IBA salutes 1415

Farhan Matin



Photo by Prito Reza

NOBOBORSHO is so much more than the vibrant rendition of exuberance from the palettes of Charu Kala Institute's pupils. For many it's the last mote of *Bangali Oitijjho* that waits to be tainted by the western acculturation, looking to supersede our centuries' old heritage. But the truth is, it's 1415 and Bangalis haven't forgotten their heritage at all. It is to rejoice in festivity with the advent of the new year and remembrance of the old, that the students and faculty of IBA opened their arms to welcome this year.

As has been the norm in IBA, the freshmen of the BBA and MBA programs were to arrange it. This year, it was the BBA 16th and the MBA 42nd batch. The generation gap between the two was one to be acknowledged *and* respected. But as it turned out, the perception of Noboborsho was not so wildly diversified as initially feared. In fact, we managed to apply our disparities to bring in different dimensions and bind them in one spectacular fanfare.

The program had MBA Chairperson, Associate Professor Mr. Mushtaque Ahmed and Lecturer Mr. Mohammad Mohiuddin representing the faculty. The warm prefatory orientation gave an inkling of things to come and as the evening progressed, a marvelous conglomeration of glamour and elegance unveiled within itself. No *borshoboron* would be complete without Tagore's undying song- "Esho Hey Boishakh". With performances by all batches of BBA and MBA, it truly was a mixture of diverse artistic minds. There were sporadic comic performances, most notably- the play, which was exalted for days after the staging. The game show ensured that the audience were at the center of the celebration. A video parody by the BBA 16th batch was hilarious.

The staged program is but one aspect of the entire setting. The more introvert, yet proficient individuals contributed their talents through the wall magazine. It was lavishly decorated with patriotic writings, creative poems and welcome notes, which set the ambience of the entire occasion. The artistic profusion and dedication of these future managers was evident through the content and the presentation.