



भारतीय प्रबंध संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli
(An Autonomous Institute under Ministry of HRD, Government of India)
Tiruchirappalli - 620 024, Tamil Nadu, India

PRESS RELEASE
24th Jan 2020, Friday

IIM Trichy Inaugurates Dhruva 2020

IIM Tiruchirappalli (IIM Trichy) inaugurated the fourth edition of its annual business and cultural festival, Dhruva 2020, on January 24, 2020.

Dhruva is a 3-day management and cultural festival hosted by IIM Trichy with over 11000 participants from over 95 institutes across the country and over 200 students from various schools of Trichy. This gala event entails 13 management competitions and five cultural events attended by many dignitaries and students from premium B-schools and is expecting a footfall of over 500 on campus participants from various institutes. It is a prestigious platform that witnesses business wit with a celebratory dose of cultures from all over the nation. All events and activities are conducted by student-run clubs and committees. There are flagship events conducted by various academic and non-academic clubs like Marketing, Operations, Finance, Consulting, HR, E-cell, and Elixir, to name a few. This year, Dhruva 2020 will feature a regional conference on Women in Data Science(WiDS), a concert by the renowned band Lagori on 25th January and a highly anticipated EDM night by DJ Shameless Mani on 26th January.

The event was inaugurated with the lighting of the lamp by **Chief Guest Dr. K. R. Lakshminarayana**, Chief Endowment Officer, Azim Premji Foundation, Dr. Bhimraya Metri, Director IIM Trichy, Dr. Godwin Tennyson, Dean IIM Trichy, and Dr. P Saravanan, Chairperson, Student's affairs, IIM Trichy. This was followed by the invocation song.

Dr. Metri in his address elaborated on how Dhruva at IIM Trichy makes a difference through accelerated change and newness in approach. He highlighted the richness of Trichy city as well as IIM Trichy and welcomed the participants from different institutions to experience the culture and spirit of IIM Trichy.

Dr. K R Lakshminarayana highlighted about the various contemporary shifts in the corporate world, the nature of observing and perceiving these changes and the individual efforts that can help budding managers turn these changes into opportunities. He asserted that the biggest contribution of the internet is not access to information, rather the different business models it has brought forward. He emphasized that the ability to observe information, acknowledge perspectives and assimilate points of view will set businesses and organizations apart in the coming days. Through anecdotes and stories from his personal life, he emphasized on his beliefs about the power of humility, attitude and learning from diverse areas.

The speeches were followed by the launch of Dhruva's opening video and Vote of Thanks. The inauguration ceremony concluded with the National Anthem.