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**Thanking you**  
To appreciate the participation of students from colleges, the winners were felicitated in a prize-giving ceremony



**Footfall count**  
About 300 plus students participated from various graduate and management colleges

2

The number of days The Talent Festival was organised for

16

## DOUBLE WHAMMY FOR TALENT

Both the events at the Talent Festival 2017— the Startup Carnival and Ignite-2017 — organised by Asian School of Business Management were a huge success, as students participated in great numbers



**They are the team**  
Cultural programmes were organised by the student coordinators Abdul Rashid Khan, Ankita Parida, Bismaya Kunal Pattanaik and Arunima Chakraborty

IGNITE, the exhilarating cultural extravaganza and talent hunt festival of Asian School of Business Management was inaugurated on December 15, 2017 by Chief Guest Prof Soumendhra Mohan Patnaik, Vice-Chancellor of Utkal University, with the lighting of the 'Lamp of Wisdom'. He visited all the events of the festival and was impressed with the creative prowess of budding talent. He also appreciated the innovative ideas presented by the young management graduates at the Startup Carnival. He said, "One who has mastered the art of reaching out to others will do wonders in life. Learning comes from the person who takes the first step." He also appreciated the efforts of Prof Biswajeet Pattanayak, Founder, ASBM, in this regard.

On this occasion, the Guest of Eminence Harihar Patra, Director, Toshali Sands, emphasised on the importance of career planning for the youth. In his address to the audience, he said,



PICTURE TIME: Participants and dignitaries at The Talent Festival 2017

"Challenges are something we face every day, and we must accept those as and when they come."

In his welcome address, Prof (Dr) Biswajeet Pattanayak, Founder and Director, ASBM, explained that the very concept of this talent festival was to hatch and propagate new and contemporary ideas of the young

minds, and also encourage execution of those ideas beyond the classroom. He invigorated the students to inculcate out-of-the-box thinking and innovation to match today's business scenarios. He also expressed his satisfaction over the start ups of alumni; who are now job providers and not just job seekers. "Apart from doing busi-

ness as entrepreneurs, they are also discharging their social responsibilities," he added.

This two-day long national talent festival – Startup Carnival and Ignite-2017 – was marked by 13 competitions like Corporate Chanakya, Business Quiz, Graffiti, Voice of Ignite, English Debate, T-Shirt Painting, War of Bands, Rangoli (the Act of Colours), Fashion Show, Danza (the Dancing Superstar), Counter Strike, QFiesta (the Quiz Competition), Selfie Contest and more. More than 300 students from various management and graduation colleges actively and enthusiastically participated. The valedictory session on December 16, 2017 was graced by Prof (Dr) Prasanna Kumar Patasani, MP (Lok Sabha), as chief guest. Guest of Eminence Santosh Kumar Sahoo, MD and CEO, Computer Lab and Shrikant Mahapatra, DGM, Canara Bank also graced the occasion.

double fun

