



# SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS

## **IGNISENSE 2025**

### **Title of the Event: Ignisense 2025 – The annual cultural, management and sports fest of SIIB**

**Location:** SIC Grounds

**Date of event:** 20th, 21st and 22nd February 2025.

**No of students:** 5000+

**Report of the Event:**

Ignisense '25, the annual flagship cultural, management, and sports fest of SIIB, commenced with grandeur on the 20th of February 2025. This year, the festival was celebrated with the theme “**Squid’s Saga: Conquering Promiseland**” which symbolized the journey of resilience, strategic maneuvering, and ultimate success. Much like a squid navigating the vast and unpredictable ocean, participants were encouraged to embrace challenges, adapt, and emerge victorious in their respective domains.

#### **Inauguration Ceremony**

The event was inaugurated with an auspicious lamp-lighting ceremony in the presence of our esteemed dignitaries. We had the honour of welcoming Prof. (Dr.) Alka Maurya, Director of SIIB, and Mr. Dipen Paul, Deputy Director of SIIB, along with our esteemed jury members, respected faculty members, and the enthusiastic students of SIIB. The ceremony began with a warm welcome to our distinguished guests, setting the tone for the exciting days ahead.

Following the ceremonial lamp lighting, our Director, Prof. (Dr.) Alka Maurya, took the stage to deliver an inspiring welcome address. She emphasized the importance of such events in fostering holistic learning, innovation, and collaboration among students. With her encouraging words, she officially declared Ignisense '25 open, marking the beginning of an exhilarating journey filled with competitions, knowledge sharing, and networking opportunities.

#### **Day 1- Management Events**

This year, Ignisense featured five management events—Thousand Faces, The Capitalist, Synergy, Prastaav, and the newly introduced SCM-based case competition, Optiflow. The management events were spread across two days (20th & 21st February), with three key competitions held on Day 1:

**Optiflow** – A new case competition introduced for the Supply Chain Management specialization, designed to challenge students with real-world logistics and operations scenarios.

**Synergy** – A B-plan competition aimed at fostering entrepreneurial and strategic thinking in the world of Energy and Environment

**The Capitalist** – A high-stakes management event testing financial acumen and investment strategies.

Participants from India’s top B-schools showcased their expertise, competing with zeal and determination. The esteemed panel of judges provided valuable feedback and insightful recommendations, making the events highly engaging and enriching for all participants.

#### **Judges for the Management Events**

The panel of judges for the management competitions on Day 1 included distinguished industry experts and academicians:

Optiflow – 1. Ms.Richa Khanna, Business Development Leader- Distributor, Cummins India  
2. Mr.Rohan Munot, Director- Harnex Systems Pvt Ltd

Synergy – 1. Mr.Praharsha Repalle, Manager, EY  
2. Mr.Surya Chaitanya, Bid Manager, Tech Mahindra

The Capitalist – 1. Mr. Jitendra Nair, Area Head, MNC Broking at Bajaj Allianz General Insurance  
2. Mr. Ankit Jalan, Sector Lead, Crisil.

Their expertise and critical evaluation played a pivotal role in guiding the participants and ensuring the highest standards of competition.

### **Day 1- Cultural Events**

The evening of Day 1 of Ignisense'25 was a well-organized celebration of fashion and music, bringing together students from various colleges. The event began with a musical performance by Raag, the music club of SIIB, setting a vibrant tone for the night. Their melodic renditions captivated the audience, creating an engaging atmosphere. Following this, an impressive fashion show commenced, where student designers and models showcased their creativity and craftsmanship. The ramp reflected a blend of innovation and elegance, highlighting diverse styles and trends.

Following the fashion segment, DJ XTACY took the stage, elevating the energy of the crowd with an engaging set. Attendees enthusiastically participated, creating a lively and dynamic atmosphere as they enjoyed the music.

Concluding the evening, Maahi, a rising star in the music industry, delivered a captivating performance. His powerful vocals and stage presence resonated with the audience, making for a memorable musical experience. The event successfully combined fashion and entertainment, leaving attendees with an evening to remember.

### **Day 2- Management Events**

Following an intense and insightful Day 1, the second day of the management events at Ignisense 2025 continued to uphold the spirit of competition and strategic excellence. February 21st saw two highly anticipated events—The Thousand Faces and Prastaav—bringing together some of the brightest minds from India's top B-schools. These competitions not only tested participants on their business acumen but also encouraged innovation and forward-thinking solutions to real-world challenges.

#### **The Thousand Faces**

This flagship event focused on testing participants' managerial versatility, problem-solving abilities, and decision-making skills. The competition was designed to assess individuals across multiple domains, challenging their leadership potential, critical thinking, and ability to navigate complex business scenarios. Participants engaged in multiple rounds, each presenting unique challenges that required adaptability and strategic execution.

#### **Judges for The Thousand Faces**

- **Prof. (Dr.) Sanjeev Chaturvedi** – Chief Executive Officer (CEO) at FIIE, DY Patil University, Pune.
- **Dr. Abhay Sinha** – Director General, Services Export Promotion Council (SEPC).

Their extensive experience and industry insights played a vital role in evaluating contestants, offering them invaluable feedback to refine their approach to dynamic business challenges.

### **Prastaav**

Prastaav was a platform designed to push participants into the world of business proposals and strategic presentations. This event required teams to present innovative and feasible business solutions, emphasizing sustainability, scalability, and market viability. Participants demonstrated their ability to develop and articulate well-structured business proposals, convincing the judges with their thorough research and strategic foresight.

### **Judges for Prastaav**

- **Junaid Shah** – Founder, Sustainida.
- **Pratiksha Shelke** – Founder & Managing Director, Jungle Bound.

Both judges, being successful entrepreneurs, provided insightful critiques and practical advice, helping participants understand the nuances of building and sustaining successful ventures in today's competitive market.

## **Day 2- Cultural Events:**

The **Cultural Evening on Day 2 of Ignisense** was a spectacular celebration that brought together music, dance, and an infectious spirit of festivity. As the final event of the day, it marked the conclusion of all cultural performances with a night full of mesmerizing talent and unforgettable moments.

The evening commenced with an **energetic Bollywood mashup performance by iBeats**, the dynamic dance club of SIIB. The performers captivated the audience with their **synchronized choreography, expressive moves, and electrifying stage presence**. Their performance was a seamless blend of Bollywood's most iconic tracks, infused with high-energy routines that had the crowd cheering in excitement. The passion and dedication of the dancers were evident in every move, making for a truly exhilarating start to the evening.

As the night progressed, anticipation reached its peak for the most awaited segment of the event—a **live musical performance by Bollywood sensation Ash King**. The moment he stepped onto the stage, the energy in the atmosphere became palpable, as the audience erupted in loud cheers and applause. Known for his **soulful voice and melodious hits**, Ash King delivered a spellbinding performance, effortlessly blending a mix of **popular Hindi songs along with a selection of Bengali hits**. His ability to connect with the audience was remarkable, as he engaged them in sing-alongs, swaying melodies, and foot-tapping beats that had everyone dancing.

The venue transformed into a sea of music lovers, with attendees completely immersed in the magic of his performance. Whether it was the soothing romance of his ballads or the pulsating beats of his more upbeat tracks, Ash King kept the audience enchanted throughout. His stage presence and the emotion in his voice made the performance a truly immersive experience, ensuring that the Cultural Evening concluded on a high note.

Beyond just entertainment, the **Cultural Evening** was a celebration of art, talent, and the vibrant energy that defines *Ignisense*. It provided a platform for creativity and expression while fostering a sense of unity and joy among the attendees. As the final event of the day, it left an indelible mark on everyone present, making for a memorable and befitting conclusion to **Ignisense Day 2**. With spirits soaring and excitement running high, the stage was perfectly set for the grand finale on the festival's final day.

## **Day 3**

**Day 3 of Ignisense** was a vibrant culmination of energy, enthusiasm, and collaboration. The day featured an exciting partnership with the Sports Committee of SIIB, bringing together students for a series of engaging and competitive games.

Events like Dodgeball, Tug-of-War, and the ever-thrilling Treasure Hunt saw enthusiastic participation and high spirits all around.

Several brand activation activities were held in collaboration with our title sponsor, **Cello**, creating memorable and interactive experiences for attendees. The day also witnessed several giveaways from our sponsors, amplifying the festive atmosphere and ensuring everyone walked away with a token of the celebration.