



## **IIM Tiruchirappalli inaugurates Dhruva 2024 – its flagship annual Business and Cultural fest**

The grand inaugural ceremony of Dhruva 2024, the annual flagship business and cultural fest of IIM Tiruchirappalli, took place on February 2, 2024. Mr Ranjan Gogoi, Member of the Rajya Sabha and former Chief Justice of India, graced the occasion as the chief guest.

Scheduled from 2<sup>nd</sup> February to 4<sup>th</sup> February, the flagship event represents a convergence of case studies, business and cultural competitions, and vibrant cultural presentations. Over the course of three days, a total of 15 business events, 10 cultural events, and three professional shows will be organised. The fest also features a distinguished panel discussion on entrepreneurship and the startup ecosystem. Over 14000 participants from various institutions have registered for different events.

The ceremony began with an invocation song and lighting of the lamp by dignitaries. Mr Ranjan Gogoi, Member of the Rajya Sabha and former Chief Justice of India, commenced his address by extending congratulations to all the students for being a part of this immersive learning program and an exceptional student community. He delved into the art of management, describing it as the skill of effectively managing five human senses. Highlighting that life presents a continuous series of challenges, he underscored the crucial role of leadership in overcoming them, emphasising that leadership involves setting an example by leading from the front. Additionally, he discussed the importance of integrity in the lives of future managers. He expressed that integrity is a vital attribute for addressing challenges, both personally and professionally. In conclusion, he complimented the organising team of Dhruva 2024 for orchestrating a well-coordinated festival and extended his best wishes to all the students and the IIM Tiruchirappalli family.

Dr Pawan Kumar Singh, Director of IIM Tiruchirappalli, extended a warm welcome to the chief guest and all participants present. During his presidential address, the director underlined the significance of the Dhruva fest and emphasised the aspect of learning with joy that ultimately yields positive outcomes for students. He also spoke about how the event encourages healthy competition and fosters cooperation among students. Dr Singh conveyed his best wishes to everyone and expressed gratitude to the Chief Guest for being a part of this significant occasion.

The secretary of the Cultural Committee, Ashish Neerati, presented the vote of thanks. He expressed his gratitude to the Chief Guest, The director, the administration, the faculty and the students.

The event concluded with the National Anthem.