****

****

**Taste the Flavours of Childhood**

**Bengaluru, 22nd August, 2017:** Symbiosis Institute of Business Management, Bengaluru is all geared up to host **Utthaan 2017** this Sunday, the **27th of August 2017**. The theme of this year’s event is **“*Candy Land- Where Dreams taste like Cotton Candy”***which aims to give the children a taste of their most cherished dreams.

UTTHAAN celebrates the innocence of childhood and the unconditional happiness that lies in the immaterial things that surround us. It takes pride in bringing smiles on the faces of the underprivileged children by giving them a day so special, that it would be embedded in their memories forever. It seeks to convey that life is no less beautiful than fantasy. Dreams, no matter how big they maybe, can be chased.

It is right when Christopher Moore said, ***“Children see magic because they look for it”.***

To sprinkle love in the lives of these charming kids, The Social Responsibility Committee of SIBM Bengaluru organizes this flagship event every year. The purpose of this initiative is to shower love and loads of happiness on the underprivileged children of various NGOs in and around Bengaluru.

The students of SIBM Bengaluru eagerly wait for this day every year as they get to relive their childhood. The campus will be the stage to amazing fun-filled activities. Utthaan will be lit up with children from various NGOs, the likes of which are:

* Belaku Shishu Nivasa
* Anatha Shishu Nivasa
* Makkala Jeevodaya
* Sadashraya Charitable Trust

**Events and Activities for Children:**

* Art and Craft
* Stall Games
* Magic Show
* Learning That’s Fun

**Date:** 27th August 2017 (Sunday)

**Time:** 10:00 AM to 6:00 PM

**Venue:** #95/1,#95/2, Symbiosis Institute of Business Management, Electronic City Phase-1, Hosur Road, Bengaluru - 560100.

**About SIBM Bengaluru:**

Ever since its inception in 1978, SYMBIOSIS has been synonymous with progress. The trend of progress has been continued by setting up of SIU’s first campus outside Maharashtra at Bengaluru in 2008. SIBM Bengaluru is now one of the leading B-Schools of the country. The focus, now, is on matching global standards of management education. SIBM Bengaluru instills a work culture which is unparalleled among various institutions and provides a holistic approach to management which goes a long way in creating a dynamic identity. Vibrant student associations and committees complement the program with a number of activities involving institute-industry interaction.

For additional information on the subject of this release, please feel free to contact:

 **Leona Jennifer**

**+91-9600037833**

public.relations@sibm.edu.in

<http://www.sibmbengaluru.edu.in/>

SIBM Bengaluru, #95/1, #95/2, Electronics City, Phase-1, Hosur Road, Bengaluru – 560100.