

IGNISENSE 2023

Date of Event: 24th, 25th, 26th February 2023

Mode of Event Conduction: Hybrid (Online and SIC Campus)

Number of Registration: 5000 +

IGNISENSE, the annual flagship event of Symbiosis Institute of International Business (**SIIB**) was organized on **February 24-26, 2023** on the theme of "**Eternal Oneiros.**" This cultural, management, and sports fest was organized in the hybrid mode this year. The management events were held online whereas cultural and sports events were organized in offline mode at Symbiosis Infotech Campus (SIC). This event is well known for providing a platform to students from all across the nation to demonstrate their managerial, cultural, and athletic skills.

The first day of the event started with the management case competition, "**Thousand Faces**", and B-plan competitions "**Prastaav**", "**Synergy**" and "**The Capitalist**". Students from top business schools in India competed and tested their mettle at different levels and made sure that their innate managerial instincts sprang into action with flair. The arduous task of selecting the top teams was accomplished by the experienced judges who also provided insightful advices and feedbacks before awarding the deserving participants. The management case competition was judged by two eminent persons of Freeskout app, **Ms. Muskan Arora**, Assistant Manager and **Ms. Samridhi Goel**, Marketing Manager, whereas the B-plan competitions was judged by **Mr. Vishnu Vardhan Bogi**, Head of operations, GigaCars, **Mr. Krishnendu Mondal**, Business Head (South Asia), Centor India Agri Pvt Ltd, **Mr. Avanish Kumar**, SAP Practice Head, Tech Mahindra and **Mr. Abhishek Phalke**, Lead Analyst, Wheaton Advisors.

Among all the entries, Team **the Shield** from GLIM Gurgaon was declared as winner and Team **Meraki** from IIM Lucknow was announced as runner-up for the "Thousand Faces". Similarly, Team **Vascaver** from Trinity College of Engineering and Research, Team **301** from SRCC New Delhi, and Team **Case Catalyst** from IIM Indore announced as winners for Prastaav, Synergy and The Capitalist events respectively. Lastly, Team **Crowd Venture** from XIMB, Team **Bizscholars** from IIT Delhi, and Team **Trinity** from SIMS were declared as runners-up for the mentioned three B-plan competitions respectively. All the winners were honored with the award by the Judges while providing certificates to the participants. Many cultural events were organized after the management and B-plan competition such as "Souled Lens- A photography event", "Vivid- Videography event", and "Rhythm- Dance event". These events were judged by **Mr. Kiran Bhumkar**, Founder of Pixon Pictures. Participants from top

colleges exhibited their proficiency through their extraordinary performances. In the photography event, **Devraj Roy** and **Salman Dhaval** were announced as best visual storytellers through their cinematic photographs, whereas **Sumedh Ambade** and **Devam Joshi** were declared as winners of videography event, and finally Team **HH Crew** and Team **Natyam** bagged the title of best dancer in the dance event. The day continued to mesmerize the students with the fashion show event "**Glam it Up**". The jury for the contest included renowned personalities such as **Ms. Ayli Ghiya**, founder of Ayli's Dance & Art Academy and **Ms. Shreya Daflapurkar**, Co-founder of a clothing brand, Talam. After the fashion show, the day proceeded with India's most known Sufi Rock bands, "**Malang**", who was invited to mellifluous the atmosphere in the **Cultural Night**. The first day of Ignisense'23 was ended with a **Bollywood DJ Night** which sets the tone right for some music to ignite the audience.

The second day of the event included the concoction of Online Gaming, Comedy, and Music. Gaming competitions were held throughout the day at an exclusive Gaming Zone set up by **Lenovo** who was the gaming partner of the event. The event took forward with the thrilling performances by the teams of Drama and Dance clubs of SIIB, **DRISHYAM** and **iBEAT**, followed by the humorous performance of **Mr. Yash Rathi**, a stand-up comedian that amplified the laughter among the audience. The second day of IGNISENSE was concluded with a musical note by the popular live band, **AK Ajay Project**.

The third day of IGNISENSE began with Gaming Challenge sponsored by **Lenovo-Legion** in which participants were given exciting prizes worth Rs. 8,000, including Bags, Gaming Mouse, and Headphones. The free goodies and prizes were also distributed to the audience. Post this gaming event, the floor kept open for dancing. Students also enjoyed delectable food and beverages provided by the sponsors of the event such as **Donut Worry**, **La Pino'z**, **Déjàvu**, **Bird Valley**, and **L'avian**. All the guests and participants appreciated the efforts of the event coordinator, **Dr. Krishnamurthy Inumula** (Associate Professor, SIIB) and members of organizing committee for meticulously conducting the event. The organizing committee also thanked all the participants for making the event flawless and successful.





