

Bollywood glitz peps up Jain University's CMS Festival

Salman Yussuff Khan, Mugdha Godse, and Parth Samthaan were some of the Bollywood celebrities on show at the grand finale of the CMS Festival held on 28 January 2016 at Bengaluru. The festival conducted by Center for Management Studies, Jain University, is one of the top management cum cultural events that engage the youth of the city. Split into cultural, management, and media events named Lasya, Threshold, and Melange, the weeklong festival attracted talent from some of the premier educational institutions of Bangalore for its various competitions.

Ace choreographer Salman Yussuff Khan, raised the pulse of the festival crowd with his solo hip-hop dance number and had a few words of advice for the youngsters. "Education is very important in life. Dream bigger and whatever your passion, just go for it and achieve it at any cost," he said. Salman also judged the Indian Group Dance, one of the most anticipated events, and was impressed by the talent on display. "Being a Bangalorean, it feels so good to be back here and witness some amazing talent. I am loving it," he said.

Parth Samthaan, actor and model, added further glamour to the proceedings by announcing the winners of the Indian Group Dance competition. Mount Carmel College, Bangalore, won the event and captivated the audience with their slick dance moves and flashy costumes. The fashion show, one of the main highlights of Jain Universities CMS Festival, had an astute judge in Mugdha Godse – the model turned actor. Mugdha was blown over by the Retro 1900s concept introduced for the ramp. "The kind of creativity on display with the given theme is absolutely fantabulous. Some of the fashion on display are contemporary, yet classical – adhering to the Retro theme. These youngsters sparkle with life and their energy is infectious," she said.

Siddharth, CMS student and one of the main coordinators of the event was thrilled at the way, the youth of the city responded to the whole event. "CMS festival is getting bigger and better every year. This year it was really tough to manage the logistics as well as the expectations of the growing number of CMS Festival followers. We had three Bollywood celebrities gracing our stage this year and the crowd were going crazy over them," he said.