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# Amrita School of Business's first biz fest

March 13, 2012 By [Keerthy Ramachandran](#) DC Kochi

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Getting ready to host their first ever business fest are the students of Amrita School of Business, Amrita Vishwa Vidyapeetham, at Kochi on March 17 and 18.

Titled Asthra 12, the two-day fest aims to explore the hidden talents of budding managers by setting a platform to showcase their prowess.

Harikrishnan M.R., the president of Asthra 12 and student coordinator says, "Business fests have always been one of the major USPs of Amrita's business schools elsewhere.

Hence, though the Kochi campus is hosting the fest for the first time, our entire chain of institutes is working together to make it a success. With over 75 colleges already registered, we hope to make Asthra a milestone in ASB Kochi's history."

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Astha, which offers prize money worth Rs 2 lakhs, promises to be an educative and exhilarating experience for all, with a diverse set of events spanning all disciplines of management, coupled with invigorating cultural events.

The inaugural ceremony will see T.K. Jose (IAS), Chairman, Coconut Development Board, presiding the gathering as the Chief Guest and K.N. Ragavan (IRS), Additional Commissioner, Central Excise and Customs, as the Guest of Honour.

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