

**Report of “Diwali and Business Festival Celebration”  
(October 28, 2024)**

**Department of Business Administration  
Deen Dayal Upadhyaya Gorakhpur University**



**Event:** Diwali and Business Festival

**Venue:** Department of Business Administration, Deen Dayal Upadhyaya Gorakhpur University

**Date:** 28<sup>th</sup> October'2024

The **Diwali and Business Festival Celebration** was organized with immense zeal and festivity by the Department of Business Administration, **Deen Dayal Upadhyaya Gorakhpur University**. The event brought together culture and commerce, showcasing the creativity, teamwork, and entrepreneurial spirit of the students.

The celebration commenced with a formal inauguration by **Prof. Srivardhan Pathak**, Head of the Department, who lauded the students for their efforts in organizing a vibrant blend of cultural and business activities. Prof. Pathak, along with the Program Coordinator **Prof. Manish Kumar Srivastava** and other faculty members, admired the intricate designs created during the **rangoli competition**, a highlight of the event that radiated the festive spirit of Diwali.



The **Business Festival Fair**, organized as part of the celebration, was a testament to the students' innovation and business acumen. It featured **food stalls** offering diverse delicacies, **gaming zones**, and other creative exhibits. These stalls were entirely conceptualized and managed by the students, providing them with hands-on experience in business operations and customer interaction.



The event saw enthusiastic participation from students of both **BBA** and **MBA programs**, reflecting their collective effort and enthusiasm. The fair was meticulously organized under the leadership of MBA students **Harshita, Surbhi, Sanjana**, and their peers, who ensured seamless coordination and execution.

Addressing the gathering, **Prof. Manish Kumar Srivastava** expressed his gratitude to the faculty, staff, and students for their invaluable contributions. He emphasized how such initiatives not only celebrate cultural traditions but also nurture essential skills like teamwork, innovation, and problem-solving, crucial for future business leaders.



The event concluded on a high note, with smiles, shared experiences, and a strong sense of community. The **Diwali and Business Festival** left a lasting impression, highlighting the importance of blending academic learning with extracurricular activities to create a holistic educational experience.



**Program Coordinator (MBA/BBA)**  
**Prof. Manish Kumar Srivastava**

**Head and Dean**  
**Prof. Shrivardhan Pathak**