



## Attitude determines success!



RAMAIAH COLLEGE OF  
ARTS, SCIENCE AND COMMERCE

<https://www.msrmc.edu.in/>

## WORDS OF WISDOM - Principal's Desk



**Dr. Pushpa H**

Welcome to M. S. Ramaiah College of Arts, Science, and Commerce, mould young men and women into successful members of society. Our education system caters to the individual needs of our students.

The MBA Program was started with all sheer determination and grit. It has come to symbolise the resilience of our founders, rising as it has done its humble beginning to a reputed class institution. Years to come we welcome students who aspire to grow and achieve excellence in their chosen spheres to join the Ramaiah Family, tap into their unique strengths and capabilities and develop themselves into well-rounded personalities ready for a successful career.

## ABOUT OUR PROGRAMME - HOD's Desk

MBA program in M.S. Ramaiah College of Arts, Science and Commerce brings together a team of excellent faculty members from the academia and industry, and an excellent infrastructure to provide students the best learning environment to develop themselves into well groomed, industry ready professionals.

The pedagogy of our MBA program is a combination of lectures, case discussions, experiential learning, industry interactions and peer learning, provides students opportunities to develop their interpersonal, critical thinking and decision making skills which are demanded by organizations.

This newsletter is a glimpse into our student's progression and achievements.

**Dr. Shaista B Harris**

**"You are never too old to set another goal or to dream a new dream." - C.S. Lewis**

# NEWS LETTER MBA

## FUTURE FOUNDERS FELLOWSHIP PROGRAM:



On Jan 2<sup>nd</sup> 2025, The **Department of Management Studies** at M.S. Ramaiah College of Arts, Science, and Commerce, in collaboration with **Indpro AB**, introduced the **Future Founders Fellowship Program**, a unique initiative aimed at preparing students for global careers.

### PROGRAM PHASES:

- **Talent Hunt Workshops:** Interactive sessions assessing creativity, technical proficiency, and entrepreneurial potential.
- **Exploratory Phase:** Role rotations in tech, marketing, and business development with hands-on projects.
- **Fellowship Phase:** Independent work on real-world projects under mentor guidance.
- **Paid Internships:** Professional exposure through live projects with European companies.



## STUDENT OUTCOMES:

- **Global Career Preparation:** Students gain skills aligned with European business standards, enhancing their readiness for international job opportunities.
- **Real-World Experience:** Participants engage in live projects and internships, applying their knowledge and developing practical skills.
- **Entrepreneurial Development:** The program supports students in launching their own ventures, fostering innovation and an entrepreneurial mindset.
- **Career Advancement:** High-performing fellows receive paid internships and potential full-time job offers, facilitating professional growth and networking.





## Marketing Club Hosts Exciting Logo Competition!

*Designing a logo isn't just about aesthetics—it's about creating a brand identity!"*

The Marketing Club organized a logo design competition on 8th January 2025 in the respective classroom, with 37 enthusiastic participants. The theme of the event was to create an original logo or redesign an existing one, encouraging students to explore their creativity while understanding the principles of branding and marketing. The primary objective of the competition was to raise awareness about marketing concepts and their practical applications. Participants showcased innovative and unique designs, demonstrating their ability to think critically and creatively about brand identity. This event aimed to provide students with hands-on experience in designing impactful logos, a crucial aspect of brand identity in today's competitive market.

### Theme Participants were challenged to:

1. **Create an original logo** – Reflecting their creativity and understanding of branding principles.
2. **Redesign an existing logo** – Highlighting their ability to innovate while retaining brand identity.

## Competition Outcome:

- **Creative Thinking & Innovation** – Students explored unique design concepts, experimenting with colors, typography, and symbolism to create visually appealing logos.
- **Understanding Brand Identity** – Participants learned how logos serve as the face of a brand, reflecting its values, mission, and personality.
- **Practical Application of Design Tools** – Many students improved their skills in design software like Canva, Adobe Illustrator, and Photoshop, making them more industry-ready.
- **Strategic Marketing Perspective** – The event helped students understand how branding decisions influence consumer perception and business success.
- **Presentation & Communication Skills** – By presenting their logos and explaining their design rationale, students enhanced their ability to articulate marketing strategies effectively.

This competition empowered students with real-world marketing and branding knowledge, making them more confident and prepared for future challenges in the business world.

## PHOTOS OF THE EVENT



## HR Club organized BUSINESS LINE COLLAGE COMPETITION:

**"Where Creativity Meets Business Insight!"**

The Department of Business Studies successfully organized the Collage Competition on 15th January 2025 at 2:30 PM in Rooms 523 and 524, 5th Floor. The competition saw enthusiastic participation from 120 students, who were divided into 12 teams. Each team was tasked with creating a visually appealing and content-rich collage that reflected their assigned themes. This competition was designed to encourage students to explore and interpret key business themes through an innovative approach. This competition successfully combined art, strategy, and business insights, allowing students to engage with real-world business topics in a dynamic and



### Objectives of the Competition:

- To enhance **business awareness** through creative expression.
- To develop critical thinking and analytical skills in real-world business scenarios.
- To encourage teamwork and collaborative problem-solving.
- To strengthen communication and presentation abilities.

### THEMES EXPLORED:

1. Emerging Trends
2. Current Challenges
3. Financial Insights
4. Entrepreneurship
5. FinTech
6. International Business
7. Technology

These themes were carefully selected to stimulate thought and discussion on pivotal topics relevant to modern business practices.





### Event Highlights:

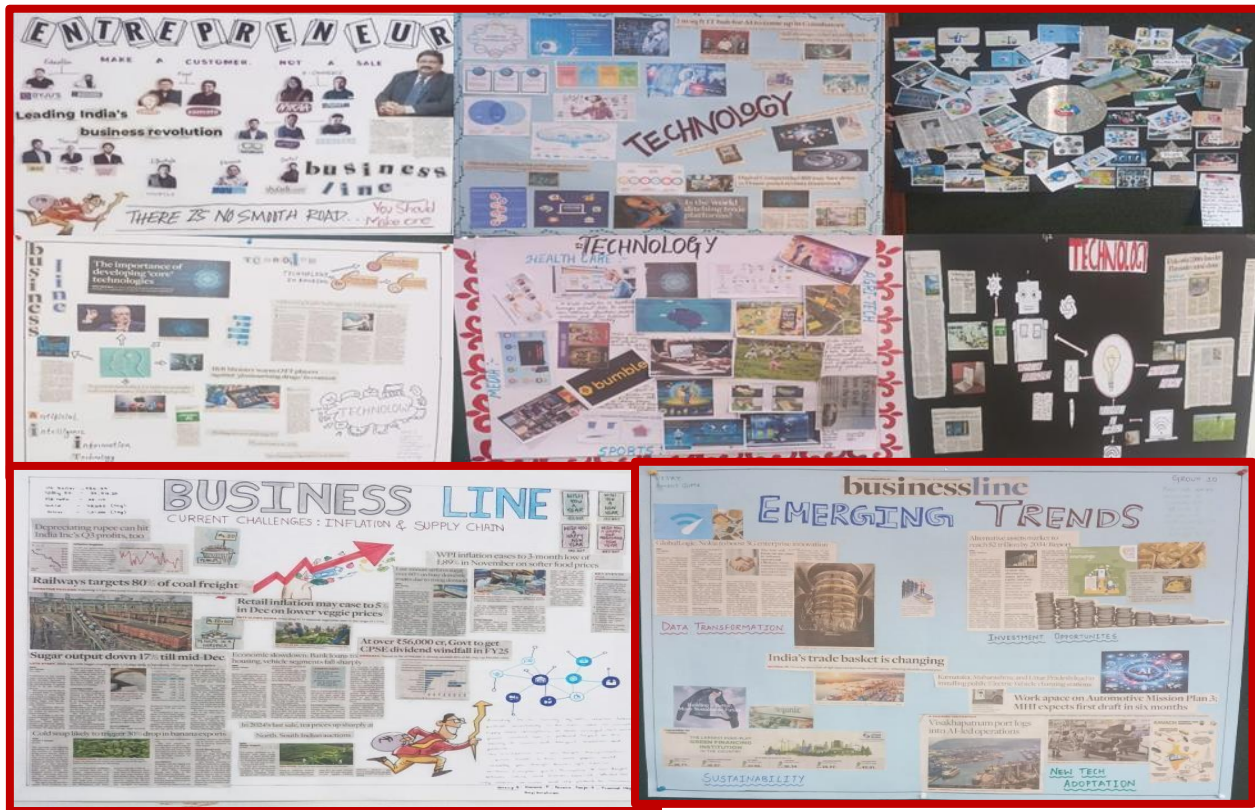
- **Innovative Designs:** Students showcased their creativity with visually striking designs, blending info graphics, symbolic imagery, and text to convey their ideas effectively.
- **Diverse Perspectives:** The presentations reflected varied approaches to understanding business challenges and opportunities, demonstrating the depth of knowledge and originality among participants.
- **Engaging Atmosphere:** The event was marked by enthusiastic participation and lively discussions, creating a stimulating environment for both students and faculty members

### COMPETITION OUTCOMES:

The Collage Competition served as an enriching experience for the students. It encouraged critical thinking, fostered collaboration, and provided exposure to essential business trends and challenges. The event helped students improve their research and presentation skills, equipping them for future professional endeavors. The Competition achieved its objectives of fostering creativity, collaboration and analytical thinking among 1<sup>st</sup> semester MBA students. The Event demonstrated the Department of Management Studies dedication to holistic and Experiential learning and set a benchmark for future student-centric activities.



# PHOTOS OF THE EVENT



- **Finance Club Hosts Insightful Budget Analysis Session**
- **"Decoding Indian Fiscal Budget 2025"**
- The **Finance Club** of the MBA Department at Ramaiah College of Arts, Science, and Commerce conducted an insightful and engaging session titled **"Indian Fiscal Budget 2025"** on **February 1st, 2025, at 10 AM.**
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#### **EVENT HIGHLIGHTS:**

- **Comparative Analysis:** Students compared the Indian Fiscal Budget 2025 with previous years' budgets, identifying key changes and trends.
- **Policy Discussions:** Lively debates were conducted on the implications of tax reforms and subsidy policies.
- **Innovation in Budgeting:** Participants explored how technological advancements, such as FinTech and digital payments, could influence fiscal policies.
- **Impact on Global Trade:** Discussions included the budget's potential effects on international trade and investment opportunities.
- **Student Presentations:** Teams presented innovative recommendations for fiscal strategies to support sustainable growth in India.

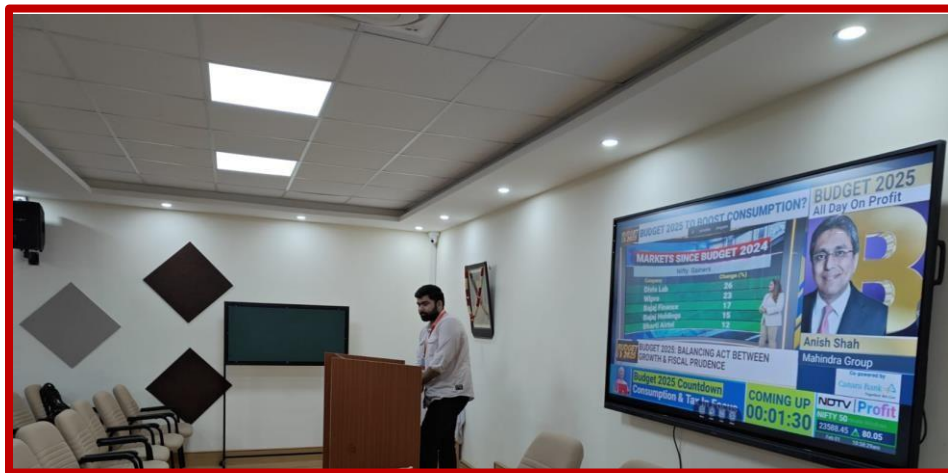
## OBJECTIVES OF THE EVENT:

The "**Indian Fiscal Budget 2025**" activity aimed to provide students with a comprehensive understanding of the budget-making process and its critical role in shaping the national economy. The event encouraged participants to analyze fiscal policies, evaluate budget allocations across key sectors, and interpret their impact on industry, technology, and social welfare. By bridging academic concepts with real-world financial scenarios, the session fostered critical thinking and insightful discussions on innovative fiscal strategies. Additionally, it inspired students to think from a policymaker's perspective, empowering them to propose solutions for sustainable economic growth while enhancing their analytical and presentation skills.

## Student Outcomes & Learning:

- **Enhance Financial Awareness:** Provide students with a deeper understanding of the components of the fiscal budget, its structure, and the government's financial planning strategies.
- **Bridge Theory and Practice:** Help participants connect classroom concepts of public finance and economics with real-world budget allocations and fiscal policies.
- **Develop Analytical Skills:** Encourage students to critically analyze the budget's impact on various sectors, such as agriculture, healthcare, infrastructure, and digital innovation.
- **Stimulate Economic Discussions:** Create a platform for vibrant discussions on how budget policies affect national development, business environments, and individuals' financial wellbeing.
- **Encourage Policy-Based Thinking:** Inspire students to think like policymakers, proposing innovative fiscal strategies to drive sustainable economic growth.
- **Team Collaboration & Presentation:** Foster teamwork as students collaboratively analyzed budget elements and confidently presented their insights.

## PHOTOS OF THE EVENT



# INDUSTRIAL VISIT TO Hindustan Aeronautics Limited (HAL)

## Introduction:

On 1<sup>st</sup> February 2025, the **MBA students of M.S. Ramaiah College of Arts, Science, and Commerce (MSRCASC)** had the privilege of visiting **Hindustan Aeronautics Limited (HAL)** for a prestigious **Corporate Conclave**. This visit aimed to provide students with valuable corporate exposure, industry insights, and opportunities to participate in competitive events that tested their business acumen and analytical skills.

## The objective of the Visit

The primary objectives of the visit were:

- To gain first-hand knowledge of HAL's corporate structure and operations.
- To enhance students' understanding of business strategies, leadership, and entrepreneurship.
- To participate in various competitions that encourage critical thinking and innovative problem-solving.
- To provide a platform for networking with industry professionals and peers from different institutions

## Key Highlights

- **Corporate Presentations:**
  - Experts from HAL shared valuable insights on corporate strategy, market trends, and business operations in the aerospace sector.
  - Discussions on supply chain management, financial planning, and technological advancements were conducted.
- **Panel Discussions:**
  - Senior executives and industry leaders engaged in discussions on leadership, innovation, and global market challenges.
  - Students had the opportunity to ask questions and interact with professionals.
- **Networking Sessions:**
  - Students interacted with corporate leaders and professionals, gaining practical exposure to industry expectations.
  - Valuable networking opportunities were created for future career prospects.
- **Industrial Insights:**
  - Detailed presentations on HAL's contributions to national defense and aerospace technologies were provided.

## Competitions & Achievements

During the conclave, our MBA students actively participated in multiple events, showcasing their talent and expertise. They made the institution proud by securing top positions in key competitions:

### 1. Book Review Competition

Our students Ms. Ravali Jadhav 1<sup>st</sup> sem MBA “B” sec and Ms. Bhoomika CS 1st sem “A” sec secured **1st place** in the **Book Review Competition**, where they presented an in-depth analysis of a selected business book. Their review demonstrated critical thinking, comprehension, and presentation skills, making a significant impression on the judges.

### 2. Business Quiz

Another remarkable achievement was **winning 1st place in the Business Quiz** by Ms Ananya A Bhat 1<sup>st</sup> sem MBA “A” sec. This event tested their knowledge of current business trends, financial concepts, corporate strategies, and market insights. Their quick thinking and strategic approach helped them outperform other participants.

## PHOTOS OF THE EVENT



## Entrepreneurship Club Hosts Inspiring Startup Case Study Session

### "Inside Startups: Unveiling Entrepreneurial Journeys"

**INTRODUCTION:** The **MBA Department** at **M S Ramaiah College of Arts, Science, and Commerce** successfully hosted an engaging session titled “**Inside Startups – Unveiling Entrepreneurial Journeys**” on **19th February 2025**. This insightful event, organized by the **Entrepreneurship Club**, provided students with a deep dive into the world of startups, highlighting inspiring success stories, business strategies, and the challenges faced by some of India's most innovative companies.

### OVERVIEW OF THE CLUB ACTIVITY:

The session commenced with inaugural remarks by Ms. Akshaya Rao (Student Member), who introduced the Entrepreneurship Club and its mission to foster entrepreneurial thinking. The event featured case study presentations, where students explored the journeys of game-changing startups such as Namma Yatri, Nykaa, CultFit, PharmEasy, Beardo, Ather Energy, Cred, Zerodha, Zepto, and Delhivery.

The activity involved presentations from various students, each covering one of the mentioned startups.

The presentations were rich in information, providing in-depth knowledge about how these companies have grown, their business models, the challenges they encountered, and the innovative solutions they introduced. Each presentation delved into the business models, growth strategies, and innovation-driven success of these ventures, providing valuable insights into the dynamic world of entrepreneurship.

### Event Highlights:

**Real-World Insights:** Students analyzed how startups have revolutionized industries through disruptive innovation.

**Challenges & Strategies:** Discussions focused on how founders overcame obstacles and scaled their businesses.

**Entrepreneurial Inspiration:** The event ignited creative thinking, motivating students to explore their own startup ideas.

**Interactive Learning:** Engaging presentations and thought-provoking discussions helped students understand business dynamics.

## Event Objective

## Future Impact

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## **Key TAKEAWAYS:**

The Entrepreneurship Club activity provided a comprehensive understanding of the entrepreneurial spirit and the challenges involved in creating and scaling a successful business. student presentations. The were insightful and demonstrated the real-world application of entrepreneurial concepts. The event not only inspired students to think about their entrepreneurial potential but also served as a reminder of the dynamic and ever- evolving nature of startups in India. The success stories of these companies have motivated the audience to pursue their entrepreneurial ambitions with enthusiasm and innovation.

## **PHOTOS OF THE EVENT**



# Eco Club's Heartwarming Visit to Sumangali Sevashrama: Spreading Joy Through ISR"

## Spreading Smiles at Sumangali Sevashrama

- **Date:** 21st February 2025
- **Organized by:** Eco Club, Ramaiah College of Arts, Science, and Commerce
- **Purpose:** Institutional Social Responsibility (ISR) – Extending Support and Bringing Joy to the Children.

### Visit Overview

Eco Club's commitment to Institutional Social Responsibility (ISR)., students of Ramaiah College of Arts, Science, and Commerce organized a meaningful and heartwarming visit to Sumangali Seva ashrama on **21st February 2025**. The initiative aimed to **bring joy, inspire creativity, and foster social responsibility** among students through interactive activities and acts of kindness.

### Donations and Contributions

To support the daily needs of Sumangali Seva ashrama, the following essential items were donated:

- Oil: 10 liters
- Shampoo
- Soap: 55 pieces
- Rice: 26 kg
- Surf Excel: 10 kg

### Event Highlights

The visit was a day filled with warmth, creativity, and laughter. The Eco Club members, along with enthusiastic volunteers, conducted several activities to brighten the children's day:

- **Musical Chairs:** A fun-filled competition that had the children brimming with excitement and joy.
- **Greeting Card Making:** An opportunity for the children to express their creativity by making colorful greeting cards for their friends and teachers.
- **Snacks Distribution:** A small gesture to add delight to their day.
- **Interactive Session:** Volunteers engaged in heartfelt conversations, sharing smiles and stories with the children.
- **Photography Session:** Capturing moments of happiness and bonding, creating memories that will last forever.

## Student Outcomes

The visit proved to be a transformative experience for the students, instilling in them a deep sense of social responsibility and empathy. Key takeaways included:

- **Understanding the Power of Kindness:** Students witnessed firsthand how small gestures can create immense happiness.
- **Enhancing Leadership & Teamwork:** Organizing activities allowed them to develop leadership and collaborative skills.
- **Creative Engagement:** Interacting with the children and encouraging their creativity left a lasting impact on both the volunteers and the young participants.

## Impact & Appreciation

The response from the children was overwhelmingly positive, with beaming smiles and enthusiastic participation in every activity. The **staff of Sumangali Sevashrama** appreciated the efforts of the Eco Club, acknowledging the positive influence of the visit on the children's well-being.

## Future Commitments

The Eco Club is dedicated to continuing its mission of **social impact and community service**. Inspired by the success of this visit, future initiatives will focus on more outreach programs, environmental awareness activities, and support for underprivileged communities.

## Acknowledgments

We extend our heartfelt gratitude to **Sumangali Sevashrama** for welcoming us and allowing us to contribute to the happiness of the children. A special thank you to all **Eco Club members, volunteers, and faculty coordinators** for their unwavering support in making this visit a meaningful and memorable experience.

The Eco Club looks forward to organizing more such impactful initiatives, encouraging students to actively participate in building a compassionate and socially responsible community.

## PHOTOS OF THE VISIT



## MBA Department Visits IISc Open Day 2025: Exploring Innovations & Research

**Date:** 1st March 2025

**Venue:** Indian Institute of Science (IISc), Bangalore

**Event:** Open Day 2025

The **Department of MBA** at Ramaiah College of Arts, Science, and Commerce had the unique opportunity to visit the **Indian Institute of Science (IISc) Bangalore** on the occasion of **Open Day 2025**. A team of **30 students and 3 faculty members** participated in this insightful visit, engaging with researchers and industry experts across various scientific disciplines.

### Key Objectives of the Visit

- Understanding **cutting-edge research** at IISc.
- Exploring advancements in **Physical Sciences, Chemical Sciences, and Aerospace Engineering**.
- Observing real-world applications of **drones in agriculture and UAV technology**.
- Interacting with **scientists, researchers, and industry professionals**.

### Key Highlights of the Visit

- **Exploring Research Excellence**  
Students toured multiple research departments, including **Physical Sciences, Chemical Sciences, and Aerospace Engineering**, witnessing groundbreaking innovations shaping the future of technology and science.
- **Interactive Learning & Discussions**  
The visit provided students with the chance to interact with scientists, researchers, and exhibitors, gaining first-hand knowledge of **ongoing projects, emerging technologies, and real-world applications**.
- **UAV Lab & Drone Technology**  
A major highlight of the visit was the **Unmanned Aerial Vehicles (UAV) Lab**, where students explored **drone operations and their commercial applications in agriculture**. The interactive session with researchers helped them understand the **technical, economic, and regulatory aspects of drone usage**.

## Student Takeaways & Reflections

- **Hands-on Exposure** – A deep dive into cutting-edge scientific advancements and research methodologies.
- **Industry Insights** – Understanding the real-world applications of various scientific projects.
- **Networking & Inspiration** – Engaging discussions with experts, inspiring students to pursue innovation and research.

## PHOTOS OF THE VISIT





## **Navigating Regulations – Consumer Protection and Cyber Security in Digital Business**

The Department of Management Studies successfully organized a guest lecture on **Navigating Regulations – Consumer Protection and Cyber Security in Digital Business**

The MBA Department successfully organized a guest lecture on Navigating Regulations: Consumer Protection and Cyber Security in Digital Business by Dr. Anita A. Patil on 19th March 2025 at 11 AM in Kuvempu Seminar Hall. This session was conducted exclusively for 1st-semester MBA students, providing them with valuable insights into consumer rights and cyber security in the digital business landscape.

### **Key Topics Covered**

Dr. Anita A. Patil's lecture covered several critical topics, including:

1. Consumer Protection Rights: Overview of consumer rights as per the Consumer Protection Act, 2019.
2. Cyber Threats and Risks: Common cyber threats such as phishing, identity theft, and financial fraud.
3. Legal Frameworks: Important laws like the Information Technology Act, 2000, and consumer protection regulations in e-commerce.
4. Interactive Q&A Session: Attendees engaged in discussions on digital privacy, security measures, and legal recourse.

## Objective of the Lecture

The session aimed to educate students on the significance of consumer protection rights and cyber security in the evolving digital economy. It focused on equipping them with knowledge about legal frameworks, best practices, and strategies to safeguard consumer interests in the digital space.

## Event Highlights

- **Practical Insights:** Real-world examples and case studies enhanced understanding.
- **Interactive Learning:** The Q&A session fostered an engaging learning environment.
- **Expert Guidance:** Dr. Patil's deep expertise provided a comprehensive perspective on digital consumer rights.

## Learning Outcomes

The guest lecture was an enriching experience for the students. Key takeaways included:

- Understanding of legal consumer rights and cyber security regulations.
- Awareness of digital fraud prevention techniques.
- Insights into cyber security best practices for safe online transactions.
- Enhanced ability to identify and report cyber threats.

## PHOTOS OF THE EVENT



## **GUEST LECTURE ON SAMPLING THEORY**

The MBA Department successfully organized a guest lecture on “**Sampling Theory** by **Prof. Praveen N** on **24th March 2025 at 11 AM** in **Kuvempu Seminar Hall**. This session was conducted exclusively for 1st-semester MBA students, providing them with valuable insights into sampling techniques, statistical applications, and their significance in research and decision-making.

### **Objective of the Guest Lecture on Sampling Theory**

The session aimed to provide students with a comprehensive understanding of Sampling Theory and its importance in business research and data analysis. It focused on equipping students with knowledge of different sampling techniques, their applications, advantages, and limitations. The lecture also emphasized how to select appropriate sampling methods for research studies, ensuring accuracy, reliability, and representativeness in data collection.

### **Key outcomes:**

- **Enhanced Understanding of Sampling Methods** – Students gained clarity on different sampling techniques such as random sampling, stratified sampling, systematic sampling, and cluster sampling, helping them understand their relevance in business research.
- **Application in Real-World Scenarios** – The session equipped students with the ability to apply sampling methods in fields like market research, medical trials, and quality control, enabling them to relate theoretical concepts to industry practices.
- **Error Analysis & Mitigation Strategies** – By learning about sampling errors and non-sampling errors, students became aware of potential pitfalls in data collection and how to minimize inaccuracies in research.
- **Data-Driven Decision-Making Skills** – Understanding sampling techniques has strengthened students’ ability to analyze business data effectively, fostering critical thinking and informed decision-making.
- **Interactive Learning & Engagement** – The Q&A session allowed students to clarify doubts, enhancing their practical knowledge and research skills, which will benefit them in academic projects and future professional roles.



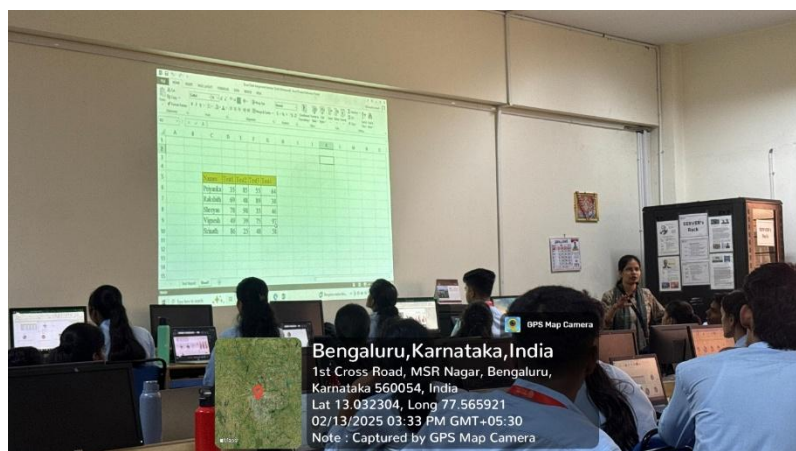
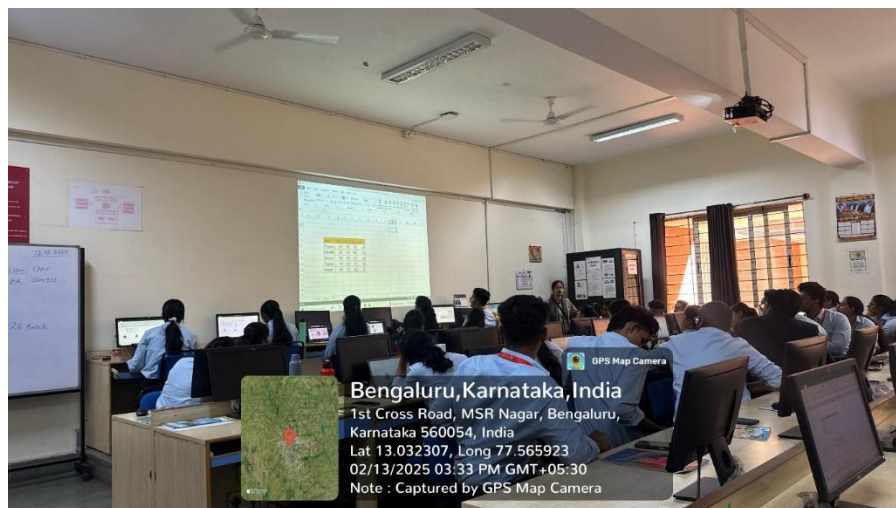
## VALUE ADDED PROGRAM – ADVANCED EXCEL

The Department of Management Studies-MBA organized value-Added program to the I semester MBA students on Advanced Excel from 12 February 2025. The course aimed to equip students with the necessary tools to handle complex business data efficiently and make data-driven decisions.

The primary objectives of the program were to provide hands-on training in Advanced Excel functionalities. To enhance students' ability to manage and analyze large datasets. The course also tried to familiarize students with essential tools such as Pivot Tables, Macros, and Data Visualization. It also tried to improve their efficiency in using Excel for business decision-making.

The program covered various advanced features of Excel, including functions such as VLOOKUP, HLOOKUP, INDEX, MATCH, and conditional formatting. Apart from these it also strived in the Creation of dynamic charts, Pivot Tables.

This course Improved proficiency in using Excel for business applications and also Enhanced analytical skills for data-driven decision-making.



### **VALUE ADDED PROGRAM – SAP FICO**

The Value-Added Program on SAP FICO was conducted for MBA III Semester students with the objective of enhance their knowledge and skills in financial accounting and controlling using SAP. The session aimed to equip students with practical insights into SAP ERP systems and their applications in financial management.

The primary objectives of the program were to provide hands-on training in SAP FICO functionalities. To enhance students' understanding of financial accounting and controlling in SAP. It also tried to familiarize students with essential SAP modules such as General Ledger (GL), Accounts Payable (AP), Accounts Receivable (AR).

The training program Improved proficiency in using SAP FICO for financial management. It also Enhanced understanding of financial reporting and controlling processes. Apart from these, Better knowledge of industry-relevant SAP applications.



## **VALUE ADDED PROGRAM – DIGITAL MARKETING**

The Value-Added Program on Digital Marketing was conducted for MBA III Semester students with the objective of enhancing their knowledge and skills in online marketing strategies and digital tools. The session aimed to equip students with practical insights into the latest digital marketing trends and techniques.

The primary objectives of the program were to provide hands-on training in digital marketing strategies and tools. The course also tried to familiarize students with essential platforms such as Google Ads, Facebook Ads, and email marketing tools.

The course tried to Improve the proficiency in using digital marketing tools and platforms. It Enhanced understanding of SEO, PPC, and social media marketing strategies. Apart from these it also Increased confidence in handling digital marketing campaigns efficiently.



## **Illumines 2025: Chaturanga – The Game of Strategic Excellence**

The Department of Management Studies at Ramaiah College proudly hosted Illuminez 2025, an electrifying management fest that brought together future business leaders, industry stalwarts, and academic pioneers. This grand event served as a dynamic platform for students to exhibit their strategic prowess, innovative thinking, and leadership skills.

The Department of Management and Commerce at MS Ramaiah College of Arts, Science, and Commerce successfully organized Illumines 2025, a two-day Management and Commerce Fest, under the theme “Chaturanga – The Game of Strategic Excellence”

Bringing together bright minds from 21 colleges, the fest featured 12 diverse events, including Best HR, Best Manager, Best Finance, Best Marketing, Business Plan, BGMI, Business Quiz, IPL Auction, and more. These competitions provided a dynamic platform for students to showcase their strategic thinking, leadership, and business acumen.

Adding to the vibrant atmosphere, the fest also hosted 15 stalls, ranging from food and fashion brands to student-led entrepreneurial ventures. This not only created an engaging marketplace but also encouraged budding entrepreneurs to showcase their creativity and business skills.

Illumines 2025 was a resounding success, fostering learning, competition, and camaraderie while celebrating the essence of strategic Excellence.

### **PHOTOS OF THE FEST**



