



The **Department of Business Administration**, Deen Dayal Upadhyaya Gorakhpur University, celebrated **Shri Krishna Janmashtami** on 12th August 2025 with great enthusiasm and devotion. The event aimed to promote cultural values, teamwork, and a spirit of unity among students while honoring the birth of Lord Krishna.

The celebration began with the auspicious lighting of the lamp by the Head of Department Prof. Manish Kumar Srivastava and Faculty members, followed by melodious **bhajans** and **kirtans** performed by students, creating a spiritual atmosphere. The highlight of the program were the dance and songs depicting key events from Krishna's life, which was beautifully performed by the students. Quiz related to this festival was organized.

Students showcased their creativity by incorporating traditional and modern elements in their performances and decorations. Organizing this event brought a wave of excitement, reflecting teamwork, coordination, and festive energy.

Faculty members, staff, and students actively participated, making the event a grand success. The department extended special thanks to the organizing committee comprising of faculty coordinators Dr. Suruchi Srivastava and Dr. Purnima Mishra along with student volunteers for their dedication and efforts in ensuring smooth conduct of the program.

The celebration concluded with the distribution of **prasadam**, a collective chant of "*Jai Kanhaiya Lal Ki*" echoing through the venue which was followed by some snacks. The event not only celebrated tradition but also strengthened the bond among students and faculty, leaving everyone with cherished memories.

डीडीयू : सांस्कृतिक प्रस्तुतियों से मोहा मन

गोरखपुर। गोरखपुर विश्वविद्यालय के व्यवसाय प्रशासन विभाग में श्रीकृष्ण जन्माष्टमी के मौके पर विशेष कार्यक्रम का आयोजन हुआ। कार्यक्रम की औपचारिक शुरुआत विभागाध्यक्ष प्रो. मनीष कुमार श्रीवास्तव ने दीप जलाकर की। इसके बाद विद्यार्थियों ने रंगारंग सांस्कृतिक प्रस्तुतियां दी, जिनमें श्रीकृष्ण भक्ति से ओतप्रोत गीत, नृत्य तथा भजन शामिल रहे। प्रश्नोत्तरी प्रतियोगिता का आयोजन किया गया।





(Prof. Manish Kumar Srivastava)
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