

Event title	Advaya 2024
Event category	Advaya 2K24 CULTURAL FEST
Date and Duration	14 th March 2024
Organizer	Students' Union
Coordinator	Dr. P.Vetrivelan, Dean SU
Number of participants	

Report on Day 1:

PSG ITECH, Coimbatore organized Advaya 2k24, a cultural fest on 14th March 2024. The guest of honour Mr.Ramachandran, COO-Propel inaugurated the event. Dr. N Saravanakumar felicitated the chief guest Mr.Parthiban, MD- Bull Machines, and the guest of honour Mr.Ramachandran, COO-Propel with a memento. Mr.Parthiban's speech motivated students to embrace the mind-set of a young entrepreneur, emphasizing the key qualities essential for success in the professional world.

The cultural fest commenced with a captivating performance by the iTech music band, followed by a mesmerizing dance performance from the iTech dance crew. The alumni's rhythmic dance performance enthralled the audience, creating a memorable experience for all attendees. Additionally, students showcased a range of cultural art forms including Silambam and a segment from Silappatikaram, adding to the vibrant atmosphere of the event. With the sincere efforts and expertise of the student union's management, the event was a resounding success in every aspect.



ADVAYA 2K24