

ICFAI cultural fest

Hindu Jan 13
2020

"Trishna 2020", the three-day annual national-level management and cultural fest of ICFAI Business School, Hyderabad, was on the theme 'Karamantra', which means keep on doing the right work.

The event that saw participation of students from top institutes in the country focussed on the seven elemental building blocks for the right corporate knowledge – Trustworthy, Rational, Innovation, Smart, Harmonious, Noble and Attitude.

It had flagship events from all management domains such as HRM, Marketing, Finance, Operations: Megistanos 9.0, E Summit, Samar-



Students perform at "Trishna 2020". ARRANGEMENT

tyam, Best CMO, Mission Vanigam, Nature's Battle, Financial Medhavi, Gaunlet, Ad Pragya, Amrita Sudan, Korpwood, and Earth Drive.

A footfall of over 5,000 learners made "Trishna

2020" a very special day for the IBS Hyderabad family, said student coordinator of IBS G. Madhavi. The fest also saw eminent personalities from the corporate world as its guests and judges.