



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Reaccredited 'A+' Grade and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF BBA

Report Submission: 26/03/2026

Semester:	Even	Academic Year:	2025-26	Venue:	Main Auditorium, Acharya Institutes
Event Date:	18/03/2026	Time:	9:30 am to 1:30 pm	Duration:	4 Hours

TYPE OF EVENT: FEST

EVENT NAME: ASCENDRA 2026 - Management & Cultural Fest

Target Audience:	Acharya Institute students	Number of Participants :47.
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Objectives of the Event

- To enhance managerial and leadership skills among students through experiential learning.
- To encourage creativity and innovation by providing a platform for students to present their ideas and talents.
- To develop teamwork and communication skills through group events and collaborative tasks.

Program Introduction:

The Department of Business Administration (BBA) at Acharya Institute of Graduate Studies (AIGS) proudly organized the Management and Cultural Fest **Ascendra 2026** on 18th March 2026. The event was a grand celebration of talent, creativity, and managerial excellence, bringing together enthusiastic participants from various institutions.

Theme of the Event:

Igniting Ideas, Showcasing Excellence reflects a platform that inspires creativity, innovation, and critical thinking among students.



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Detailed Report:

The Department of Business Administration (BBA) at Acharya Institute of Graduate Studies (AIGS) proudly organized the Management and Cultural Fest **Ascendra 2026** on 18th March 2026. The event stood as a vibrant celebration of talent, creativity, and managerial excellence, bringing together enthusiastic participants from various institutions. It served as a dynamic platform for students to demonstrate their abilities, exchange ideas, and engage in healthy competition.

Ascendra 2026 featured a total of 19 diverse events i.e Photography, Reels making, Business quiz, Face painting, Hogathon, Solo singing, Group singing, Solo dance, Group dance, Fashion show, Ad-Mad Marketing, Capital crunch –Finance, Best personality, Case study, Aircrash, Jam, BGMI, Treasure hunt thoughtfully curated to test and showcase students competencies in areas such as management, communication, leadership, creativity, and cultural expression. These events included both technical and non-technical activities, ensuring inclusivity and wide participation. Students from different colleges actively took part, making the fest highly competitive, lively, and intellectually stimulating.

The fest commenced with a grand inaugural ceremony that set a formal and energetic tone for the day. The inauguration included a warm welcome, invocation, lighting of the lamp, and addresses by Principal and HOD, inspiring participants to perform their best. Following the inauguration, a series of engaging and well-coordinated events were conducted across the campus. Each event witnessed enthusiastic participation, effective teamwork, and innovative thinking among students. The management events tested analytical and decision-making skills, while the cultural events brought vibrancy, energy, and artistic flair to the fest.

The cultural segment added a special charm to the event, with performances that reflected creativity, tradition, and contemporary expression. These activities not only entertained the audience but also provided participants with an opportunity to showcase their hidden talents and build confidence.

The program concluded with a valedictory ceremony, where winners were recognized and awarded for their outstanding performances. Certificates and prizes were distributed, appreciating the hard work and dedication of the participants. The entire event was meticulously planned and successfully executed with the collective efforts of the BBA faculty members and students, whose coordination and teamwork ensured its smooth functioning.



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Ascendra 2026 was more than just a fest; it was a holistic learning experience. It fostered inter-collegiate interaction, encouraged knowledge sharing, and contributed to the overall personality development of students. The event left a lasting impression on all participants, making it a memorable and enriching experience that truly embodied the spirit of “Igniting Ideas, Showcasing Excellence.”

Event Photographs



Students Monitoring Activity



Students participating in Finance Activity



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Students participating in BGMI activity.



Students getting ready for Business Quiz



Students actively participating in Technical activity

Outcomes:

- Students will improve their leadership, communication, and decision-making skills through participation in various management activities.
- Students will gain practical exposure to business and management concepts.
- Students will develop confidence, teamwork, and problem-solving in competitive and abilities by engaging in competitive and collaborative events.

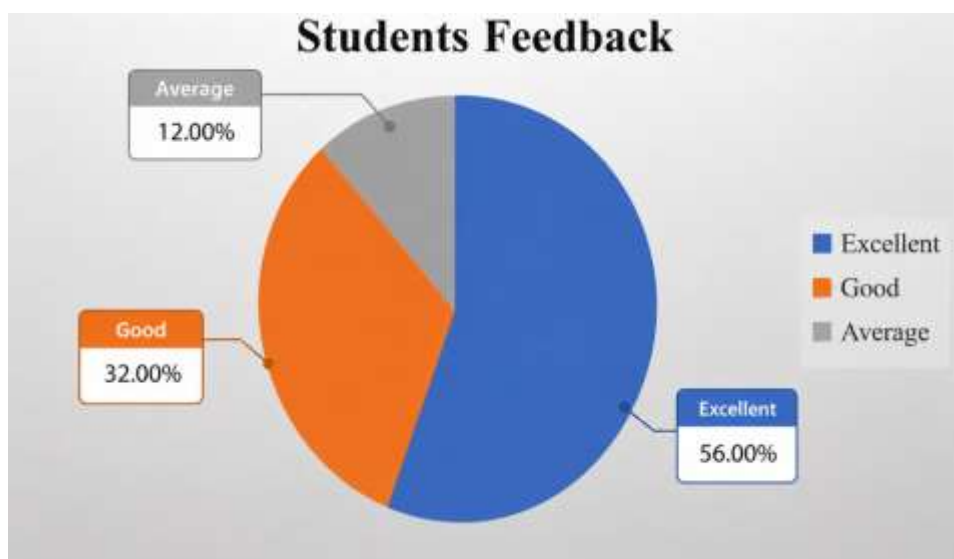
CONCLUSION AND AUDIENCE FEEDBACK SUMMARY:

The Management Fest was a vibrant and engaging event that provided an excellent platform for students to showcase their talents, creativity, and managerial skills. The fest witnessed enthusiastic participation from students across various departments, who actively competed in a wide range of events and demonstrated commendable performance by securing prizes. For BBA students, the fest

served as a practical learning experience, offering insights into event management, teamwork, leadership, and competitive strategy. The exposure to interdepartmental competition enhanced their

confidence, communication skills, and overall personality development. The event successfully bridged the gap between academic learning and real-world application, fostering a spirit of innovation and collaboration. The department extends its heartfelt gratitude to the Principal, HOD, faculty members, and all student participants for their dedicated efforts and valuable contributions towards making the Management Fest a grand success.

Student feedback:



Total responses: 12

Excellent: 26 students out of 47 which is of 56% felt that the programme is excellent.

Good: 15 students out of 47 which is of 32% felt that the programme is good.

Average: 6 student out of 47 which is of 12% felt that the Programme is neutral.



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