

CONNECTIONS

BEYOND

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CONNECTIONS

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APARNA PURANAM

I vividly remember the first time my dad took me to a movie theatre to watch a 3D Movie when I was 10 years old. We've come a long way from fighter jets and missiles coming at us in theatres to video calling our loved ones in a jiffy. Reality is everywhere even though you are miles away from other person. It started with instant texting, great connectivity over calls, video calls, google meetings (thanks to the pandemic) and now not a day goes by without hearing about virtual reality augmented reality and artificial intelligence.

Metaverse isn't just the 'it' term of the hour, it is a fast emerging reality waiting for the human race to get accustomed to it. According to experts it would be an unification of physical and virtual realities enabling peer to peer, lifelike interactions in various digital environments.

And who knows in 5 years of time when Connections edition 50 would release, a bot would be narrating and showcasing you ARC's time-lapse over the years through virtual reality mediums.

This edition we have managed to throw light on different perspectives of the Metaverse by students and alumni of IBS Hyderabad. We at ARC believe in staying relevant and going with the times. We are glad to present to you the latest edition of Connections revolving around the newly established virtual world. This is our second release after the pandemic and we are fortunate enough to say that the world is moving towards normalcy but with improved technicalities in every realm

The team has put in a lot of effort to come back with yet another edition of Connections. Just like every edition, I can say with conviction that the design team, editorial team and the other members of the cell have put in their best to bring quality content to the readers. This time we hope our designs and bytes about Metaverse will actually engulf you into the virtual world.

I thank everyone who have put in handwork behind this magazine. Hoping that you all will enjoy our fruits of labour while flipping through the pages.

Happy reading!



CO-EDITOR IN CHIEF

SHUBHRA BAJPAI

Hype? Hope? Hell? possibly all three. There is disagreement among experts over the advent of a completely immersive “metaverse.” They anticipate that improvements to augmented and mixed reality will be more beneficial in people’s day-to-day lives.
Perhaps Yes!

The next iteration of the Internet, called the metaverse, is all about social interaction. Virtual communities, events, & activities are all readily accessible without necessitating numerous app sign-ins. The Covid-19 pandemic has driven us to work from home, but the Metaverse takes things to an entirely new level. Interaction between platforms and the virtual marketplace will be serious business.

Upsides include broadening one’s life experiences and creating and maintaining personal connections, particularly with people we are unlikely to ever actually meet “in the flesh. There will be substantial improvements to remote work, especially collaborative distant work.

Downsides may sound repetitive, but increasingly fewer moments of life will be spent physically present with other people, sharing the same space, and experiencing the intimacy of friends and crowds.

It will revolutionize both the world and our way of life. People remain people, however, in the end. Experiences will continue to be influenced by the human interface up until the incredibly implausible full-brain interface that does away with the physical senses.

Most people’s environments in the future are probably going to consist of “a kind of regular mixed-reality system that allows both physical and digital worlds to overlay.”

This edition of our Connections Magazine talks about the theme of Metaverse & the future it holds for the coming generations.

I am indebted to the entire team of ARC for the tremendous support for the compilation of this edition of Connections. Acknowledging the contributions made by the dedicated members of our design and editorial team.

Finally, I would like to thank the contributors and readers of connections for their interest and I encourage each one of you to continue to send us your invaluable feedback and ideas for us to enhance our publication.



ALUMNI



ARTICLE

METaverse

THE FUTURE OF INTERNET

On the eve of October 2021, Mark Zuckerberg announced that Facebook would change its name to Meta and make significant investments in Metaverse, inviting the word into our living rooms. Although many people saw “Metaverse” as a new word, the concept of Metaverse is not new, contrary to the popular notion. The term metaverse first appeared in 1992 in a speculative piece of fiction called Snow Crash by Neal Stephenson. In this novel, Stephenson defines the metaverse as a “large virtual environment parallel to the physical world, in which users interact through digital avatars”, which is not too dissimilar from the modern interpretation of the word.

What is Metaverse?

Before we delve deeper into the intricacies of this virtual world, let's clearly understand what it is. Though it is still early in its evolution, there is no singular, all-encompassing definition to which we can turn. The underlying definition is that “The metaverse is a seamless convergence of our physical and digital lives, creating a unified, virtual community where we can work, play, relax, transact and socialise.” This is done by adding an immersive, three-dimensional layer to the web. It is based on the convergence of our physical and digital lives, creating a unified, virtual community where we can work, play,

relax, transact and socialise.” This is done by adding an immersive, three-dimensional layer to the web. It is based on the convergence of technologies that enable multisensory interactions with virtual environments, digital objects and people, such as virtual reality (VR) and augmented reality (AR). Hence, the Metaverse is an interconnected web of social, networked immersive environments in persistent multiuser platforms creating more authentic and natural experiences. The metaverse promises to facilitate accessibility from the comfort of the home, breaking down boundaries and democratising access to key goods, services, and experiences.

Web 1.0 nowadays is a term used to describe the most primitive form of the internet. It was the first example of a global network which offered the potential for the future of digital communication and information-sharing. Web 2.0, the focus moved away from a small number of people making a large amount of content to a large amount of people making even more content. Examples would be Blogging, Podcasting, Vlogging and other forms of mass media communications. Web 3.0 or the semantic web, is described as “read-write-execute”. It is currently the latest inception or evolution of the internet. It involves a space where people operate on decentralised, almost anonymous platforms. This means moving away from the big, guiding hands of tech giants like Google, Meta(-Facebook), and Twitter.

The concept of a metaverse is not a new one. In many ways, this is a linear progression. Online, multiplayer, role-playing worlds like The Sims or Second Life have been around for nearly 20 years, with players spending an average of 20 hours per week in these worlds. Modern equivalents like Minecraft, World of Warcraft and Fortnite have hundreds of millions of users and substantial supporting economies. We are now at an inflection point, where it seems that not a day goes by without a company or celebrity announcing that they are building a presence in a virtual universe. While the buzz can partially be attributed to attention-grabbing headlines, there is a convergence of emerging trends. Several new technologies have come together to enable this vision of the metaverse. Augmented reality (AR) and virtual reality (VR) headsets have become cheaper and more powerful, improving the user experience. Blockchain has enabled digital currencies and NFTs. The new methods to transact and own digital goods allow creators to monetise their activities through tokens. In addition to monetisation and as a means to exchange value, token-holders can also participate in the platform's governance (e.g. vote on decisions). This democratic ownership economy and the possibility of interoperability could unlock immense economic opportunities whereby digital goods and services are no longer captive to a singular gaming platform or brand.

Metanomics: The marriage of Metaverse and economics has yielded unique opportunities in almost every market area. Imagine you have an online avatar and want to change what it/you are wearing. You can buy limited-edition, digitally branded clothing that you pick after browsing a virtual showroom. Or you may start your own small business, such as an art gallery where you display your latest and most significant collections or a virtual private club.

Jayati Jain



Metaverse - Just Getting Started

Metaverse is an exciting concept that has the potential to revolutionize the way we interact with each other and with technology. It is a space that combines elements of the natural world with the virtual world, allowing for a more immersive experience. Metaverse is like an e-commerce website but with an inclusive and immersive experience, and the scope of this is much broader than just a segment like clothing or electronics.

"Metaverse" became popular in late 2021. However, the idea of the internet being a network of interconnected virtual worlds where people spent most of their time was much older than Zuckerberg's Meta. Moreover, the metaverse concept was the subject of the dystopian sci-fi film "Ready Player One - 2018" and the 1992 sci-fi novel "Snow Crash," whose writer Neal Stephenson coined the term Metaverse.

The Metaverse is a virtual space where users can explore, shop, and interact with others in a 3D environment. It is a platform that allows users to create, share, and monetize their own virtual experiences. The Metaverse platform enables users to create virtual worlds and engage with others in a shared, immersive environment. Metaverse has an

extended range of applications, from games to concerts, conferences, museums, art galleries, shopping malls, classrooms, theme parks, virtual nightclubs, sports arenas, virtual car showrooms, and many more.

Metaverse is being used by major brands like Nike, Sony, Ferrari, Coca-Cola, etc., to give their customers a joyful virtual experience. Even artists have rushed to Metaverse to hold marketing events, fashion shows, and concerts.

The first-ever Metaverse Fashion Week took place on March 24th, 2022, featuring luxury brands, household names, and digital-native designers. This was made possible using exclusive new tech that converts 2D product images into 3D experiences. Fashion Week offered an immersive shopping experience where buying virtual clothing in Decentraland also sees a physical twin shipped for your actual wardrobe. I believe it gave artists better ways to express themselves online with no physical restrictions and helped the audience experience the future in many ways.

Metaverse is an opportunity to innovate and experiment in many ways. It could be best described as an evolution of to

day's internet - it is something we are engaged instead of something we look to. It might come to us as the promise of a vast digital world to parallel our physical one; it may also represent an opportunity to engage consumers and push internal capabilities and brand innovation to new directions. Metaverse might still be slightly ahead of its time, but the same was quoted back in the 1990s when people thought the internet was just a fad.

Though the technology is still in its infancy, the complete realization would have a more immersive experience which means better graphics - this needs graphics processors that are much more computationally powerful than today. There are still some limitations to the current technology. For example, the pictures are far from decent, and the VR headsets can be uncomfortable to wear for an extended period. Additionally, the technology is still relatively new, and it'll take some more time to mass adopt a space like Metaverse. Some Metaverses also tried to include blockchain technology and added user and item authentication using blockchain to ensure individuality and security. All these efforts are being made to gain the trust of new users and brands. Currently, the only successful equivalent of the much-hyped Metaverse is multiplayer games like Fortnite and Minecraft, where users build and play in their ways, making their universe while interacting with each other. Metaverse is still in its early developmental stages, so the number of live users is low. This makes it difficult to find people to interact

with and slows development. The underlying technology that supports Metaverse could be more robust. For example, there is no way to export your avatar or assets of the Metaverse platform. This could be a significant issue if the Metaverse team were to disappear or if the platform were to go offline.

Metaverse is an ambitious project in which the true potential remains unrealized. It holds the ability to transform the way we link subjective reality with the virtual one. By creating a platform where users can own and control their data, Metaverse is paving the way for a new era of decentralized applications and user-owned economies.

Ayush Dubey



METaverse

From the comfort of their couches in the physical world, imagine billions of people living, working, shopping, learning, and interacting with each other in a virtual world.

Nowadays, computer screens are virtual portals to 3D virtual realms that are palpable - just like real life, only bigger and better. Virtual replicas of ourselves, or avatars, move freely from one experience to another, taking our identities and money with them. It's known as the metaverse, and despite the hype, it doesn't exist.

What is the Metaverse?

A metaverse is a concept that many in the computer industry envision as the next Internet: a shared, immersive, persistent, 3D virtual space where humans can experience life in ways they cannot in the physical world. VR headsets and augmented reality (AR) glasses are among the technologies that provide access to this virtual world.

Why is the metaverse important?

When Facebook rebranded its corporate identity as Meta in October 2021 and announced plans to invest at least \$10 billion in the concept, "Metaverse" became a household word. The metaverse economy may reach \$5 trillion by 2030, according to optimistic predictions made by management consulting firm McKinsey & Company.

How does the metaverse work?

Metaverse is a digital ecosystem based on multiple 3D technologies, real-time collaboration software, and decentralized finance tools based on blockchain technology. The success of the metaverse will depend on elements like the level of interconnection between virtual worlds, data portability, governance, and user interfaces.

How is the metaverse accessed?

Virtual Reality - A simulated 3D environment called virtual reality allows users to interact with a virtual environment in a way that simulates reality as it is experienced by our senses. Today, most people access this simulated world by donning a VR headset, which completely fills their field of vision.

Augmented Reality - Compared to VR, augmented reality is less immersive. It uses some lenses to apply digital overlays over the real world. Users can still engage with their physical surroundings. An early application of AR is the game Pokémon Go.

What is the metaverse used for today?

Businesses are experimenting with metaverse applications that expand on the virtual programs they introduced to facilitate remote work during the pandemic. Workplace training is one of the first metaverse technologies to be used. Some hospitals are also employing VR and AR. Medivis, an AR surgical system that enables surgeons to sync with a hospital's digital imaging system swiftly, is one device that has just received FDA approval.

Digital twin avatars - In addition to existing on computer screens, these twins will also be created as AI-powered holograms or holographic images that perform specific tasks. A CEO, for instance, may activate a hologram of himself powered by AI to interact with numerous stakeholder groups simultaneously.

Metaverse for work collaboration - Businesses are beginning to employ the metaverse to give remote work situations "an element of realism." This includes putting up 3D spaces for teamwork among staff.

How will the metaverse affect the future?

It is important to remember that the metaverse is still just a collection of hypothetical possibilities. Numerous things are unknown. It's unclear exactly how the metaverse will emerge, including who will run it, what it will include, and how much impact it will have on our daily lives. Those who think the metaverse will improve our lives by providing experiences we couldn't have in the physical world are at one extreme of the spectrum. Skeptics of the metaverse see it as merely an expansion of the digital experiences we already have, not a fundamental shift, and perhaps even worse: a magnifier of the negative aspects of social media today, such as misinformation campaigns, addictive behavior, and violent tendencies.

Sachi Aggarwal





EVE



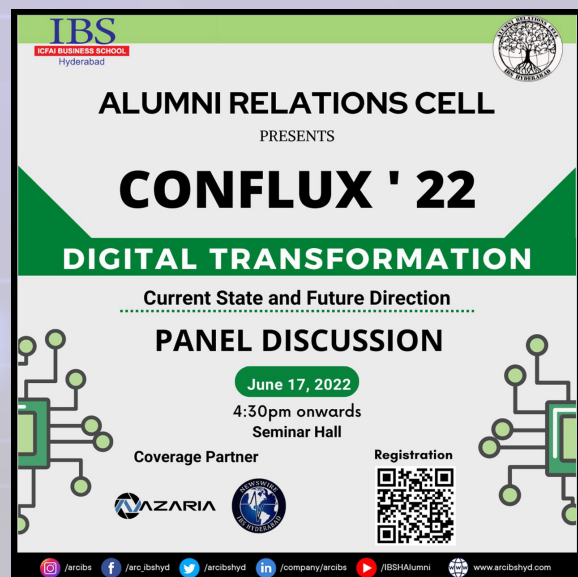
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CONFLUX

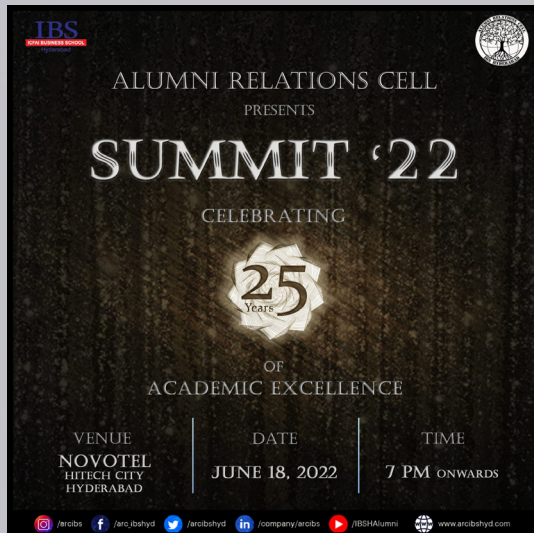


The increasing digitalization of economies has highlighted the importance of digital transformation and how it can help businesses stay competitive in the market. In order to meet the requirements and expectations of the world's expanding population, digital transformation (DT) has transitioned from a technological opportunity to a stringent necessity. Conflux, a panel discussion on "Digital Transformation- Current State and Future Direction" was organized by Alumni Relations Cell, on 17th June 2022 with eminent members on board and was moderated by Mr.

Shailendra Bisht. This panel discussion has helped us understand how post covid, respondents are emphasizing more precise, digitally enabled goals that will aid in the rehabilitation of their companies. They also want to protect their systems from cyber risk, improve their digital commerce and marketing capabilities, and, given the continued lockdowns and social distance rules, automate more of their operations and supply chain. Many of their employees are working remotely for the first time, so these goals include the widespread adoption of new working practices.

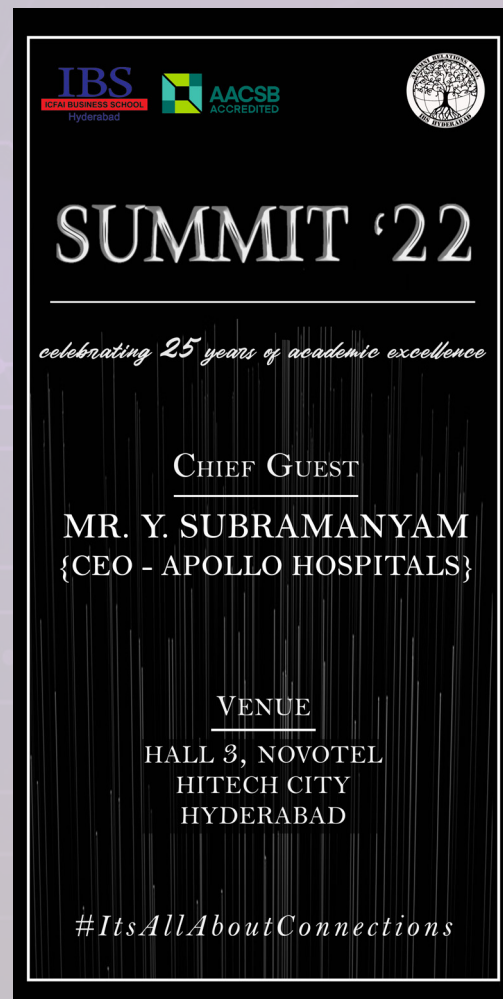


SUMMIT

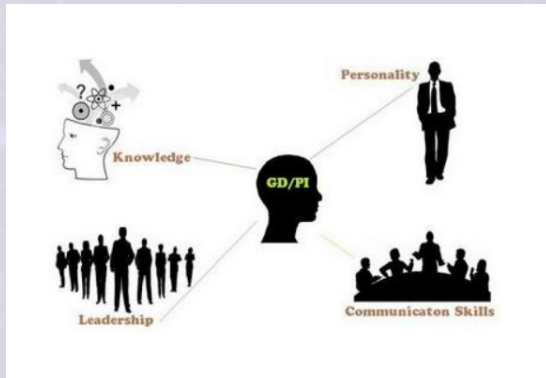


of Alumni Relations Cell, ARC Team 2022 was inducted into the event. After the induction of the new team, an interactive session with alumni and their families took place followed by a cultural performance by our team members. It was a night that intended to give the alumni the experience of fine dining, networking, and entertainment with all the reminiscing memories.

The Super Alumni Meet is an event that caters to the alumni batch who celebrate their 25th Anniversary as alumni of IBS. Summit helps pave the path to enrich the institute's connections with them and rekindles the bond between the alumni and the Institute. This year the event was celebrated on Saturday, June 18, 2022, at Novotel, Hitech City, Hyderabad. The institute takes immense pride in the achievements of its alumni, so the motive of this event was to celebrate the 25 years of connections that IBS as an institution has built with the alumni batch of 1997-99. A new team



MOCK GD-PI



“Learning by doing”, an important aspect for each student to cover, in order to completely amass all the pre-requisite knowledge for their placement interviews, is the purpose of the annual interactive event, Mock GD/PI conducted by IBS Hyderabad.

Mock GD/PI was held on August 21st & 28th, 2022 and September 4th, 2022. The task was shouldered by the Alumni Relations Cell, to run the event while co-ordinating with the Management team of ICFAI Business School, Hyderabad, which included respected personnel: Dr. C.S. Shylajan (Dean), Mr. Munawar Sayyad, Prof. Mahesh Kumar Soma, Mr. Venu Gopal Rao, Dr. Radha Mohan and Mr. S. Dwaraknath.

Each panel of GD & PI consisted of two members, one distinguished IBS Faculty and the other, an industry expert or an experienced IBS alumni.

The panels conducted the interview process to meticulously evaluate the students and understand the strengths and weaknesses of each candidate, providing them with valuable feedback on their performance. It was a significant influence on the 2nd year students preparing for their placement interviews, improving their aptitude and confidence, along with value addition to their arsenal of knowledge to land their preferred jobs in prestigious companies.

Alumni Relations Cell was running point on this event, planning and executing the ideas from a month before to ensure the event runs smoothly. ARC handled the invitations to distinguished alumni and industry experts for the panels and bridged the gap between the management, panelists, and students sitting for the process. The event concluded without hindrances on the 4th of September 2022 with the Dean's addressal to the various panelists who contributed their time and inputs for the growth of IBS 2nd year students.

RESONANCE



Resonance 2022, a remarkable event, was conducted and organized by the Alumni Relations Cell on 3rd September 2022 at Taj Deccan, Banjara Hills. This event brought together members of our faculty, business leaders, and renowned alums to discuss ideas and insights for the curriculum review for the students of the ICFAI Business School. Resonance strives to provide a platform for the alums and industry experts to interact with the faculty members, to give a vision to their ideas of how the spheres of education can integrate with practicality. It helps students create a better path for gaining the skills they need to be employable and a better way for success with all dexterity filled with theory and practicality, thereby benefiting the individual to achieve higher goals and build a better professional career. .

Mr. Anshul Arya and Ms. Arushi Srivastava from the Alumni Relations Cell were the event's anchors and gave it an energized start

The guests, including Dr. R. P. Kaushik, were warmly welcomed by Prof. Mahesh Kumar Soma and his informative speech. Dr. R.P. Kaushik is Chairperson of the ICFAI University in Jaipur and Chancellor of the ICFAI Universities in Sikkim and Raipur. He, too, belongs to the E.C. NAAC. The 23 alumni who were a part of the event interacted with the NAAC, the National Assessment and Accreditation Council. .

The Resonance discussion highlighted the review of the course curriculum in the field of Marketing, Finance, Human Resources, Operations, Economics & Soft-skills. It lasted for 60 minutes, in which each guest contributed their native ideas and recommendations. A vote of appreciation and gathering feedback forms from the Faculty, Alumni, and Industry Experts marked the event's conclusion. With the regular holding of such events, IBS has become one of the first institutions to provide courses on Analytics, Artificial Intelligence, and many other topics.

IBS ALUMNI FEDERATION (IBSAF) AWARDS



The key to successful leadership is not authority but influence, and IBS strives to inspire future leaders with such qualities. IBSAF is an awards ceremony hosted by the Alumni Relations Cell to recognise the outstanding tenacity and competence displayed by the students at IBS during their Summer Internship Programme to enhance their confidence and motivate them.

The initial phase of the procedure was held on August 28th, in the presence of our esteemed alums. The final award distribution phase concluded on September 5th. Our Dean, Dr Shylajan, mentor Dr Mahesh Kumar Soma, chief guest Ms Pooja Sen Gupta & many other esteemed alums and dignitaries were part of the ceremony. Our dean and chief guest honoured the 23 winners and their Mentors of the SIP at the award ceremony.

IBS not only encourages its students but also acknowledges the efforts put in by the mentors as they provide supportive roles throughout. Two such mentors are Prof. Shailendra Bisht & Prof. Mahesh Kumar Soma, who were awarded for the same.

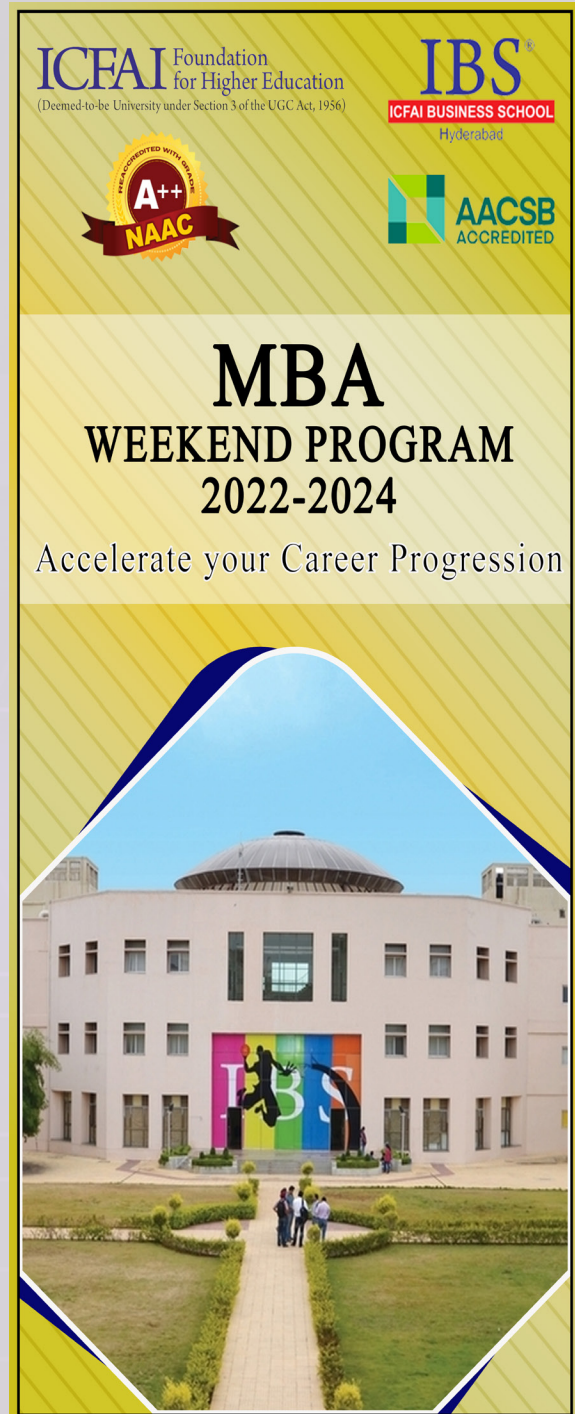
Post this, the President of the Alumni Relations Cell Ms. Sweekriti Bansal was called upon to the stage to introduce our Chief guest Miss. Pooja Sen Gupta is a leading industry expert and currently serving as the vice president of the technology portfolio management at Wells Fargo.

IBSAF is an attempt to boost aspiring managers at IBS and inspire them to keep trying and getting better in every journey they are willing to set afoot to reach their goals.

ALUMNI INTERACTION MEET



Alumni Relation Cell organized an Alumni Interaction meet on 19th October 2022 and on 29th October 2022 at Taj Deccan, Hyderabad. The event commenced with the address of the Dean, Dr C.S Shylajan, along with the Alumni Relations Cell Mentor, Prof. Mahesh Kumar Soma and President, Miss Sweekriti Bansal. The event was conducted to shed some light on the Summer Internship Program that is compulsory for all MBA students during their academic journey so that they are fully prepared to partake in their corporate journey. The event also witnessed the launch of the weekend MBA program, which was inaugurated by Dr Radha Mohan. Towards the end of the event, feedback was also collected from all the industry experts and alumni to make the 2-year MBA program a better learning experience for the students.



RENDEZVOUS



The Alumni Relations Cell (ARC) hosted Rendezvous 2022 on November 5, 2022, at the Taj Deccan in Banjara Hills. This annual corporate dinner event aims to give alumni and their families a venue to commemorate and relive their old memories.

Under the guidance of our mentor Dr. Mahesh Kumar Soma, the event commenced with the lighting of the lamp. The same was succored by President (ARC) Ms. Sweekriti Bansal, our Mentor Dr. Mahesh Kumar Soma, Dean (Academics) Dr. Shylajan, Pro Vice-Chancellor Dr. Bidyut Bhattacharya, and Vice-Chancellor Dr. L.S. Ganesh followed by speeches by the President ARC and the dignitaries.

As the event progressed, the Weekend MBA program was introduced by Dr. Radha Mohan, who prefaced a plethora

of flexible MBA options for the aspirants. Lastly, the Dean of the Incubation Center, Dr. Sainath, enlightened the crowd with a few words. To add to the commemorations, the music pool of Club Samavesh also gave a mesmerizing musical performance.

The event was then followed by several audience-engaging activities like Tongue Twisters, Guess The Celebrity, and Guess The Movies. The aforementioned was thoroughly enjoyed by the audience. Approaching the event's conclusion, the vote of thanks was delivered with a cake-cutting ceremony to mark the day with a happy memory. The audience was elated throughout and thoroughly enjoyed the event. The evening was wrapped, with everyone proceeding for a scrumptious dinner.

MENTORSHIP PROGRAM



“Goals define life, and a little push in the right direction enables an individual to achieve everything that one aims for.”

With the same thought in mind, Alumni Relations Cell successfully organized a Mentorship program for first-year MBA students on December 3, 2022.

Mentorship 2022 was oriented towards helping the students achieve clarity of thought regarding all their career-related dilemmas. The event commenced with welcoming various alumni of different domains, namely Marketing, Finance, Operations, and Human Resources, at one place to guide the students to achieve their goals. The event was attended by Mr. Sandeep Mishra and Mr. Sushanth Chandra from the Marketing domain, Mr.

Gautam Modi and Mr. Amit Kumar Jain from Finance domain, Mr. Abhishek Desai from Human Resource domain, and Mr. Sethuraman from the Operations domain. Every mentor meticulously listened to the questions posed by the students and catered to their every confusion. This one-to-one interaction not only gave students a chance to clarify their doubts but also helped them get an insight into the realm of the corporate world. After the completion of the session, students were asked for feedback, and it was great to know how satisfied the students were with the opportunity that was provided to them.

At the event's conclusion, we expressed our gratitude to the alumni and lauded their patience with each student and the efforts they put in during the entire event. Overall, Alumni Relations Cell successfully organized the Mentorship Program, 2022.



STUDENT



ARTICLES

Why do Unicorns fail?

Recent years have seen a sharp increase in the number of unicorns, and in a perfect world, there should be no risk of failure once a company achieves unicorn status or a \$1 billion price. Surprisingly, there have been signs that many unicorns haven't been performing as well as anticipated since the end of last year. Due to this, investors' funds and overall portfolios suffer irreparable losses in addition to the failure of unicorn enterprises.

Some analysts attribute these failures and capital losses to unsustainable valuation, while others point to overspending. Both are partially true, and much has been written about this subject. Failure to innovate at a time when rivals are relentlessly and aggressively catching up could be another plausible explanation for why unicorns are dying. Therefore, investors must comprehend the below discussed underlying causes of unicorn company failures to foresee them and take appropriate action.

overvaluation in the early stages is the main factor causing problems for unicorn companies later. The private market is flooded with investors who are eager to buy into the excitement and commit substantial sums of

money to start-ups without a track record. This frequently results in unicorns passing away before they can support themselves. Companies frequently promise investors huge made-up returns on their investments to persuade them and to show that they can attain significant growth in a short period. This is one of their prevalent persuasion strategies. Investors frequently overlook the fact that such rapidity has a price and may result in widespread mishandling of corporate funds.

Many new firms struggle to manage the low-cost acquisition and retention of customers and run on extremely slim margins. This is a result of their early offerings' unusually cheap prices, which are meant to draw customers. They usually lose money in the beginning and then attempt to make up for it by raising prices even though they lack pricing power. If the cost of obtaining new consumers even modestly rises, such businesses often lose money. In addition, if the market is approaching saturation, it is usual for the cost of customer acquisition to rise. These companies are consequently susceptible to long-term financial instability.

Due to the start-ups' inability to shift from privately held businesses to publicly traded organisations, many unicorns fail and frequently lose money after going public. This is because compared to private investors, public investors analyse investments quite differently. Private investors typically place more emphasis on the future and possible growth due to the change that a start-up would bring than public investors do on the present and in-hand values found in the financial statements. Only post successful and complete transition, the start-up businesses should go public. Stocks in the company will lose value in the open markets if they can't defend their valuation considering the financial statement's figures.

After carefully examining the aforementioned parameters, investors will be able to make correct performance-related assumptions and assess the viability of new unicorn companies with greater knowledge. Along with the reasons mentioned above, investors should watch out for the following signs of a start-up's growth slowing down:

Stagnating Employee Counts/Increasing Attrition Rates: Investors should keep an eye on the start-up company's personnel numbers because a company's ability to expand when its workforce is stagnant is severely hampered. Therefore, a quick rise in headcount is frequently a sign that things are going well, while a decrease in hiring or a slowdown in hiring indicates that the company has likely encountered some unanticipated difficulties.

•**Excessive Fund Accumulation:** As a business raises more money, it ought to be on the verge of turning a profit. However, a business is undoubtedly in trouble if it has previously raised millions of dollars and is still some distance from becoming profitable compared to the first day. Investors should therefore try to avoid such companies.

•**Low Social Media Engagement:** The brand value is a significant component of a start-up company's overall value proposition. This is mainly because start-up businesses are typically enterprises that deal directly with clients and hence must maintain constant contact with them. Budget cuts are frequently a factor in declining social media attention, and therefore indicate lower consumer involvement, which negatively impacts the growth quotient.

In actuality, unicorns are no different from other sorts of businesses in that they are all susceptible to failure. Investors need to be mindful that occasionally the hoopla around a unicorn can be nothing more than empty words.

2021
Ananya Aggarwal



“Metaverse is Internet but in 3D”

What is Metaverse?

The Metaverse is a user-generated virtual reality world that exists online and is accessible to anyone with an internet connection. It comprises user-created content, including 3D objects, avatars, and environments. The Metaverse constantly expands and evolves as new users add their creations. There are many different ways to experience the Metaverse, including augmented reality (AR) and virtual reality (VR).

Why is Metaverse banking important?

The number of individuals using digital banking services is expected to grow from 2.5 billion in 2018 to 2.9 billion by 2021. With this growth, digital banking is expected to undergo a drastic change. Rather than focusing on the current digital divide, the industry must also address the huge chunks of unmet needs for improved digital banking access for the limited number of unbanked individuals. The potential of blockchain to address these issues is enormous. For example, one study found that 40% of unbanked individuals want to use digital financial services but do not have access. Blockchain provides a decentralised, secure, distributed ledger that can facilitate financial services like digital banking.

Future of metaverse in banking

The advantages of blockchain in the banking sector are promising. The primary benefit of blockchain is that it allows the creation of a decentralised ledger. A distributed ledger is a record of transactions accessible by all users of the ledger without the need for a centralised authority to store the information. This means that if someone wants to transfer “1 USD to John” on the ledger, the transaction will show up as “John 1. USD”, and no one else can see that “John” is “Alice” and “Alice” is “Bob”

How will Metaverse in Banking be realised?

Customers will be able to view their balance, pay the bills, and make transfers using a virtual platform. This will create a seamless experience, allowing customers to view their balance and make transactions without leaving the virtual environment. Remote workers will be able to access a virtual workspace and collaborate on projects with other remote workers without having to leave their workspace. Overall, the system will offer customers a full banking experience within an immersive and interactive environment.

Conclusion

Metaverse in banking is the future of banking. Metaverse technology is already being used by many banks to create a more efficient customer experience and increase customer engagement. However, the initiative to bring blockchain to the banking sector has only just started. The future of blockchain in banking is bright, as it offers a variety of benefits and advantages over traditional banking systems. Metaverse in banking is an exciting and upcoming area of focus in the banking sector, and it is expected to impact the financial services industry as a whole significantly.

Aakanksha Murarka



METAVVERSE

“Laugh and be merry together, like brothers akin, Guesting awhile in the rooms of a beautiful inn, Glad till the dancing stops, and the lilt of the music ends. Laugh until the game is played, and be merry, my friends.”

- John Masefield

The rooms of the beautiful inn to which the world is referred have become virtual. What more can man do, for he has created a ‘Metaverse’ in an infinite uncanny ‘Universe’ and transferred his ‘self’ into a virtual psyche where he is immortal as far as storage, latency, and the internet take him. This ‘digital twin,’ though natural in many senses and virtual since inception, have the deleterious potential to be the modern Frankenstein.

The internet was a non-profit network primarily created by the government in collaboration with a few private entities. But when it comes to the metaverse, it might trans

form into a ‘corporate internet’- a virtual world where the deification of the corporates will become inevitable. The metaverse is being pioneered and built by private businesses for the explicit purpose of commerce, data collection, advertising, and the sale of virtual products.

“A massively scaled and interoperable network of real-time rendered 3D virtual worlds that can be experienced synchronously and persistently by an effectively unlimited number of users with an individual sense of presence, and with continuity of data, such as identity, history, entitlements, objects, communications, and

payments”- is how the metaverse is defined. The continuity of data combined with the unlimited number of users threatens humanity’s inherent nature. The self-knowledge that every man should seek is intimidated when overwhelmed by a herd instinct- a tendency to immerse oneself in continuous data transfer with minimal fundamental interactions.

In August 2021, Match Group, the owner of dating sites such as Tinder, Hinge, and OkCupid, said that their services would soon receive “augmented features, self-expression tools, conversational AI, and several what we would consider metaverse elements, which have the element to transform the online meeting and getting-to-know-each-other process.” Imagine a world where Romeo and Juliet are nothing more than Avatars. Where

would be the absolute joy of life? Who would hear the lilt? How would you embrace your brother akin?

Still, as Masefield says, “Laugh till the game is played, and be you merry, my friends”!

John Masefield





Donkey Kong



Metaverse Moving Beyond the Reality of the Real World

Who would have thought that the par excellence of reality would break away from the shackles of imagination and take over the world one day? Everything that once just existed as a utopian dream, far beyond achievement, is now on a journey to take actual meaning. You can indeed experience the intricacies of the entire world even while sitting in the comfort of your couch, so much so that it wouldn't be wrong to say that the meaning of 'couch potato' has subsequently changed from ideal to leisurely productive. In short, Metaverse is here, and it is here to stay.

Needless to say, that metaverse which was once just a 'popular' talk of the town, has swiftly shifted to reality. Therefore, it is rightly said that Metaverse will free us from the humdrum of the physical world in the coming years. Metaverse is not just a single concept but is an umbrella term for an amalgamation of concepts like virtual reality, augmented reality, etc.

Etymologically speaking, the word 'Metaverse' can be further divided into two words, Meta and verse, where 'meta' signifies beyond, and 'verse' means the universe's contraction. And metaverse, in the literal sense, has contracted the entire universe into a single screen. For example, imagine a world where you can try clothes in a virtual world before buying. It is okay if the concept seems quite strange initially, but the execution can revolutionise the entire fashion industry. Not only will it make the life of the consumers easy, but it is also very environmentally friendly. According to a survey, the entry of metaverse into fashion can reduce carbon emissions by approximately 97%.

In its real sense, the metaverse is not a fad because you can easily spot its existence in the gaming industry. Games like Fortnite, VR chat and many more project a clear picture of the opportunities that metaverse can create for us. Various schools of thought believe the metaverse is the right tool to help blur the line between the virtual and the physical world. This could be done through an augmented reality where the companies can create a hybrid concept or remove any friction or intermediaries.

But the question that remains prevalent is, does the metaverse already exist, and even if it does, how long will it take to see it in full swing? Although Metaverse is not a concept of imagination anymore and has truly blended itself with reality, it will still take some time to make its place in every sector possible. In addition, it will also take time for us to accept the concept altogether. Several players are competing and trying their best to create their metaverse, giving the consumers a chance to experience the inexperienced and live a life they never imagined.

Human beings have always had a love-hate relationship with technology, which has made them always forge forward, explore the ramifications of devices, and combine them with the real world. So, the time is here to wait and witness what Metaverse can potentially unfold for us!

Palaksha Chaudhary



Group-A
22x

SECTOR-02

ARTICLE



AI and India- the relationship progresses?

India is all set to assume the position as the Chair of the global partnership on artificial intelligence (GPAI). India had joined the group as a founding member in 2020. The GPAI is an international group comprising of twenty-five countries which includes the US, UK, EU, Australia, Canada, Republic of Korea, Japan, France, Mexico, Singapore and New Zealand. India took over from France this year at the meeting held at Tokyo. A recent report also had alluded to the fact that India had overtaken US in the percentage of organisations which are ready to use AI in their workplace (As per the inaugural Decision Intelligence (DI) Maturity Index report by UK-based firm Peak). It specifies that India is more mature in leveraging AI and its capabilities putting it in a score of 64 out of hundred, while US and UK trails at 52 and 44 respectively.

Today, Indian government is looking forward to AI as a “catalyst” that will help India to achieve the status of “developed nation” by 2047. Combination of the “Make in India” mission and the fact that government gives AI a boost by

using AI in many projects like PM-GatiShakti national Master Plan, ULIP – Unified Logistics Interface Platform, Government e market place (GEM) are a few mentionables in this regard. Indian Navy is another entity that has planned to integrate AI in their key work spaces. AI is second an industry only to the information technology space. As per a report by Microsoft and Internet and Mobile Association of India, at 16 percent India is said to have the “third largest AI talent pool”. We also find the use of this

technology rising in areas of Agriculture, healthcare and governance to mention a few areas. Two start-ups from India which were a part of the second set of start ups in the Revv Up program conducted by Govt of Telangana (India, T-AIM) won awards at Bali (Indonesia) G20 Digital innovation network (DIN).

Concern begins when we think of energy and other sustainable aspects which AI uses for its much-needed work. How would sustainability as a practical aspect hold hands with ambitions of AI? The



environmental foot print that AI leaves behind is huge in terms of utilisation and emissions. There is a good side as well to this – for example, Hyderabad Airport better known as Rajiv Gandhi international Airport, (GMR, Hyderabad) uses AI to track and reduce waste of electricity. So, while AI unmanaged, unimagined and uninvested development in AI might lead to huge levels of energy waste, a well-planned, invested AI solution can help manage sustainability in the long run. It is imminent that policy makers understand the need to introduce and work

with AI-specific measurements. This would support to improve environmental equity and transparency.

Success in deployment of AI for propelling its development, India would have to invest in it with transparency of policy and actions and ensure care for environment to continue having sustainable life structures for future generations. It is indeed a tall order for the nation striving to gather, live and sustain leadership between nations that have head about a century's head start in the game of political leaderships and change makers.



Sindhu Ravindranath
IBS Hyderabad– IFHE



META! CAN YOU KEEP MY EMPLOYEES HAPPY?

How true is it that Metaverse, a virtual world, can be used to keep employees happy and engaged? Post Covid-19 companies across the world are facing a grave concern about how to keep their human resource happy. There is a dire need for a compassionate work environment where employees are treated with respect and humility. A new work context characterized by remote connectivity and real-time response along with face-to-face. In a context full of technological advancements and where the meeting is conducted online, employees have virtual team-building activities, and leaders lead and guide virtually. E-reporting and e-learning are happening. Customers are purchasing on mobile and giving their reviews in virtual communities. In such a hybrid context, workers must be on the job around the clock. A situation where the boundary between personal and work-life are is almost blurred. In this new world, companies cannot afford to limit employee experience only to the physical work environment. Instead, they are forced to think of immersive experiences in an augmented and virtual world. Companies should start focusing on employees' positive work experience in this new world called the "Metaverse." The metaverse is an alternate virtual world that has replaced the physical place and replaced the physical bodies with their avatars. Such virtual reality is similar to unique simulations of the natural world, which are enhanced by overlaying virtual objects. Metaverse is still emerging, and many more new themes are evolving. Metaverse is not a single meta-world, but several virtual worlds exist simultaneously and have the potential to transform social interactions.

A PwC report suggested that Metaverse is an emerging concept and gaining popularity due to the two most trending technologies—Augmented Reality and Virtual Reality. The survey also concluded that these technologies could potentially boost GDP globally by 1.5 trillion USD in the decade. There is a buzzword that boardrooms are discussing strategies to keep employees engaged and delighted in the metaverse. Venture capitalists had poured around 12 billion USD into the HR technology market to address issues related to employee experience in the Metaverse. Hence, one of the potential questions is how virtual experiential spaces transform the traditional employee experience process. Virtual tools and avatars can help create bespoke experiences to improve the employee lifecycle and strengthen communities in a dispersed, distributed, remote world. Some of the employees' experiences that are augmented through Metaverse are—

Virtual Hiring Experience - The metaverse has the potential to allow recruiters to conduct meaningful observations and assessments throughout a candidate's journey. Companies like Capgemini have completed job fairs in the meta-world. Where attendees were allowed

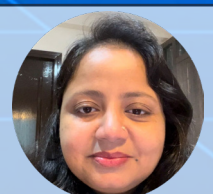


to create their avatars, don VR headsets, and join the event via their web browsers. The most potential advantage of virtual recruitment is that it facilitates interviews and evaluations in real-time. Further, technology also allows companies to present portfolios in virtual lobbies through holographic presentations.

Onboarding Experience - Metaverse is also considered a suitable space for onboarding experience, as found in a study by Brandon Hall group. They concluded that the employee onboarding process could improve retention by up to 82% if appropriately handled. Even Gallup institute, in one of the studies on employees across different sectors, found that 70% of the candidates with excellent onboarding experiences say they have the best possible job, yet 88% of organizations don't onboard well. The metaverse could undoubtedly change this. Metaverse will allow recruits to have a virtual tour in an environment which is a fully 3D environment, including a company's headquarters or manufacturing facility. Metaverse will also give them an immersive socialization process where employees can experience and better understand the company's culture. Collaboration across departments and companionship can also be achieved with employees working globally. Also, new hires can build rapport and develop professional relationships with other workers who are located in other locations.

Virtual Skills Some popular virtual platforms that were offered as a metaverse to their employees are— Mesh by Microsoft; the CEO Satya Nadella states that it will allow employees to join and collaborate and will allow them to share holographic experiences on many types of devices. Another is Meta by Facebook- It will enable people to work virtually with Horizon Workrooms. Meta invites one to share a table with co-workers even if “a world separates us” and to transform your home office into your favorite remote meeting room. Another metaverse is Virbela which brings employees together to learn, engage, meet, train, and learn in an immersive virtual world – from anywhere. It is a 3D platform where people interact with their colleagues, similar to how they do in the real world. Similar to cryptocurrencies which might sound crazy ten years ago. Metaverse also generates a similar reaction in today's context. But in a world where talent is currency, metaverse could be the solution to solving several employee experiences.

-Dr. Mussarat Shaheen



The future of Metaverse, hype or reality?

The metaverse is the outcome of the ongoing evolution of the internet and its related services. Because of the significant change in human history at the time we live in, the metaverse will unavoidably impact our actual lives. The idea of the Metaverse was first presented in Neal Stephenson's 1992 science fiction novel "Snow Crash." Still, when Mr. Mark Zuckerberg changed the name of Facebook to Meta in late 2021, the idea gained commercial traction.

Today, a quick Scopus search using the keyword "metaverse" yields 891 research articles published on the subject, covering the broad range of applications of Metaverse in many fields, including healthcare, gaming, manufacturing, human resource management, environmental allied areas, personalization, and other research areas. The academic literature's bibliographic Snapchat indicates that, within the next 10–15 years, the Metaverse has the potential to change the way we go about our daily lives. We might wonder how it will affect the current business environments, whether we need to adapt metaverse concepts and products if better technology is available, and how it will be helpful.

The term "Metaverse" does not refer to any specific type of technology, but rather to a broad shift in how we interact and communicate using technology in this quickly evolving world. As we are all aware, a particular technology is not a single idea or method; in stead,

it is the result of the fusion of several developing digital technologies, such as but not limited to Virtual Reality, Augmented Reality, Blockchain, and the Internet of Things, which are being specifically used to build this digital ecosystem. The described ecosystem may eventually become standard, making the metaverse similarly out-of-date, just like other technologies. Humans are ambitious and greedy, so when a new technology is created, everyone wants to use it as soon as possible so they can profit from it. How can we improve the service's accuracy, learn from our mistakes, or make it more user-friendly without early adoption? Early adoption might, at first, result in a boom. Still, once the technology is standardized and the benefits are calculated based on the resources used to adopt it, usage slows down, much like a line that begins to decline once it reaches its maturity stage in a product's life cycle. We recently noticed a bullwhip effect in non-crypto markets and related service areas due to a current shortfall of all cryptocurrencies.

I certainly do not oppose the adoption of Metaverse in my capacity as the author of this article. A metaverse is a location where you can instantly enter any virtual reality and participate in any physical existence. Even if you are thousands of miles away from the actual area, you can still see and feel anything. We have 3D worlds, for instance, but they support much fewer users if there is any kind of interaction and are difficult to scale beyond a few

hundred users watching a conference broadcast. There is currently very little continuity of history, rights, and objects across virtual worlds. It might take another five to ten years to solve the technical problems involved. Dealing with contractual obligations and data privacy concerns could take even longer. So, does it serve any purpose for our commercial endeavors?

The simultaneous co-presence of team members and leaders in various locations, domains that support employee confidence and social interactions with their superiors, as well as collaboration and teamwork, are just a few examples of how it helps organizations. It will improve the safe work culture while lowering operational costs, particularly those related to giving training lectures and project presentations. The onboarding procedure will significantly benefit from this technology, creativity, and product development concepts. You can better understand the benefits of Metaverse in human resource management practices by looking at the examples mentioned earlier. What do you think about its adoption in the manufacturing, retail, aviation, gaming, music, healthcare, tourism, and recreation sectors, etc.? We can anticipate Metaverse's benefits in creativity, development, processing, execution, and optimization, not to mention its scalability and capabilities, but I'll let you make up your mind. But as a specialist in safety, I can see another potential drawback of implementing Metaverse: issues with ergonomics,

fatigue, waning diversity, security concerns, and last but not least, a limitation on humans' physical activities. Decentralized, collaborative, rapidly evolving business environments may change the nature of jobs. Each organization will need to look into potential areas where Metaverse can be used to supplement current tools and workflows. How to move from a collection of intricate but independent immersive environments to a vast, integrated network of 3D virtual worlds, or Metaverse, which would create a similar context for social interaction and culture, is the biggest challenge currently facing virtual world development. Significant economic and political barriers, in addition to computational and operational difficulties, may impede the development of the Metaverse. The growth and expansion of a fully realized Metaverse ecosystem are possible, just like with the global internet service, with the help of collaborative and innovative proprietary and open-source projects. The Metaverse would probably benefit from harnessing mass innovation and co-operative effort.

Professor Rajan Kumar
Operations & IT, IBS Hyderabad





CLUB





BYTES



MANAGERS WITHOUT BORDERS

MWB | MANAGERS
WITHOUT BORDERS

Since our inception in 2016, we have played a pivotal role in shaping the managers of tomorrow. We strongly believe a manager's third eye lies in his ability to research, analyze, and interpretation. Hence, the core of the MWB IBS Chapter lies with Research and Analysis Wing (RAW). The research domain mainly concentrates on Finance and Marketing, considering the E5 concept (Energy, Economy, Environment, Employment, and Entrepreneurship). RAW has the scope of covering the domain of Analytics and Operations as well as Human Resources.

Our flagship domains are CSR and SSR, which conduct various activities throughout the year, including plantation drives, environmental awareness drives, school paintings, etc. We also conducted guest lectures by eminent industry personalities to enhance knowledge and gain insight into real-world problems.

Our flagship event - E Summit, is the flagship event of MWB conducted in Trishna. The event is not just a grandeur platform that exalts the participants' knowledge but also gives a golden opportunity to have experience writing a research paper. E Summit has attracted ardor participation from students of IBS Hyderabad and other colleges. The event is a nexus of rounds conducted over three days that culminate with the submission of a research paper written on one of the 5 Es, giving a glimpse of the challenges faced by the corporates. To give our members a holistic development environment and be future-ready, we bring internships to apply the knowledge gained from the classes in the real world."

AAINA



Club Aaina reflects your thoughts, feelings and emotions. It feels the most important thing in order to make the change you need to be the change. The main objective is 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 the society. Its mission is to enhance every emotion, thought and idea which seeks to get justice and equality in order to build a healthy environment for human development and create let's change family. The Centre for Women Development is the ultimate strength of club Aaina. In this it aims to empower women through educating them about health, sanitation and make them realize how important it is to be an empowered woman.

The club actively indulges into social and CSR activities by conducting 'Anokha Utsav' every month where the entire club members visits several children homes, orphanages, old age homes and spends lovely time with children and the second-inning people. It also conducted other events related to social awareness like- Zero Food Wastage Drive, School Visit, Orphanage visit, Donation Drive, Medical Camp, Rubaroo (Introductory event), CEO Women Conclave, Sanitation workshop, Self Defence workshop, and successfully completed CSR module which included research paper and presentations by club members and faculty-led session. Club Aaina has also conducted SSR event in collaboration with other clubs like, Samavesh, Prakriti, Prayaas, Kaizen, ADmire. It has launched a platform RAINBOW for LGBTQ section of the society and also came up with together we grow initiative.

Moving Mannequins



Moving Mannequins is the official Fashion Society of IBS Hyderabad. The passion for business and fashion is the driving force behind all activities undertaken by this society.

Our vision is to introduce the fashion industry to college students, raising awareness of what the luxury and fashion industries entail and what career opportunities exist. Through a variety of creative, inspiring, and professional events, we hope to create a platform where students from all disciplines who are interested in fashion can come together.

For Freshers week, Moving Mannequins, organised a Ramp Walk competition for all the juniors in College. The name of the competition was - The Trojan War. A team of Juniors from each clan participated in the contest, and they had to depict the theme of Greek Mythology. The senior team of Moving Mannequins also did a Ramp Walk on the last day for freshers to close the event.

Recruitment started in the month of August. It was a fun process where the juniors had to use their creativity and come dressed up according to the theme, which was - Halloween while breaking the stereotype. The selected juniors then sat for panel interviews.

Our introductory event for 2022 was called Envogue. This was the one-day event focused on introducing the new faces of Moving Mannequins to the college. The Junior team did a ravishing ramp walk on the theme of Casinos & Crime. Participants from different clubs also took part in the Envogue. Out of the 15 teams participating in the event, Club Prakriti, Club Admire & Xpressions won the top 3 positions.

Moving Mannequins participated in IMPELZ 8.0 at IMT Hyderabad on 21st November 2022. At the event, we performed an alluring show named- Soch. Our show portrayed the empowerment of women and men by showcasing the mythological stories of Mahabharat.

Our team of 15 members that represented IBS Hyderabad won the 1st prize in this competition by swaying the judges and audiences away with their amazing performance.

DOT



DOT Club – “Develop on Technology” is the official techno-managerial club of ICFAI Business School, Hyderabad.

DOT club was formed to equip the students with technical knowledge on their journey to corporate life. Technology includes the back end of an organization, and management forms the front end for the same. The club nurtures analytical skill sets, tech-savvy attitudes for resolving emerging managerial challenges, and a horizontal focus on academic learning and employability. It imparts knowledge of analytical tools like IBM Watson, R, Power BI, and Tabulae to provide an extra edge to the students. To enhance employability, additional skills are provided through workshops on technicalities of Digital Marketing and Google Web Designer. The knowledge sharing initiatives such as Appgyan, Techbuzz, and Sunday blogs are significantly assisting in spreading the latest technology information and insights among students, academicians, and cooperate world. The club plays a vital role in enabling interaction with industry leaders through a series of Conclaves, Guest Lectures, and Conferences. Beyond the academic curriculum, the club organizes fun events and business simulation games to foster creativity and innovation.



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

Plays by XpressionZ-

1. IBS ki Jhalak – It gave a glimpse of a student's life in IBS Hyderabad.
2. Recruitement process.
3. Aao Twist Kare- A musical stage play, which potrayed the epic 'Ramayana' in a modern way.
4. Spoofrollic – An event based on movie spoofs.
5. Kehne ka Kya fayda- A streetplay potraying some bitter facts of the society and the perception of a common man towards it.
6. Kya Dilli kya Lahore-A stage play potraying the exiting the brotherhood between India and Pakistan.
7. Taj Mahal ka tender-A stage play which is a humorous satire on the building of Taj Mahal
8. Whispering Corridors- A horror series released by XpressionZ, picturing the deadly zombies.
9. Ramayana- A modern twist to the sweeping tale of Ramayana with some legendary pieces of humour.
10. Andhvishwas-A street play showing the stereotypical beliefs and irrationality existing in the minds of the Indian people.
11. Umeed-A short film with a tinge of patriotism in it outlining the existence of secularism in India. This was made on account of Independence day.

'XpressionZ' - Theatre society, is a platform where we nurture the basic values of love, friendship, responsibility, creativity, belongingness, empathy and many more. In other words, we don't grow as individuals, but we grow as a 'family'. 'XpressionZ' will continue to entertain you and cherish the lives in IBS Hyderabad.

IBS Messenger



IBS Messenger is a student driven club working within IBS Hyderabad and acts as a central platform in delivering the information to all students. It was begun back in the year 2014 with an intend to give information to students. Club mainly deals with passing academics information to students. We act as official promotional partner for events, guest lectures and flagships conducted by other clubs.

Objective: To build connection between the academics and students. To fulfil the objective, IBS MESSENGER circulate/broadcast all the notices which are academically important. The information provided by IBS MESSENGER are regarding:

1. The commencement of course
2. Information regarding the time table and extra classes.
3. Events and Guest Lectures conducted in college.
4. Information regarding SIP/Placements.
5. Any other relevant information.

Events which are conducted by IBS MESSENGER:

Flagship Event: We have our flagship event Kriyavat 4.0. As a part of our event, we encourage other students to improve their soft skills and presentation skills by organizing various programs through the flagship event. Students will be presenting their ideas on various domains in management studies.

Other events:

1. Biggest event of our Club this year was “MUMBAI DABBAWALA” – the guest lecture.
2. Collaborative Guest Lecture.
3. Transmission - 2 episodes in that series.

Fun Events: We organize fun events to entertain the students which helps students in experiencing new activities and building self-esteem.

Medium of promotions:

1. WhatsApp.
2. Facebook.
3. Instagram.

Prakriti



The Official Nature and Adventure Club of IBS Hyderabad focuses on youth development and social awareness by acquainting our members and others about nature and allowing them to explore the adventurous side of their personality. By planning many travels across time, we explore the bold side. We investigate the audacious side by directing different journeys over time. A portion of the noticeable trip destinations is Khajaguda, where we covered locations like chimney point, sandwich point, and tongue point. We also conduct fun events that are naturally cordial and courageous simultaneously, like Quest to Avalon, which was also the introductory event of the club. A collaboration between Club Prakriti and Club Convergence was conducted – A Difference Day, which combined the domains of both clubs.

It's motto being 'With us, it's always you first', stands as an academic HR club to create a learning environment and enhance the skill sets of the students as HR professionals. The same is done by conducting events like action-orientated role plays, quiz competitions, presentations etc.

The journey started with the introductory event EUPHORIA - which was a fun event with three rounds. The first round was Criss Cross, a crossword puzzle with HR terminologies to be guessed with given clues, the second round was a Taboo round where one participant had to guess the OB term being enacted by their partner, and in the final round participants were shown videos where they had to talk about the concept of HR applied and provide solutions for the same.

The next event conducted was the Flagship event "HR Week 3.0" which ran across for 3 days with the theme being "NeuroLeadership". Day 1 was Quiz round where participants had to figure out the leadership qualities portrayed by different actors in their movies, Day 2 was Face off round between the teams giving them a chance discuss the trending issues faced by employees and HR department of the organizations and Day 3 was a presentation round where participants had to express their thoughts creatively on the topics given to them.

Another fun event conducted was "Cine HR 10.0" which was blend of Cinema and HR, giving the IBS Community a chance to engage themselves in different movies themed games, have fun and lighten up their day.

TEAM VAPS



Passion only gets pursued with hard work! And the labor for dedication arises when one gets out of comfort zone and puts thoughts into action instead of procrastinating, which is possible only with a disciplinarian regime.

As the Official Sports and Fitness Club of IBS Hyderabad, Team VAPS laid the foundation stone, ensuring that IBS students maintain a disciplinarian schedule to pursue their passion, which is only possible by playing a sport. Indulging in sports boosts your confidence and makes students well-versed in one's inner strengths and capabilities and eventually will help in molding themselves.

In June, COMIENZO, the curtain raiser event, included seven sports: squash, table tennis, Chess, basketball, throwball, volleyball, and Battleground Mobile India. Participants in the event are MBA second-year students. In July, Team VAPS conducted Athlos, based on the greek mythology theme. 13 Clans participated to win the games: shotput and tug of war. In the same month Team, VAPS also organized Blue Band Challenge. In this event, participants have to complete tasks given by seniors randomly. Later on, on the 29th of July, Team VAPS started its recruitment process for the junior team.

Team VAPS organized an IFHE Level event named "VSL 7.0 (VAPS Super League)" on the 15th- 21st of September; eight teams participated in the football tournament. The students from the various communities and clubs of IBS Hyderabad participated in the league, and the players were selected via auction. Team VAPS has always shown their contribution toward the upliftment of the sports culture among the students and looking forward to attaining new heights by gaining more and more opportunities.

After a series of successful virtual events in the first quarter of the academic year, Club Prayaas- The Official Inter B-School and Corporate Events Club, continues to thrive in its pursuits with boundless enthusiasm.

We started the enthusiasm with the first offline external event, post-Covid, in association with IIM-B, followed by a business conference in SCMS, Nagpur. While the virtual meetings were turning back into the physical mode, Club Prayaas rolled out a plethora of events with top B-schools like IIM ABC, IIM Rohtak, XLRI Jamshedpur, SCMS Nagpur, IIT Madras, RCBS, BML Munjal, IMT Hyderabad, MICA; top international college like Kellogg School of Management; top corporates like Unstop (formerly D2C), Coin Fantasy, HUL, Flipkart, Swiss Re, GMC, TVS Credit, Tally Solutions, Publicis Sapient, ABFRL, L'Oreal, EY, TATA, and Accenture that portrayed a perfect blend of corporate and fun elements.

For International Yoga Day, in collaboration with Yoganta and our fellow clubs- IBS Messenger, and Team VAPS, an initiative #YogaforWellnessChallenge was taken that garnered vast numbers of participation and appreciation. On 20th July 2022, the new faces of IBS Hyderabad (batch of 22-24) were onboarded.

In August, a series of guest lectures by Mr. Venkata Sri Harsha, Founder of Shine Projects, Mr. Anshuman Ghosh, Vice President of EY, and Mr. Rajneesh Narain, Director of Finance (NCL) at Coal India, were conducted, followed by a Research Pitching Workshop by Ms. Arlene Gonzales. Bizz-Verse, the introductory event organized by batch 2024, was a great beginning.

For the first time in IBS, we were privileged to bring on board Dr. Jayesh Ranjan, the Principal Secretary of the Industries & Commerce (I&C) and Information Technology (IT) Departments of the Telangana government, who visited our campus to inaugurate the Corporate month. He spoke to students on "Sustainable competencies for GEN NEXT." The audience very well received the function.

To conclude, Club Prayaas witnessed a phenomenal phase of gratifying experiences through dedication and commitment toward its vision of building corporate leaders of tomorrow. We aspire to set new benchmarks as we progress on this exhilarating and exquisite journey!

WE DREAM
WE DISCOVER
WE DEVELOP

Admire

ADMIRE

IBS-HYD

Club Admire, the official advertising and branding club of IBS Hyderabad, attempts to convey that being different always makes you stand out in the crowd. With our oneness and originality, we strive to use pragmatic strategies combined with creative ideas and in-depth understanding to educate the general public about our domain's progress.

The club is branched into 8 verticals, namely AD studios, Events, Research, Client servicing, Public relations, Editorial, Offline creatives and Operations.

On 29th July 2022, club ADMire conducted its induction event, which was a welcome for juniors into the club. Our club mentor Prof. Surjit Kumar Kar, along with our senior team, gave us all a warm welcome and enlightened us about the club's functioning and his experience in the club, which was followed after the recruitment drive for the same. The club also carried out an introductory event on 2nd September 2022, where we introduced ourselves as members of the club and had a fun evening planned for all the students. Following that, club ADMire also organized an event in collaboration with Club MMC (Money Matter Club) on 20th September 2022. The official flagship event of club ADMire, Juara 12.0, was orchestrated on the 27th and 28th of November 2022, which was a grand success. It was an offline event sponsored by some notable brands, where we had fun games for everyone. There was a significant crowd, and wonderful feedback from everyone was received. All in all, the event was a huge hit among the students.

In addition to these, Club ADMire concentrates on promoting learning through its year-round club events and providing new thoughts to the realms of branding and advertising.

Gray Matters



Club Gray Matters – The Official Quizzing Club of IBS Hyderabad has always been a club that conveys matters related to quizzing.

Colossal Odyssey, our fresher's event, was held on the first week of July, The theme was Greek Mythology. We were tasked to make a fun event with our domain in mind, and using the theme, we created a 3 round fun event.

We later had a collab event with the Money Matters club with the theme of Mergers and acquisitions. In this, we highlight the importance of Mergers and Acquisitions combined with Fun quizzes. This helps the participants know about recent global mergers and be updated with current affairs.

Other than the events we have

Daily questions – where we take quizzes on our Social Media about the current affairs going around

Weekly Panchatantra (goes live on Fridays) – Here, we give unbiased information on developments worldwide. We find out the important topics that help in the development of mankind and give an unbiased opinion on that topics.

Monthly Articles (goes live on the 1st of every month)– Many Individuals have contributed to society, but their efforts have gone unseen. Through our monthly Article, "Unknown Inspirators", We give them the light they require.

“CLUB ECOBIZZ- THE OFFICIAL ECONOMICS, BUSINESS AND PUBLIC POLICY CLUB OF IBS HYDERABAD”

Club Ecobizz is the place to learn and grow as it helps students to develop the right skills, attitude, and knowledge required to succeed in an economic and business environment. The research wing- “ KHOJ” has an objective to research minutia to bring knowledgeable content in the significant areas of our domain which enlightens the theoretical and practical expertise.

Our flagship and club domains are mainly Economic, Business, and Public policy. These are applied in every event to create knowledge and spread awareness about the basic terminology around businesses and the whole economy. Our introductory event- Eco verse was a fun event inclusive of economics and policies with a mixture of our theme “Marvel” to make it interesting and knowledgeable as well.

Our flagship event- Rajneeti is conducted over a horizon of 7 days. It is the biggest and most awaited event of IBS Hyderabad. This event accelerates the participants’ knowledge regarding politics and its significant undertakings. It is a mini representation of our Indian Political system. During this period, people put forward their political views and are divided into two parties, including one PM candidate. Candidates being the Member of Parliament debate for the amendment of the bill with the judgment of the panel members of Rajya Sabha and Lok Sabha.

The schedule of the events goes as follows:

- Day 1: Briefing
- Day 2: Nominations
- Day 3: Rally and Agenda
- Day 4: Voting
- Day 5: Lok Sabha
- Day 6: Rajya Sabha
- Day 7: Closing Ceremony and Prize Distribution

This time we had “One Nation One Police Uniform ” as the debate topic for Rajneeti 8.0

FinStreet, The Official Capital Markets Club of ICFAI Business School, Hyderabad is a dynamic mix of like-minded people with a passion to learn. The club endeavors to get wind of the mystery, the markets are besieged with. The club is an amalgamation of three verticals namely Vriddhi Research, Trividha R.E.D., and IBS Times.

Trividha R.E.D. vertical of Club FinStreet – The Official Capital Markets Club of IBS Hyderabad held a fresher’s event – “StockVille” with fun financial games for the junior batch of MBA. The vertical also conducted two Management Discussions namely – “Scampedia 6.0” and “Debt Set Go! 4.0” which were based on financial scams and financial crisis across the globe, respectively. In addition, two guest lectures were conducted on the topic “Financial literacy” was conducted by Mr. Raghavendra prasad who is the director and Co-founder of WIZ, an ed-tech platform. The second one was by Ms. Shristi Jain who is the chief product officer (CPO) of Finology ventures on the topic of “Decoding the stock market”. Along with this, we hosted various financial games including FinStreet’s flagship event Bhavmandi 9.0 which was based on the concept of Over-the-Counter Trading. Club FinStreet comprises of two more verticals namely – IBS Times and Vridhhi. IBS Times posts Weekly Opinions and Weekly Takes related to the stock market on the club’s official social media handles. They also publish monthly magazines with information, news and articles surrounding the capital market. Vridhhi is the research vertical that conducts internal research and internal classes to learn and educate the club members on the major finance and capital market topics. The vertical hold India’s 4th largest Student Managed Investment Fund (SMIF), wielded by the students of IBS Hyderabad

Speak Up



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

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

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

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

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

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



IBS Analytics Club, the official Analytics Club of IBS Hyderabad exemplifies the idea of working with data in real-time. The club focuses on the “Data to Decision” approach i.e., a combination of analyzing the data to formulate decisions and the future consequences of those decisions. The club has various verticals – Events Vertical, Operations Vertical, Matrix (the Research Vertical), Editorial Vertical, etc. All these verticals collaborate with a common philosophy i.e., “Data is the new Oil” to conduct intriguing, exciting, and innovative events, and research in various industries.

The Club Activities begin with a strenuous recruiting drive for “Analyst 6.0’s” i.e., the junior batch which was followed by the event “Vishleshan” which was a thrilling introduction of the junior batch, completely planned by them based on the magical yet analytical and mystical theme Harry Potter. Every member of the club believes in learning and working towards collaborative growth. Every member of the club makes a news bulletin that highlights the daily news related to analytics in various sectors. Also, the Matrix vertical i.e., the Research vertical, in collaboration with the Marketing vertical creates a weekend bulletin, that is a broad analysis of a firm to anticipate its future performance based on their findings. The club also launched its own website this year where the details of all the events, workshops, and various other activities conducted by the club are posted.

The Editorial and Marketing verticals collaborate frequently to create vibrant posters and exceptional videos for major festivals, national holidays, and upcoming events. On the other hand, the Events and Operations verticals collaborate to come up with unique and innovative ideas and work to make these events a complete success. This year, the club also held numerous successful events and informative workshops in partnership with other clubs. The Club’s flagship event, “Trikona,” is known for its analytical and data-driven approach with exciting themes. The club publishes its own magazine called “Analyzia” drafted by editorial vertical from the scratch.

IBS Analytics Club since its inception is standing tall on the ladder of teamwork, innovation, and determination and will continue to come up with something more than usual.



After a hiatus of over two years, IBS Hyderabad opened the gates of its swimming pool after ardent efforts from the management and the student members of IFHE Blues - The Official Recreational and Watersports Club. It was no easy feat to push through the struggle but we eventually emerged victorious with the pool back at its glory with students having access to enjoying the much-loved sport of swimming every day.

Since the pool became operational in October 2022 the club started preparing for its introductory event in a manner that allowed all participants to enjoy the event and at the same time enjoy the swimming pool. On 19th November 2022, the club held its introductory event, The Upside Down which was the first club activity completely managed by the junior team. The event was preceded by offline and online marketing with the teasers and posters getting much appreciation from the students across the MBA program. Additionally, the photo booths made by the creative team were one of a kind capturing the theme of Stranger Things beautifully and portraying a realistic portal of the UpsideDown and the Demogorgon. The photoboosts saw good traffic with students wanting to get their pictures as well.

The event was held separately for boys and girls, keeping all the safety and regulatory measures in check. The first slot was for the girls. It was a three-part event where the first round was water polo. The teams were divided into 6 members each and all the participants showed extreme zeal and enthusiasm. The next round was shooting the balls into floating tubes which was then followed by the final round of the tube race. For this, the participants had to go through the breadth of the pool using floaters as the event was open for non-swimmers as well. The same three rounds were played for the boys as well. The boys showed good sportsmanship and put in maximum effort for all the rounds.

The winners were VAPS, Newswire, and Happy Club in Boys holding the first, second and third positions respectively. In the girls' round, the winners were, in the same order, Happy club, Happy club, and IBS Analytics. The event was thoroughly enjoyed by both the participants and the organizing team. The junior team of Blues also had a wonderful experience hosting their first event. For this success, the senior team and the club mentor, Professor Madhavi Garikaparthi are also to be congratulated as the event would not have been possible without their support and guidance. IFHE Blues looks forward to hosting several other fun and exciting events in the future where students can come, have a good time, and show their swimming prowess!

Infinity Studios



Infinity Studios - The Official Entertainment Club of IBS Hyderabad constantly strives to adhere to its motto of 'Integrating Entertainment with Management' by attracting the masses with its exciting content, such as movie and web series reviews, music playlists, short films, and entertaining events.

Infinity Studios organized The Great Dionysia during the Freshers 2K22 i.e. Neozoi, wherein various junior clans made posters and short films to stand as the winner.

The Casting Call was the club's recruitment drive from the 29th to the 31st of July. The process includes different stages where candidates are evaluated on their skills and knowledge about movie making, stress handling, and organizing events.

Infinity Studios' junior team was introduced to the public by a short film they made for the Independence Day celebrations named MANTHAN.

Infinity Studios Introductory event was held on 10th September, 2022. It was a thrilling, fun-filled one of kind event organized by the juniors to kickstart the year comprising of two. More than 26 teams participated in the event, making it a huge success. We collaborated with Moving Mannequins as their Entertainment Partner for Envogue- their Introductory Event on 19th September. The night no one can forget. We are discussing the fantastic collaboration between Club Samavesh and Infinity Studios for organizing Garba night. It is one of those nights which has made everybody enjoy themselves and make loads of memories. People loved and rejuvenated themselves through the event in between the semester exams. This event was a huge hit, and Infinity studios provided DJ.

Nothing can stop when Infinity Studios rolls. Infinity Studios is proud to have organized the first-ever themed party night, Halloween night, for MBA- The Grave Rave on 31st October. The spooky night that which entire IBS was waiting for. The night was decorated so that it made everyone fear ghosts and spirits, with us organizing amazing games and life-like decorations, followed by a short DJ night.

The Diwali Night was made a hit among audiences by showcasing the camaraderie as the Supreme Ram, along with Ravana, visits Earth on Diwali- a quirky short film named CHITRAM VICHITRAM.

The club has developed initiatives like IS-Tip Off, Weekly Flashback, and OTT-Endar to keep the audience engaged and entertained.

Infinity Studios strives to continue its legacy of entertaining people by curating fun and exciting content that breaks the monotony of the same stressful and hectic schedule of MBA life.

Kaizen is a center for frequent exciting and challenging events to bring out the best in the students. Kaizen stands proud with its promise to carry out its meaning of continuous improvement. In its 14 years of glory, the club stands firm in its dream of operational excellence by advancing the study of operations beyond the confines of textbooks and into people's hearts by forming the habit and nature of excelling in processes and reasoning efficiently. "Kaizen," a Japanese philosophy, has the meaning "Kai" = Change and "Zen" = Good, which signifies change for the better. This word is imbibed as a process in which many small continuous changes in systems and policies bring more effective results than a few significant changes. This methodology applies to every department across different sectors.

To begin with, the participants were invited to an event during the Fresher's 2022, which was as illuminating as it was tough. That event catalyzed all of this year's remarkable voyage of Kaizen. Greek mythology was the theme of this event, and the maze was filled with numerous operationally-related mysteries. Later on, they went through the recruitment process to join the team of the success-driven Kaizenites. It tested their capacity for in-the-moment decision-making and analytical thinking.

Tri-Anillo 8.0 was a tri-day event with the storyline of Lord of the Rings and exciting events that followed in the storyline of the main character forging past many hurdles. The three components of the event were: entertainment, innovation, and story twists. The participants gained a more excellent knowledge of analytical and problem-solving abilities. The participants were also encouraged to improve their decision-making and teamwork skills, where they discovered the natural talents needed for their future at a corporate workplace.

The 3-day mega event of Sankriya - The National Operations Fest of IBS Hyderabad, organized by Club Kaizen, emerged as a massive success due to various industrialists and panelists who graced us with their presence. The panel discussion gave an insightful view to the participants regarding the future of automation in the ever-changing world. In a separate Business Risk Mitigation Plan event, attendees were to assess the risks and threats associated with a case study that featured an existing business model. The simulation game was both entertaining and challenging. A case concerning the production of silicone chips was presented to the contestants. The simulation game focused on the entire supply chain, from building the plant to planning the transportation system, since operations are the club's purview. The simulation focused on operational ideas, with a dash of money to help mitigate losses and choose the optimal course of action within a time constraint.

The voyage has only just begun. There are still plenty of thrilling activities, illuminating business insights, fun simulation games, and other things in store for you. As you hone your analytical, operational, and critical thinking abilities, Kaizen will always be there to quench your hunger for case-based discussions and the adrenaline rush of solving a challenging challenge. We hope you are prepared, people!! You should put on your thinking caps and be eager for the next puzzle we'll present, constantly striving for advancement, no matter how modest. Join us on this trip at Kaizen so that you can learn from both your colleagues and the industry's top specialists.



Maçon is a French word that means builder. We at Maçon provide a platform for creativity and innovation. The entrepreneurial forum is intended to envision, enlighten and engage young minds with entrepreneurship. Over the quarter of 2022, the cell conducted many events to embrace young minds and encourage others too.

We took initiatives like E-crunch, wherein we posted the latest news on entrepreneurship, acquisitions, startups, and mergers.

Monday Motivation: Where famous quotes by entrepreneurs are posted on our social networking sites.

Explorica: A quiz on companies, logos, and founders is posted every week on Saturday on our social handles.

2) The cell conducted its fresher's day event on July 2, 2022, named 'Dunamis,' which gave students insights into the entrepreneurial world.

3) On July 24, 2022, Maçon organized an ideation competition, 'INSPIRAR,' to inspire young minds to involve themselves in the world of entrepreneurial ideas which can bring revolutionary change.

4) On August 22, 2022, the cell organized a guest lecture on 'Role of University-Based Incubators in Promoting Student Led Startups' on the occasion of World Entrepreneurship Day where Mr. Anubhav Tiwari, Head - Deeptech - Medtech (Ojas BioNest) Incubator, CIE IIIT Hyderabad, also the Vice-president of Institutions Innovation Council of Lucknow was invited as the guest speaker. He spoke about the importance of incubators as an essential platform to help young aspiring entrepreneurs take their ideas ahead and execute them effectively.

5) On 3rd September 2022, the cell organized a guest lecture on 'All you need to know about Electric Vehicles' where Mr. Srikanth Reddy, Founder & CEO of Hala Mobility, India's first Multi-Model Vehicle sharing Platform, was invited to give insights on what's happening in the particular segment of the automobile industry and what are the opportunities and challenges we need to understand.

6) On September 22, 2022, Maçon conducted its introductory event to introduce its vision, activities, and responsibilities to the upcoming joiners and make them aware of the entrepreneurial world and the abilities they possess as an individual that will help them to start their entrepreneurship journey.

7) On November 22, 2022, the cell conducted a guest lecture on 'Entrepreneurship and Innovation as Career Opportunity,' where Mr. Sunil S, CEO of Plural Technology Pvt. Ltd., was invited as the guest speaker. He talked about how to develop an innovative mindset and how this helps an entrepreneur move ahead in his/her entrepreneurial journey and pursue a great career. Prof. Sainath M, President of IFHE's Institution's Innovation Council (IIC), and Dr. Anitha Acharya, Mentor of Maçon, were also present at the meeting.

8) On November 25, 2022, the cell organized a guest lecture on "Business Model Canvas," where Miss Mridula Chhetri, founder at InMovidu Technologies, a startup mentor, and an angel investor, was invited as a speaker. She talked about the importance of business model canvas in understanding and improving the whole business model of a company in a proper manner.

Furthermore, we have 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



Samavesh- The official cultural face of Ibs Hyderabad, has around 200 students who join different club pools, namely - Dance, Music, Organizing, Anchoring, and Creative, but eventually turn into one big family whose hearts unitedly say 'DIL SE SAMAVESH'.

The journey of turning from newly recruited club members to a family starts with the Independence Day event, in which the new team gets a feel of life in Club Samavesh, then the Introductory Event, which is the first event that the Junior team conducts by themselves. After this, the club organizes a Diwali event for the whole college at a grand scale, followed by Sanskriti, the Flagship event of Club Samavesh. Then they conclude the academic year with the Republic Day event, which marks the last event of the Senior team.

Each of the pools contributes to making the events a grand success. The Organizing collection surely knows how to build the event from scratch and create an excellent platform for the other pools to showcase their talent. The members of the creative pool add life to the event through their creativity and colors. The dance pool sets the stage ablaze with their moves, grooves, choreography, and coordination. The music pool can make you feel a wave of emotions and also get your feet tapping with their melodious music. The members of the anchoring pool give structure to the show & possess the power to keep the crowd engaged throughout.

During the year, Club Samavesh also extends its support to other clubs for their events through collaborations. The dance pool has performances according to the theme of the club they are performing for, music pool has music performances and jamming sessions. The creative collection makes beautiful Rangolis and helps the other club with creatives.

The whole of Club Samavesh dedicates to one thing, which is Culture, and they are on a journey of showcasing and sharing what they have with everyone.

Keeping this in mind and heart, Club Samavesh collaborates with the college communities and lends a helping hand to organize festivals like Garba night, Onam, etc.

The club and its members are not limited to the campus's boundaries. Club Samavesh took part in their first intercollegiate event of the year in IIM INDORE.

This November, the Music and Dance pool represented IBS Hyderabad in the fest of IMT Hyderabad. These were other feathers to their hat.

Club Samavesh strives to conduct bigger and better cultural events every month.

NEWSWIRE



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

We collect news and then present it to our audience in a short and crisp manner. Our motto is to cut short the news reading process yet keeping our audience updated. News excites curiosity. We also take interviews of big personalities and great lecturers. Newswireians play a stellar role in a democracy, by helping crystallize public opinion on major contentious issues. Being one of the coverage club Of IBS Hyderabad, we have also covered a great number of events.

Till date we have covered events like Anokha Utsav of Aaina, VSL of TEAM V.A.P.S, Debt, Set, Go! of FinStreet and many more. We have extracted the required information and then presented it to our audience in the form of articles. Our audience can access the same on all of our social media handles.

Apart from covering events, we as a club have also organized many events which benefit the students. Our recent event of Human Library was one of the major events which harnessed 160+ entries because of its one of a kind stature. Our Flagship event, which will be coming in around the clock, Communique, has always been a top-notch event when it comes to creativity and learning clubed together. This is how we have come so far and there is still a long way to go. Stay updated, stay connected!

MAFIA



Mess And Food Inspection Association (MAFIA) or Mess Committee is the only officially formed student committee that acts as a bridge between the students, administration, and caterers, facilitating mess and food inspection, addressing issues of students in case of any, and communicating them to the concerned authorities in the campus. Mess Committee is responsible for the adequate functioning of Mess 1 (So-dexo), Mess 2 (DHH), Tickles Canteen, and BRU Kiosk and ensures that a fine menu is served. Our other domains include catering to Mess Change, Room Service (for medical conditions), Jain food, etc. All the catering required during college events and visits is also undertaken and supervised by the Mess committee.

The members are known for their responsible nature and hard work and provide substantial services to the students. The Committee Members ensure that discipline is maintained and that the rules & regulations laid by IFHE are followed strictly in and around mess premises.

MAFIA conducted the following events in 2019:

The Indian Affair

To welcome the batch 2019-21 arranged the first food fest as a cordial gesture. Mess premises were decorated, and appetizing food and delightful sweets were cooked and served.

The Palate Fest

Nazaria is the Official Photography Club of IBS Hyderabad. A Nazarian is never off-duty as they are the official coverage partner for all the clubs, cells, chapters, committees, and societies at IBS Hyderabad.

Nazaria kicked off their preparations for July month with their recruitment season. Nazaria's recruitment took place on 10th July 2022, where the juniors who registered were asked to submit pictures to test their creativity, followed by panel interviews. They had to create events and pitch them to the senior team so we could determine their potential. Once the junior team was selected, they were introduced to the faculties with the induction ceremony on 21st July 2022 with the engaging anchors by the Editorial Head – Nupur Saigal, and the Co-Editorial Head – Shalini. The juniors were presented with badges that they had to wear to every coverage. The seniors introduced themselves and their roles and explained a little about each vertical in Nazaria.

The official coverages in July included the Freshers Week coverages, covering events of all the clubs, and the dream team process from 27th June till 3rd July. Nazaria covered other events, including Kaizen's Guest Lecture, Prakriti Trek, Samavesh Club Shoot, Convergence Guest Lecture, Inspirar, and Admire's induction. Nazaria started preparations for its introductory event on World Photography Day. We held a photography workshop on 18th August 2022 where the participants were taught the basics of photography and various functions in a DSLR camera and phone along with the editing techniques so they won't face any difficulty in what was next to come and would upgrade their skills throughout the way. On 19th August 2022, Nazaria held a Photowalk in the morning to implement those skills and encouraged all the participants to take pictures using the skills they learned in the workshop. The caterpillar was decorated by offline creatives so people could enjoy the view and take photos.

The official coverages in August included Aaina's club shoot, Analytics induction, Maverick's club shoot, DOT's induction, VAPS induction, Samavesh- Azaadi Ka Amrit Mahotsav, Prakriti's club shoot, Sankalp's induction, Kaizen's induction, MMC vs. Finstreet cricket match, Samavesh's induction, Prakriti's induction, Xpressions induction, Finstreet's induction, Samavesh's event – Rang Bhoomi, MWB's induction, Admire VS Maverick's cricket match, Prayaas' – the perfect pitch, Maçon cell's shoot, Aaina's induction, Maçon's induction, the guest lecture by Mumbai Dabbawala, Maverick's induction, MMC's event, MM induction, Analytics introduction, and Analytics GL.

In September, the official coverages included Admire's introductory event, Sankalp's Introductory event, MMC and Aaina's GL, MWB's Introductory event, ARC IBSAF SIP Awards, Newswire's introductory event, Finstreet's introductory event, DOT's introductory event, Prayaas' introductory event, EcoBizz's introductory event, Infinity Studios Introductory event, Speakup's introductory event, VAPS 7.0 Auction, Convergence Introductory event, Maverick's Introductory – Beatrix, Kaizen's Tri Event, VAPs Super League 7.0, Dot's GL, Samavesh Introductory event, ONAM, NAAC, etc.

In October, we covered various placement company pictures, IBS Messenger's GL – online along with other club events.

November is usually the month of flagship events, our busiest month more than ever. It includes over flagship event as well – 'Frames' from 28th to 29th November 2022, where the registrations were considered, and people could submit pictures for a token amount, and we would hang them and auction them. Our event includes an exhibition of the frames and various fun events, including light photography.

A Nazarian's lens is never closed and always ready with the gear to see what holds next in their calendar of shoots.

MAVERICK



Maverick- the official Marketing and Strategy club of IBS Hyderabad ensures to bridge the gap between classroom learning and the application in simulated situations by showing students how to think outside of the box through our many verticals like MAVENS (Maverick Research Wing), M.M.S & M.S.F (Maverick Marketing Solutions and Maverick SalesForce), Events and M.A.D.E (Maverick Advancement & Development Entity). With 71 members as of now, our aim is for fellow students to have a holistic approach towards marketing by conducting events of all sorts, from having guest lectures by eminent industry personalities to marketing and strategy-based games on product life cycles, branding, and the like. Apart from conducting events, we engage with industry experts and the world-class faculty at IBS to deliver lectures and feed the marketing appetite of budding marketers in college. Maverick is not a culmination of 6 BMCs on a trot or numerous other trophies sitting idle; Maverick is a family.

Our fresher's event was called 'Archàrious,' held on July 1st. It had three rounds, including a marketing quiz that fetched them a certain amount of fictitious money according to the number of questions they had answered. In the second round, the participants were provided with natural power and certain products, and they had to bid for the man-made superpowers with the money available to them. In the final round, the participants devised a creative marketing pitch for the products using natural and man-made superpowers. Continuing in July, we kick-started our hunt to find the next set of junior Mavericks by playing various games with the participants. Keeping the tradition alive every year, this year as well, we organized the event popularly known as 'Meet the Mavericks'. With a widespread perception that 'Meet the Mavericks' is our recruitment process, this event mainly serves the purpose of an ice-breaker between the juniors and the seniors. The event lasted three days, from 14th July to 16th July.

On 12th September, the juniors were introduced into the club culture with their first ever introductory event called – 'Beatrix,' which had a total of 3 rounds, each round as compelling as the previous one. The first round, 'ENIGMA,' was the rapid-fire round that involved answering as many questions as a team could within 5 seconds of the question being shown on the screen. After elimination, the second round, 'SKIRMISH,' was presented, which was the face-off round that added a twist to the environment with a policy of divide and rule where the team members were seen competing within their teams. The final round, 'TRANSITION,' allowed the team members to create and apply their imagination and knowledge toward the future of marketing from 4P's to 4E's from the company analysis given.

We had a hat-trick of guest lectures by our beloved guest Mr. Anupam Dutta, the co-founder of Arteastic. On 28th October, we had our first lecture on the topic of 'Distribution dynamics in India – changing paradigms.' On 4th November, he gave a lecture on the subject of 'Market Innovation: Case-Based Approach,' and finally, on 18th November, he lectured on 'Insight Generation'.

To conclude, Maverick is never off-duty, and more is yet to come from the team so stay tuned for more as the flagship is almost nearby!

Money matters club



The Official Finance Club of IBS Hyderabad has always vaunted a team of dedicated finance enthusiasts. Our vision is to spread the knowledge of our core domain B.A.F.T i.e. Banking, Accounting, Finance, and Taxation through various activities and events.

Founded in June 2005, MMC has always been consistent in hosting various guest lectures, events, publishing news bulletin, gyanpath, infographic posts and the legacy continued this year as well.

MMC began its series of successful events this year with the introductory event, 'The Ultimate Heist' which gave an opportunity to all the students to learn the intricacies of finance through a lot of games and challenges. In addition to this an insightful guest lecture on "Impact of Digital Finance on financial inclusion and social upliftment" in collaboration with Club Aaina- The Official Social Awareness and Women Upliftment Club of IBS Hyderabad, and Genesis 6.0 in collaboration with Club ADMire- The Official Branding and Advertising Club of IBS Hyderabad.

The spree of event continued and the flagship event of MMC Redux 17.0 was held with full zeal and enthusiasm where we hosted "chanakya" which was a quiz round that continued for a week, second day was "kautilya" that had three rounds where we took our participants on a journey of fun, thrill and mystery and tested their knowledge, patience and promptness.

We concluded our flagship event with "financial conclave" where we invited a panel of guests to throw some light on dominance of automation in financial services industry.

The journey has been full of challenges and fun and we pledge to keep the legacy of MMC alive.

SANKALP



SANKALP is the Official Leadership and Nation Building Club of IFHE. It stands tall on its four pillars of Social, Political, Corporate and Leadership, with a motto to serve with pride, lead with confidence and inspire to impact lives- “BE THE CHANGE”.

It aims to transform students into Corporate Leaders with Social awareness.

Striving towards this goal, Sankalp organises various activities such as CSR, SSR activities, webinars, awareness programs, blood donation camps and orphanage visits. It never fails to surprise with its flagship event- Megistanos (The best manager event) and its other events like Drishti 8.0, Leaders league (Introductory event 2k22), blood donation campaign, Orphanage & Oldage home visit, Wishing Tree and many more.

With increased cooperation among team members, club is more determined to Serve, Lead and Inspire. With starting of offline academic year after 2 years gap due to covid, Club Sankalp is again here with exciting activities and has increased its growth like never before.

It is helping us reach the masses through the online platforms, while directly interacting with those in need through offline. All these could only be possible because of the never ending zeal and enthusiasm of our members, who constantly push our creativity beyond our limits.



**ICFAI Business School (IBS)- HYDERABAD is a constituent of the
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