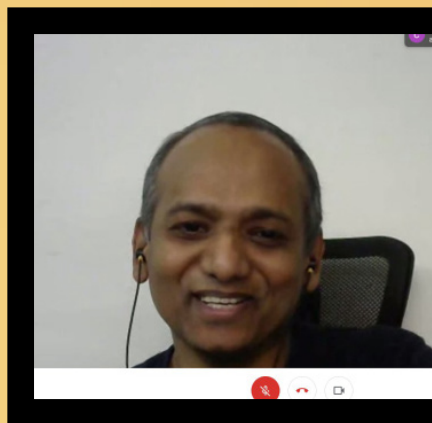
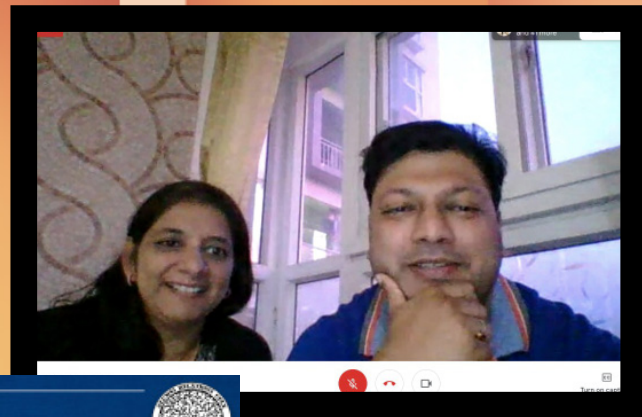
For the entertainment of our esteemed alumni, we had a cultural performance by Club Samavesh, The Official Cultural Face of IBS Hyderabad. They performed a beautiful traditional piece where we witnessed great talent of the dancers who swayed us with their moves and grooves. The day was filled with chirping voices of all our alumni recalling the memories of their good old memorable days.

After the performance, a deep and informative discussion on the COVID-19 scenario took place which was motivating and simultaneously beneficial as all members shared their views on various new ideas, information and insights came up. To lighten the mood, we had a fun game planned, 'tambola', which saw enthusiastic participation by our alumni.

To make the event even more mesmerising, a sensational song performance by one of our team members got the crowd swaying.

The event ended with memories to cherish and with new hopes. It was an event full of enjoyment, enthusiasm, sharing, and definitely made everyone happy. On behalf of the Alumni Relations Cell, we extend our gratitude to all the beloved alumni, all heads of departments, area coordinators, faculty, and staff members for their continuous support for making this event a huge success.







# CONFLUX

Conflux, another word for concentration/convergence/confluence is an annual panel discussion hosted by Alumni Relations Cell where esteemed members of the corporate world are invited to share their learnings and beliefs.

The ongoing work-from-home experience was a force of circumstances, where we had no choice. The crisis had scrambled the entire work world and prompted several irreversible changes at workplaces forcing the leaders to re-think how their workforces operate and initiate the necessary transitions amid this crisis.

To understand the changes and address the queries from the ongoing batch students, Alumni Relations Cell conducted a virtual panel discussion on 8th November 2020. The panel theme was – “The Future of work post- Covid 19”.

The 2 hour-long discussion was moderated by Prof. Shailendra Bisht and the panelists who took part included – Mr. Raja Satish, Senior Communications specialist | Genpact, Mr. Sandeep Mishra, CEO | Mishra Consultancy, Mr. Shashank Malpani, Founder | First impressions | Training Solutions Ltd. And Mr. Chandan Sengupta, Delivery Head | Colruyt Group Pvt. Ltd.

The discussion kicks off with a brief introduction from each panelist, was centered around the main topic, where the panelists rightly spoke about the three key factors that will help the companies survive the pandemic which include: Adaptability, leveraging the growth of technology, and nimble at the workplace. They discussed how the pandemic has brought us closer to our families and made us realize the meaning of togetherness. The panelists pointed out the need of identifying one's passion and its role in building their career in the long run.

The panelists expressed their views on how industries are adapting and observing new trends as they shape up according to the “new normal”. It was found that majorly food, services, and hospitality industries are hard hit by the pandemic. Sectors requiring a lot of skill set like B2B sales are also struggling.

They further advised students to have new standards or review and the importance of adaptability to change.

As the name Conflux suggests the confluence of talents, a true conflux can lead to revolutions.



**ALUMNI RELATIONS CELL PRESENTS**

# CONFLUX

**RAJA SATISH**  
 SENIOR COMMUNICATIONS SPECIALIST (GENPACT)

**SANDEEP MISHRA**  
 CEO (MISHRA CONSULTANCY)

**SHASHANK MALPANI**  
 FOUNDER (FIRST IMPRESSIONS TRAINING SOLUTIONS PVT LTD)

**CHANDAN SENGUPTA**  
 DELIVERY HEAD (COBALT PVT GROUP)

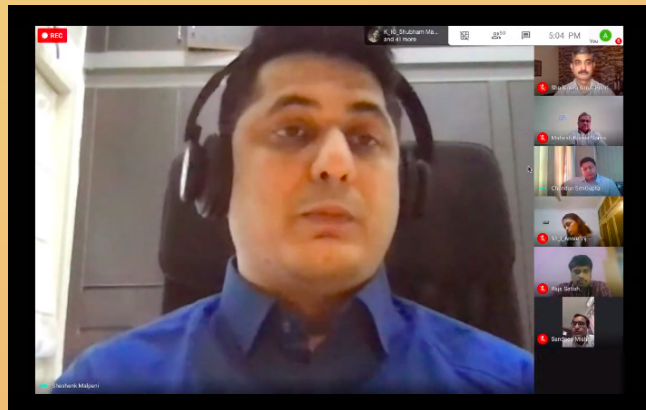
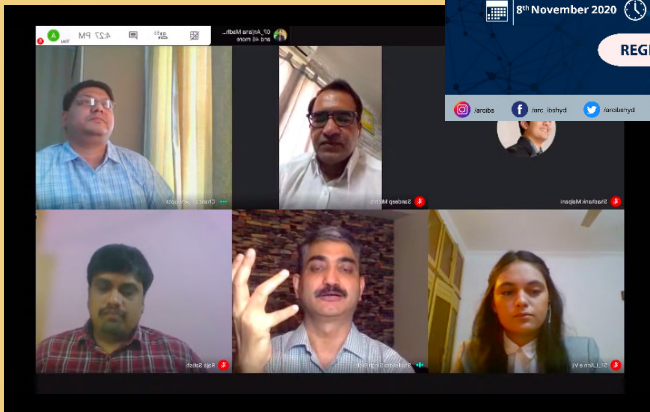
**PROF. SHAILENDRA BISHT**  
 ASSOCIATE PROFESSOR (IBS HYDRABAD)  
 MODERATOR OF THE EVENT

## THE FUTURE OF WORK

8<sup>th</sup> November 2020 4 P.M ONWARDS

REGISTER NOW

COVERAGE PARTNER





A yellow biplane with a blue propeller and landing gear is flying in the upper right corner of the image. A long, flowing white banner with a light blue gradient curves across the middle of the image, looping around the biplane.

# STUDENT ARTICLE





# ESSENCE OF FAILURE

People always have this wrong perception that if they do not succeed or achieve failure at something at some point in their lives, it's all over for them, which is entirely wrong.

Failure doesn't mean that you are incapable or do not have what it takes to achieve success; neither does it make you weak or inarticulate. It should work as a catalyst to make you stronger, tougher, better & also the reason to fightback from this setback. Failure is an essential element for any individual's success as it prepares you both mentally & physically to face any situation in the future.

It helps you become a complete person as if you face the same situation again in the future; you will be able to come out of it effectively & efficiently. If anyone makes fun of your failure or misery, then instead of running away from them, show them that you have what it takes to bounce back from any situation and achieve success as this is the only way you can shut your critics as well as your demon once and for all.

Let people underestimate you, but you should never underestimate yourself. Always remain confident & have faith in yourself as failure is not the end; it is just the beginning.

Like They say -

"You have to hurt in order to know, fall in order to grow, lose in order to gain  
Because life's greatest lesson is learnt through pain."



Abhinandan Ghosal  
MBA  
IBS Hyderabad



# ROME WAS NOT BUILT IN A DAY

If you're offered a seat on a rocket ship, don't ask what seat! Just get on! - Sheryl Sandberg

Instilling motivation and having a positive outlook towards life and our goals will never be easy, but it's necessary if we want to grow and reach our maximum potential. Motivation is the driving factor that leads us to work harder, leading to more productivity for ourselves and is the most important step for overall satisfaction.

The agonizing reality about Success is that most dreams never come true. And it is not because people are not working hard, it's not because they're not worthy, or they're not good, it's the simple reality that the things that you're dreaming about are hard as hell to accomplish. If you want to accomplish them, you always need to know the most important thing, you cannot ever be passive and for most people, that's the posture that they are in all the time.

People are constantly going to give you terrible advice, like be patient, but the reality is, you cannot be patient, not if you want to achieve and be at the highest level, and if patience is your thing and you want to relax that is completely fine. There is no moral obligation to aim high and want to be one of the greatest in the world. BUT if you want to be one of the greatest, the reality is, you are fighting an uphill battle and that never gets easy.

Dreams without goals are just dreams. They ultimately fuel disappointment. Life goals cannot be achieved without a million other related yearly goals, daily goals, monthly goals, hourly goals and minute to minute goals. It's a life long journey to build yourself. Time and effort create the greatest wonders.



Deepshikha Bhandari  
MBA, IBS Hyderabad  
Batch 2020-22



# WHY ATMANIRBHAR BHARAT MAY NOT WORK?

With the announcement of the 20 Lakh Crore economic package, our PM embarked on the beginning of the Atmanirbhar Bharat Abhiyan and hence encouraged a sense of protectionism. Among the five pillars of self-reliant India i.e. Economy, Infrastructure, System, Demography, and Demand; the last two pillars play an important role in boosting the aggregate demand in our economy. The catch here is that it's not the case that India has less domestic demand but instead, the domestic production is weak about this demand and this is the reason why Indian producers aren't able to meet the domestic customer expectations.

Poverty has worsened our economy during this pandemic and pushed a significant portion of our population below the poverty line who have very low purchasing power. On the other hand, there are a few people with a lot of purchasing power. Till the time this inequality of income isn't balanced out, how will domestic demand rise? Talking about the middle class that constitutes about 15-40% of India's GDP is skeptical about this campaign. The middle class is not atmanirbhar. It believes in the culture of saving rather than investment and that's why the entire demand cannot come from only the middle class.

The other aspect could be that it's not easy for an export-driven economy like India to depend only on domestic trade. Also, can we immediately reduce our huge dependence on Chinese imports overnight? Protectionism may be very difficult for India to achieve as India has always maintained a trade deficit on account of imports even in the sectors that earn a lot from exports example pharmaceuticals where the bulk of API (active pharmaceutical ingredients) are imported from China. India needs to focus on the need for economies of scale, efficient transportation, affordable real estate, poor warehousing facilities, irregular power, labor laws, Free Trade Agreements, social indicators, and ease of doing business laws.

Also, India can focus on its Toy market, furniture market, and footwear market to develop alternatives to Chinese products. India needs to invest a lot in Research and Development to gain an edge in electronics. So concrete decisions as to supply chain reforms, human resource training, clear laws, and financial systems will help India change its status to a manufacturing country instead of its present status of a service-based country. Example: The move to avoid global tenders up to 200 crores has encouraged Indian as well as MNCs to set up base and invest in India.

India also wants to give incentives worth Rs. 40000 crores to companies making and exporting mobiles from India. Plans made by our economic planners indeed are innovative and good but we do have to ensure that these plans are duly implemented.



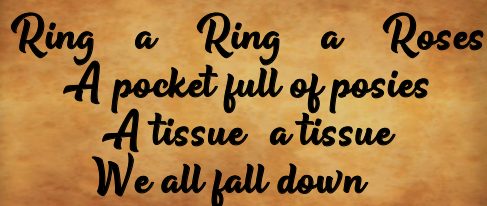
Palak Dhall  
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# “Black Roses”

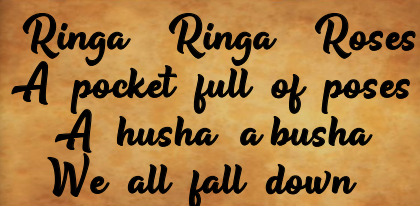
By S Amruthavalli

Echoing through the corridors of kindergarten, cheerful melodies were heard and recited. With each passing day, these melodies were committed to memory and were simply named under a probable folder in our brain as nursery rhymes. These rhymes were the epitome of pride for parents when their child recited it with the utmost grace in front of an audience. Like most humans even I was indoctrinated to these nursery rhymes although they now lay dormant in some neuron cell. One among these rhymes spiked my interest recently through the intervention of my niece; she is an Indian-American who had a different version of Ring-a-Ring-a-Roses. Her school taught version is:



*Ring a Ring a Roses  
A pocket full of posies  
A tissue a tissue  
We all fall down*


But if I could recall the Indian adaptation of the same is:



*Ringa Ringa Roses  
A pocket full of poses  
A husha a busha  
We all fall down*

The origin of these rhymes has never been explained or justified so this curiosity led me to research their hidden meanings. The rhyme in question has a diverse history and has undergone a lot of transitions and interpretations over the past few decades. A shocking aspect that was revealed through my findings is that most of them were based on very dark and potent themes. These verses with catchy hooks primarily depicted death and ruin. Ring-a-Ring-a-Roses was initially titled as “Ring around the Rosie” and was penned down in Europe around 1347 during The Black Death or the Great Plague of London as:





*Ring around the rosie  
Pocket full of posies  
Ashes ashes  
We all fall down*

During the outbreak of the plague in England, the most prominent symptom of the disease was a reddish ring-like rash on the skin which might have led to the first verse in the rhyme 'Ring around the rosie'. The Black Death had claimed a lot of lives and was deduced to be the reason for the depletion of 10% of the world's population at that time; which is proof of the fact that the streets of England were littered with heaping piles of dead bodies. The dead bodies emanated a foul, unbearable stench, and people were forced to carry sweet-smelling flowers in their pockets such as the 'posies'.

There was also a belief that the posies could protect them from catching the disease as they felt that the infection could be spread through the air. The verse 'ashes, ashes' indicates that people were forced to burn or cremate the corpses of those who had died from the disease to curb the infection. Another version of this poem has the verse 'a-tishoo, a-tishoo' about the sneezing symptoms of this disease.

The harsh reality behind this rhyme is completely brutal as it is often used as a playful courtship game in which children dance in a ring, then suddenly stoop down to the ground. The roses were a euphemism for deadly rashes, but they were turned into something merry. There always has been a shield over the dark and dangerous matters as it is just a mere human tendency of covering up the truth. Converting the grievances into an act of joy and eliminating suffering just sums upon how this world functions. I think the evolution of the poem is a tad bit scary because of its nature at present, but the possibility of such an origin sparks curiosity about everything that I have been taught in kindergarten.



S Amruthavalli  
IBS Hyderabad  
Batch 2020-22

MI 51





# ROOMS





# MIRR

**W**hen faced with a challenge, where do you find the insight to move forward in your life?

*Am I  
reaching  
my  
highest  
potential  
is not  
equivalent  
to asking  
“How do  
I reach  
the  
pinnacle  
of  
success?”*

In this generation, we are heavily dependent on external paraphernalia like magazines, teachers, and preachers, etc to help guide us and achieve our highest potential. But there's a secret the gurus don't want you to know - most of your life's problems and dilemmas can be solved, most of your questions can be answered if you dive deep into your soul.

Traditionally, Introspection has been defined as the examination of one's thoughts and feelings. To put it in layman terms, it's like a mirror of your soul. A mirror that allows you to not only focus on the physical aspects but also your mental aspects, your soul, and your thoughts.

Every day we look into a mirror to observe our physical features because we want to look our best. Why should we not internalize? Why not give some time and attention to it as well? Is it not essential to look daily into the inner mirror of self-observation to ensure the proper visage of that which is behind the superficial appearance?

The road to improvement and changing your life for the better always starts with the identification of the problem. But how do you diagnose the problem? That's where soul searching comes into the picture. According to studies, knowing yourself better results in a clearer sense of purpose.

There are dual aspects related to the areas that are often overlooked but should be included in the development of your career strategy: Professional objectives and Personal values.



# RORS

## PROFESSIONAL OBJECTIVES

Ambitious professionals often spend a lot of their time rethinking and evaluating strategies that will help them achieve success and realize their highest potential. They strive for an impressive status, appreciation, and standing in society. Yet many find that despite their efforts, they still lack a sense of fulfillment and satisfaction.

Let's understand this with the help of a short story.

Rahul was a software engineer in a well-reputed company. He'd worked all his life for this job, got good grades from school to college, did his masters from a top-notch university and finally, he got this job. He'd worked in the company for 7 years now and had risen through the ranks but something was wrong. Something was not clicking. He wasn't enjoying this. It had become a very monotonous life for him. He didn't find a purpose that drove and motivated him to do better each day. Wake up, travel for a long time, and then sit at a desk. This wasn't the plan. He wanted to do something different, creative, and something that brought in some good in the world. So one fine day he took the first step wherein he did some self-introspection, identified the problem, and asked himself "Am I reaching my highest potential?"

"Am I reaching my highest potential?" is not equivalent to asking "How do I reach the pinnacle of success?"

It is very important to ask yourself the right self-reflection questions. You need to ask questions which will help you gain more focus and clarity towards your goals. If you're dealing with a problem, try to ask yourself a question that can lead you to its solution. Using such solution-focused questions reveals potential answers to problems and also increases our confidence to solve such problems in the future.

During your professional career, at many points introspection is needed to answer some overlooked questions like "What kind of job profile would give you utmost career satisfaction?", "What makes your current job profile better than what you had wished for?", "What are your long term career objectives?", "What marks your satisfaction after giving your heart and soul to your job?"

Job profiles are helpful, but not everything. One should start asking themselves questions like "Is this what I want to do for the rest of my life?", "Does doing this make me happy?" When you successfully find answers to these questions you become aware, whether you adhere to the predetermined course of action?"



# MIRR

Establishing long term career goals prepares you for success. These aren't goals that can be achieved within a week or a month. These are aspirations that keep you on the right path to success. The best way to set career goals is through the S.M.A.R.T. method. This method requires you to set your goals using five different criteria. These include:

**SPECIFIC**: Rather than creating just a goal, you should also keep in mind how you're going to achieve it and what you're going to do.

**MEASURABLE**: Your goal should be such that you can measure your progress. You should be able to know how close you are to achieving it.

**ACHIEVABLE**: Don't create a completely over-the-top optimistic goal that can never be achieved. You're trying to push yourself but there's a fine line between pushing yourself and setting yourself up for failure. This can also result in reduced morale and confidence.

**RELEVANT**: Your goals should be relevant to what you do. Setting up goals like a sportsperson when you're an engineer will not help you towards your overall life goals.

**TIME-BOUND**: Keep a deadline otherwise you will keep on procrastinating. Keeping the goals time-bound will invoke a sense of urgency which can be helpful.

Using these methods will help you create goals that set you on the path to a successful future. Answering all these questions, thinking about your short-term and long-term goals, identifying problems, and fixing your career path requires a great deal of introspection which we often overlook.

## PERSONAL VALUES

Your professional life and objectives are very much dependent on your values. How you prioritize things in your life and how you react to situations shape your career a lot more than you would think.

It is very important to prioritize those areas that are important in your career choices.

**LIFESTYLE** - You might have heard the term "work-life balance". In today's age maintaining this work-life balance is quintessential. The best way to do that is to unify all aspects of your life like career, family, hobbies, and interests. That way your life will not be divided into various spheres each demanding different things from you but it will transform into one big sphere containing everything in your life.



# RORS

**FRIENDSHIP** - It is a very common saying that you are the average of the 5 people you move around with. In life, it is very important to choose friends properly and identify toxic relationships. You should always try to find people who make you better, who make you want to put in that extra mile. Also, you should not sever pre-existing relationships whenever you enter into a new aspect of life.

**POWER** - With great power comes great responsibility. You should always ask yourself that if you're fortunate enough to be in this position of power, are you doing justice to it? One thing to remember is that having power is addictive and it can be misused very easily so one should always be cautious and mindful to use their power for a positive impact.

**CHALLENGE** - If you are staying still then that simply means that you're going backward. Choosing your field of endeavor is not enough, you should always challenge yourself and strive for constant growth and improvement. Your aim should always be to chase excellence and you should never be afraid to tackle new obstacles.

**INTROSPECTION** is the most renowned way to mindfulness. Taking into account the various ways to explore the extent of self-awareness it is important to look within, to dig profoundly into our encounters and feelings, and to comprehend, "Why we are the way we are?" At any point of reflection, we attempt to comprehend our emotions, "Why was I so disturbed after that meeting?"

Scrutinizing my convictions, "Do I truly accept what I think I believe?"

Delving deep into my personality, "What job profile would give me more satisfaction?"

Attempting to understand the root cause of an outcome, "How do I assess myself for victories and failures?"

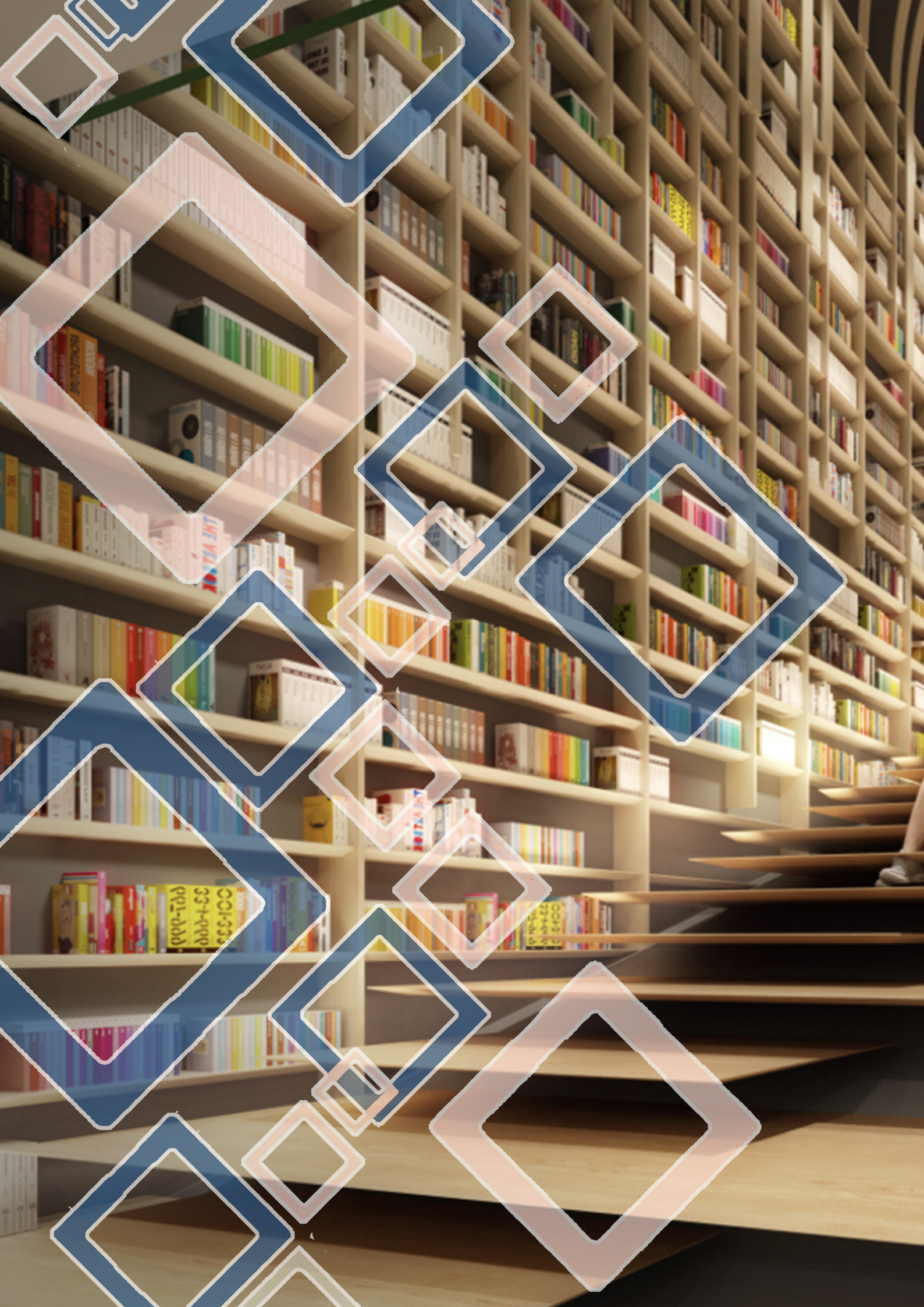
The true realization of existence will always have a connection with consciousness. Looking within is a tough job, with all the distractions that we come across. Some occupy us momentarily while others sink deep. We are often lost trying to seek freedom, achieving milestones, and still feeling empty. Take a peek inside, spend some time with yourself not trying to find oneself but to enjoy one's own company.

Maybe when you face the Mirror the next time let your reflection smile back at you.




Annie Vij  
MBA, IBS Hyderabad  
(Batch 2020-22)







The background image shows a modern library interior. On the left, a woman is sitting on a wide wooden staircase. The walls and ceiling are lined with curved, light-colored wooden shelves that hold books. A person is visible on an upper level in the background. A large, semi-transparent blue circle with a thin pink border is overlaid on the right side of the image, containing the text.

# Faculty Article





# HEALTHY, AND

I don't want to sound stereotypical but I have realised that most of us from our fraternity of professors are one of the most physically unfit people on the planet. Our love for books has made us choose this profession, in which we are supposed to be reading for most of our lives, and this eventually bestows on us a sedentary lifestyle.

Well, I am not saying that all teachers are unfit or unfit ones are teachers. The culprits here are the three siblings: sedentary lifestyle, unmindful eating and stress. We might have encountered one or all of these siblings during the lockdown ordeal as well.

I faced one of the worst health crisis in my early thirties. That incident has changed my perspective of life altogether. I realise now how precious my kindergarten poems were. It goes 'Early to bed, early to rise, makes a man, healthy, wealthy and wise'. The thing that is appealing here, is that health comes first than wealth. We often neglect nature's gift to us - our precious health. We knowingly undermine health to wealth.

When I was working as a research analyst, I vividly remember what one of my colleagues once shared. Her take on life at that time was 'Abhi kaam krne ka time hai, ek baar paise kama le, baad mein fir araam hi krna hai'. One decade has passed from this incident.

We have been successful in achieving the most coveted seven-figure-salary. As far as my life goes, and I am sure most of my cohorts would be like, 'woh araam ka time abhi tak nhi aaya'. And in my case wealth came at the cost of my health.

I was reading an article about how the Japanese are so serious about what their children are eating in schools. I feel we should have a pep talk on food nutrition and well-being at our campus also. When one is in their 20s, like any of our students or when my friends and I were pursuing MBA, we were always full of energy. There were n number of things to be done in a lesser amount of time.



# WEALTHY WISE!



We always felt that there was less time. No time for breakfast. Skip it. Sumptuous lunch was a time-consuming thing. So, settle down for samosas or cheese sandwiches. Dinner is to hang out with friends. So, head to the nearest dhabas. Not to forget, all the packaged garbage like chips, chocolates and cookies with an endless trail of caffeine and smoking intake. Even in some cases alcohol and drug abuse.

*"Money will come and go or go and come. But health once gone is difficult to bring back."*

To end this article, I would say to the students and fellow people in my fraternity to never befriend these three siblings, in whichever profession you are into, i.e. a sedentary lifestyle, unmindful eating and stress. Money will come and go or go and come. But health once gone is difficult to bring back. Value the gift of life. Avoiding a sedentary lifestyle does not mean endless gym visits. Just get up. Walk. Venture into nature. Do household chores. The key is functional exercise. Mindful eating is to note down what you are eating in a day.

What is its nutritional value? Make use of fitness watches or applications. One of the applications helped me shed 10 kilos. Weight loss is not always about beauty. In my case, it was to ease out my knee pain and enable me to walk freely. When it comes to stress, just remember nothing is permanent. Face good days humbly, and bad days with grace and positivity. Refrain from comparisons. Permanently delete destructive criticisms and permanently store constructive criticisms. We all are unique with different life experiences.

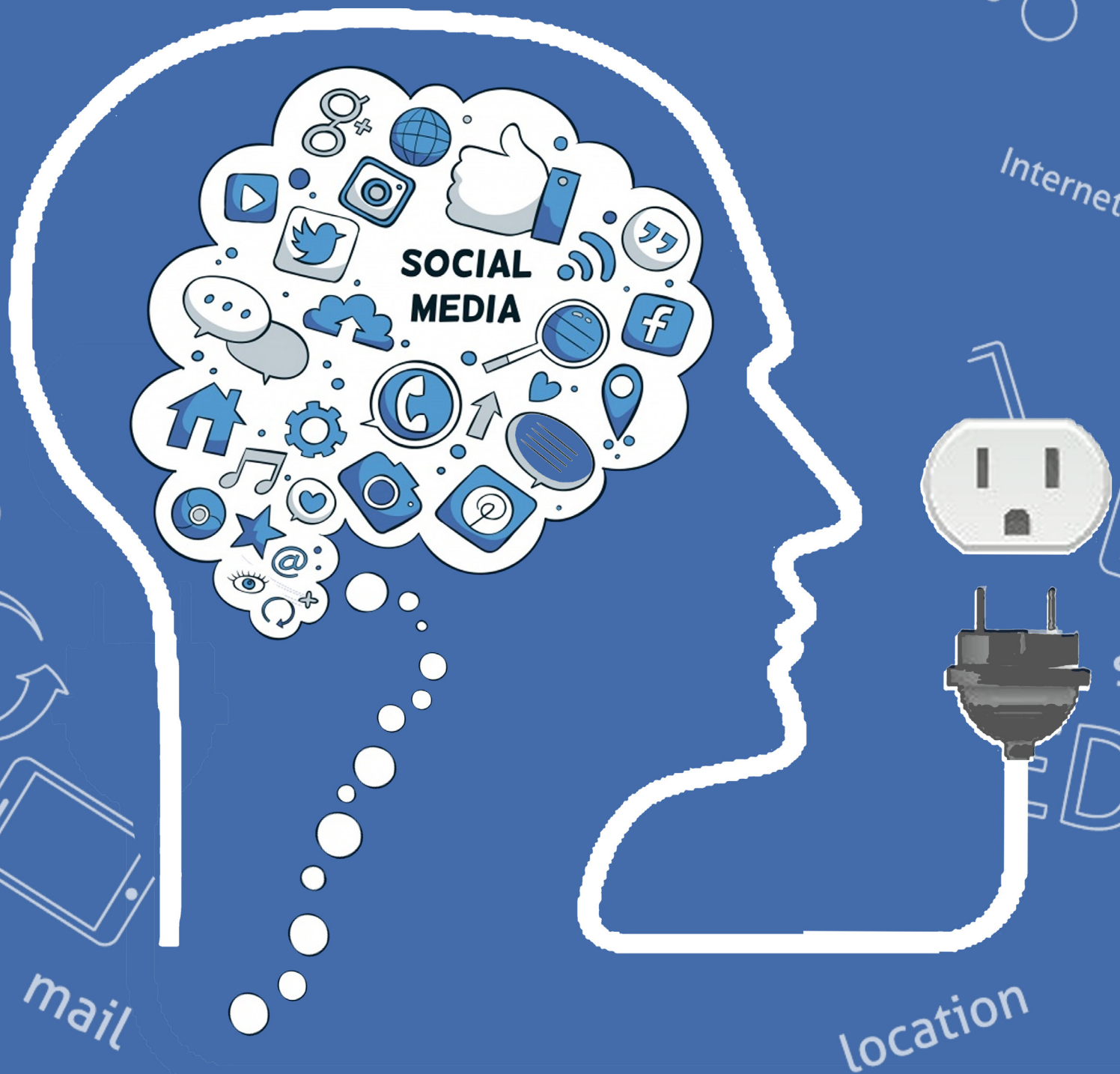
Have a positive outlook towards life. Life is indeed beautiful and full of possibilities. One option ends and then there are ten other options waiting for you. Avoid overthinking. Last but not least, if you know your craft, no one can stop you. So, work on skill-building. Happy Learning :)



-Dr Farrah Zeba  
Assistant Professor  
Dept of Marketing and strategy  
IBS Hyderabad



comment search chat network  
**LOG  
GET OUT**





I was told by one of my IT friends that there is no logout button in WhatsApp. After several failed attempts I realized that we are always logged in there. You simply enter by tapping the icon. And that's where the genius of WhatsApp comes in exploiting the human flaws. That's how our lives are logged into unnecessary apps and programs, although we want to have limited access to these apps but we can't really log out of them. We all want to be available on social media platforms but little that we know that many apps do not allow us to log out. They have clearly understood human psychology that once you enter into the world of web/apps, it is hard to get out of it.

Well, thanks to the novel Coronavirus COVID 19, our lives are logged into the computer/laptop. Since March 2020, we are officially, literally, and forcefully wedded to various apps. It is a blessing in disguise. How long this blessing one needs is a big question mark on the future of our generation. To know what has happened, you need an App to get the latest updates on the news. Not to forget the popular app during the lockdown period was the Aarogya Setu App without which you were denied entry/access to various places including airports.

Work from home has taken our screen space to another greater height and now it looks like except in the sleep we are always hooked to the devices and gizmos. No wonder even in our sleep we have nightmares where our devices are either snatched or attacked/damaged by the sane souls who never wanted you to get glued to the devices all times. But once again thanks to the binge-watching of web series and movies during the lockdown period we fought like superheroes to safeguard our devices from damage.

Now it is an established fact that we have a sleeping partner, our mobile phone. Just imagine one fine morning you wake up and you realize that your mobile phone is missing from your sight, you will get your heart out and stop beating, there are high chances that one might also get a heart attack. What is it that we just can't afford to lose sight of this priced thing? Why do so many devices give you lots of security features like fingerprint locking, face recognition, theft alarm? Certainly, everybody's secrets are concealed in the mobile. We have heard of Vikram and Betal stories where the life of the demon is hidden in a parrot, rabbit, or some animal but everybody's life is coded in the mobile phones. We are so used to our mobile phones that we can't live without them. They are our inseparable part of living.

How did this miracle happen? Did we really aspire to become so attached to our devices? I have no answer to such questions, perhaps we have but we decide to look at the other side because we allowed these devices to penetrate deeply into our personal lives. Do we have any left now? I do not think so. Yeah. We have mortgaged our personal private life to mobile phones and devices.

WFH seemed a blessing in the initial days but right now it looks like the work from home has become work from anywhere, anytime no matter how? The work has entered into the kitchen, bedroom, and sometimes the bathroom too!

We are still not sure how to become productive without mobile phones and screen space. But there are alternatives which can be explored but for all that you need to log out and get out of the comfort zones! How many of you are actually listening? Will there be a time when you can ditch your mobile phone and look at the rainbow, moonlit night, sunrise, starry night? Looks difficult but we can always logout from the device and get out of the homes (with masks on) to get some fresh air! So what you are waiting for logout and get out!



- Dr. Mohd Abdul Nayeem  
Faculty of OB/HR  
IBS Business School, Hyderabad



# WHEN “NOT” TO LEAVE A JOB


There is a popular saying that “People don’t quit their job, they quit their bosses”. We’ve heard it so many times that whenever we see someone has quit their job, we bet on their managers. But a closer look at the problem will narrate a different story. It wasn’t always manager...at least not in the way we expected. Those who quit their jobs are among them who think that they can easily switch their job as their employability is social proof and they can get jobs quite easily. Also, many often believe that their social networks will not mind connecting with them and their outreach will not be considered strictly for job referrals.

But, in reality, leaving a job involves many speculations. One should always analyze several intrinsic factors before taking up a decision to resign. Of course, it doesn’t mean to be among those who are hooked to their job as it is fetching a regular income and don’t put you into a situation where one runs short on cash and have to settle for something out of desperation. Rather be smart and look into the following five things to lower the risk associated with leaving a job.

Don’t quit when you have no idea what you want next— Quitting will not going to give you any more clarity when the reason to quit the job is your resent and the apathy which has caused a dip in your performance. Also, quitting won’t help you when you are feeling bored, undervalued, or experiencing any other negative emotions at work. Rather it’s just going to make you more anxious as your savings will dry down if you won’t get an immediate solution.







Don't quit when you can't recall where have you spend your time away from work – Don't ascertain that by quitting you will be able to have more free time to search for a new job. Look for the available free times, such as the early mornings, work breaks, post-work evenings, and yes the weekends also.

Don't quit when your six-figure salary can't make your ends meet – We always crib that we are underpaid, but in reality, we are fairly paid. Hence, if you are leaving your job to have a hike in your salary, then you need to think again. You need to re-evaluate your skill sets. Are you prepared to start again and prove your worth at a new workplace? Also, the problem could be your art of handling money, not the package. Try to control your spending and then plan.

Don't quit when you can't think of at least three professionals on whom you can rely to jumpstart your job search— Don't fool yourself and rely on those people who only get in touch when they need something! Rather before leaving invest weeks, if possible months, to rekindle your professional connections.

Don't quit when you can't discuss your current role without complaining, getting emotional or sounding low—leaving your job won't ease your negative feelings and will not make you feel better. You can't go away from the experiences of your current job. Rather you will be forced to talk about it in your future job interviews. By sounding low and negative you may invite more probing questions. Hence, start building a positive attitude towards your current job and when you feel that you can speak positively with confidence and without baggage of negative feelings about the current work, then you can start your search.



**- Dr M Shaheen  
IBS, Hyderabad**



# CLUB



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# BYTE





## KAIZEN

The Official Operations Club of IBS Hyderabad

Ever since its inception, Club Kaizen has been working on its path of continuous improvement. Recognizing itself as an indomitable club, it keeps growing in its path of operational excellence. Conducting brain-racking and polished events for the new batch of students was highly anticipated.

In the first half of the academic session of 2020, Club Kaizen was excited to open its doors to new faces and welcome people with their bright ideas and thoughts. However, we had to go through the transition of moving online due to the onset of the global pandemic, and this way, we welcomed the new batch of 2020-2022 virtually.

While conducting events and lectures online was a gargantuan task, we at Club Kaizen, believe in being dynamic and growing incessantly. We began the year with an introductory event, “AFTERMATH” where we envisioned to display what Kaizen really stood for. Following this, we had 2 Guest Lectures delivered by the COO of InsideIIM and the COO of BookMyShow.

Soon, arrived the much-awaited freshers where we at Club Kaizen held the bewildering event “WEBBED”. This was yet another simulation game from the dossier. Moving ahead, we had the recruitment drive which gave us our future ‘Kaizenites’. We were glad to have received an overwhelming response.

Soon, with the new faces of Club Kaizen on board, we went ahead and conducted our signature 3-day event, “TRIEXODUS”. It consisted of 3 games each day including tricky puzzles, quizzes, decoding images and riddles, and an auction. Despite the process being online, the members took up the place by storm.

Alongside these, Kaizen’s Operations and Research Entity (KORE) successfully published their magazine: Lakshya. From the September issue onwards, we have our new members fresh with their thoughts and ideas alongside the featured writers.

We look forward to a greater number of events and brighter prospects. Everyone is doing their bit to improve and that is what matters the most – Continuous improvement, despite the circumstance.

We are ready for the roads ahead so - STAY INQUISITIVE, STAY TUNED.



## DOT

The Official Techno-Managerial Club of IBS Hyderabad



COVID-19 has taken the world under its wrath since March 2020. With lockdown coming into picture, people have been suffering a lot. The people have been house arrested for more than 5 months as a result of which their physical and their mental health has been affected. The same has been with the students. School and colleges have been shut down since the lockdown started and is continuing. ICFAI Business School has also been affected in the process.

The mode of teaching went from offline to online. The campus life of all the students has been affected, especially the new batch of students for the academic year 2020-22. Since everything moved from online to offline so has the club activities. Since June the students of both the batch have been into the online medium both organizing and attending the event.

DOT Club- The Official Techno-Managerial Club of IBS Hyderabad also known as the Technical club of IBS Hyderabad has overcome all the hurdles, brainstormed all the possible technical issues and conducted all the events with much ease. We conducted 6 events all online which included Guest Lecture also. We streamed many events through YouTube live.

We are also the technical partner for a collaborative event which is to take place on the 25th October which will be handled by the Juniors DOT Members. We are immensely proud of the technical club and take pride in it. We would like to thank ARC for giving us an opportunity to be featured in their club byte.

## MANAGERS WITHOUT BORDERS

The Official Students Chapter at IBS Hyderabad



Managers Without Borders is a Student's Chapter of Managers Without Borders-India, a Non-Governmental organization under Andhra Pradesh Societies Registration Act, 2001 bridging the gap between various stakeholders in the nation building process by constructing a dense network of students and professionals in the field of management backed by the 5Es- Economy, Energy, Employment, Environment and Entrepreneurship which they believe are the five pillars for lifting world architecture and development.

MWB is a Guinness World record holder for the Longest Mobile Chain. They are one of the youngest NGOs in South Asia to reach the final in the eNGO Challenge South Asia awards in 2015. The human toll of the epidemic is very high in terms of the number of people infected, although the youthfulness of India's population will undoubtedly mitigate its impact sooner or later.

Managers without Borders attempted to continue their high rate of efficiency and effectiveness by collaborating with various other clubs and cells to meet their goals virtually. MWB was successful in collaborating with NSS for the PM Cares initiative as we wanted to educate everyone about Covid-19.

As the session for the new batch is via a screen, we provided them with various opportunities to experience IBS from their home by collaborating with MTV, Zolo, BrandEquity.com, Oyo, Isha Foundation, and Addivity. We also hosted various Guest Lectures and Case-Study Competitions, Live Projects and Internships.





## IBS GRAY MATTERS

The Official Quizzing Club of IBS Hyderabad

GRAY MATTERS, The Official Quizzing Club of IBS Hyderabad was formally initiated in the year 2011, with the objective of encouraging young talent towards quest for knowledge and striving hard to keep the students in pace with the external business world.

Club Gray Matters strives to enhance the students capabilities by providing them the much needed information in various fields of business, current affairs, social-engineering, technology, economics and many more which is beyond the walls of campus that they would require in the competitive business world not just to survive but to stand out, which is clearly explained in its tagline: Learn, Experiment & Implement. Gray Matters name itself pulls out to signify the importance of our Gray (brain) cells in life and their presence which not just enables the performance but even enhances it in a better way.

Events Conducted:

Although being a part of the 'youngest' clubs, its members have represented the B-School in a number of prestigious Inter B-School quiz competitions, and had given tough competition to other major quiz teams.

We regularly conduct internal quizzes for students competing within and also with other B-school students.

COVID-19 is the biggest global event—and challenge—of our lifetimes. As such, it is changing human attitudes and behaviors today and forcing organizations to respond. It has made us reflect on the ways to survive, sustain and build a sustainable future in all aspects. So, responding to this situation, even we have found a way around to get out of this situation by conducting events online using various online platforms.

Club has conducted first ever online event in the history of IBS due to pandemic. Our first event was 'E-JUMANJI', a collaboration with KAIZEN and MACON conducted on 24th May, 2020. The event was divided into two rounds, first round was based on the riddles and the second round was based on the case studies. The platform used in the event was Instagram.

Our second event was 'AFTERMATH', a collaboration with KAIZEN conducted on 26th June, 2020. The event was based on Operations and Management in the domain of Decision Making. The event was divided into two rounds, first round was based on the riddles and the second round was based on the decision-making skills of the students.

Our third event was 'TECHTONIC SHIFT', As part of the fresher's event edition 2020 Club Gray Matters organized a theme-based quiz event comprising the theme of Contemporary Gadgets. The quiz was a three round event which was organized on 26th July, 2020.

Our fourth event was 'SANDS OF TIME', As part of the introductory event edition 2020 Club Gray Matters organized a theme-based quiz event comprising the theme of timelines namely "Sands of Time". The quiz was a three round event which was organized on 4th September, 2020.

Platforms Used: Google Form, Instagram, Kahoot, Class Maker, Mentimeter, and Buzzer

Apart from several events conducted, Club Gray Matters is into a complete diversified portfolio of Publications (knowledge sharing platform), which is believed to be clubs' strength. 'PANCHATANTRA', a wholesome edition of five different publications consisting of Knowledge-o-pedia, Know the Company and Did you know facts being the Weekly publications and Mergers, Acquisitions being the Monthly publications.

Taking this pandemic as a new challenge and opportunity, we got to know about various online platforms and the ways we can conduct quiz even online and now we are ready to face any upcoming challenges.



# FINSTREET

The Official Capital Markets Club of IBS Hyderabad



Throughout the year, the club has been very active and has hosted various events on finance, macroeconomics, and capital markets.

FinStreet has three building blocks to its success, Trividha R.E.D, IBS Times, and Vriddhi Research and in the absence of even one of these, the club would be incomplete.

Trividha R.E.D is the Research, Event, and Development vertical of FinStreet. This vertical conducts events that include management discussions namely, Scampedia 4.0, which enlightened the students about the PMC Bank scam and the Bernard Madoff scam. They also conducted Debt, Set, Go 2.0 which highlighted the two famous crises that shook various nations altogether.

Apart from these, it also conducts an event having business games called Venatus, to equip the students with financing and investing ideas. This is followed by an iconic and traditional Over the Counter trading event called Bhavmandi, which also happens to be the flagship event of Club FinStreet.

This vertical also conducts workshops on IPO Analysis, Fundamental and Technical Analysis, and trading in stock markets. The inter-college event, Trishna, witnesses huge footfall from other colleges, and this year, Trividha R.E.D. organized a fun event consisting of an auction, treasure hunt, and board game.

FinStreet- IBS Times is the publishing arm of the club. The vertical comes out with a well researched fortnightly magazine and articles on the current happenings in the world of capital markets and finance on its website. The issues published on the website also act as a magnet to intellectuals seeking constant updates about the happenings in the world of capital markets.

Vriddhi Research believes in mastery with research. It conducts secondary research on various capital market impacting factors and comes out with reports, with which its members have achieved expertise in the research domain.





## INFINITY STUDIOS

The Official Entertainment Club of IBS Hyderabad

Infinity Studios, The Official Entertainment Club of IBS Hyderabad has continued the legacy of entertaining people throughout the year with its music, movies and fun events even in this global pandemic situation. Although this transition from conducting offline activities and events to online has not been a very easy shift, still Infinity Studios, Integrating Entertainment with Management was the biggest stress reliever in the monotonous and busy schedule of the students at IBS.

The Academic session of 2020-21 began with the release of the club's first ever short film, "Quarantine with Infinity Studios". This was followed by an online movie screening, comprising of various short films directed by different production houses (Clubs/cell/ society/chapters) that participated in the flagship event Bioscope 9.0. Various word search and scribble challenges of a variety of web series and movies were conducted on Infinity Studios' Instagram page for the IBS Hyderabad students. On 30th May 2020, Infinity Studios organized its first collaborative event for the year 2020 with Team Vaps and Admire which was a challenging marvel themed event- Endgame. An online event Bollymania was conducted for the batch of 2020-22 on 20th June 2020. A total of 70 students participated and enjoyed the fun filled Bollywood rounds.

"Mashup" an event to welcome the batch 2020-22 was organized by Infinity Studios as a part of the virtual Fresher's week. The Fresher's week came to a spectacular end with Infinity Studios virtual social night. After the recruitment drive, the junior members of Infinity Studios released their first video on the glorious occasion of Independence Day – Ekta 2.0 followed by the release of their next video on the auspicious festival of Ganesh Chaturthi.

Infinity Studios has continuously reviewed various web series and movies on a weekly basis for all the movies and series buffs out there. Infinity Studios is grateful to the college management and all the students for their timely contribution and endless efforts.



## ADMIRE

The Official Advertising and Branding Club of IBS Hyderabad

As the Official Advertising and Branding Club of IBS Hyderabad, Club ADMire gives utmost importance to conducting events that enhance the Branding and Advertisement skills of students. In order to entertain the new batch and to encourage the fresh minds, Club ADMire organized an event named "AD-Master" that imbibes creative thinking, improves analytical knowledge and problem-solving ability through an enjoyable journey.

Our first event was "PRISM", which was conducted to familiarise students with the domain of our club. Later, we organized a webinar on the topic "Digitalization and Entertainment – A Big Journey Ahead" for the students of batch 2020-2022. It was adorned by speakers Aparna Desai (head of marketing) and Amit Tuli (creative director) associated with Salman Khan Films. The webinar helped students learn about innovation, creativity, and practical techniques of Advertising and Marketing in the Entertainment Industry. Our Introductory Event "Big Brand Theory" was conducted to enlighten students about brand association. Theme of the event was "the world of entertainment". We also conducted a workshop on photoshop to develop the photoshop and editing skills of our club members. We conducted a Guest Lecture on "How Technology is Driving Business Models and Digital Marketing". Our Guest Lecturer for the event was Mr. Dhiraj Kunwar, MD at RAKBANK, Dubai.

We aim to bring out creative ideas and innovation into the world of Advertising and Branding along with skillful learning.



## MAÇON

The Official Entrepreneurship Cell of IBS Hyderabad



*Inspired to Innovate*

Maçon is a French word which means a builder. We at Maçon provide a platform for creativity and innovation. The entrepreneurial forum is meant to envision, enlighten and engage young minds with the idea of entrepreneurship. Over the year 2019-2020 the cell conducted many events to embrace such minds and encourage others too.

- (1) We kicked off the year with an Ideation Competition in association with IIC in the month of March with a prize money of 10,000/-
- (2) We took initiatives like E-crunch(start up news), Monday Motivation(inspiring quotes), Explorica(quiz) posted every week on our social handles.
- (3) We were honoured to have Mr.Arshdeep Khurana as our guest on a webinar of “Leading through a Pandemic”.
- (4) On 29th June, we conducted Pitchers, an innovative idea competition with a successful number of participants with Prof. Karanam Srikanth Gangavaram and Prof. Anita Acharya as our chief guest.
- (5) We conducted Maçotech as part of the fresher's week on 20th July.
- (6) We introduced Maçon diaries, an initiative depicting our seniors journey in the cell.
- (7) We were honoured to have Mr. Ayush Bafna as our guest on a webinar of “Building a successful career with entrepreneurial attitude”.
- (8) On 12 September, we organised our introductory event “E-merge” with over 100 participants.
- (9) We conducted online incubation classes which included business model canvas, LinkedIn profile development with around 30-35 participants.

Maçon stands for creativity and innovation and we deliver it effortlessly.

#inspiredtoinnovate

#incubex

#startups

## MOVING MANNEQUINS

The Official Fashion Society of IBS, Hyderabad



Moving Mannequins is the official fashion society of IBS, Hyderabad. In the modern world, design has become a ground-breaking power. However, fashion society doesn't just mean vogue, dress, styling, pattern, clothes, or structure. The design was consistently expected to be the following new thing, the following pattern. We at Moving Mannequins attempt to bring out of the box style. Before planning for the ramp, it's the dresses and props that are planned in agreement with the subject. We attempt to speak to aesthetic creativeness and self-articulation through our demonstration to venture a proper picture for various contents. We are viewed as strolling mannequins since we are aloof holders for the style we plan and portray.

With an extraordinary year, we have had the opportunity to explore the world of fashion on the virtual platform with Culramphy- a contest that was held by joining hands with club Samavesh and club Nazaria. Here, skill and personality were given a shot. Then there was an intra-college event organized called panache. It was between different clans where the participants were given a chance to demonstrate university in diversity. Next was Spot in Blue. Being a 10-day event, wherein people took part to showcase their creativity, great learning with a vibrant enthusiasm was seen. Then came the event called Ala Mode, giving participants a chance to show their styling talent by imitating their fashion icon and doing a ramp walk at the comfort of their home. Next up was Glitz- a virtual introductory event to reveal the faces of junior Moving Mannequins. From planning out our saunters in stilettos to thinking and deciding on ingenious outfits we do everything. We proudly pour our hearts out in our work and compose style in a way that not only portrays but also relates to every individual out there. For us, the term 'design' has gotten synonymous with the general development of the nation, and we as a whole are simply in attempts of it.





## CLUB MAVERICK

The Official Marketing and Strategy Club of IBS Hyderabad

“Marketing is about Values...”

With the onset of Covid-19, an unprecedented crisis, the world saw a paradigm shift in every aspect of its functioning. So, did we in Club Maverick. The official marketing club of IBS, Hyderabad aims at providing a comprehensive approach towards marketing in conjunction with a holistic learning experience for every individual associated directly or indirectly with it. This year the challenges multiplied itself and resolutions were ipso facto, exponentially increased.

Maverick onboarded the new session by officially introducing itself to a fresh batch of future managers on a virtual platform, an event first of its kind. Since then, it has taken the digital world by storm and sailed through rough seas, and churned out proficient work from all three of its verticals namely; Maverick Marketing Solutions (M.M.S), Mavens, and Maverick Advancement and Development Entity. The club has also worked for various clients under M.M.S for brands like RE/MAX, Little Elly, and currently on Coho to gain experience in the domain we specialise in. Many different articles touching upon various new concepts of marketing (e.g.: guerrilla marketing) were created copiously.

Many significant personas graced this session's online interactive GLs like Ms. Aditi Sud, Asst. Vice President, Marketing SpiceJet Ltd., Mr. Pritam Laxman Onsker, Associate Vice President and Head of MECCA Sales at TATA Communications, Mr. Rohit Prakash, Asst. Vice President Cushman and Wakefield, Mr. Birendra Rana, Sr. General Manager, Medical Marketing Dabur India Ltd giving insightful horizons to different sectors they belong to namely; Aviation, Technology and The Hospitality and Real Estate Sector.

The bandwagon of unique ideas first surfaced with the online meme competition, Make Your Own Meme or M.Y.O.M – Meme It Like You Mean It weighing upon the importance of meme marketing in today's world. With Meet the Mavericks, organised online, the new batch chanced upon the opportunity to interact with the Maverick family on a one-to-one basis. The introductory event of 2020– AUXILIUM was a spectacle in itself, driven successfully over the virtual medium glitch-free.

Although among all these the showstopper turned out to be CONCLAVE 2020, it was 'maverick' in every way, unorthodox and independently standing out. A 2-day event witnessed by a two hundred plus crowd pondering on the realms of Mechanics of Modern Marketing. The leaders from the industry like Mr. Adarsh Pete, South Asia Lead, IBM, Mr. Ramani Iyer, Co-founder, Justdial, Ms. Mahima Garg, Head of India Marketing Training and Certification, AISPL, Namita Liz Koshy, Vice President Ogilvy India, Mr. Rajesh Kumar, CMO UiPath India, and Trupthi Bhandari, Author, and Ex Vice President GSK adorned the occasion with their discourse on the topic.



## NEWSWIRE

The Official News and Media Portal of IBS Hyderabad



What is the first thing that comes to your mind when we say the word NEWS?! Team Newswire, The Official News and Media Club of IBS Hyderabad, strives to make news accessible to everyone, keeping oneself updated with recent news worldwide.

“The pen is mightier than the sword.” News excites curiosity. Newswire collects news and then present it to our audience in a synoptic and succinct manner. This helps us to live up to our motto to provide the audience the news at a glance, eliminating the reading process and, yet keep them updated. We interview inspiring personalities and great lecturers who help us to get insight into various questions and dilemmas we face as budding managers. Newswireians strive to play a stellar role in a democracy, by helping crystallize public opinion on major contentious issues. As the Official News and Media club of IBS Hyderabad, we covered many events conducted by various clubs at a grand level.

Anokha Utsav by Aaina, VSL by Team V.A.P.S, Debt, Set, Go! by Club FinStreet, Shades of Nature by Club Prakriti in collaboration with Aaina and XpressionsZ and many more, introductory events and various guest lectures conducted by clubs have been covered by Team Newswire. Our Team extracted the minuscule details and information about the event and made it available for the audience in form of articles. Our audience can access the same on all of our social media handles.

Newswire conducted Guest Lectures which help students improve their learning in a more interactive, topic-specific way. These can be very helpful not only for the students but can also contribute to the teacher’s knowledge and practices. Guest Lectures can become more approachable and appealing to students. We were honored to have guest lecturer Mr. Aswini Bajaj this year to speak on the topic “Emotional Quotient, Education and Enhancing Employability at the time of COVID-19”

Apart from covering events and conducting Guest Lectures, we as a Team have also organized many events that benefit the students to improve their knowledge in a holistic view. Our recent event of Human Library was one of the major events which harnessed 160+ entries because of its one of a kind statue. A human library is an event designed to engage community members in breaking down barriers and learning from each other’s experiences. It provides readers with access to the knowledge and personal experiences of their fellow community members. Human books stand to benefit from participation as well, in various ways ranging from altruistic to self-focused. Our Flagship event, Communique, which will be coming in around the clock, has always been a top-notch event when it comes to creativity and learning clubbed together. We as a team have come so far and there is still a long way to go. Stay updated, stay connected! TEAM NEWSWIRE.





## **SAMAVESH**

The Official Cultural Face Of IBS Hyderabad

Smile not only implies that we are happy, but it also indicates that we are strong. And we secure that whenever we are stirring the stage, we make the learner community stronger by spreading smiles which is happiness right under their nose.

We venture for our splendid patrons in such a way that the heartbeats and the soul dances accompanying the symphonies of our Music pool and Dance pool.

Life grows decorated and delightful when our Creative pool executes its representation as a point of view rather than holding it as just a mere look with their wonderful hand-carved portraits and illustrations.

The Anchoring pool endeavors to make the audience out there sense the energy of the team working backstage all over.

Every pain of the Organizing pool in the present has surely developed as their strength of the future as every challenge that they encountered was an opportunity for the growth of this family.

With the magic that can be felt only by the Heart, the Samavesh family has always fuelled itself with Passion for the completion of this auspicious cycle.

Springing from Safarnama, Samaroh, and Independence Day, embracing all through Tasavvur, Convivium, Dancepiration, or exhibiting at numerous significant events and reminiscing the delightful swings, it's been a journey that merits cherishing for every member.

We firmly believe that our culture and traditions are the foundations upon which we build our identity, and we have endeavored to bring the culture in front of the students at every single opportunity and occasion. The organizing, creative, anchoring, music, and dance pool are the building blocks of this enormous Samavesh family. And our team promises of performing our best to make you smile through all the good and bad times!

Let's smile often by cultivating our smiles & skills without really having a geopolitical boundary so- Stay Tuned, Stay Excited!



# NAZARIA

The Official Photography Club of IBS Hyderabad



The art of photography and videography is what all Nazarians enjoy and strive to achieve. Be it on campus or online due to the pandemic, we still take great pride in imparting a true sense of photography among the club members.

Nazaria is not bound to photography or videography but covering every aspect related to it, with our verticals, Tasveer which deals with all the creative content and N-Studios, which is our client servicing wing.

- We started this year with our online contest, 'Pixellence' where budding photographers of batch 2020-22 sent their entries.
- A rigorous recruitment procedure was conducted online this year and a team of 72 talented Nazarians were chosen.
- Nazaria organized lectures during the weekend giving the junior team knowledge regarding the basics of photography, handling a camera, types of cameras, videography, how to use Photoshop and Lightroom, etc. Different genres of photography like street photography, portraits, wildlife photography, product photography, and many more were taught.
- Fun assignments were given to the junior team which was later received and reviewed by the senior team.
- Collaboration with Club Kaizen for Poster making session and Club Ignite for a guest lecture and a contest which was a success.
- On the day of World Photography Day, an event was organized on the 19th of September, 2020. A very renowned professor of photography and writer, Peter Glendinning who is a professor at Michigan State University was invited to share his valuable experiences and gave insights about photography.
- Many other activities like Photography Bingo, Online games, contests like Slow Motion challenges kept the team active through the online medium.
- Various posters were made on various occasions, prominent days, and events.
- A series of 'Photo-byte' was introduced which gave some fun facts about photography.
- Ice-breaking sessions in between the regular lectures were organized to tactfully build relations.

We shared the love for photography, we laughed and made memories. The spirit of photography prevails amongst us even during this pandemic.

As we always say Nazaria is not just a club, it's an emotion.





## PRAYAAS

The Official Inter B-School and Corporate events club of IBS Hyderabad

As Campus Ambassadors of IBS Hyderabad, Club Prayaas, The Official Inter B-School and Corporate events club has initiated an academic year filled with events galore. We relentlessly endeavor to ensure IBS has adequate representation across B-Schools and Corporates pan India. Our key focus has been to establish a niche position and sustain the unique branding for IBS student community in appropriate forums.

The academic year opened up with a stream of virtual events heralding the New Normal, the highlight being online quizzing festival and Treasure Hunt by Dare2Compete in May-June 2020, wherein the college secured 1st position. We collaborated with DOT and IBS Analytics club to organize a webinar conducted by KPMG. Furthermore, we conducted virtual summits and webinars in association with Microsoft, Sales Force, Money Control, S&P Dow Jones and marketing sessions with Kraftshala. To promote online courses, we collaborated with Great Learning to bring out and upskill knowledge for the students of IBS Hyderabad.

To understand on how to survive a recession, we were enlightened by Dr. Rishi Mohan Bhatnagar. For International Yoga Day, in collaboration with Nazaria, Sankalp and VAPS, an initiative #Suryanamaskarchallenge was taken. With Sankalp, an awareness campaign against child labour was initiated. In collaboration with Insider Notion, articles were published in different areas of interest. On 25th June 2020, the new faces of IBS Hyderabad (batch of 20-22) were onboarded. In August, a series of guest lectures by Mr. Anil Bhasin and Coach Nithi Savla were conducted. In association with HUL and CNBC, we organized LIME Season 12, followed by a case study competition with MWB. Prastaavna, the introductory event organized by the batch of 2022, was a remarkable beginning.

Prayaas also coordinated events of ICFAI Dehradun, IIM (Ahmedabad, Visakhapatnam, Lucknow and Bangalore), AU small finance bank, LinkedIn, TATA and live projects with Skilling India, Univ.AI and Comunev that brought out the acumen and nourished knowledge of our budding NextGen students.

Furthermore, Prayaas serves as an outreach partner for many events across internal and external forums. The case research wing, Shodh has also come up with many enriching articles over the last few months.

To continue the legacy and to deliver the best experience for the students of IBS Hyderabad, our indomitable spirit has allowed us to navigate through the unprecedented challenges posed by the pandemic.

WE DREAM  
WE DEVELOP  
WE DISCOVER



# PRAKRITI

The Official Nature and Adventure Club of IBS Hyderabad



We the Green Team is not just about Nature and Trekking we are a lot more than. Adventure is just one side of our domain yet we are also into youth development and social awareness. Even in this challenging time we shine bright as the global pandemic failed to mar our spirits. We have surprised everyone with our extraordinary events. We do believe in success, and here in this virtue of new normal we maintain this streak by organizing multifarious events. We organize numerous nature events like Plantation Drive, where Faculties & Students of the campus are invited to plant saplings - and do their part for mother nature, Snake-o-pedia which is our flagship event, is an awareness programme on snakes where we collaborate with Friends of Snakes Society to bring snakes in our campus so that the students can have a up-close look at them and bust the myths which revolve around them.

We explore the adventurous side by conducting various treks throughout the year and rappelling camping and cycling as well.

Even in this pandemic, we have succeeded in managing some amazing events on online platform as well. These are the Unlocking Scavenger Hunt where we portrayed light on the Knowledge hunt with a pinch of picking and clicking the essence of adventure.

Then, we were fortunate to have our guest lecture by Mr. Romil Barthwal (a renowned Mountaineer/ Everester) on Journey to the Everest. The audience found it very insightful and interesting at the same time as they got a sneak peek of what it is to summit the marvel and the magnificent Sagarmatha.

Further, an event named Devil's Circuit was organized by Prakritians to welcome the new batch of 2020-22. It was an event which brought the thrill of MTV Roadies live into our Fresher's Week.

An introductory event after our new family members joined us from the batch of 2020-2022 was organized, called Madcap which was a fun filled event to familiarize the new family members with the hooks and nooks about how the Club Culture in IBS Hyderabad works.

Our plantation drive event was a huge success in collaboration with Club Aaina - The Official Social Awareness and Women Development Club of IBS Hyderabad and Club MWB - The Official Student Chapter of IBS Hyderabad. Our collective accomplishment of 535+ pledges and 250+ saplings planted by the club members of all the 3 clubs along with their family and friends in the plantation drive within a stretch of 24 hours just showed us the wonders we can achieve if we join hands.

Tarkash was a major collaborative event where Club Prakriti - The Official Nature and Adventure Club of IBS Hyderabad and Club Aaina - The Official Social Awareness and Women development club of IBS Hyderabad came together and organized a spectacular event and made the whole crowd speechless by the phenomenal amalgamation of two wonderful domains.

Our most recent event Shades of Nature, was a collaborative event with Club Samavesh - The Official Cultural Face of IBS Hyderabad and XpressionZ Theatre Society - The Official Dramatics Club of IBS Hyderabad which was full of nature and adventure, drama and actions, poetry and dance performances. The official website of Club Prakriti - "The Greensite" was also introduced in the event. This collaboration was to celebrate and be thankful for all the little splash of colors nature has given to us.

A major challenge was to make sure that the nature is preserved, loved and taken care of with a fun element attached to it and remains interesting throughout. This threw us in a quandary. However, even in a virtual mode we managed to seize the heed of the audience and to come this far in our journey of fun and learning. However, this journey is never ending and on this note a famous quote comes to mind; There's always going to be growth, improvement, adversity; you just got to take it all in and do what's right, continue to grow, continue to live in the moment." by Antonio Brown.





## **MONEY MATTERS CLUB**

The Official Finance Club of IBS Hyderabad

Money Matters Club is the 'Official Finance Club' of IBS Hyderabad and was founded in June 2005 with an objective to ensure that a dedicated team is formed for sharing financial insights and to provide a platform where one plays, talks and thinks finance.

This year has been peculiar for academics due to the COVID-19 pandemic throughout the world. This has led to a transformation from offline to online mode of study. We conducted numerous workshops, webinars, events and guest lectures consistently throughout 2020. Webinars were conducted on topics like 'Financial Planning for youth'; 'Are commercial banks navigating and emerging stronger than before in COVID-19 crisis?' etc., all of which had eminent speakers. Our club publishes 'Gyanpath' - short article curated to make readers understand complex Financial concepts and news in crisp language, and 'News Bulletin' every week for our avid readers. Alongside, 'Financial Bulletin' - the E-Magazine is published by our club on 'issuu.co'.

Apart from this, new initiatives by the club in this year are - FinClavis (brief description of Finance terms) and Inkitt (article writing competition). Also, we organized Management Discussion sessions for extensive research and knowledge in the Finance domain for example 'How RIL leveraged Jio to become Net Debt Free' and other such trending topics.

We have hosted multiple events this year which include- Applified (Freshers), FinQuest (Introductory Event). Many events are lined up for the coming months which include collaborations with Club Admire and Club Aaina as well.

The club conducted its Gyandose 4.0 which witnessed freshers gathering in good numbers to learn Accounts and Finance concepts from the batch of 2021, which helped them in academic preparation.

To top it all, we also launched the official website of our club- [www.mmcibs.com](http://www.mmcibs.com), on 21st April 2020, most importantly in the 15th year since the club's inception. It was a huge success and we pledge to carry the legacy forward.



## **CLUB ECOBIZZ**

The Official Economics, Business and Public Policy Club of IBS Hyderabad

The club's passion for economics, business processes and public policy is what makes it notable. The verticals of the club include - Khoj (The Research Wing of Club Ecobizz) and the Mains (Operations, Creative, Information Technology, Editorial, Corporate Relations, Public Relations, Events and Marketing).

Due to the current frantic situation, everything has shifted to online platform. Nonetheless, the club has been effectively running its activities bringing about the necessary changes. The club has conducted the following activities since the inception of 2020 - Fresher's event - (Appnomics), guest lecture by Alifiya Yusuf (topic - "Sinking Real estate and its impacts on Indian economy"), guest lecture by Mr. Srivas (topic - "Career opportunities available post Covid-19"), Introductory event (Arthashastra). Khoj, being the cardinal function of the club has been actively conducting online Khoj classes. The club is all geared up for the upcoming Khoj presentations, IBS MUN and the Rajneeti event which hold a noteworthy place in IBS Hyderabad.

'Rajneeti - Satta ka Rajtilak' is an anticipated event by all the clubs of IBS Hyderabad, where people get to put forward their political views and reciprocate their ideas during an itinerary period of 7 days in whole; where each day represents a specific part of the election process. It is a mini representation of the Indian Political System. The IBS MUN is a fun academic simulation where the participants (Delegates) have a unique learning experience and get acquainted with International relations, diplomacy, the UN, teamwork, researching, debating, leadership skills and cultural empathy.

The zest we had for these events in the previous years would be maintained in the same manner. We Ecobytes, take pride in the effectual functioning of the club and are hot to trot for the upcoming operations.



## TEAM VAPS

The Official Sports and Fitness Club of IBS Hyderabad



Do you ever wonder what the best part about sports is? It is simply being grateful for the opportunity to play and making it to that level of professional sport is incredibly rare. As the official sports and fitness club of IBS Hyderabad Team V.A.P.S laid the foundation of the club with the vision to provide a platform to sports enthusiasts to pursue their passion along with MBA.

To keep team's morale up in the COVID Era Team V.A.P.S hosted several virtual events getting started with the Quarantine Home Workout Challenge where the task was to make a small video of home workout and encourage team mates while further nominating them. To preserve the fun, team organized the PUBG Tournament, The Weekend Battleground in association with TITANS IBS and to keep up with the adventure and thrill of ultimate gaming Virtuarena was also organized. Apart from online gaming, ENDGAME- a treasure hunt was organized in association with Infinity Studios and ADMire.

Challenges give you the euphoria of Victory! One of such challenges brought by the Blue Band army was The Blue Band Challenge which gave opportunity to join and experience being a part of the legacy to the new batch of 2020-22. On the occasion of international yoga day team V.A.P.S organized live session on the VAPS YouTube channel along with Kashika Grover along with Club Prayaas, Narazia and Sankalp. Being a fitness club our team encourages the practice of yoga to maximize the joy of living in a fit and healthy body and the event turned out to be huge success wherein various colleges from across the country joined the session and appreciated IBS- Hyderabad for the initiative.

After inducting the new recruits of batch 2020-22, Team V.A.P.S successfully organized the introductory event –Relaython that inculcated team spirit and unity which is the very essence of VAPS. Overall, COVID could not wash away the spirit of sports in IBS. Though the focus shifted a bit more towards online gaming events but fitness still remain an integral part as a part of events in 2020.

## SPEAK UP

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



What a year! As normal as it began, the year took a serious 180. In these uncertain times, students joined college online, wondering "What good can online classes do?" Speak Up - The Official Public Speaking, Soft Skills and Debating Club of IBS Hyderabad came through and brought with it a whole bunch of activities. The club has been doing online events before it became a routine. 'Life Without IBS' is one such event, started in March and done for almost a month.

IBS Dialogue, in June, a two-day event hosted by the club, marked the official start of the club activities for the Batch of 2022. All 29 clubs came together to highlight the importance of extracurriculars in developing managerial skills. The event was managed successfully, despite being organized online for the first time.

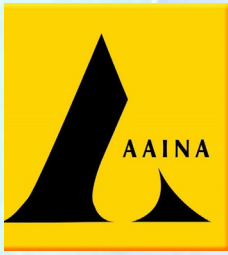
Batch of 2022 was welcomed into the club after the recruitment process in August. In September, an introductory event of the new batch- "Atomic Thoughts" changed the pace. An event very well managed and put forward.

The club's main objective is to improve communication skills of its members through various activities namely, 'Mod-Diction', 'Break The Mould', 'The 61st Minute' and 'CHAI Sessions'.

Chronicles of Highly Articulated Insights (CHAI) are the coveted moments we spend together as a family. A platform to voice differing opinions; members are guided into improving their soft skills.

While there is no telling on when life will pop out of these monotonous screens, Club Speak Up has been the voice of change in these trying times.





## CLUB AAINA

The Official Social Awareness and Women Development Club of  
IBS Hyderabad

“When you face difficult times, know that challenges are not sent to destroy you. They are sent to promote, increase and strengthen you.”

In this COVID-19 pandemic, Corona has made a huge impact on various aspects of human life around the world. Coronavirus is an epidemic that has not only affected human health but also social relations but the social life did not stop in fact everything became virtual. All the organizations were shut down and had to go through a transition.

Club Aaina reflects your thoughts, feelings and emotions. The main objective is integration of social activities with the business world to achieve the ultimate goals of an individual's contribution. In this virtual world that we have been in living in for almost 6 months, the zeal present in each aainaites, we still conducted several events namely, R3- REUSE, REDUCE, RECYCLE- a talk show with GREEN BUDDIES that aim to deliver environment friendly and recyclable products to children. KHWABEEDA- our introductory event which turned out a great success, a guest lecture was also conducted by LGBTQ activist- SONAL GIANI on the significant topic in this society- GENDER SENSITIZATION which taught us that it is okay to express and be open to sexuality which was needed among the college students. We also collaborated with Club Prakriti which was an online plantation drive where almost all of us participated and comprehended the importance of how green world is necessary in this concrete jungle, furthering this bond. We also conducted a collaboration guest lecture with Club Convergence by Ms. TANUJA ABBURI - The Founder/CEO of Beyond Pinks with the vision of transforming the country into a knowledge hub and works towards the upliftment of women.

We had yet another fun collaboration with Club Prakriti- TARKASH, event which again was a great triumph. Then again, a guest lecture was conducted in collaboration with Club Admire by Ms. ANJITA SINGH- mentor in YGPT (youth for global peace and transformation) where we all learned to map out the journey of dreams in a methodical way with a balance of work & play.

To conclude, the club indulges into various social and CSR activities and our vision is to be corporate with its strategies and policies aligned with social concerns. We believe that if the world changes according to the way people see it, and if you can alter, the way people look at reality, then you can change the world.



# CONVERGENCE

The Official HR Club of IBS Hyderabad



Nearly every aspect of normal life has been affected by the spread of coronavirus. One huge area that COVID-19 is impacting and sowing major confusion is in higher education and the activities related to it. It has forced all of us to reimagine how we deliver an engaging and holistic learning experience for students. While it presents its challenges, it is also a massive opportunity to break out of old habits and create new, impactful, and relevant modes of learning that take advantage of technology and this moment.

Club Convergence took this challenge as an opportunity. Its motto being 'With us, it's always you first', stands as an academic HR club to create a learning environment and enhance the skill sets of the students as HR professionals. It helps the team members to have a hands on experience of the real HR world by conducting various events throughout the year.

This year's journey started with the Webinar on "FUTURE OF HR AMID PANDEMIC". By this time, we were not aware that our upcoming activities and events would be in online mode. IBS Hyderabad gave us the opportunity to organize our events virtually as we want our junior batch to take forward the tradition by organizing the weeklong Fresher's, where we organized HR'OID event.

It didn't stop here and gave birth to a series of events and webinars. Even the recruitment process for the junior batch was done virtually and without any hustle.

The transition from offline mode to online mode was smooth to some extent. The amount of participation also got increased. Though online mode has made it much easier for us to organize events, we are also missing out on many things which we would usually do in college.

We look forward to organizing more online events this time and learn new things that'll help us all to look at the brighter side.





## **XPRESSIONZ THEATRE SOCIETY**

The Official Dramatics Club of IBS Hyderabad

“Empathize, Emote, Enthrall” the motto of XpressionZ Theatre Society shone through all the events it conducted in this academic year. Adjusting to the online platform and the changes caused by the pandemic was challenging but not impossible.

In June, at the start of the new academic year with an interactive session called “The Kalakaar Xpress” which awoke the performer in the minds of the juniors and introduced XpressionZ Theatre Society to them. The recruitment for the batch of 2020-2022 took place in August, which posed to be a challenge given the online platform and after a rigorous recruitment process, a team of inspired people were chosen.

The Introductory event, was held on 14th and 15th of September and a debut film made by the junior team called “Peedhi” was presented. This film consisted of short stories depicting the generation gap that is becoming more and more evident in today’s society.

On the 21st and 22nd of October, XpressionZ Theatre Society showcased the young talent in Canvas 3.0 where seven directors along with seven writers depicted seven different stories that were all set to Empathize with the current situations and Emote it in a way which is going to Enthrall everybody.



## **IBS ANALYTICS**

The Official Analytics Club of IBS Hyderabad

Believing in the motto of “Work in the dark and Gloom in the light”, Club IBS Analytics has yet again proven this even in the adverse time of the Pandemic. No matter how Covid-19 has affected the IBS offline sessions, Club IBS Analytics was all set to enter another brand new year of academics to put forth a set of brand new endeavors.

This started off with the recruitment of a new fresh bunch of Analyst 4.0 through the online video conferencing platform google meet. The entire batch of Analyst 3.0 welcomed the juniors with warm wishes, and gave them the strength to hold the torch of this club. Till the time juniors had got along with each other, they were given the task to organize the introductory event “Vishleshan”. The event was based on the theme of “Game of Thrones” and proved to be a grand success.

Next we move on to the launch of our Club Magazine “Analyzia”, Vol 3 Issue 2 on the theme of “Technology and Analytics: Redefining Business Needs”. Here we focused on how emerging technologies and Analytics are transforming businesses in different sectors. Meanwhile an extensive research work was thrown upon by Matrix (The Research Vertical) for all the streams. Finally towards the end of September we concluded with the most insightful guest lecture by Mr. Omesh Saraf, who is known as the “Master of Analytics” from Bajaj Allianz on the topic “Technology and Analytics: Redefining business World”. This marked the end to an exciting semester.

Although as a team we connected from places far apart but at heart we were together inching closer and closer towards achieving every milestone.



## SANKALP

The Official Leadership and Nation Building Club

SANKALP – The official Leadership and Nation Building Club of IFHE. We at Sankalp aim to inculcate leadership skills and social awareness in the students. It stands upright on the pillars of Social, Political, and Corporate Leadership. Our motto is to Serve with Pride, Lead with Confidence, and Inspire to Impact lives – “BE THE CHANGE”.



During these challenging times, we have to realize that the art of life is a constant readjustment to our surroundings, and Club Sankalp follows the same. The zeal and enthusiasm of the members have motivated and made us push our creativity and limits to organize events that are no less than the offline events, with maximum utilization of the social media and VC services.

This online season started with an awareness campaign on World day Against Child Labour and also on World Blood donor day. On International Yoga Day, we streamed live for a Yoga session with four other clubs and NGO partners IDF and NADA India.

To honor our soldiers on Kargil Vijay Diwas a GL in collaboration with XpressionZ Theatre Society was conducted by COL Sumit Basu. In association with GiveRed, we advocated the importance and extended a platform to request or donate for COVID-19 recovered Plasma. Another GL was conducted on Leadership in start-ups across the stages by Mr.Sushil Vaishnav.

Junior sankalpites conducted their introductory event IGNITE – SPARK FOR CHANGE. It was about how the community can effectively engage in civic issues.

An informative webinar was organized in association with with Swaniti Initiative's Rwitwika Bhattacharya and Shilpi Thakur as well.

## IFHE BLUES

The Official Swimming and Water Sports Club of IBS Hyderabad

#We refuse to sink

IFHE Blues conducts water sport events for the students of different colleges under IFHE. Participants actively take part in challenging, refreshing games that help them to relax and cope up with their academics and personal life. IFHE Blues conducted its introductory event WATER POLO (Dominate or drown), swimming competition, splash trunk, etc.



Along with that, we conducted our flagship event ENDURATHON. The event comprises swimming, cycling followed by running. BLUES has its tie-up with GHAC so conducts an international event HYDERABAD TRIATHLON. Even in this pandemic with the help of our mentor Dr. Bharath Supra we were able to conduct online events like BLUEBINGO CHALLENGE by seniors and BLUESCON an introductory event by juniors.

We have 4 verticals mainly: - a) Digital team b) Operation team c) External team d) Events team

The club activities are done together by seniors and juniors with complete dedication and with enjoying our work. We maintain good repo and have brainstorming sessions amongst us to generate new ideas. Everyone got a chance to express their ideas and suggestions given for new implementations that encouraged us to work. We are well prepared to flourish our club and its activities in an effective manner.

HAN BHAI BLUES!!





#ItsAllAboutConnections

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