

DEPARTMENT OF MANAGEMENT STUDIES (BBA)

CULTURAL EVENT

JIMS FIESTA 2023, an amalgamation of cultural splendor, featuring the components "Meraki," "Oorja," and "Jhalak," took place on Wednesday, October 28th, in the esteemed surroundings of the JEMTEC Auditorium, Greater Noida. This event promised a holistic and varied experience for participants and attendees, seamlessly blending creativity, vitality, and cultural richness. This grand event was proudly sponsored by Radio Mirchi and was a collaborative effort between the BBA Department, Law Department and the BJMC. As an annual celebration of artistic and cultural excellence, the event brought together students, faculty, and professionals from various disciplines and backgrounds, resulting in an exhilarating showcase of talent and creativity.

The event featured a diverse array of performances, with dance solo, dance duet, dance group, and music performances taking centre stage. Students from various departments displayed their artistic skills and boundless enthusiasm, expressing themselves and celebrating their passion for dance and music..







