



**OFFICE OF THE CHIEF EXECUTIVE DIRECTOR**  
**BABU BANARASI DAS EDUCATIONAL GROUP**  
**LUCKNOW CAMPUS**

(BBD University/ BBDITM/ BBDNIIT/ BBDEC)  
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CED- BBDEG GROUP/2023-24/UTKARSH-2024/001

January 08, 2024

**OFFICE ORDER**

**Sub.: Announcement of "UTKARSH-2024" from 21 Feb to 23 Feb, 2024 at Lucknow Campus.**

Babu Banarasi Das Educational Group is hosting the Annual Fest **UTKARSH-2024**, its Cultural, Technical, Literary, Fine-Arts and Sports Festival between 21 Feb to 23 Feb, 2024 as per approval of Hon'ble Chairperson Ma'am and also expecting 80 Colleges & Institutions across the state of Uttar Pradesh taking part in this mega event.

Like every year **UTKARSH-2024** will offer a plethora of events across domains including marketing, operation, entrepreneurship and social initiatives. There will be multiple competitions besides the flagship event in each of the segments.

The Theme of this event will be announced soon.

For the smooth and successful conduct of this **"MEGA EVENT"**, the following guidelines are being placed:

1. Best team of BBDU, BBDITM, BBDNIIT and BBDEC, Lucknow need to select their respective institution level participation in the "Inter-Institutional Competition" under aforesaid categories of the events.
2. A marquee will be available with dedicated space for each department to engage with visitors including family, friends, alumni, colleagues, sponsors, policymakers and the media.
3. Radio Partnership with local FM Service providers and Electronic – Media Channels shall also be solicited on sponsorship basis.
4. The **"UTKARSH-2024" Inaugural Ceremony** shall be organized on **Feb 21, 2024 from 11:00 am at Dr. Akhilesh Das Gupta Auditorium.**
5. The **"UTKARSH-2024" Closing Ceremony** shall be organized at **Dr. Akhilesh Das Gupta Stadium** on **Feb 23, 2024**, which will include a select Cultural activity, Distribution of Trophies and Prizes to winning Teams.
6. Eminent Academicians, Bureaucrats of Lucknow will also be invited to witness various Competitive Events and also to distribute Prizes of **"UTKARSH-2024"** on day-to-day basis. To give a fair and unbiased judgment, it is decided that the entire jury would be invited from

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outside BBD like Alumni of BBD Educational Group and other eminent personalities references are invited.

7. Alumni & Parents/ Guardians of student of BBDU, BBDITM, BBDNIIT, and BBDEC, Lucknow are being invited for **"UTKARSH-2024"**.

For the purpose of smooth & efficient organization of **"UTKARSH-2024"**, following Committees are being constituted:

A.	STEERING COMMITTEE "UTKARSH-2024"		
1.	<b>Dr. Sudharma Singh</b> Registrar, BBD University		<b>Advisor Member</b>
2.	<b>Mr. Anuj Saxena</b> Chief Controller Finance & Accounts, BBDEG		<b>Advisor Member</b>
3.	<b>Prof. (Dr.) Shailendra K. Saraf</b> Director (Pharmacy), BBDNIIT		Member
4.	<b>Mr. Pradeep Kumar Saxena</b> Director (Finance), BBD University		Member
5.	<b>Mr. Ajay Sharma</b> Director (Purchase), BBD Educational Group		Member
6.	<b>Mr. Salman Baig</b> Director, (Operations), BBD Educational Group		Member
7.	<b>Prof. (Dr.) S.M. Kamil Rizvi</b> Chief Proctor & DSW, BBD Educational Group		Member
8.	<b>Prof. (Dr.) Shailendra Singh Chauhan</b> Director, BBDITM		Member
9.	<b>Prof. (Dr.) V.K. Singh</b> Director, (Engg.), BBDNIIT		Member
10.	<b>Prof. (Dr.) Monica Mehrotra</b> Director, BBD Engineering College		Member
11.	<b>Prof. (Dr.) S. Ahmad Ali</b> Dean, (Basic Sciences), BBD University		Member
12.	<b>Prof. (Dr.) Puneet Ahuja</b> Principal, BBD College of Dental Sciences		Member
13.	<b>Prof. (Dr.) Reena Srivastava</b> Dean (CA), BBD University		Member
14.	<b>Prof. (Dr.) Rajiv Gupta</b> Dean, (Pharmacy) BBD University		Member
15.	<b>Prof. (Dr.) Sushil Pande</b> Incharge, School of Management, BBD University		Member
16.	<b>Prof. (Dr.) Praveen Shukla</b> Dean, (Engg.) BBD University		Member
17.	<b>Prof. (Dr.) Sudhir Kumar</b> Dean, School of Legal Studies, BBD University		Member
18.	<b>Prof. Mohit Kumar Agarwal</b> Dean, School of Architecture & Planning, BBD University		Member



19.	<b>Mr. Satyaban Behuria</b> Head, T&P Cell, BBD Educational Group	Member
20.	<b>Prof. (Dr.) S.K Maurya</b> COE, BBD University	Member
21.	<b>Prof. (Dr.) Vijay Prakash</b> Dy, Registrar, BBD University	Member
22.	<b>Ms. Puja Prakash</b> Chief Coordinator (HR.)	Member
23.	<b>Mr. Alok Saxena</b> Dy. Director (Maintenance Civil & Electrical works), BBDEG	Member
24.	<b>Ms. Kirti Garg</b> Dy. Director, Maintenance (Housekeeping), BBDEG	Member

B.	<b>ORGANIZING COMMITTEE (EVENTS)</b>	
1.	<b>Prof. (Dr.) S.M. Kamil Rizvi</b> Chief Proctor & DSW, BBD Educational Group	Chief Convener & Organizing Secretary, UTKARSH-2024
2.	<b>Prof. (Dr.) Praveen Kumar Shukla</b> Dean (SOE), BBD University	Convener/In Charge- Technical Events
3.	<b>Prof. (Dr.) Pooja Singh</b> HOD Department of Humanities, BBDITM	Convener/In Charge- Cultural Events
4.	<b>Prof. (Dr.) Sangeeta Sharma</b> HOD (School of Architecture & Planning) BBD University	Convener/In Charge- Fine-Arts Events
5.	<b>Prof. Laxmi Bajpai</b> HOD (Humanities), BBDNIIT	Convener/In Charge- Literary Events
6.	<b>Prof. Ankit Asthana</b> Department of ME, BBDITM	Convener/In Charge- Sports Events
7.	<b>Prof. (Dr.) Saif Abidi</b> School of Management, BBD University	Convener/In Charge- Informal Events

C.	<b>ORGANIZING COMMITTEE (FUNCTIONAL)</b>	
1.	<b>Prof. (Dr.) V.K. Singh</b> Director (Engg.), BBDNIIT	Convener/In Charge- Registration & DBM
2.	<b>Prof. (Dr.) Shailendra Tahilyani</b> HOD, (ECE), BBDITM	Convener/In Charge- Printing Works & Publicity
3.	<b>Prof. (Dr.) Prabhash Chandra Pathak</b> HOD, (CA), BBD University	Convener/In Charge- Discipline & Transportation
4.	<b>Ms. Amrita Maherotra</b> Incharge - Web cell, BBDEG	Convener/In Charge- Website
5.	<b>Mr. D.K. Rai</b> Asst. Director (Security), BBD Educational Group	Convener/In Charge-Security
6.	<b>Prof. (Dr.) Rafik Ahmad</b> HOD, (EE), BBDBBDITM	Convener/In Charge- Hospitality
7.	<b>Mr. Sanjay Singh</b> HOD, School of Hotel Management, BBD University	Convener/In Charge- Food Court



8.	<b>Prof. Jaycey Vikram</b> HOD (Mass Communication), BBD University	Convener/In Charge- Media
9.	<b>Prof. Abhay Yadav</b> Dept. of Civil Engg. BBDITM	Convener/In Charge- Infra & Logistics
10.	<b>Prof. (Dr.) Avinash Gupta</b> HOD (CS), BBDEC	Convener/In Charge- Sponsorship

All the Organizing Conveners/ Incharges are requested to prepare the Proposed Budget stating the Tentative Expenditure and Revenue for the conduct of their designated activity and submit the same to Chief Convener & Organizing Secretary for the final approval of Vice Chancellor, BBD University latest by Feb 02, 2024.



**R. K. Agarwal**  
**Chief Executive Director,**  
**BBD Educational Group**

**Copy for kind information to:**

1. Vice Chancellor, BBD University, for kind information.
2. PA to Hon'ble Chairperson BBD Educational Group- for kind information of Hon'ble Chairperson, BBD Educational Group.
3. Office of the President, BBD Group, for kind information to Hon'ble President, BBD Group.
4. Office of the Vice President, BBD Group, for kind information to Hon'ble Vice President, BBD Group.
5. Registrar, BBD University and Director (Administration & Coordination), BBD Educational Group.
6. Chief Controller (Finance & Accounts), BBD Educational Group.
7. All Directors/Deputy Directors/Deans/BBD Educational Group.
8. Chief Coordinator (HR), BBD Educational Group.
9. All Controller of Examination, BBD Educational Group.
10. Head, Training & Placement, BBD Educational Group.
11. Deputy Registrar (Affiliation & Record), BBD Educational Group.
12. All HODs, BBD Educational Group.
13. In-charge (Transport Office) BBD Educational Group.
14. All Libraries, BBD Educational Group.
15. Accounts Section, BBD Educational Group.
16. All Hostel Provosts./Wardens/In-charge.