

# UDGHOSH FORUM

## Annual Report (2024 – 2025)

### Introduction

UDGHOSH is the student forum of aspiring managers at the School of Management, IIBD University. It represents their entry into the world of business and management professionals. The forum brings together a diverse group of students united by a shared passion for learning, leadership, and innovation.

### Objectives:

- To spark interest in management-related activities among students.
- To build and expand their knowledge of management principles.
- To inspire, guide, and equip students with practical tools to apply management concepts to real-world challenges.
- To offer learning experiences that go beyond the traditional classroom environment.
- To provide relevant career insights and opportunities within the School of Management.

### Activities

#### Event 1: Udgham

Date: 28th & 29th November, 2024

The School of Management at IIBD University held its much-awaited annual management fest, UDGHAM 2024, on November 28-29, 2024 at the Dr. Ashish Das Auditorium in the Lucknow campus. The event, designed for postgraduate students, emerged as a vibrant platform for creativity, innovation, and talent, bringing together participants from various other colleges of Lucknow for an exhilarating day of learning and competition. The event featured a vibrant mix of on-stage and off-stage activities, providing students with diverse opportunities to showcase their skills across various domains. Highlights included HR Insights, where Divyanshi Singh and Gajjar Sapna from MBA, IIBD University impressed with their case study analysis, and the Ad Mad Show, which saw the team from Good College winning with their creative mock advertisements. Financial Charades brought fun to learning financial concepts, with Team Gold

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