

## 'UDGHOSH' Organises UDGAM 2K17 – A Management Carnival



The two day management carnival '**Udgam 2K17**', organised by UDGHOSH - a student forum of MBA students of School of Management– BBD University & BBDNITM was celebrated on February 17 & 18.

Udgam, which over the years has established itself as one of the most popular fest in and around Lucknow, is run entirely by management students. Like previous years, it witnessed the participation from reputed management colleges like University of Lucknow, Jaipuria Institute of Management, Goel Institute of Management and Technology, IILM and others. The two day extravaganza provides a platform to the budding managers to showcase their talents in various academic and cultural events.

The first day saw the inauguration of the fest in the presence of the Hon'ble Vice Chancellor Professor A.K Mittal along with the Chief Guest Ms.Shipli Saxena (Global HR Head - Kurlon Industries), Dr.Kamil Rizvi (Dean Student Welfare), Dr. Ahmad Ali (Dean Applied Sciences), Dr. Sushil Pande (Incharge, School of Management), Dr. Pooja Bhatia (Head, Department of Management, BBDNITM), and other dignitaries.

Ms Saxena motivated and inspired the students by sharing her personal/work experiences and addressing to the queries of the students.

The inaugural day was flagged off by various events starting with marketing case study, followed by Finance, HR case analysis & team activity and E-cell activity. The other parallel off stage events were Rangoli Competition, Flower Decoration and T-shirt painting. The Cultural events kick-started with the blockbuster performances in solo/duet singing and dancing. Bollywood Fiesta - Mr & Ms Udgam drove the audience into frenzy with the display of trendy fashion, great music and lots of fun.

Present amongst the audience was the celebrity guest Ms. Priyanshi Srivastava-finalist in *The Voice India Kids Reality Show 2016*, who mesmerized the viewers with her melodious voice.

The show concluded with felicitation of winners with exciting prizes leaving the campus buzzing with enthusiastic faces of winners, participants and audiences who were gripped by the excitement of Udgam 2017.