

# UDGHOSH FORUM

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## Annual Report (2024 – 2025)

### Introduction

**UDGHOSH** is the student forum of aspiring managers at the School of Management, BBD 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: Udgam

**Dates:** 28th & 29th November, 2024

The School of Management at BBD University held its much-awaited annual management fest, **UDGAM 2024**, on November 28-29, 2024 at the Dr. Akhilesh 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 Gujar Sapna from MBA BBD University impressed with their case study analyses, and the Ad Mad Show, which saw the team from Goel College winning with their creative mock advertisements. Financial Charades brought fun to learning financial concepts, with Team Gold

*Dr. Smit Anand*  
Convener  
UDGHOSH  
FORUM

from BBDU emerging as winners. The E-CELL Quiz tested entrepreneurial knowledge, with Prakhar and Vaibhav from B. Com BBDU taking first place. Offstage events like Rangoli, Mehndi, and the Crypto Face-Off added flair to the event. The next day featured exciting competitions like Samasya Manthan, Marketing Quiz, Budget Blitz, Spotlight Showcase, and The Corporate Catwalk. The event concluded with the crowning of Mr. and Ms. Udgam 2024, Suryansh Gupta and Mansi from BBDU, marking a spectacular finish to the festivities.

Our Marketing Partner



UDGAM  
2024

**DATE TIME**

28th and 29th  
NOV (THU & FRI)  
9AM-5PM

DR. AKHILESH DAS GUPTA  
AUDITORIUM

UDGAM  
THE LEADER  
WITHIN

BBD UNIVERSITY  
SCHOOL OF MANAGEMENT

OUR SPONSORS







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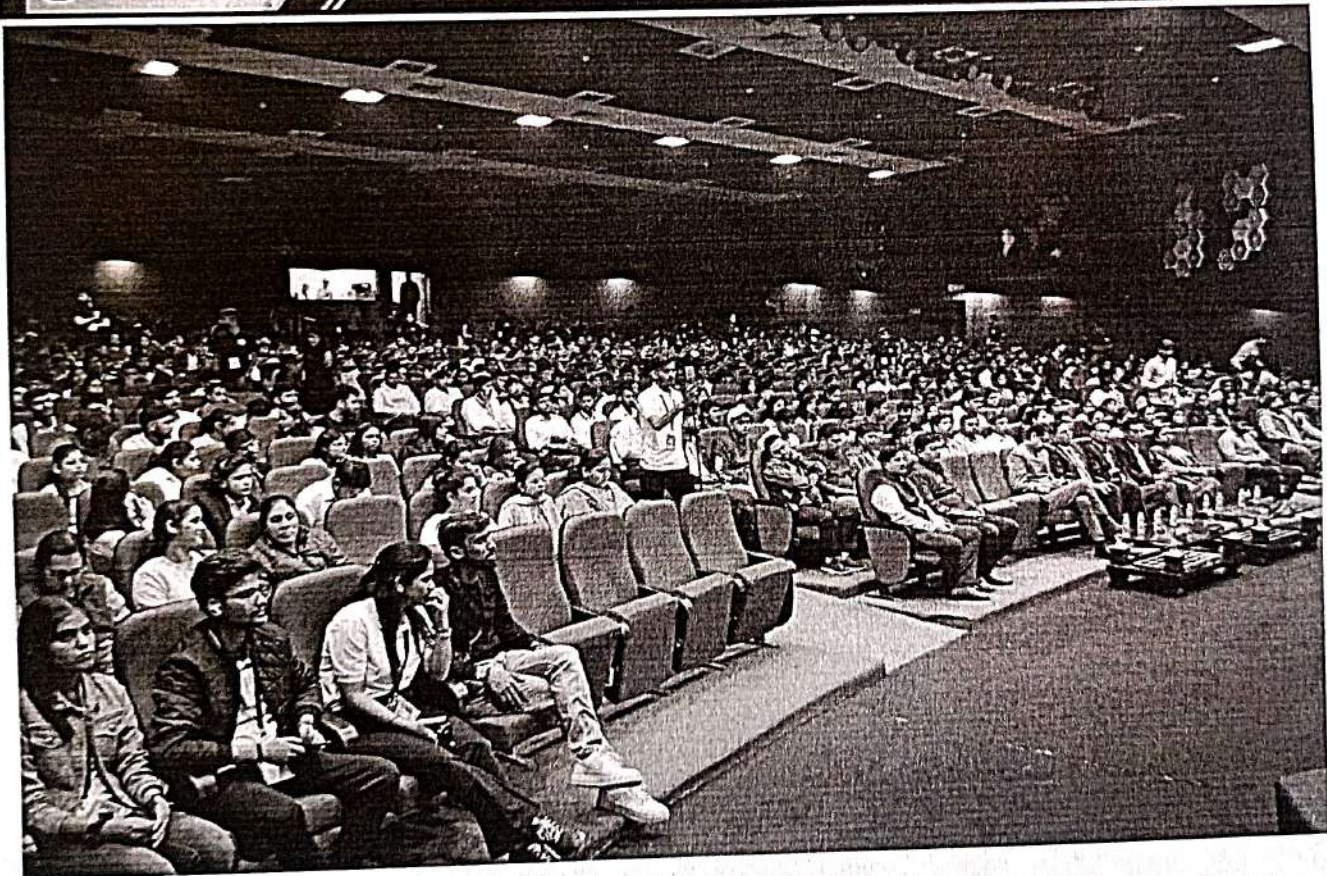


**EVENTS**

- SAPTRANG (Cultural Event)
- VIBHAV (Finance Event)
- UDYOG (E-Cell Event)
- MEDHARCHAN (HR Event)
- ABHYUDAYA (Marketing Event)

Our beverage partner





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**Event 2: MSME Event – Entrepreneurship Awareness Program**

**Date:** 7th March 2025

**Organized By:** School of Management & BBD Entrepreneurship and Incubation Centre (BBDEIC)

**In Collaboration With:** MSME-Technology Development Centre, under DC-MSME, Government of India

**Convenor:** Dr. Saiyid Saif Abbas Abidi

**Venue:** Room No. 210, BBD University Building

**Brief Description:**

The **Entrepreneurship Awareness Program** was organized with the objective of educating students and budding entrepreneurs about the fundamentals of entrepreneurship, innovation strategies, and the evolving startup ecosystem. Held on 7th March 2025, the event served as a platform for participants to explore the dynamics of starting and sustaining a business, with a focus on leveraging MSME support initiatives.

The program featured expert-led sessions, interactive discussions, and practical insights into key areas such as startup funding, business incubation, government schemes, and market analysis. Speakers from the **MSME-Technology Development Centre** provided valuable guidance on identifying viable business opportunities and understanding the critical role of innovation in entrepreneurial success.

The event successfully engaged students from various disciplines. It successfully inspired participants to think creatively, take initiative, and explore pathways for contributing to economic development through entrepreneurial ventures. The Entrepreneurship Awareness Program concluded with an engaging Q&A session, where students interacted with industry experts and faculty members to discuss entrepreneurial challenges and opportunities.

**Outcome of the Event:**

- Increased awareness about entrepreneurial opportunities and government support programs.
- Enhanced understanding of business planning, market research, and startup funding.
- Encouragement for students to explore innovative business ideas and incubation programs.



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