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# THE KEY TO IGNITING THEIR CULTURAL FEVER

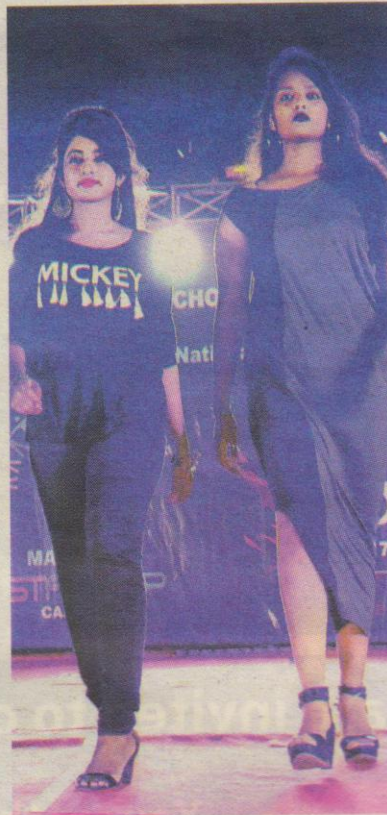
The cultural extravaganza and talent hunt festival, Ignite, of ASBM was celebrated in its Chandaka campus for two days.

Gracing the occasion was the chief guest, Member of Parliament (Lok Sabha) Prof Dr Prasanna Kumar Patasani, who said that ASBM is one of the leading management institutes in India. He also said that the progress of individuals and institute depends primarily on the continuous development of innovative thinking.

Joining as a guest of eminence, Brig Laxmi Charan Patnaik, Chairman of the Odisha Public Service Commission, suggested that students should develop the urge to keep learning new things to succeed in life.

Another guest of eminence Santosh Kumar Sahoo, MD, Computer Lab, inspired the students to develop the spirit of entrepreneurship rather than running after jobs. He further advised students that instead of being job seekers, they should come forward to take up an entrepreneurial role and create job opportunities for others.

Prof Kamal Kant Mishra, Vice-Chancellor, Utkal University of Culture, Odisha and BC Mohanty, Managing Director, Oriclean, graced the occasion as the guests of eminence and shared their valuable thoughts with the students.



Prof Dr Biswajeet Pattanayak, Founder and Director of ASBM, in his address, urged the students to master the art and science of applying classroom learning to add value to professional life.

He also said that the basic objective of organising such youth fests was to provide a platform to young budding managers to showcase their hidden talent and to develop an innovative way of thinking.

This two-day-long national talent festival was marked by various competitions such as Voice of Ignite, rangoli, Trade War, PUBG, Danza, Corporate Chanakya, extempore, T-shirt painting, Markfest, photography, fashion show, Business Quiz, graffiti and more. In this national talent festival, more than 400 participants from across the country participated in several competitions and prizes were distributed to the winners.

Further, on this occasion, BC Mohanty, MD, Oriclean and Dr Niharika Gantayat, HoD, Department of Engineering, DAV Public School, Chandrasekharpur were felicitated with Excellence in Entrepreneurship and Teaching Excellence award instituted by ASBM.

While Dr Hemant Kumar Panda, faculty mentor, introduced the guests, student coordinators Bismay Ku Panda and Satyabrata Mohanty proposed the vote of thanks.

