



IIM Trichy launches Dhruva 3.0

IIM Tiruchirappalli (IIM Trichy) inaugurated the third edition of its annual business and cultural festival, Dhruva 3.0 on 25th January 2019.

Dhruva is a 3-day management and cultural festival hosted by IIM Trichy with over 7500 participants from over 212 institutes across the country. This gala event entails 11 management competitions and 5 cultural events attended by many dignitaries and students from premium B-schools. It is a prestigious platform to showcase talent, and combines 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 across business domains, like Marketing, Operations, Finance, Consulting and HR to name a few. The festival gives students a hands-on experience of management and exposes them to competition from all over the country. This year, Dhruva 3.0 will feature a stand-up comedy by Rahul Subramanian and the highly anticipated EDM night featuring renowned DJs Greff and Shiva Manvi hosted by Sunburn.

The event was inaugurated with the lighting of the lamp by Chief Guests Dr. K. Krishnakumar and Mrs. Binni Krishnakumar, *acclaimed Carnatic musicians*; Guests of Honour, Commander Anup Thomas, *Chief Inspector of Naval Armament (Trichy)*; Dr. D. Prasanna Balaji, *Head and Director Research Department of Physical Education, National College*; Dr. Bhimaraya Metri, *Director, IIM Trichy*; Prof. Upam Pushpak Makhecha, *Chairperson – Student Affairs, IIM Trichy*. This was followed by an invocation song.

The welcome address was delivered by Dr. Metri in which he spoke about the rich heritage of Indian culture. He emphasised on the role of various aspects of culture in management. He concluded by extending his warm wishes to all the participants in Dhruva.

Commander Anup Thomas, addressed the students with vigour and invoked a sense of patriotism among them by sharing a video of Indian Navy. He explained the importance of quality in every facet of life and how one can achieve quality with collaboration. He stressed on maintaining integrity and credibility to become better leaders. He concluded the speech with a quote, “It is the people not the products who deliver results.”

Dr. D. Prasanna Balaji, the guest of honour for the event, inaugurated Khelotsav, an inter B-school tournament where students from various colleges compete in sports like Football, Badminton, Basketball and Table Tennis. He emphasised on the need of pursuing physical fitness to achieve success and happiness in life. Reflecting on his personal experiences, he explained how sports can help students learn crisis management.

Dr. K. Krishnakumar and Mrs. Binni Krishnakumar, the Chief Guests of the function, in their address encouraged the students to start singing to improve one’s mental health which is imperative to achieve work-life balance. They also performed a duet which enthralled the audience. On popular demand Mrs Binni Krishnakumar also performed the famous Ra Ra song from the Tamil movie Chandramukhi.

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