

## Arjun Reddy Fever Sets the Hearts on Fire at Milan '18

The 11<sup>th</sup> edition of Milan is off to a brilliant start, as the 5 day international level cultural festival was inaugurated by the man from the Arjun Reddy fame, Vijay Deverakonda. The inaugural function was held at Dr. T.P Ganesan Auditorium of SRM's Kattankulathur campus, as the hall was jam packed with a crowd of over 6,000 - students, faculty and people from all walks of life.

The arrival of Vijay Deverakonda and the founder-chancellor of SRM Dr. T.R Paarivendhar created an uproar in the auditorium, as the other dignitaries - Dr. (Col.) C.P Ramchandani, Dr. Sandeep Sancheti and Prof. N. Sethuraman took their seats on the stage. The founder-chancellor addressed the audience and spoke about the chief guest and his journey to acting, along with how he believes the students of SRM can achieve the same feat. Speaking about the students, he said - "I hope that all the students who are coming to this fest leave with happy hearts and meet new people, which is the true spirit of Milan".

Actor Vijay Deverakonda had a lot of cheering and support as he came up to speak to the students, and he encouraged the students to raise up their hands and say "I am the future". He also commented on the eagerness to meet the students of SRM and said "In my trip to Chennai, I first showed up here at SRM's fest, Milan '18, to talk to the students and encourage them to reach for the skies and achieve their ambitions, just like I have in my life".

Apart from the inaugural function, a movie screening was also scheduled for the participants to view and enjoy. 'The Shape of Water' was put up for viewing after a great demand from the incoming participants, who wished to witness the Oscar and Academy award-winning film on the big screen. The movie was about a mute lady who rescues a creature from the labs she works at, and continues to take care of it away from the countries participating in the cold war who were trying to utilize it for their benefit.

With the pumping line-up and exciting cash prizes on board, SRM's Milan '18 is going to a blockbuster on its own right. The success of the first day is bound to continue on to the rest of the days as the festival is going to leave a dent in the history of cultural shows worldwide, with the students eagerly waiting for the rest of the fest.

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