

## **‘UDGAM 2024’ – The Management Fest Organized by School of Management**

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 from BBDU emerging as winners. The E-CELL Quiz tested entrepreneurial knowledge, with Prakhar and Vaibhav from B. Com BBDU taking first place. Off-stage 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.



