

**IBS**

**HYDERABAD**



ALUMNI MAGAZINE

# CONNECTIONS

IBS MAGAZINE

**VOLUME 16**

**EDITION 18**

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# MIRRORS



**ALUMNI  
ARTICLE**

**STUDENT  
ARTICLE**

**FACULTY  
ARTICLE**

# CONNECTION

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**ALUMNI ARTICLES**

**EVENTS**

**STUDENT ARTICLES**

**MIRRORS**

**FACULTY ARTICLES**

**CLUB BYTES**



# EDITOR'S NOTE



Dear Readers,

There are some emotions that one cannot suffice to put in words, even if they stand to be Editor-in-Chief. Though, I'd like to politely mention that it gives me immense pleasure to work as one for "Connections" magazine and having the chance to interact with wonderful writers who contributed. I would also like to thank my team for giving me this opportunity and considering me credible for the recognition. I had always jotted words from my own mind, but now I know how to work as a part of a team and express what each one of us has to say.

The famous two words of Charles Bukowski were "Don't try". By which he meant to tell the world that you need not try to be something, rather give your whole to whatever you do without thinking of the consequences. While trying, people tend to build insecurities and start counting a huge number of flaws in themselves. The theme of our magazine "Mirrors" wants to bring out that aspect into picture. People have found ways to escape themselves through the virtual world. Nobody even has the time to take a look in the mirror and show belief in who they are and who they want to be.

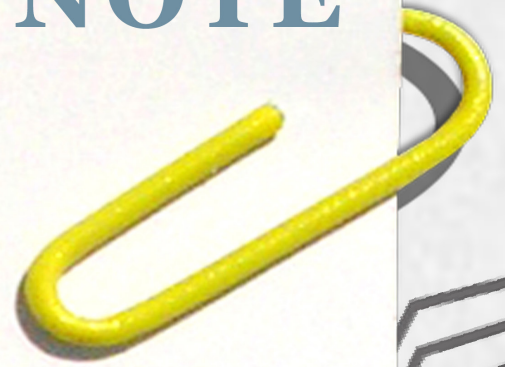
Especially in the COVID times, people got involved in the virtual world so much that nobody cared or worked for their mental health. I take pride in saying that my team in Alumni Relations Cell decided to bring this theme forward to highlight what's missing, via the second edition of our quarterly magazine Connections: Edition 18, Volume 16. Here you shall find informative articles, as well as titbits on how our online college life has been.

Happy Reading!

Reeka Grover  
Editor-in-Chief  
Alumni Relations Cell



# CO-EDITOR'S NOTE



Dear Readers,

This year was full of uncertainties but the real deal lies when you are able to find the light in the darkest of times, with this spirit the year has been full of learnings and making friends who turned out to be like family that too virtually. The journey at Alumni relations cell as a learner to becoming the Co-editor has been rewarding and it was all because of the constant support my team gave me and guided me throughout. It was because of the faith they had in me which helped out in bringing the writer out of me for which am extremely grateful to them.

It is rightly said that “we rise by lifting others” and with the same belief ARC is not just a cell but a solid concoction of talent and creativity where we help each other to grow and enhance themselves to be the leaders of tomorrow. It gives me immense pleasure that after so much of brain storming , zeal and hard work , we finally present to you our quarterly magazine Connections: Edition 18, volume 16 which is the mixture of great efforts and creative minds penned by our students, faculty members and our beloved alumni that would surely spellbound all the readers out there. This year we are continuing with the theme of “mirrors” which gives us the true gist on the art of self reflection . I here invite you all to go through this beautiful piece of work that shall surely make a lasting effect on you as this magazine has umpteen contents to offer which readers would love to absorb and reflect upon as in the end its all about learnings,

Happy reading!

Shekhar Kadel  
Co-Editor  
Alumni Relations Cell



# ALUMNI





# ARTICLE





# HOW A GLOBAL PANDEMIC HAS REINVIGORATED INTEREST IN ANCIENT INDIAN MEDICINES

## Changing consumer behaviour

### *Fewer side effects and lower toxicity levels*

In the pre COVID marketplace, where “low-fat”, “sugar-free”, “not fried but baked”, etc claims were gaining interest, suddenly “immunity booster” or “immune health” claims became mainstream since the outbreak of global pandemic. Modern Indian consumers who were earlier focusing more on weight management and natural attributes of food products are now looking for just one feature- immunity boosting Ayurvedic ingredients.

Considered to be an alternate form of medicine, Ayurveda is a traditional Indian system of medicines derived from natural herbs. Ayurveda is currently gaining interest primarily due to its fewer side effects and lower toxicity levels as compared to allopathy medicines.

## Government initiatives to promote Ayurveda

Directives issued by AYUSH Ministry in the wake of COVID 19, have further led to increased awareness about Ayurveda and its benefits in building immunity. The Ministry introduced immunity boosting formulation ‘Ayush Kwath’ made up of herbs, such as Tulsi, Dalchini, Sunthi and Krishna marich (black pepper).

*Immunity boosting formulation*

## Manufacturers react with innovative product launches

Whilst leading Ayurvedic products manufacturers witnessed surge in sales of their immunity boosting range during 2020, several food and beverages manufacturers launched a slew of products incorporating Ayurvedic ingredients during the year. For instance,



Himalaya, a leading Ayurvedic products manufacturer witnessed strong surge in its Pure Herbs range including Guduchi, Tulasi, Amalaki, Ashvagandha etc while Dabur introduced ready-to-use immunity-booster products like Tulsi Drops, Giloy Neem with Tulsi Juice, Amla Juice and the Immunity Kit. Another major FMCG company, Marico, launched Saffola Kadha Mix, Golden Turmeric Milk Mix and a Chayawanprash while Amul launched Turmeric milk, Ginger milk and Tulsi milk and Immuno Chakra Ice Cream.



Not only established companies, but many start-ups that have recently forayed into Ayurveda based products, such as AADAR, Kapiva Ayurveda, Upkarma Ayurveda, Namhya Foods, OZiva among others, capitalized on shifting consumer preference for alternate immunity boosters.

## Ayurveda to shape the future of healthcare system

Undoubtedly, the current situation has led to revolutionary changes in consumer behavior and has stimulated the intake of natural and Ayurvedic products. This renewed interest in Ayurveda will create huge opportunities for established and new players in the market. Additionally, the upcoming 4th Global Ayurveda Festival (March 12- 19, 2021) will be focusing on importance of Ayurveda in the post COVID world, which will further boost the demand for Ayurveda based products. Consequently, the market for Ayurvedic products is poised to witness tremendous growth in the coming years.

*Changes in  
consumer  
behavior*



**Rashmi Mahajan**  
MBA, IBS Hyderabad  
Batch 2002-2004

# The Future Belongs to PLATFORMS

If we look around the companies or businesses which were successful in sustaining their revenue and operations during Covid 19, when everything was going haywire, it would be the platform businesses. They did not just sustain but also expanded their horizon when everything else failed. For example, Facebook launched WhatsApp Pay, Instagram E-Commerce Platform among others to make itself a super app that will be hard to replicate for its competitors.

## What is a Platform?

In layman's language, we can describe it as a business model which facilitates the consumers and producers to interact with one another where they create communities and markets with network effects that allow users to interact and transact.

Platform Business is not involved in creating and controlling the inventory supply, instead, they make connections between different parties.

Even though many think or believe Platform Business Models are new, we can in fact find its traces in Ancient Rome in the form of Bazaars and Auction Houses which stick mainly to brick and mortar format.

Thanks to technology, platforms can facilitate exchanges at an unprecedented scale to numerous people. The most successful platforms till date are Amazon, Google, Facebook and Apple. However, they are just creme de la top as now the largest IPOs and acquisitions globally are platforms.

It has also been observed that Investors love Platforms as they have strong moats around them which enables them to operate at a scale that leads towards complete control of the industries.

No wonder platforms are outscoring linear businesses and, since they perform better in both short and long-term scenarios, it is safe to say that "The Future truly belongs to Platforms."



Abhinandan Ghosal  
MBA, IBS Hyderabad  
Batch 2019-2021







# THE LAST SMILE

## An insight into the future of Last Mile Delivery



The purchase often looks like a success when the delivery person brings a smile to your face with the parcel. In the world of E-Commerce, we are all bound to get things delivered at our preferential locations, eliminating the experience that salespeople used to bring to a shop.

For those wondering about the Last Mile concept, it can be explained with the example of Amazon. Amazon has set the benchmark for Last-Mile Delivery. With massive Distribution Centres within a short distance of every major population center, they are able to offer fast delivery of virtually any product they sell. 'Amazon Prime Now' service promises delivery within 1 hour.

During this Lockdown, I got fond of a disruptive startup "Zypp", which changed its business model from a rental business to a last-mile delivery partner and helped the B2B segment grow during the pandemic time. They turned their EV segment into faster, Cleaner, and Cost-efficient logistics solutions.

What does the future hold? Businesses across the globe have eliminated the challenge of geographical barriers, delivery at any part of the world is possible. The only challenge remaining is the pace at which the company is able to deliver to its customers. Another



part of the challenge is keeping the customer in the dark. Communication is the key here. When a parcel is not delivered in the stipulated time the customer needs to know about the reason. The speed of juggernauts like Amazon and Uber are creating ripple effects and forcing small businesses to gain pace.

The future expects small businesses to adapt to technologies which earlier were used by big business firms, hence big firms are also pondering to adopt new ways. People are conditioned to spend on technology without even knowing about it.

Startups like "locus" help other startups in covering up that technology barrier by planning and optimizing logistics service offering, precision tracking offered for a better logistic experience for their customer.

The state of Last Mile delivery all

over the world is emerging.

### Customer Interface

Think of ways where delivery never had a face, will a drone service bring that smile on your face? Is the purchase only about delivery of the goods/services or more inclined towards the experience that a customer can have with the only point of contact during an online purchase, the delivery man?

**What do you prefer: a healthy smiling face on your doorstep or a hi-Tech enabled drone delivery?**



**Gagan Bajpai**  
MBA, IBS Hyderabad  
Batch 2019-2021

# Use LinkedIn To Create your own Brand & get your DREAM JOB

LinkedIn, which started back in 2003, is a social platform for professional networking which allows job seekers to post CV & employers to post jobs. There are trillions of profiles on LinkedIn, but did you know that you can create your own BRAND over LinkedIn and stand out from the crowd and attract the employers to hire you. Below listed are some hacks which can make your profile look attractive

## PART 1

> Profile Picture- Make sure that your profile picture

- Has a close up of your face
- Always look into the camera as if you are staring right into the eye of the visitor in your profile
- Has a neutral background & dress appropriately which displays your professionalism

> Headline- It should describe your current job title in 1 line, and it should have

- Company name- Current role in your present company
- Keywords- It should describe the nature of your job like Sales & Marketing/Operation, Industry -FMCG/IT/Hospitality
- Zing factor- Punch line which will differentiate you or put you apart from the crowd of job seekers.

> About- In this section make sure that you give a small introduction about yourself which can be about your current job/ role, total experience, Personality traits, etc.





> **Experience**- Make sure that you include

- Company name & logo
- Dates of starting & leaving the organizations
- Key Responsibilities undertaken in each role
- Internships undertaken & learnings

> **Education**- Start from the highest degree and go to the school level. Include % / CGPA for each along with major subjects and include the logo of College/Universities

> **License & Certifications**- Include all certifications undertaken which includes online / offline courses. Mostly all certifications don't have expiry dates

> **Skills, Endorsements & Recommendations**- List down all your skills in this section and get them endorsed through your connections. Ask your colleagues or even your boss to provide a recommendation about you which can include your personality or your job profile.

## PART 2

Once your profile is ready following all the above steps, you can check the completeness of your profile in "Your Dashboard" which is private to you and it should show 5 star which means your profile is good to go.

# Are you confused about whom to add?

How to start making a connection or increase it later??

If you are doing an MBA, then by the second year you know your target industries. Search out all the companies in the industry & start searching each company and then go to the people tab to add them as a connection. Are you confused about whom to add? Well, I have got the answer for you. Look out to add those people whose reference can help you to get

your dream job -HR/Managers/GM/SVP/VP. But wait!!! Are you going to add them on LinkedIn & ask them for Job??? Of course not. Then?

Well, write them an opening message like-

Good morning Sir. Thank You for getting connected over LinkedIn. Hope you & your family are safe & doing well during this Pandemic.

Regards,  
Kaushik Pal

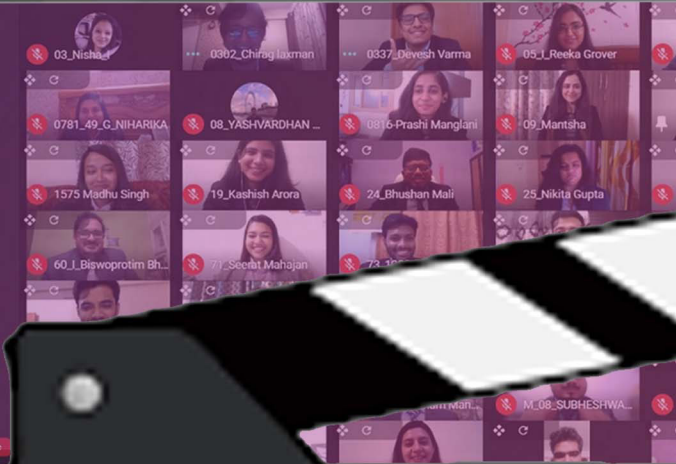
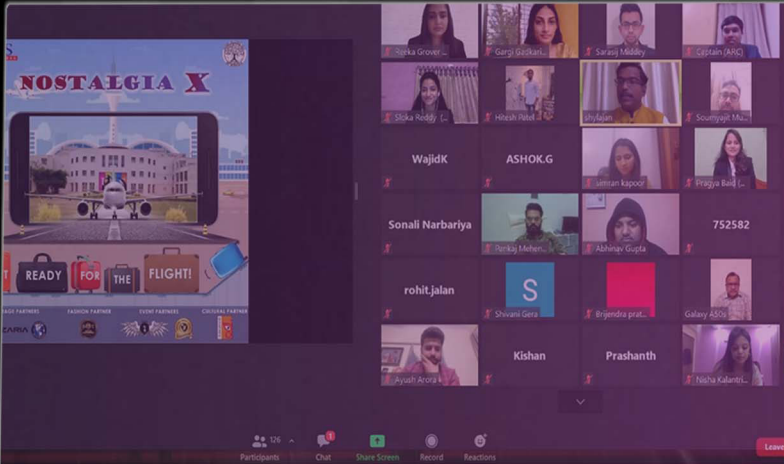
You will receive a reply from some of them and a few might not revert to you. Keep on liking or commenting on a post of your interest or your connection's which shows the time devoted from your side to LinkedIn. When the time is right and if the connection has been responding to you, go ahead and discuss your job.

Well, there are many companies whose recruitment up to a certain step is handled by recruitment firms/agencies. Try to connect them beforehand and share your CV with them on a personal note at the time of new openings and at least your CV would be viewed by them despite so many Job applications.

LinkedIn is not about applying jobs only but to increase your connection, learning about other industries/companies and grow with others



**Kaushik Pal**  
Alumni, IBS Hyderabad  
Batch 2014-2016







CAMERA,

ACTION!

Suresh G

ALUMNI RELATIONS CELL

presenting  
GUEST LECTURE  
ON  
OPPORTUNITIES IN  
PUBLIC SECTOR

28TH DEC 2020 | 4PM

GOOGLE MEET

G. SURESH

Chief Manager  
India Post Payments Bank Ltd.  
Bandra, Mumbai

P

PRITHVI GUPTA

Disha Bansal

M.08.SUBHES

0781\_49\_G\_NHARK

Zoom Meeting

# GUEST LECTURE - OPPORTUNITIES IN PUBLIC SECTOR

Date: 28th December 2020

Alumni Relations Cell hosted a guest lecture about the numerous opportunities that exist out there in the public sector. Mr. G. Suresh began his lecture by bringing out the fact that opportunities are not just limited but global.

He enlightened us that the information available at hand is not everything that one can find and mentioned the lack of knowledge about the banking sector as students are not completely aware of the number of banks that are prevalent in the country. If all these options are explored the Indian youth can aim for a better future in the Public sector.

But the real question is whether the youth has imagined working in this sector. He also suggested that the biggest challenge in the mind of students is that they think about the companies but they don't think about the regulators or the ministries that govern them. The second is the fear of not getting through.

Through the Guest Lecture, students were made aware of the Central Govt. job requirements ads that are generally floated on Mondays and Tuesdays in the paper. Interested people can find Government job vacancies on Sarkari Naukri App, Jagranjosh App, Employment News, Govt Jobs App. He also discussed what electives an MBA graduate can choose if they want to pursue a job in the public sector. As specialization-based jobs exist in the market, students need not worry about the same. They can choose to have a major and a minor as per preference.

Alumni Relations Cell was successful in hosting a guest lecture that benefited the students and brought insights into a domain that they were not well-aware about. The session could make a difference in the employment prospects of each one who attended as it has helped them widen their horizon.

**IBS HYDERABAD**

**ALUMNI RELATIONS CELL**  
*presents*

**GUEST LECTURE ON OPPORTUNITIES IN PUBLIC SECTOR**

**G. SURESH**  
Chief Manager  
(India Post Payments Bank Ltd., Odisha Circle)

**28TH DEC 2020 | 4PM**

**GOOGLE MEET**

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# MENTORSHIP PROGRAM

Date: 13th December 2020

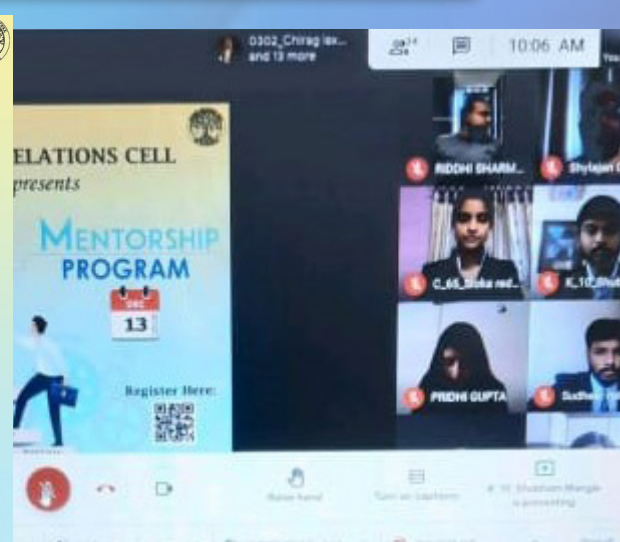
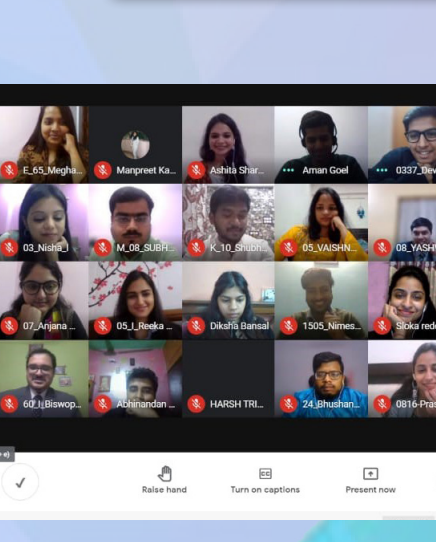
Despite the hardships of a virtual platform, the Alumni Relations Cell of IBS Hyderabad conducted Mentorship Programme successfully. Students were eager to have one-on-one interactions with our alumni who are now, industry experts and are excelling in their work lives. They grabbed the opportunity to talk to people who have been in their very own shoes and achieved great heights.

It all started a month ago when alumni showed a positive response when they were invited to the session. They were glad to bestow light and words of wisdom on the young minds of college who are still struggling with career decisions and a little confused about internships. Being far off from faculty, and not being on the physical grounds of the college, they feared taking any wrong steps that may impact their career.

The students were decked up and excited for their sessions. The alumni answered all their doubts and queries with the same zeal and enthusiasm related to CVs, Resume, Specialization, and other career-related queries. They gave informative tips to work well on their SIP.

Students felt comfortable and had no hesitation to discuss any doubts that they had. After the session, positive reviews were shared by both the students and alumni. Students had a sigh of relief as they felt many of their doubts regarding specialization were cleared. The mentors also acted as an inspiration, for they were at a peak of their career lives.

Each year, no matter what the circumstances, Alumni Relations Cell will continue to hold a Mentorship Programme, as we realize the benefits of wise and knowledgeable mentoring. From weakness to strength, from grass to grace, and from nothing to something the wisdom and knowledge that is imparted by the mentor to a student, always proves to be a great asset.



# Nostalgia X

Date: 24th January 2021

Alumni Relations Cell of IBS Hyderabad organized their Flagship Event - Nostalgia X on 24th January 2021. Each year the cell organizes the event to strengthen the bond of the alumni network. Due to the pandemic prevailing across the country, this year it was conducted on a virtual platform. An invitation was extended for all the alumni, across all batches.

The theme of the event was 'Flamboyant Flight' to bring the essence of a virtual trip. Since the alumni were not able to fly to Hyderabad for Nostalgia, we created an atmosphere of the flight journey. It began with the Captain opening the evening as a virtual flight and incorporated themes of the airport and in-flight experiences.

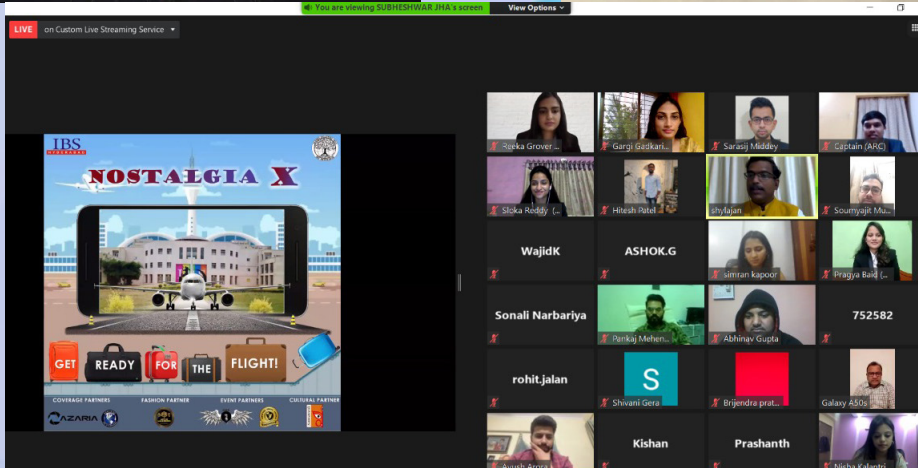
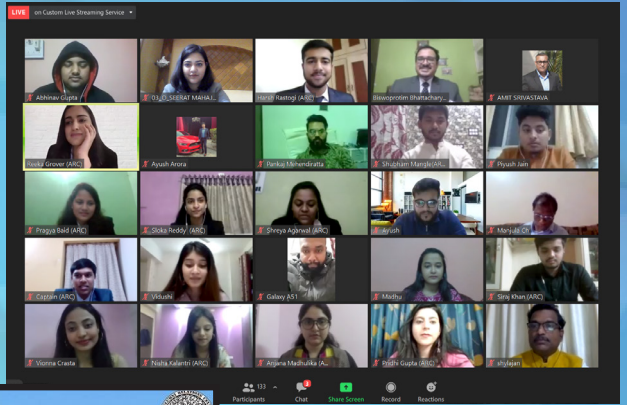
The evening began with a tribute to our beloved Director, late Dr. S Venkata Seshaiyah, who brought out the best in the lives of students. Our quarterly magazine "CONNECTIONS" Volume 15 Edition 17 based on the theme 'Mirrors' was launched by our Dean Prof. C. S. Shylajan and our mentor Prof. Mahesh Kumar Soma. The event was further fuelled with phenomenal performances. The startling performance by Club Samavesh- The official cultural face of IBS Hyderabad, a beautiful piece of art by Xpressionz Theatre Society - The official dramatics club, a jaw-dropping fashion walk by Club Moving Mannequins - The official fashion society showcased the online and offline scenario of college life and also the melody dipped music of Diatribe - The official band of IBS Hyderabad.

The title sponsors for the event were Shatabdi Townships. The co-sponsors were Mystique Earth, Jutti Express, Urban Greens, Empire Media, Yogik's Cafe, Stubborn Factory, Sharma Coffee, and SMR Designs Filter Beans.

The event was quite interactive in nature with lots of stories tumbling out. Wonderful anecdotes and advice were shared during the whole evening. Some mentioned how it is difficult to look for their batchmates on college grounds, but so much easier to find them on online platforms. It was suggested that the event have a certain online involvement each year to include those who can't travel long distances.

"Coming together is a beginning; keeping together is progress, and working together is a success." The hard work put forth throughout the event by the entire team has made it a grand success. The smile on the faces of our alumni spoke about their experience. This event has made us feel the essence of true connection.

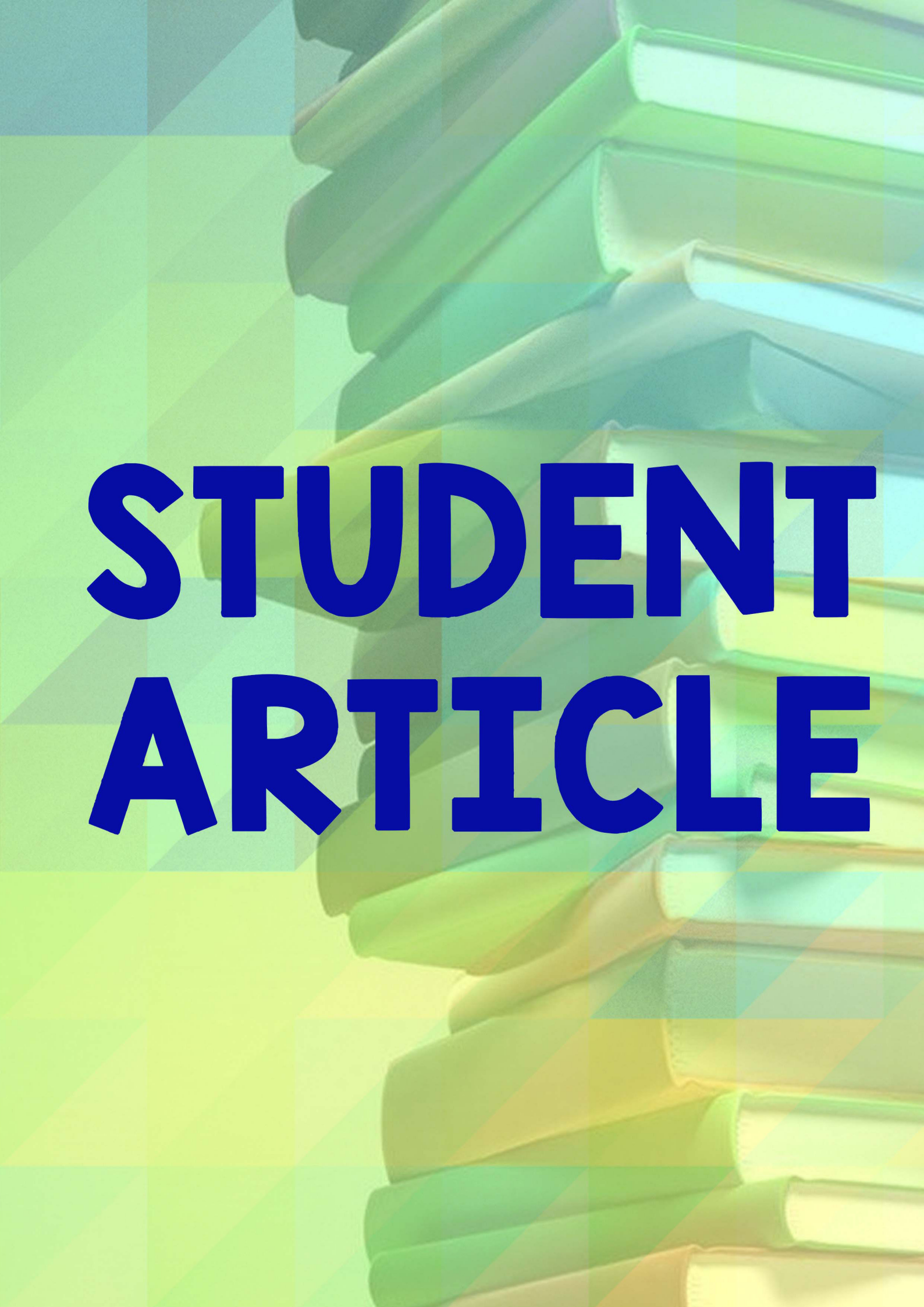






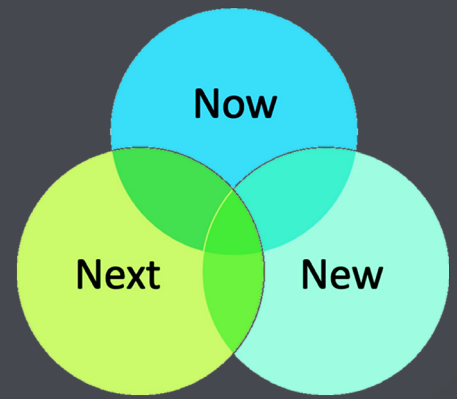




A stack of books is shown from a high angle, with the spines of the books visible. The books are arranged in a slightly irregular stack. The background is a light blue and green color with a geometric pattern of overlapping squares and rectangles. The text "STUDENT ARTICLE" is written in a bold, blue, sans-serif font, centered over the stack of books.

# STUDENT ARTICLE

# PANDEMIC AND BUSINESSES



The onslaught of the Global Pandemic saw major changes similar to a pebble being thrown into still waters in the sense that there were cascading ripples. Herein the adaptability aspect that warrants a moment to be appreciated comes into the limelight.

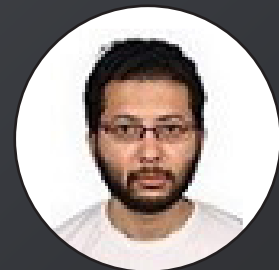
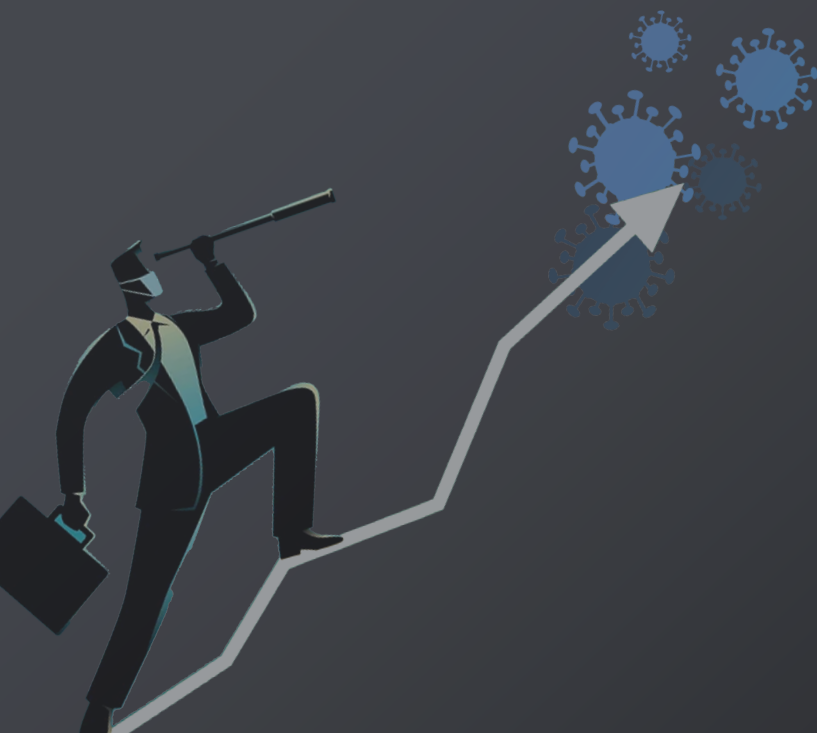
With the lockdown, manufacturing-oriented businesses took a major hit. However, it was soon realized that businesses needed to spruce up their image in the eyes of the customer and thus, a foray into digital and social media marketing ensued.

Companies such as Domino's started ensuring that their delivery practices incorporated safe handling, social distancing, packaging and other practices, showed the consumer that they were trying to cope with the Pandemic to their best abilities.

Ethical and responsible marketing was even carried out by companies incorporating stealth marketing, similar to how Cadbury's Diwali 2020 advertisement inspiring the public to help the local businesses in the Andheri West region, which had taken a massive financial hit due to the Pandemic.

It would seem that Covid had brought out the importance of the biodiversity of the planet and companies that could incorporate this into both their marketing campaigns and products would get an edge in the competition. As the masses acknowledged this, Tesla's entry into India drove the point home.

Organizations have to abide by Darwinian law: they either adapt or perish. If practices are as important as interviews and education or something as trivial as dating could be shifted online due to a paradigm shift, can't businesses do the same?



**Prattyush Roy**  
MBA, IBS Hyderabad  
Batch 2020-22



# WANDERER IN WOODS



Renuka Srija  
IBS Hyderabad  
Batch 2020-22

*I saw a wanderer in the woods  
Eyes filled in rage and seeking solace  
feet tall with an in depth heart  
and a smile which was numb  
but spoke a million words*

*He was wandering around  
with baggage at back  
baggage in mind  
Following the sun to  
diverge in woods*

*He slept there on the top  
looking at the million ways  
of galaxy telling him stories  
and the wind singing him lullabies*

*Both fire and wood embraced  
each other with all their might  
which gave him a warm  
shrill throughout the night*

*I saw a wanderer coming back  
from the woods with the peace  
he got and the smile he gained  
And he left the woods to wander  
around the roads which were a  
maze with a meaningless pace*



# THE POWER OF IMPERFECT STARTS

When you have a goal — whether it's starting a business or eating healthier or travelling the world — it's easy to look at someone who is already doing it and then try to reverse engineer their strategy.

In some cases, this is useful. Learning from the experiences of successful people is a great way to accelerate your learning curve. But it's equally important to remember that the systems, habits, and strategies that successful people are using today are probably not the same ones they were using when

they began their journey. What is optimal for them right now isn't necessarily needed for you to get started. There is a difference between the two.

## What is Optimal vs. What is Needed

If you set your bar at “amazing,” it's awfully difficult to start. —Seth Godin

Learning from others is great and I do it all the time myself.

But comparing your current situation to someone already successful can often make you feel like you lack the required resources to get started at all. If you look at their optimal setup, it can be really easy to convince yourself that you need to buy new things or learn new skills or meet new people before you can even take the first step toward your goals.

And usually, that's not true. Here are some examples.

Travelling the world - Every time I travel, I see so many backpackers who have spent a fortune on gear: rainproof bags, moisture-wicking clothes, special shoes. Now I'm not saying gear is useless. Great gear can make your life much easier on the road, but it's not required. You don't need new shoes to start running. You don't need new cooking bowls to start eating healthy. And you don't need a new backpack to start travelling. Those things might be optimal, but they are not needed in the beginning.

*What is  
Optimal  
vs  
What is  
Needed*





**Starting a business** - When you're an entrepreneur, it's so easy to get obsessed with optimal. This is especially true at the start. I can remember being convinced that my first website would not succeed without a great logo. After all, every popular website I looked at had a professional logo. I've since learned my lesson. Now my "logo" is just my name and this is the most popular website I've built.

**Eating healthy** - Maybe the optimal diet would involve buying beef that is only grass-fed or only organic vegetables or some other super-healthy food strategy. But if you're just trying to make strides in the right direction, why get bogged down in the details? Start small and simply buy another vegetable this week — whether it's organic or not. There will be plenty of time for optimization later.

**Avoiding by Optimizing** - Claiming that you need to "learn more" or "get all of your ducks in a row" can often be a crutch that prevents you from moving forward on the stuff that matters. You can complain that your golf game is suffering because you need new clubs, but the truth is you probably just need two years of practice. You can argue that it's hard to travel light without the right backpack, but the truth is you could make it work with what you have now. You can point out how your business mentor is successful because they use XYZ software, but they probably got started without it.

**Obsessing about the ultimate strategy or the ultimate diet or the ultimate golf club** can be a clever way to prevent yourself from doing hard work.

One percent gains fill me with joy. Small habits leave me smitten. Disturbing levels of consistency make my heart flutter. But don't let visions of what is optimal prevent you from getting started in the first place. An imperfect start can always be improved, but obsessing over a perfect plan will never take you anywhere on its own.



**Garima Soni**  
MBA, IBS Hyderabad  
Batch 2020-2022



mik  
wik





# Yorks KOK2





# *Realigning* FROM *Reel to Real*

**W**hile looking at your reflection seems like a fairly easy thing to do, how many people can take a close hard look and still be kind to themselves? In a world where the billboards keep changing at the tip of our noses, information gets old in the blink of an eye -- we are living in a time where fame worth a minute is widespread. There is always a grey area between sympathy and empathy where our conscience oscillates.

*Take  
a close  
look  
around  
yourself*

Take a close look around yourself, how many people are around you? How much time does it take for you to call a friend?

Now, think about how much time it takes you to order food online? Or, how many times do we see ourselves stumbling out from a shopping website or a social media site?

The problem is we are choice dependent and at present, we are spoilt for choice. Interestingly, a lot of them are choices that are not fruitful. Apart from being a definite waste of resources, the reel world is also serving as a distinction of who we are and what we perceive.





While we are surrounded by friends or family, multiple other things prove to be distractions. The digital mediums in our lives are like loud bawling babies, craving everlasting attention.

A child goes to his parents for advice, a family man seeks his spouse out. In the digital arena, we are afraid to strike conversations with the ones around us. We would rather choose to plant ourselves in front of a stream of entertainment and proverbially ice our sentiments.

Certain people can pass a mirror and be unperturbed, while some may catch a glimpse, and then there are the ones who take a second, smell the flowers on the way and compliment themselves.

Our world right now has created a plethora of reflections and shiny surfaces for us. At every juncture, we see people struggling with issues of space and peace of mind. Maybe at its very core, the situation stems from a lack of kindness to ourselves.

*Whether we are being kind today*

*Whether we feel happy today*

Another big choice is to keep the system running with nutrition. It is well documented that food plays an ephemeral symphony with all the senses. While our world provides us a visual of what our food looks like, it misses out on the other senses emphatically leading to gluttonous behavior.

Amongst all this, the scrolling never stops. Endless amounts of data making us happy, sad, confused, empathetic, sympathetic, cruel, jealous, angry, anticipation, trust, joy and so much more while essentially losing the thought and the emotion of who we were and where we started from.

With meandering thoughts, is it possible to reach a conclusion worth its wait or does it lose itself within a sense of ignominy? Imagine your brain as an empty spool with threads of various colors surrounding it. As each new thread merges within the rolling spool, the pressure goes up a notch.

Our brains function a tad differently, it has a cognitive understanding of values and principles which lie at the core of all the rolling information all around. It is these drops of sands that turn into pearls of wisdom with time. So where does tranquility lie? Or, is tranquility a myth?





The significance of a good question is in identifying the correct gaps and in this scenario of existential nihilism. How many times do we ask the real questions?

Whether we are being kind today?

Whether we feel happy today?

Take a breath, pause! Stop all the clocks, breathe again! Nothing changed, the greatest subject of change is we. Yet in the quest for change, we end up changing the clothes, the houses, the cities, and a lot more. We are forgetting where we began from and complaining that we have traveled a great distance.

*Take a  
breath,  
pause!*

So how do we see clearly, how do we read our reflection, or rather how much of it can we interpret?

*How do we  
read our  
reflection?*

We need to find kindness within us, more so, for ourselves. The magic about seeing the world through a screen is the painstaking idea of perfection, which we end up trying to mimic. Whereas, beauty is in the flaws themselves. We must realize that magic is the essence from which we breathe and real is the heart which seeks not to show, but to see.

It is said about humans that we are as layered as onions are and as we peel each layer away, at the center of it lies space. This space ideally, can be occupied by anything. We might wonder if we can force ourselves to feel a certain way, but is it possible? A journey of a thousand miles starts with a single step, and the choice to control how we perceive the world begins with the first perception. The feel of our fingers typing away on a keyboard, the smell of our immediate surroundings, maybe the loudly silent whirl of a ceiling fan, or the taste of nothing on our tongue. Embracing the self, moving away from the mundane. Look not for an escape, but an embrace to seek what was always there.





Our world right now has changed and it is changing more and more. Evolution is always going to be a reality. We as a species need to always be in touch with our selves finding a true pathway. While it is easier for us to see a world divided by hate and fear, it is tough to build hope. Our evolved species has always found ways to make challenges true. We truly don't lie in the grey anymore, we have moved into the colors. So the next time when you hear someone asking for space or seeking balance, tell them the story of how their bodies work, how their minds work. Tell them that each breath of air and each drop of blood flowing within us moves from a space of nothing to something in seconds and that is what we are. Find the beauty of your minuscule existence in the grand plan of the universe and at that moment strive to be so significant that the mundane is just beautiful chaos not seeking order rather a larger picture to fit in as a piece in a puzzle. Trust in the self and unquestionable faith in the world.

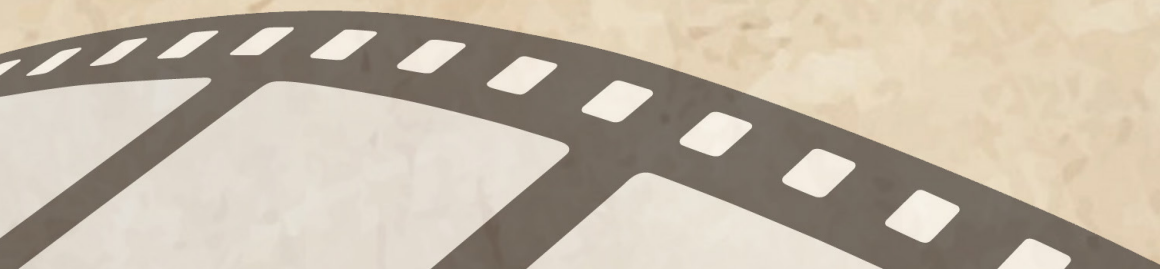
## *Collaboration is key for the new era.*

Collaboration is key for the new era. With actual connections sparse, it is of vital importance that we do not forget the warmth which they come along with. An ability to listen more and be heard, communicate without judgment. A greener way ahead, a life built on keeping something for the future, with a hope for a better tomorrow. Finding solutions that are suitable, sustainable, scalable, and endowed with a spirit of being humane giving wind to the wings of creativity.

Take an even closer look now, how much time does your digital baby sleep. Fairly, important to sever that cord and ensure that you spend time looking not at an actual reflection, fall in love with the hill, the ridges the blemishes which come together to create you. After all, aren't we above the skin-deep notions of beauty that the pixels are trying to empathize with?



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# FACULTY ARTICLE





# INTUITION AND MANAGER

*Whatever you learn in business school does not matter. When you will make decisions at work later, it will be entirely based on your intuitions, and that is fine.*

There is a common debate among managers, management students, and management gurus are on the relevance of learning at business school in the real world. One of the common standpoints is “Whatever you learn in business school, doesn’t matter. When you’ll make decisions at work later, it will be entirely based on your intuitions, and that is fine “. It contains three parts, let us examine the phrase and try to understand it. First, what one learns at Business school, second requirements of decisions at the workspace, and third correctness or appropriateness of decisions taken based upon intuition.

At Business school, we learn business concepts to deal with a problem in isolation from other aspects of the problem. This could be best understood by example of discussion about customer behavior in marketing management, it somewhat considers concepts from an organizational perspective but missed the microeconomic factors of customer behavior as well as job scenario of the market, political sentiments receding during the promotion campaign. So, if someone is learning concepts in isolation from a real-life situation, he/she can’t use these concepts as and when required while they are working in the corporate workplace. Hence when one reaches a real work scenario start learning things in an integrated manner. This process of relearning sometimes also includes the unlearning of concepts they learned at their respective business school classes.

Those who have a higher rate of adapting this process excel faster than the rest. Due to the faster rate of exposure as they come across more varied, diversified, challenging, and responsible decision-making events. More they get hands-on experience after some time they start finding patterns in the information available for new problems, symptoms of problems, reasons of the problem and probable solutions to the problem.

Now talking about the requirements of decisions to be made in a workspace. At the workspace, every decision involves time, its cost, and cost going to be incurred while executing the decision. No matter how extensive is the data collection, how reliable is the data source and how extensive brainstorming is done to develop probable solutions it is not possible to consider all the factors in the market. To take care of this unavoidable scope of error managers while taking decisions assumes some factor of safety. Again, these factors of safety are very subjective and based upon individual experience.

These experiences are gained during past exposure to scenarios. These subjective assumptions are made because of intuition. On every correct or incorrect (always present in large proportion) decision the capability of finding the pattern in the available problem enhances. This results in decision-making in a blink which is usually termed as intuition or respective person.





Lastly, we are talking about the degree of correctness or appropriateness of decisions taken based upon intuition. For a given problem there could be several solutions each of which will be correct in their way. We cannot say which one is the perfect one and we never come to know the best one. This is tributed to the fact that only one of the probable solutions is being exercised. We can only check the degree to which the opted solution fulfills our requirement. Here again, what we can conclude is that only a pattern in the solution can be obtained.



The only conclusion from all three stages of discussion so far, we can say that the decision made in a workspace is based upon the pattern evolved in the mind of the decision-maker at the time of considering the problem. As these patterns are based upon the previous experience and learning so this evolved pattern is based upon the combined perception developed in the mind of the decision-maker. Once the process of finding patterns in situation starts (after which it only enhances in most cases) it turns out to be a matter of few seconds to make decisions which are substantiated heavily by Mr. Malcolm Gladwell, a renowned author, in his book “BLINK”. The book purports to say that there is a possibility of another strategy one can employ in decision-making. The human brain is endowed with a mechanism, which arrives at conclusions in a jiffy without a specific conscious effort towards this end. This happens in a BLINK of an eye.

But here an important point comes into the picture, now after gaining a lot of exposure to real-world scenario the true meaning of the various theoretical concepts learned at Business school start clarifying. An analogy with understanding the true meaning of religious tests read in childhood, whose hidden meaning usually gets clarified after spending 50 years of family and social life. The process of making an intuitive decision comes in handy in real-life scenarios. Here is the word of caution as it is very intoxicating to follow intuition while making a decision but it has its limits as it depends basically on experience which includes network, emotional intelligence, tolerance, and curiosity of the respective person, this should be used only when due consideration to all option is given. As in using every skill discipline is indispensable so is the case with intuitive decision making.

As the successful executive have all the qualities mentioned so far so they spot the opportunity well before anyone else. They exploit opportunities at the right moment which might be the reason for considering successful managers lucky in their decisions and respective result. Now we have a rationale behind their decisions.



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# UPSKILLING FOR THE POST-COVID WORKPLACE

The Covid-19 pandemic has defined the new normal in the way we work and live. Companies were compelled to revisit their business model or introduce new products to survive in this VUCA (Volatility, uncertainty, complex and ambiguous) world. Some of them did emerge stronger during the crisis when the entire world was under lockdown. This was because these companies could rise to the new opportunities and created new products/services or innovated existing ones. Edtech companies like Byju's, Unacademy, and Vedantu understood the gap due to the closure of schools and colleges and introduced new products for the target segment; students. These companies thrived by developing content online for students who were in the higher secondary school level and for those who were writing competitive examinations. Insurance companies like Oriental insurance and Max Bupa introduced new health insurance policies like Covid Rakshak and Covid Kavach while e-commerce and food delivery companies like Amazon, JioMart, Big Basket, Zomato, and Swiggy expanded their customer base. Mahindra Group rose to the growing demand for life-saving devices through the design and production of ventilator machines, face shields, and sanitizers. Several companies started mass production of masks and hand sanitizers.

Meanwhile, businesses had to bring in flexibility in their work culture and introduce remote working during the pandemic. Physical offices got converted to virtual where people connected, collaborated,

and conducted meetings through Zoom or Google meet. This in turn led to a huge demand for IT infrastructure gadgets like computers, smartphones, and data service providers. Computer and mobile phone manufacturers and data service providers cashed in on the new opportunity. While some companies could sustain the effects of the pandemic by going phygital (physical + digital) there were several others especially belonging to the tourism and hospitality, transportation, and aviation sectors which had to lay off employees or downsize their operations.

However, for the post-Covid era, companies, employees/ fresh graduates have to be aware of the changing marketplace, assess the new requirements, and self-analyze the shortcomings in terms of talent and skills (technical/ non-technical). They then need to work on upskilling or reskilling to improve their knowledge and productivity or increase their employability. A McKinsey report mentions that companies need to invest in reskilling their employees for post-Covid in four major areas – enhance the ability to operate in a fully digital environment, cognitive





skills to design and innovate, social and emotional skills to collaborate, manage and express and adaptability and resilience skills to overcome and thrive post-Covid-19 aftershocks. LinkedIn's 2020 Workplace Learning Report endorses that the learning and development (L&D) department in organizations should focus on training their employees on learning and management skills, creative problem solving and design thinking skills, and communication skills for the next five years. It also says that if these skill gaps are not addressed, then customer experience and satisfaction, product development and delivery, ability to innovate will be affected that may lead to low growth prospects.

According to the GMAC Annual Corporate Recruiters' survey of more than 700 global corporate recruiters, 18 specific skills were identified for B-School graduates for job openings in the post-Covid world. The top three skills required for the next five years as per the survey are managing strategy and innovation, managing tools and technology, and interpersonal skills.

*“The secret of change is to focus all of our energy, not on infighting the old, but on building the new”, Socrates*

1. Managing strategy and innovation involves tasks like data analysis and gaining insights, solve problems creatively, develop new objectives and make strategic decisions based on changing market conditions.
2. Managing tools and technology involves technical skills like artificial intelligence and automation, controlling machines and processes, and leverage new technologies and tools as many businesses had to quickly adapt their core strategies to digital platforms during the pandemic.
3. Interpersonal skills involve human resource management and require skills like empathy, active listening, coordination, social perceptiveness, persuasion and negotiation, and time management.



Employees and fresh B-School graduates can work on reskilling by obtaining certifications through MOOC (massive open online courses) from Coursera, Udemy, or edX to remain relevant to the needs of the employers and the industry. Technical skills like data analytics, cloud computing, machine learning, and artificial intelligence and nontechnical skills or soft skills like empathy, resilience, emotional intelligence, courage, adaptability, communication, creativity along with lifelong learning will be the new determinants of professionalism.



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# THE AFTERMATH OF 2020

To say that 2020 was a year of changes would be undermining the after-shocks. This is the year humans as a race questioned our values, had an economic crisis, and battled a pandemic all simultaneously.

The world order as we know it and the ideas about life that we have seen till then is no more the norm as 2021 tries to smile at the elusive “normal life” mid-year. We are wondering if there ever was a normal! What is being done now, we have realized is subject to change without warnings. Hence, what is normal? What changed?

*We are actually wondering if there ever was a normal!*

Our image of life and attitude towards life has been forced to change. Earlier where social life was what measured our quality of life, now it is how much can you stay at home without exposing yourself to danger became the norm. Sports were not important anymore. If at all a game was played the galleries were physically empty. Sports enthusiasts who have earlier took pride in being in the stadium sat at home and cheered the players virtually through appropriate channels.

Humans have (at least most have) realized the vulnerability and mortality of life. There is more interest in a healthy way of life, vegan food, and self-realization practices.

Many people have turned more religious or a few have lost faith and turned to more practical, humane behaviors without the labels. While the physical experiences we have always taken for granted – eating out, going out and about for fun, movies, parks or just standing outside and speaking to our neighbor became an experience of yore and no more seen,

we have built new experiences and ways of life now to lean and for some to cope with. As usual, though the world order is run by the world of business. Myriad as it is, it's always been a world watched and followed by the world. As people of business, we have had always a myriad of expectations for our business schools. What changed now? What stayed?

What's new? Learning turned virtual as never before! All schools irrespective of the ages or the streams went virtual rather than let their wards sit idle. Business schools around the world were probably the pioneers to go virtual with remote learning or classes running online, internships being arranged and completed, placements, assignments, and assessments.

Business school professors entered the tepid online classes world full-time and in turn, have identified their own as well as more than a few collaborative views and learning about what strategy is ideal for engaging the students in a virtual classroom. Students who are under lockdown and have had no chance to be out for a long time.





# 2020

We found small ways and small words and a few extra minutes in the virtual class after the lecture was over helped many a student to deal with their issues ranging from studies to social as well as personal.

We have learned that while the world is well networked through the internet providers and satellites, many have issues in connectivity which were either technical or financial. We learned to be more than that professor who walks takes class, and leaves.

2020 saw the employees expecting and looking forward to business leaders taking the lead to talk about and solving issues plaguing society. The 20th annual trust and credibility survey (Edelman Trust Barometer) which is conducted by the Edelman Intelligence found that 92 percent of employees expect business leaders to speak out about at least one or two issues at the least. This reiterates the view that businesses are for the betterment of the world. Given this, business schools must look to bring forth leaders who are capable of leading society as well as the business for the betterment of the world.

Business leaders doubling as society leaders is also expected to learn lifelong as the norm can change anytime to any extreme. Skills to read data and analyze it, using it to be ready for otherwise unforeseen problems, innovation and creativity are the most expected requirements. Add the entrepreneurial mindset and we have the Expected Competency for Business Leaders After 2020 List almost complete.

The schools will have to find the most synchronous content to go forward successfully. As the competency list says, the business school curriculum will also have to keep in mind the change in the purpose of a business leaders' life from now.

Diversity is another aspect the business schools have to look forward to. Diversity in the student population is

one of the major points to look out for as now like never before the learning from having a diversified population is necessary exposure for a well-rounded business leader. Inter-disciplinary education is also a requirement. It would be a norm for a fact.

Technology is becoming the most important forerunner to run education and business. Combine this with soft skills which more human skills are going to be the important aspect differentiating the AI (artificial intelligence) from the human counterpart. The subtle human skills would be more needed in the coming world for human leaders to work with AI. Another keyword is sustainability. Leaders who pull in green practices emphasizing sustainability are going to be the most sought-after creed.

The changes will be adapted and become the norm as time moves forward. Hybrid classes which amalgamate the physical and virtual classroom which would have happened at some point had to happen overnight due to the pandemic have become the way of life and learning now. Business schools will have become more adaptive and innovative to bring the campus experience to the fore with the remote learning arrangements and the virtual classrooms as part of hybrid learning. The experience of studying from home helps the student to adapt to the current trend of work from home, finding the balance in work and life, all will be the way of life... till all changes with the next curveball.

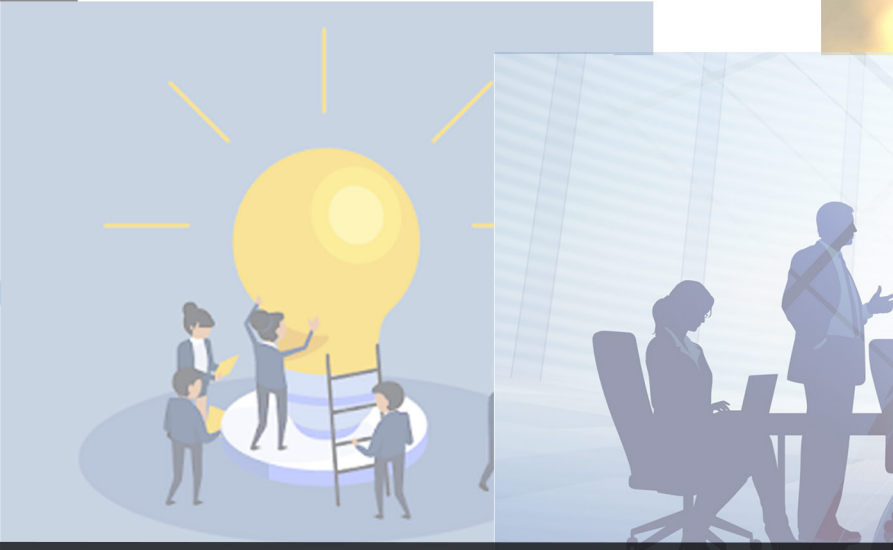
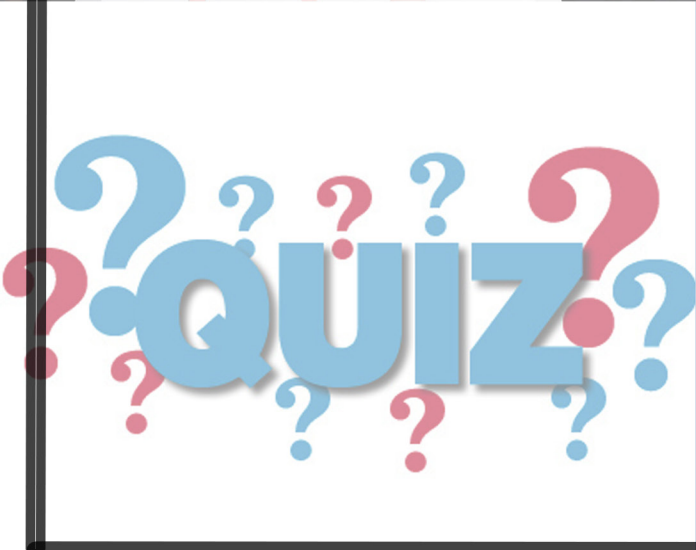


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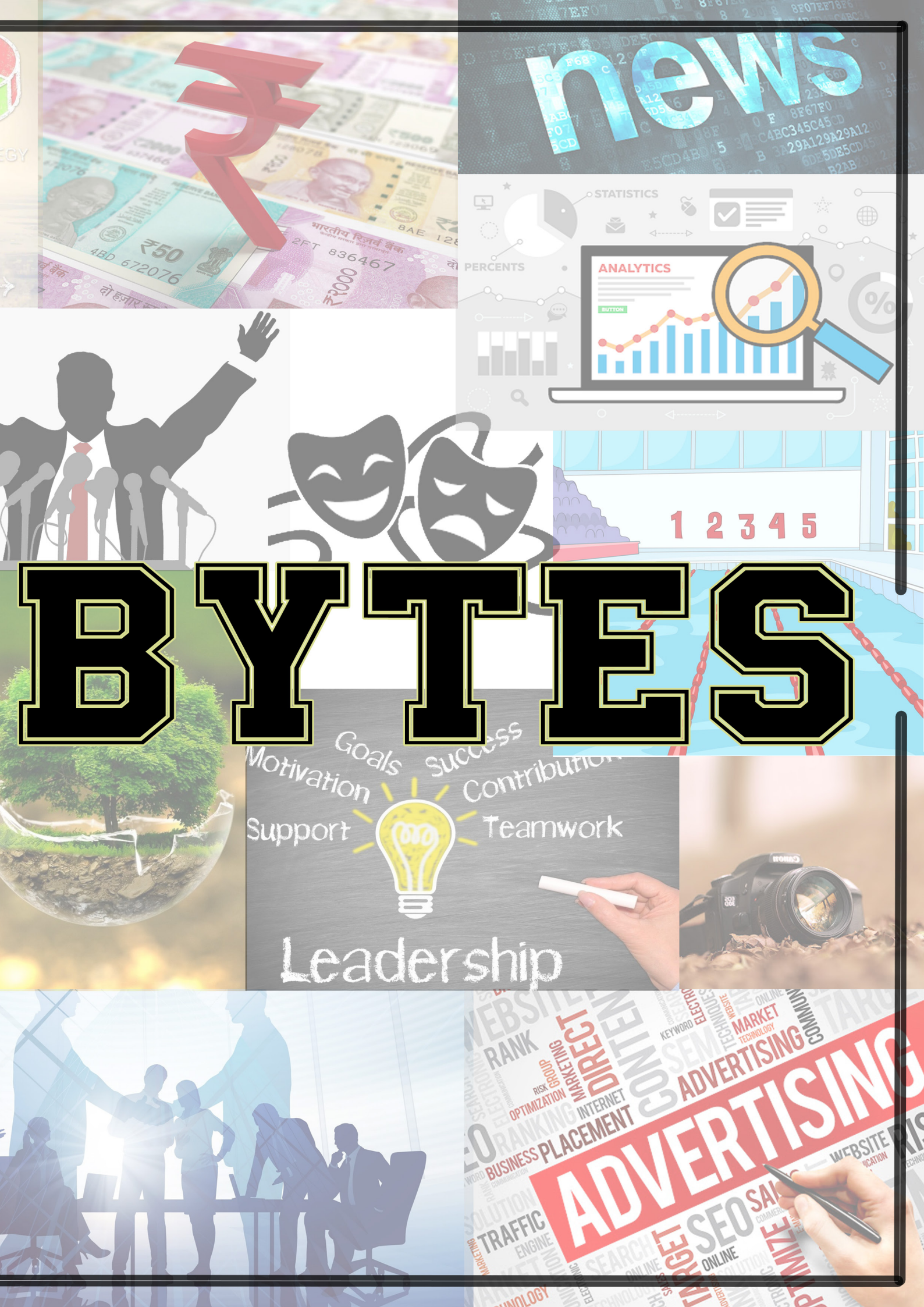




# CLUB







news

ANALYTICS

# BYTES

Motivation Goals Success Contribution  
Support Teamwork  
Leadership

ADVERTISING





**THE OFFICIAL OPERATIONS CLUB**

## **KAIZEN**

The Official Operations Club of IBS Hyderabad

The word “Kaizen”, where “Kai” = change, “Zen” = good, signifies a change for better. Club Kaizen stands for continuous improvement in self and things around it. Needless to say, Club Kaizen has been standing by this and proving it over the past 11 years, with a vision and mission of operational excellence. In the first half of the year 2020, Club Kaizen was highly appreciated by the students and faculty for their conceptual games, seamless execution and promotions despite the whole world moving online.

The second half of the year was fun, promising and exhilarating. Beginning the innings with the event “SANK-RIYA”, a 3-day National Operations fest, Kaizen brought in great industrialists as guest lecturers and panelists for various events. Club Kaizen then presented the much-awaited Flagship event – “BLACKOPS”, a mighty tribute to the Indian Armed Forces. This time everything being online, we added our own twist to the event. From quizzes to closing the event with a strategic version of Battleship, we did it all.

During TRISHNA, two levels of events were successfully conducted. Club Kaizen is a proud winner of two awards earned during Trishna. We take immense pride in our monthly magazine: Lakshya – A beacon of knowledge which includes faculties insights, inputs from current corporate and industry experts and upcoming managers. We closed the academic year with the final handover of the club and its responsibilities to the next batch. We hope that the following year also, Club Kaizen achieves a new height.

There are many more cohesion in the future and the team expects new initiatives. It’s only about the progress and Continuous Improvement that counts the most.

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

**ADMIRE**  
IBS-HYD

## **ADMIRE**

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 build upon social branding skills, Club ADMire, in collaboration with Club Aaina organized a Guest lecture by Ms Anjita Singh who is designated as a Mentor in a Non-Profit Organization- Youth for Global Peace and Transformation. The audience was enlightened with how the youth could be transformed by engaging, empowering and harnessing their full potential, to create a loving and peaceful world.

Further, Genesis 4.0, a two-day competitive event was conducted by Club ADMire with the collaboration of MMC (Money Matters Club). The idea was to fuse the domain of both the clubs and create the most realistic event which also had the elements of current market scenarios i.e., identifying the brand and pitching the strategies with the amalgamation of money and bidding.

Club ADMire celebrated the 10th anniversary of its flagship event Juara. This time Juara 10.0 was full of fun by creating a digital stress-free environment. Club ADMire in collaboration with Gray Matters Club (the official quizzing club of IBS Hyderabad) conducted ADVERSTEIN. The idea was to combine advertising and branding concepts with high-end quizzing standards. Club ADMire organized its 3rd Guest Lecture with Mr Harshvardhan Chauhan, Vice President, at Spencer’s Retail & Nature’s Basket. He shared his experiences and insights with the young audience on the topic “Digital Transformation in Retail”.

Hence, Club ADMire focuses on bringing out creative ideas and innovation into the world of Advertising and Branding along with skilful learning.



# Managers Without Borders

The Official Student Chapter of IBS Hyderabad



Managers Without Borders, 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.

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.

We hosted various Guest Lectures and Case-Study Competitions, Live Projects and Internships. Some of the major events hosted by us were E5 Summit, Digilatics and E Summit. E5 Summit is the flagship event of MWB. The participants are allowed to author a research paper on the 5 pillars of MWB is Energy, Economy, Entrepreneur, Environment, and Employment.

Digilatics was conducted for the first time by the Digital Vertical of MWB. It was a fun event where the participants were allowed to showcase their digital knowledge and creativity.

E Summit is the Flagship event conducted by MWB in Trishna. The rounds are based on E5 and interlinked with each other and are related to problem-solving with the final round as a Research Paper and Presentation.

## AAINA

The Official Social Awareness and Women Development Club of  
IBS Hyderabad



Club Aaina reflects your thoughts, feelings and emotions. It feels like the most important thing to make the change is that you need to be the change. The main objective is the integration of social activities with the business world to achieve the ultimate goals of an individual's contribution. It visualises to contribute by creating a change in every segment of society. Its mission is to enhance every emotion, thought and idea which seeks to get justice and equality to build a healthy environment for human development. The Centre for Women Development is the ultimate strength of club Aaina. Through this, it aims to empower women through educating them about health, sanitation and awareness.

The club actively indulges in social and CSR activities by conducting Workshop on Women Conclave, Sanitation workshop, Sexual harassment Self Defence workshop. It also completed the CSR module which included research papers and presentations by club members and faculty-led sessions.

Under the umbrella of TRISHNA 2k21, Club organized three events Crash Landing, 007- Spies in Disguise and Dacoit Chaser. In the Conclave: Women-A Catalyst in Both Worlds, we saw various successful women.

It has also launched a platform RAINBOW to spread awareness about LGBTQIA+. Under Rainbow, it has launched two posts namely Pride Cognizance and Sangam. Pride Cognizance aims to spread awareness about the LGBTQ part of our society and Sangam aims to inform those individuals who were brave enough to come out of the closet.





## **XPRESSIONZ THEATRE SOCIETY**

The Official Dramatics Club of IBS Hyderabad

XpressionZ Theatre Society- The Official Dramatics Club of IBS Hyderabad is constantly focused to emerge as an organization of arts that strives for social awareness and change, merging arts with a modern-day scenario for excellence in the arena of management. We aim to raise our voices for critical social issues. Our purpose is to develop a culture where students have a sense of the current social settings and get motivated to contribute their bit towards the change.

We conducted many events this year. Some of them are as follows:

Malang 3.0 is marked as the third anniversary of Malang, the flagship event of XpressionZ Theatre Society, which was initially started to celebrate the completion of 10 years of XpressionZ Theatre Society. This year our theme for Malang was "Villains of Bollywood". Bollywood has always glorified heroes but through this theme, we wanted to throw some light and celebrate the iconic villains of Bollywood.

We organized Parchayee and Game of Shadows to represent our club in Trishna 2k21-The Annual fest of IBS Hyderabad. Both of these events revolved around our club domain with a pinch of twist and theme of Trishna.

We intend to take this theatre club to a new level by blending entertainment, education, and awareness about social causes and showcasing our work not just in IBS Hyderabad but also outside the college since our pedagogy states that "Our Act Stands No Matter What".



## **IBS ANALYTICS**

The Official Analytics Club of IBS Hyderabad

IBS Analytics club expands its wing in a short amount of time and touches that untouched cloud in a short journey. This time around, we organized our flagship event, and even got sponsors like MusicPartner: ZZMAN Music, Melding Minds, Filter Beans. Session 20-21 has helped us set solid standards of achievement.

Throwing some light on the development initiatives that we took in the club, the first will be the Mentor- Mentee Program. This program was specifically introduced to ensure quick problem-solving and individual growth of the junior team. To add to our growth curve, the senior batch conducted many domains as well as regular classes covering the study of several Analytical softwares like Advanced Excel, SPSS, R-studio, and SAS used in the process of Data Analysis including domain classes on Qualitative Research Techniques as well.

The Junior Batch showcased their learnings from research in the form of Micro-presentations over several topics. To encourage the efforts, juniors were felicitated monthly with the recognition of 'Analyst of the Month'. We began with the Broadcasting of our Daily News Bulletin. It was the first time our club organized a Management Discussion on Enhanced Marketing experience: A result of technology-driven outlook.

From bioscope to fun events, Team IBS Analytics did not leave any field without trying. We worked with Club Ecobizz for the run of Eco-Matrix Event. The Guest lectures we covered were: Use of Analytics in generating Consumer Insights by Mr. Praveen Jaipurkar (CEO, Continental Coffee Pvt. Ltd.) and Technology & Analytics: Redefining Business World by Mr. Omesh Saraf. Our fresher's event and introductory event- Vishleshan, did not miss out on the fun part either. It has helped us realize our capabilities as a club. For Analyst 4.0 sky is not a limit, it's beyond the horizon.



# CONVERGENCE

The Official HR Club of IBS Hyderabad



“ Human Resource- The Department with the personnel touch !”

Club Convergence strives to achieve the knowledge of HR by interacting with HR professionals which would help us to practice the same after joining the organization. Club Convergence is committed to inspiring individuals to be leaders within the Human Resources Management field and realize their potential within their team, company, and the global workforce community.

It is dedicated to honing the talent to prepare today for a professional tomorrow. Our motto being ‘With Us, it’s always U first’, we always stood tall as an academic HR club, creating a learning environment, and enhancing the skill sets of students as HR professionals. We gave our team members the opportunity to suggest and organize events and display their expertise in handling difficult situations in events throughout the year.

The session started with a Guest Lecture on “Employer Branding- The biggest challenge”, by Ms Amtul Ali Lubna followed by another Guest Lecture on “Management & Importance of Work Culture”, by Mr Amit Kumar.

Our Flagship event, “The HR Week 4.0” was a 5-day affair with the theme being “Training and Development”. We even hosted a fun event called “Cine HR 11.0” which brought in a Bollywood twist to the evenings of the students of IBS. During Trishna 2K21, we organized two events. First was HRgency (based on the theme Spymester), the Minor Event. The other event was Agent Action, the Fun Event in TRISHNA 2K21.

We look forward to organizing more such events this year and learning more that would take the club to new heights.

# DOT

The Official Techno-Managerial Club of IBS Hyderabad

Dot Club has been constantly focused on providing technical knowledge to the students and keeping them aware of updated various technological news, innovation, which is beneficial in today’s era.

DOT club also conducts various interesting workshops related to technical knowledge. Our weekly tech post (Tech Buzz, App Gyan, Webved, and Vighnana) enriches the knowledge of students to get weekly updates. Further, this year DOTCAST was introduced in the form of a podcast to provide proper knowledge on the technology to connect the audience to the roots of technology as the world is now on the verge of technological advancements.

Our Events mainly focused on cracking various game rounds using technical and analytical knowledge, these events got a great response from the audience. Further, Guest lectures were conducted on the various topics covering the various current technological advancements.

For the first time, DOT Club organized the Biggest Business Conclave named “IGNITIA” with 11 speakers. The main purpose of the Conclave was to infuse the relationship between Technology and Media and how these 2 powerful tools go together, setting up a pillar for the Future.

The key learning of the club is improving time management skills, networking opportunities; Extending technical learning that supports academic interests through engaging projects and presentations. The club solely presupposes new technologies, which play an important role in students learning and acquiring knowledge about the application of educational technology which enhances skills and cognitive characteristics.







## MOVING MANNEQUINS

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. We 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. Starting with Walk-era - A Video created to give tribute to the world of Fashion. The theme was a transition from the 90's fashion to the present and then predicting the future of fashion. Next up was C-suits in partnership with club prayaas. Here, skill and personality were given a shot. Then there was Bioscope in partnership with club Infinity Studio. Next was Meraki - the flagship event of Moving Mannequins. Third time in row, the event was a big success with various interesting rounds like Dress to impress, ad shoot and ramp walk. All 3 days were filled with a lot of creativity, great learning with a vibrant enthusiasm showcased by the members as well as other clubs.

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.



## FinStreet

The Official Capital Markets Club of IBS Hyderabad

FinStreet is a dynamic mix of like-minded people with a passion to learn. The club endeavors to get wind of the mystery which the markets are besieged with. The club is the amalgamation of three verticals namely Vriddhi Research, Trividha RED, and IBS Times.

Vriddhi Research holds India's 4th largest Student Managed Investment Fund (SMIF), wielded by the students of IBS Hyderabad. We believe in mutual resourcefulness, which helps us in becoming cognizant of the world we are living in. The vertical also comes out with sector and company-specific research reports.

Trividha R.E.D. (Research, Events, & Development), conducted management discussions related to the current happenings in the economy on topics including OPEC Crisis, Euro Crisis, etc. Apart from this, the vertical was involved in hosting various financial games including FinStreet's flagship event Bhavmandi 7.0, which was based on the concept of Over Counter Trading.

IBS Times is the publishing arm of club FinStreet. This vertical comes out with well-researched magazines and articles regularly in relevance to the current happenings in the world of capital markets and finance. The website has a readership of over 16,000 and the magazine has over 50,000 impressions. Currently, there is also a website where we post articles on relevant topics.



## IFHE BLUES

The official Water Sports Club of IBS-Hyderabad



The motto of this club is not only to promote swimming but also create various opportunities for the students to relax, refresh and rejuvenate from their hectic schedule of academic life. We encourage students to participate not only in extracurricular activities but also excel in academics. Club Blues conducts a host of events like “Gurucol” which act as an assistance to students for the subject that are of utmost importance and need more attention, while “Endurathon in collaboration with GHAC” being a major event, a thrilling fusion of compassion, emotions and to achieve the acme, a test for stamina, strength, teamwork and endurance in a blend of cycling, running, swimming that allows students of IBS-Hyderabad to showcase their exceptional endurance and zeal to never give up. Blues also conducts Triathlon which again raises the bar of competition from students of the college to athletes of the respective discipline to showcase their talent. Fun-events like “Zorbing” splash ease to the students from their busy schedule. Blues as a club believes that energy does not die with water instead it nourishes the carnival moving along.

Days passed

Physical presence became virtual

Chats in library and canteen became a whole google meet fun

Whether be it then or now the way we were connected changed

But something that bonds us was more than what can be expressed in words

Lockdown or unlocked, Offline or online, We at IFHE Blues have continued to create a new history with the magic key of deep roots in our past and high hopes for the future.

## MONEY MATTERS CLUB

Official Finance Club, IBS Hyderabad



Money Matters club was founded to ensure that a dedicated team is formed for sharing financial insights and to form a platform where one plays, talks, and thinks finance. This year has been peculiar for academics due to the COVID-19 pandemic. This has led to a transformation from offline to the online mode of study. We conducted numerous workshops, webinars, events, and guest lectures consistently throughout 2020.

Our club has been publishing ‘Gyanpath’- a description of important terminology and ‘News Bulletin’ every week for our avid readers and finance enthusiasts. ‘Financial Bulletin’- the E-Magazine is published by our club on ‘issuu. co’. A new initiative by the club this year was – FinClavis (a brief description of Finance terms).

This year MMC embarked on a journey of Financial Conclave, Management Discussion, Guest Lectures. MMC conducted many events like “Finquest” and “Chanakya 9.0 – The online finance gaming event”, our flagship event “REDUX 15.0” etc. We also conducted guest lectures to give the students a brief idea about topics such as “Navigating Credit Expansion Post COVID-19” and “Roles of an Investment Banker”.

Money Matters Club follows up with the current trends of the world and publishes its own “FINANCIAL BULLETIN” in the form of electronic media which has a reach of over 46K plus readers all over the world.





## NEWSWIRE

The Official News and Media Portal of IBS Hyderabad

Club Newswire have been constantly focused on providing knowledge and keeping everyone inside and outside the campus aware of the activities taking place in the Campus and the general world. It helps students keep a grasp on their General Knowledge and Current Affairs ultimately helping them during the times of their placements.

Events like the Human Library have taken place to help the students indulge in the habit of reading and to motivate them by making them listen to inspirational stories by Humans acting as Books. Further, Panel Discussion on Social Stratification and Workplace has helped students learn the other side of the normal, i.e. the LGBTQ community, and develop an interest in them while learning about Human rights simultaneously. Another Panel Discussion focused on Spirituality at Workplace which helped students draw a thin line between Religion and Spirituality and further explain the activities which one can practice to be spiritual at the workplace.

Newswire also organized their flagship event, Communiqué which was solely focused on allowing students to put on their creative shoes and help them gather insights about the life of a Journalist. The rounds focused on regular activities a journalist needs to perform. This being a first, Newswire put up a Conclave with a whopping 11 speakers. The theme of the Conclave was to infuse the relationship between Technology and Media and how these two powerful tools go hand in hand, setting up grassroots for the Future. The Conclave was full of insights provided by the speakers.

The club, through its events, has solely focused on distributing knowledge and polishing the skills required for the corporate world. We solely believe that “Being Updated is not important but Growing Updated is”.



OFFICIAL LEADERSHIP CLUB

## SANKALP

The Official Leadership and Nation Building of IFHE

CLUB SANKALP was founded to inculcate social, political, and corporate leadership skills. We strive to bring change and be the change in society. It stands by its 3 pillars- Serve, Lead and Inspire. We started breaking social taboos in the virtual season with Drishti 6.0. The drive to learn paved the way for us to conduct ‘MAGNATE 7.0’, -The hunt for the best manager.

Moving forward, we kick-started our SSR's with Awareness on internet safety in collaboration with IBS Messenger, Awareness on Organ Donation in collaboration with IDF (Indian Development Foundation), Awareness Against Body-Shaming called everyBODY is beautiful in collaboration with Infinity Studios, and a nutrition awareness drive followed by another SSR on Internet Troll in collaboration with Club Prayaas.

An Awareness Campaign on Says No To Prenatal Sex Determination in collaboration with Club Newswire and a campaign named Abhigyaan in honor of all the unsung heroes. An SSR on Awareness about Menstruation, a campaign on the importance of Mental Health in collaboration with Club Prakriti was also conducted followed by an SSR on road safety in collaboration with Gray Matters Club. Moving on we spent quality time spreading smiles at Aradhana Trust- children's orphanage, Hyderabad for Felicidad partnering with Nazaria and our flagship CSR Wishing Tree at Sannihitha foundation, Secunderabad.

We conducted our 3-day Flagship event ‘MEGISTANOS 10.0’ - The Best Manager Hunt which is the flagship event of Sankalp as well as Trishna the annual fest of IBS Hyderabad.



## 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 express oneself, and, if one can make it a profession, we can positively say that the person has reached the Zenith. 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.

With the COVID still upon us, and just having been through the introductory event - Relaython, and with the IPL Fever amongst us, the team came up with a splendid idea of having our very own HOWZZAT and E-IC-FAI. Team VAPS in association with Fan2Play provided a virtual IPL arena for the students of IBS. Participants here showcased their knowledge about IPL teams, players, and the gentleman's game. The game is based on predictions about the ongoing match and helps you win exciting prizes based on your position on the leaderboard.

With December comes winter, and with winter comes AAVEG. Each year it marks the arrival of the season of sports battle we love, this time namely, E-AAVEG –THE FIRST OF ITS KIND, the national inter B-school sports fest. It all started way back in 2010 but the magic has always managed to unfold and leave everyone awestruck each year.

The events calendar at IBS Hyderabad caps off with the flagship event of the institute named Trishna. The team came up with a unique and interesting game named BUZZYQUEST. It was a fun event for Trishna 2021, which saw participants come together and have a gala time while answering interesting questions on sports.

COVID could not wash away the spirit of sports at IBS. Though the focus shifted a bit more towards online gaming events, fitness was, is, and will remain an integral part of our events.

## SPEAK UP

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



The year that began in uncertainty surely came to its own, in a large part due to the various activities that our clubs organized. Club Speak Up hit it out of the park.

With Vicious Virtue, the Halloween spirit was ushered into our virtual lives. An evening testing the villainy in our midst turned even the shadowy mutes into a chatty Cathies.

The big bang however came in December. The Great Debate; Club Speak Up's flagship event was every bit a promise that lives up to the hype. The idea of inculcating a temperament for debate amongst the clubs holds the hope that we, the students of IBS Hyderabad grow as human beings who are open to new ideas and differing opinions and are receptive and tolerant of thoughts other than our own.

The new year ushered in a departure from the blues of yesterday with Trishna 2021. In its latest iteration of Case Closed and Gauntlet, the theme of "Spymiest" became an instant hit. After all, we did spend a lot of time binge-watching shows and movies last year.

The core activities of Club Speak Up, namely Mod-diction, Break the Mould and the 61st Minute continued the tradition of online engagement among our members as well as audiences. CHAI sessions came around full circle as members received crucial preparation and tips that were much needed in the pursuit of SIPs.

As we bid adieu to another club year, the bittersweet memories remind us that Club Speak Up is indeed a family, where a lack of proximity couldn't stop our minds from getting aligned.





## **ECOBIZZ** – Where Economy meets business The Official Economics, Business and Public Policy Club of IBS Hyderabad

Club Ecobizz - the official Economics, Business and Public Policy club of IBS Hyderabad. The club's passion for economics, business and public policy is what makes it notable.

The verticals of the club include - Khoj (The Research Wing of Club Ecobizz) and Mains (Operations, Creative, Information Technology, Editorial, Corporate Relations, Public Relations, Events and Marketing).

We Ecobytes take pride in the effective functioning of the club and believe in efficient knowledge sharing as a team. The Mission & Vision of the club is “to facilitate value addition through diversified activities inside and outside the club and work towards creating an insightful environment for those who wish to gain awareness about the business, economy and public policy through classroom and activity-based learning.”

The club has conducted the following activities since October 2020–

Rajneeti, an event that holds a noteworthy place in IBS Hyderabad. The club takes pride in its' grand success; nevertheless on an online platform. 'Rajneeti – Satta ka Rajtilak' is a well-anticipated event by all the clubs of IBS Hyderabad, it is where people 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.

Khoj being the cardinal function of the club has been actively conducting online Khoj classes. The club has also successfully held its Khoj Sectoral presentations; which was an immense learning point.

As Trishna 2k21 came along, the club held both Fun event – “Sleuth” and a Minor event – “Hawkshaw.” Trishna 2k21 with its interesting theme acted as a step up for Club Ecobizz in terms of interpersonal communications with various inter colleges as well as the members of IBS Hyderabad.

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 of 2021.



# MAÇON

The Official Entrepreneurship Cell of IBS Hyderabad



*Inspired to Innovate*

Maçon is a French word that 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 2020-2021, the cell conducted many events to embrace young minds and encourage others too.

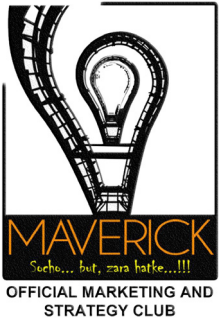
- 1) The cell conducted around 30 Incubex (incubation) classes which included Photoshop classes, Business Model Canvas, LinkedIn profile development, presentations on GAP analysis to make students gain insights into the entrepreneurial world.
- 2) We took initiatives like E-crunch: wherein we post the latest news related to entrepreneurship, acquisitions, start-ups, and mergers, Monday Motivation: wherein we post famous quotes by entrepreneurs, Explorica: a quiz related to companies, logo, founders posted every week on Saturday on our social handles.
- 3) In November, Maçon organized its flagship event, E-Week 2020 which consisted of a B-Plan competition, Guest lectures, and workshop on Design Thinking and Innovation to inspire the mind of young people across the globe to engage in entrepreneurial activities.
- 4) The Cell involved Dr. R.V. Sridhar, Dr. Sainath M, Mr. Vivek Sharma, Mr. Prabhat Kumar Tiwary, Mr. Debasis Chakraborty, Mr. Ritesh Tiwary, Ms. Madhavi Shankar, MR. Pradeep Sinha, Mr. Arpit Arora, Mr. Biju Balagopal, Dr. K Nagabhushana Raju, Prof. Ramesh Loganathan, Mr. Sayantan Mukherjee, Dr. Punit Kumar Dwivedi, Mr. Manish Johari, Dr. Punit Kumar Dwivedi, as the guest of honor during E- Week 2020.
- 5) Later, during TRISHNA 2020 Maçon organized two major events which included B-Plan competition at the national level, and a fun event based on the spy theme where our critical and logical way of solving things were put to test, provided the fun element and we were glad that participants from various colleges took part in both the competitions.

We engaged 1000+ students in entrepreneurship and innovation-related activities and created awareness among 5000+ students. Maçon stands for creativity and innovation and we deliver it effortlessly.

#inspiredtoinnovate

#incubex

#startups



# MAVERICK

The Official Marketing and Strategy Club of IBS Hyderabad

“Marketing takes a day to learn and a lifetime to master.”

Although the gruelling onset of the Global Pandemic had the majority of the public interacting on a virtual platform, we wholeheartedly engaged ourselves in marketing activities and events.

- Onboard of a real-estate ‘DNB Constructions’. Content-driven blogs were researched and written by the juniors of MAVENS.
- LinkedIn articles encompassing various marketing aspects were posted.
- Maverick Marketing Solutions (M.M.S) was able to onboard ‘Dastkhat Studios’ as a client, harbouring a vision to empower the rural population by the creation of employment opportunities in the production of tote bags and masks with no compromises to the product quality.
- Team Maverick introduced a new event this year known as ‘MarketKshetra’ and conducted it on the 29th, 30th and 31st of October, 2020. The event was designed to inculcate breakthrough marketing strategies and campaigns over three days.
- Resurge 7.0 was conducted on 21st and 22nd November 2020 where participants had the chance to market the products, revival of brands and build a name for themselves. The theme for this event is brand rejuvenation and brand revitalization.
- The Maverick Advancement and Development Entity (MADE) vertical also had the privilege of hosting a Symposium on Digital Marketing.
- Mr Kakarla Subhash and Mr Vishak Bharadwaj-both alumnus of Indian Institute of Management (IIM)-spoke on the importance and digital marketing and its scope in today’s era.
- Carnival, the flagship event had its theme as ‘Game of Thrones’ and was conducted on the 8th of December, 2020. We created a virtual roll down which was done by no other club.
- Day-I & II: Impulse 4.0 wherein each team was given a product with a twist and they had to sell and market their product using different social media.
- Day-III: Carnival was a gala with different fun rounds. Carnival ended with a blast with a proud association of a virtual Sunburn with the artist ‘Danny Avila’.
- The decade ended with the launch of the 8th Edition of our annual magazine, Niche. Informative articles were published on the theme of ‘Metamorphosis of Marketing’.
- Maverick took great pride in organizing the events for Trishna 2021 as well.
- A major event, ‘Best CMO’; Minor event, Espionage and Fun event, Spy-der was conducted enthusiastically.

We ensured that no stones were left unturned in their attempt to be the renegades. We proudly call ourselves Maverick and believe that we are different and unique in whatever we do. As our tagline goes, “Socho But Zara Hatke.”



# NAZARIA

The Official Photography Club of IBS Hyderabad



The passion for Photography and Videography continued with the online sessions.

- Sessions on videography and photoshop were conducted to give a brief overview to the members.
- A successful collaboration with Club Ignite, the Official Undergraduate Social Welfare Club took place on 24th October 2020 in the form of a 'Nature Photography Contest' wherein the participants had to submit a picture with the theme 'Environment' with a caption.
- The top three pictures were then featured on Nazaria's official page.
- The flagship known as 'Frames' was conducted on the 19th & 20th of December, 2020.
- This two-day event happened in a form of competition wherein 3-rounds of fun and competitiveness regarding photography and videography was seen amongst the participants.
- This flagship was sponsored by 'Sharma Coffee Works', 'DOC Sneakers', "Dream World" and 'Innate Decors'.
- The juniors were divided into different teams like Operations, Sponsorship, Marketing, Digital, etc, for the smooth flow of the event.
- Also, on the occasion of the flagship, the launch of Nazaria's official website was announced, which showcases the talent of the club members. The website provides information regarding the club, vision and different verticals.
- The website has different blogs and a variety of creative posters.
- An Instagram page for the vertical 'N-Studios' was introduced for a better reach of varied clients and prospects. N-Studios is the client servicing vertical of Club Nazaria.
- For Trishna 2020, Club Nazaria organized a theme-based photography competition known as IRIS 4.0 from 31st December 2020 to 6th January 2021 on the theme of 'Shadow Photography' wherein the participants submitted their photographs based on the theme and the judges evaluated the same. The winners got cash prizes and the participants got certificates leading to the huge success of this event.

We still share the love for photography, we still laugh and make memories even on an online platform. The spirit is alive among us and it'll always be. Like we always say, Nazaria is not just a club, it's an emotion.



## INFINITY STUDIOS

The Official Entertainment Club of IBS Hyderabad

Infinity Studios has continued the legacy of entertaining people throughout the year with its music, movies, and fun events even in this global pandemic situation. Integrating Entertainment with Management was the biggest stress reliever in the monotonous and busy schedule of the students at IBS.

On the occasion of Diwali, Infinity Studios released its 2nd short film of 2020 – Friends X Mirzapur in which Friends' cast was invited to India by Mirzapur's cast. Bioscope 10.0 - The flagship event of Infinity Studios was conducted followed by ISAC – Infinity Studios Award Ceremony. The online movie was screened directed by different production houses (Clubs/cell/society/chapters) and various awards were given. Infinity Studios also collaborated with Club Sankalp for the awareness campaign – Everybody is beautiful.

“Cinevista” and “Mystic Auction House” were the two events conducted by Infinity Studios for the college Festival of IBS Hyderabad – “Trishna”, where various students from different colleges participated and enjoyed the event online. After the handover of the Club, the Junior Entertainment Crew surprised our Senior Entertainment Crew of Infinity Studios with a farewell party and a video dedicated to them on our Instagram page keeping a lot of memories of them with us.

Infinity Studios has continuously reviewed various movies and web series every week. To make it more interesting the 2020-2022 batch has introduced video-based reviews. Infinity Studios is grateful to the college management and all the students for their timely contribution and endless efforts.



## SAMAVESH

The Official Cultural Face of IBS Hyderabad

Our unity makes us strong, our diversity makes us beautiful. Be it the melodious tunes of the Music Pool or the beauty of movements portrayed by the Dance Pool, be it the magic woven with vibrant colours by the Creative Pool or the high spirits of the Anchoring Pool, all of these with the support of the Organizing Pool which strives to seize every opportunity is what describes us and makes every event a roaring success.

From celebrating the essence of various cultures of INDIA in SANSKRITI to taking everyone through an enriching musical journey in Spic Macay, from encouraging one and all to showcase their artistic skills in Art Amor to celebrating the diversity of our nation on the Republic Day, these were just some of the many significant events that shaped our journey.

As representatives of Samavesh, we identify ourselves as the Cultural Face of IBS Hyderabad and take the utmost pride in celebrating traditions and cultures and ultimately giving the feeling of “Home away from Home” to everyone.

The five pools of Samavesh – Anchoring, Creative, Music, Dance and Organising are the pillars that help our club to stand strong and together as a unit. We will always continue working towards bringing a smile on the face of our IBS family at every possible opportunity.

On that note, we wish to keep you entertained & happy always. Thus, Stay Tuned and Excited for the Good times.



# PRAKRITI

The Official Nature and Adventure Club of IBS Hyderabad



We the Green Team are not just about Nature and Trekking we are a lot more than that. Adventure is one side of our domain, but we are also into youth development and social awareness. Even in these challenging times, we shine bright as the global pandemic failed to mar our spirits. We do believe in success, and here in this virtue of new normal, we maintain this streak by organizing multifarious events.

We have succeeded in managing amazing events on the online platform. First one being the Unlocking Scavenger Hunt where we portrayed light on the Knowledge hunt with a touch of picking and clicking the essence of adventure.

A guest lecture by Mr Romil Barthwal (a renowned Mountaineer/Everester) on Journey to the Everest, was organized.

An event named Devil's Circuit was organized by Prakritians to welcome the new batch of 2020-22. Also, introductory event Madcap was held to familiarize the new family members with our Club Culture.

Our plantation drive event was a huge success in collaboration with Club Aaina and Club MWB. 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 24 hours just showed us the wonders we can achieve if we join hands.

Tarkash was another major collaborative event with Club Aaina. We made the whole crowd speechless by the phenomenal amalgamation.

Our event Shades of Nature was a collaborative event with Club Samavesh and XpressionZ Theatre Society, 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 at the event. This collaboration was to be thankful for all the little splash of colours nature has given to us.

This year we even managed to bring our most awaited event Mazerunner, online and it was a great success!

A major challenge was to motivate peers to make sure that nature is preserved, and taken care of even virtually. We managed to seize the heed of the audience and came far in our journey of fun and learning.

"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." ~ Antonio Brown.



# PRAYAAS

The Official Inter B-School and Corporate Events Club

Riding the wave of successful virtual events from the initial half of the academic year, Club Prayaas continued its stride into the latter half with even more gusto.

The spotlight was indeed over the Corporate month of November that saw the rollouts of our flagship event Csuite – A boardroom challenge, Pecunia – National level quiz Competition and Prakaran – Call for Articles. We also published Prakaran and Checkmate, magazines that covered the best articles and case studies from the members who were part of the competition.

Club Prayaas hosted live projects from Six Interns, Metvy and SOS and a webinar by ICICI Prudential and Hindu Business Line. It also collaborated with various clubs such as MMC to conduct Artha Bedham 2.0 and Finstreet, on the basics of technical analysis in association with Tutoring. Furthermore, there was a joint event coordinated between MMC and Finstreet with Prayaas to organize a stock market competition.

For the first time in IBS, we were privileged to bring on board a TED Circle featuring Ms Devika Das. Also, a stream of guest lectures by Mr Pranav Sharma, Mr Hari Prakash K and Mr Gaurav Saxena were conducted. Moreover, Club Prayaas managed the Campus Ambassador program for Trishna - The official National Level Management Fest of IBS Hyderabad.

Prayaas in association with IIM (Indore, Calcutta, Nagpur, Lucknow and Bangalore), IIT (Madras and Bombay), ISB, IBS Gurgaon, SIIB, NMIMS, IMNU, Amity and Bhavans Vivekananda College presented a variety of engaging events. The club also shook hands with various corporate giants such as Aditya Birla Capital, L'Oréal, TVS Credit, Reliance and Hero Motocorp to provide avenues for thought leadership.

The club was exhilarated to launch an exclusive digital wing- Insignia and marketing wing – Prism. Its research wing – Shodh, was business as usual.

In conclusion, Club Prayaas with the unwavering support of our mentor, Dr P. Bhanu Sireesha, had a phenomenal foray to ensure rewarding experiences and meaningful contributions to the students of IBS Hyderabad.

WE DREAM  
WE DEVELOP  
WE DISCOVER



# GRAY MATTERS

The Official Quizzing Club of IBS Hyderabad



GRAYMATTERS, The Official Quizzing Club of IBS Hyderabad was formally initiated in the year 2011, to encourage young talent towards the quest for knowledge and strives hard to keep the students in pace with the external business world. 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. Learn, Experiment & Implement that is our tagline!

## Events Conducted:

Our first first-ever online event was 'CONUNDRUM', a collaboration with PRAKRITI conducted on 1st November 2020, based on the endangered species, nature and adventure Sports. The platform used in the event was Classmaker, GoogleForm and Fyrebox.

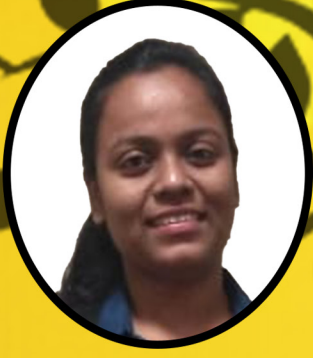
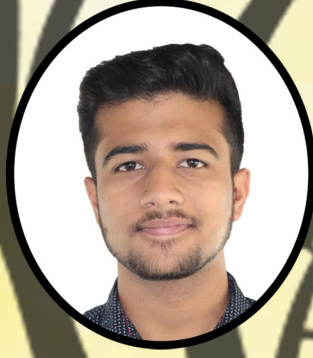
Our flagship event was 'QUIZZER OF THE YEAR 5.0', where we organized a theme-based quiz event comprising the theme of space and technology. The quiz was a three-round event which ran for 2 days, 31st November and 1st December, 2020. The platform used in the event was Box of Letters, Spin Wheel and Fyrebox.

'ADversein', a collaboration with ADmire conducted on 11th December 2020. The event was based on Marketing and Management in the domain of Advertising. Then, as a part of the collaborative event edition, the 2020 Club Gray Matters and Sankalp club organized a theme-based social run campaign on the theme of ROAD SAFETY on 31st December 2020 on Instagram, after the approval from the Hyderabad Police Department.

The last event was Trishna and the name of the event was 'SPION', conducted on 7th January 2021, based on Spy theme and was held on GoogleForm and Fyrebox.

Club GrayMatters is into a diversified portfolio of Publications (knowledge sharing platform), which is believed to be Clubs strength. 'PANCHATANTRA', a wholesome edition of 5 different publications consisting of Knowledge-o-Pedia, Know the Company and Did you know facts.

Taking this pandemic as a new challenge we realized we can conduct quizzes even online and now we are ready to face any upcoming challenges.







# OUR FAMILY



**IBS**  
HYDERABAD



**#ItsAllAboutConnections**

ICFAI Business School (IBS)- Hyderabad  
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for Higher Education (IFHE),  
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