

Intra- Collegiate Business Association Fest: Regalia 2023-24

The Business Association of St Joseph's University organised a flagship Intra-Collegiate Business Fest "REGALIA" on 29th and 30th August, 2023. The fest commenced at 9:00 am in the main auditorium which set the tone for the two-day event and was attended by students, teachers etc of the department of management. Following the inauguration ceremony, an investiture ceremony took place, during which the Office Bearers of the Business Association were formally entrusted with their responsibilities. It was a moment of great pride and honour as the newly elected office bearers of the fest were bestowed with their responsibilities. The sound of applause echoed through the hall as each office bearer donned their badges, officially taking on their roles. This was a symbolic gesture that marked the beginning of their journey towards leading and organizing Regalia 2023.

Day 1 - Inauguration Ceremony

- Lighting of the Lamp - The lighting of the lamp is a way to celebrate the victory of light over darkness, knowledge over ignorance, and hope over despair.
- Welcome Address – Dr Preethi Sarah the teacher coordinator of the Business Association delivered the welcome address to everybody present in the auditorium and also thanked the chief guest Ms Deepika Venkatesh for her presence.
- Chief Guest's Address – We were honoured to have the chief guest, Ms Deepika Venkatesh to grace our event and deliver a speech that found a shared ground amongst all students and faculty. Her words were inspiring and they resonated with everyone in the audience. Ms Deepika Venkatesh holds an experience in the field of Business valuation, Capital Markets Division at Indian School of Business.
- Investiture Ceremony- Soon after the Chief Guest's Address the newly elected council members were called up on stage to receive their badges by the chief guest, Dean and the HOD as the audience clapped and cheered for their newly elected.
- Oath Taking – The newly elected office-bearers took an oath to perform their duties with dedication and strived to uphold the values of the Business association. 11 Council members were sworn in as Professor Satyanarayana administered the oath for the newly elected council members.
- Dean's Address to the gathering – With immense pleasure, Dean, School of Business, Dr Christo Selvan delivered a warm welcome address, emphasizing the importance of such events for nurturing soft skills amongst the students. He wished a hearty congratulations to the newly elected council members and hoped they raise the name of the association throughout their tenure.
- Official launch of REGALIA – Towards the end of the ceremony, the unveiling of the official poster of REGALIA was launched by the dignitaries on stage.
- Vote of thanks – The Newly elected Business Association President K Jeevan delivered his vote of thanks by thanking everybody for their support and cheers. He also thanked the dignitaries on stage and the Chief Guest Ms Deepika Venkatesh for her insightful short speech.

Day 2 - Valedictory Ceremony

- Welcome Address – The two emcees Cristelle and Reuben started off the ceremony by welcoming all the participants, faculty and the guest for the ceremony Fr Maxim Dias SJ.
- Dr Fr Maxim Dias SJ Address - Fr Maxim in his short speech lauded the spirit of each and every participant for their enthusiasm and also lauded the association for their sheer and utmost dedication in ensuring the smooth functioning of Regalia. Fr Maxim also talked about the Jesuit concept of “Magis” which means to do more. He called on the association to follow this principle and prayed for many more successful events.
- Prize Distribution – The ceremony included awarding certificates and medals to all the winners and runners up. Fr Maxim was called to handover the certificates and medals to the winners of each event. A total of 29 participants were given certificates and medals by Fr Maxim and other Faculty members. The Overall Trophy was given to 3rd BBA A for having the most number of winners in the overall event.
- Vote of Thanks- The ceremony was concluded by the Vice President Anees Ali who thanked everybody for their support and participation in making Regalia a success.

EVENTS HIGHLIGHTS

The heart of Regalia comprised of eight competitive events, each designed to test and enhance different aspects of business acumen. The following is a brief overview of every event:

Best Manager: This event challenged participants to demonstrate their managerial skills through a series of tasks, including decision-making, a stress interview, and crisis management.

Mock stock: Participants were immersed in the world of stock trading, where they applied their knowledge of finance and economics to make strategic investment decisions.

Crisis Management: A real-life crisis scenario was presented to participants, and they were evaluated on their ability to devise effective crisis management strategies under pressure.

Start-up Event: Aspiring entrepreneurs had the opportunity to pitch their business ideas to a panel of judges, who provided valuable feedback and selected the most promising start ups.

HR Event: This event tested participants' human resources management skills, focusing on recruitment, employee engagement, and talent development.

Re-branding: Teams were tasked with revamping and rebranding an existing product or company, showcasing their marketing and branding expertise.

Pitch and Sales: Participants had to prepare and deliver compelling sales pitches for a product or service, emphasizing their selling skills and their knowledge being put to the test.

Event Management: This event challenged teams to plan and execute a successful event, demonstrating their project management, organizational, and teamwork skills.

The fest fostered a spirit of healthy competition among participants. Students from various classes formed teams of two, enhancing their problem-solving abilities and exposing them to

different perspectives. Moreover, the fest encouraged collaboration between students and industry experts, creating a platform for networking and mentorship opportunities. After intense competition and meticulous judging, the winners of each event were announced during the valedictory ceremony. The victors were awarded not only with medals and certificates but also with invaluable experience and exposure. Their achievements serve as a testament to their dedication and innovative thinking.

Regalia 2023 was more than just a college fest; it was a celebration of innovation, leadership, and entrepreneurship. The event not only provided a platform for students to showcase their talents but also encouraged them to think critically, work as a team, and embrace the challenges of the business world. As we bid adieu to Regalia 2023, we look forward to the growth and success of the future leaders who were nurtured within its vibrant atmosphere.

For the Images of the Intra- Collegiate Business Association Fest: Regalia 2023-24, kindly refer to the Photo Gallery: <https://www.sju.edu.in/gallery/36>