

Publication-Business Standard

Released Date-11 Nov 2017

Management Fest UDGAM 2017

UDGAM at BBD-NITM and BBDU

The Management Fest, Udgam 2017, of Babu Banarasi Das National Institute of Technology and Management and Babu Banarasi Das University, was hosted by Udghosh Forum with guidance faculty members.



The two day extravaganza began with an address by Dr. YP Singh, Dean & Professor at Quantum University, Roorkee. He is a paraplegic and his positive attitude and firm determination prove that disabilities cannot be an obstacle in the path of achievements and positivity leadsto realization of dreams. He emphasized that everything happens for good. The President of Udghosh Forum also welcomed the juniors, acquainted them with the BBD culture and motivated them to maintain the same zeal

throughout the fiesta and in their lives ahead. The day witnessed case studies of Marketing, Finance & Human Resource clubs to develop the conceptual thinking of budding managers with the help of a thorough analysis of conditions prevalent in the market. Other onand off stage events, too, received a lot of participation.

The second day commenced with a guest lecture by Mr. Piyush Sharma, a corporate professional currently working with Reliance Jio, who urged the students to focus on the aspects that lead to nurturing of one's career and ultimately fulfilling of dreams. The day proceeded with final rounds of events by the Marketing, Finance and HR clubs. A heart wrenching skit, on the aged and the new generation- portraying the generation gap, led to a beautiful closing ceremony, highlighting the contribution of everyone involved in Udgam, and the General Secretary, Udghosh Forum expressing her gratitude towards the audience, participants and the entire BBD group for providing a chance to host such a carnival.

– Swati Srivastava