

Regalia 4.0

The Department of Management and the Business Association of St. Joseph's University organized *Regalia 4.0*, their flagship intra-collegiate business fest, on the 22nd and 23rd of August 2024. This prestigious event, themed "The Black Tie Gala," brought together 140 participants who showcased their talents in business management and related skills over two action-packed days. The event served as a unique platform for students to test their leadership, marketing, and financial skills in various competitions.

The program commenced with an inauguration ceremony led by the Chief Guest, Mr. Mohan Hariharan, Cluster Director of Manipal Hospital. His inspiring address set the tone for the event, encouraging students to embrace leadership and make meaningful contributions to society. Following his speech, the lighting of the lamp and the investiture ceremony for new office bearers took place, led by Prof. Sathyanarayana R. The Dean, Dr. Christo Selvan, and other dignitaries delivered motivational addresses and officially launched *Regalia 4.0*.

The fest featured five main competitive events, each designed to challenge different aspects of business expertise. Events such as *Best Manager*, *Wall Street Affairs*, *Gala of Innovation*, *Great Gatsby*, and the *Corporate Fashion Walk* (The Masquerade) tested participants' problem-solving, financial acumen, marketing creativity, and entrepreneurial mindsets. The events were highly engaging and fostered a spirit of innovation and healthy competition among the students.

On the second day, the valedictory ceremony celebrated the achievements of the participants. Dr. Regina Mathias, Pro Vice Chancellor, delivered the address and presented certificates and awards to the winners and runners-up. A total of 26 participants were awarded medals and trophies for their outstanding performances, with the overall trophy going to 3rd-year BBA A for their excellent participation and multiple wins across events.

In conclusion, *Regalia 4.0* was a resounding success, promoting collaboration, leadership, and entrepreneurship among the students of the School of Business. The event provided participants with invaluable exposure to real-world business challenges, along with opportunities to network and learn from industry experts. The spirit of *Regalia* will surely leave a lasting impact on the students as they continue their journey toward becoming future leaders and innovators.

For the Images of **Regalia 4.0**, kindly refer to the Photo Gallery:

<https://www.sju.edu.in/gallery/103>