



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

SAMSKRUTHI - CULTURE CLUB

Venue- KMIM Seminar Hall and R&D room

Ugadi celebrations

Name of the event: - Ugadi celebrations

Date of the event: - 18th March 2026

Venue: - KMIM Seminar Hall and R&D room

Time: - 12.30 pm onwards

Introduction

The Samskruthi Club organized the Ugadi celebrations with great enthusiasm and cultural spirit to mark the Telugu New Year. The event aimed to promote traditional values, creativity, teamwork, and festive joy among students. The celebrations began on an auspicious note with an invocation song followed by a short cultural dance performance that created a vibrant and festive atmosphere. Students actively participated in various traditional and fun-filled activities, making the event lively and memorable for everyone present.

Event Highlights

The Ugadi celebrations featured a series of engaging competitions and activities conducted throughout the programme. A No-Fire Cooking Competition and Toran Making Competition were organized simultaneously, where participants showcased their creativity, presentation skills, and traditional festive ideas. Students prepared a variety of healthy and innovative dishes while others designed colorful and artistic torans using decorative materials.

After the completion of these competitions, an exciting Treasure Hunt was conducted,

encouraging teamwork, problem-solving, and active participation among students. The event concluded with the preparation and distribution of traditional Ugadi Pachadi, symbolizing the essence of life's different emotions and the true spirit of the festival. The programme was successfully conducted with enthusiastic participation and added festive cheer to the campus.

Glimpses of the event















































