



MANAGED BY M.G. CHARITABLE TRUST®
 NO. 10, 7TH MAIN, KALYAN NAGAR, BENGALURU - 560043
 AFFILIATED TO BENGALURU NORTH UNIVERSITY, APPROVED BY GOVERNMENT OF KARNATAKA & AICTE
 COLLEGE CODE – 19CN
 ACADEMIC YEAR 2025-2026

REPORT ON CORPORATE FEST 'UDDHYAMI' 2025



UDDHYAMI

UNLEASH THE ENTREPRENEUR IN YOU

EAST POINT COLLEGE OF MANAGEMENT
 DEPARTMENT OF COMMERCE AND MANAGEMENT
Presents



UDDHYAMI 2025
 (CORPORATE FEST)
 UNLEASH THE ENTREPRENEUR IN YOU

3rd OCTOBER 2025 **4th OCTOBER 2025**
BUSINESS QUIZ **PRODUCT LAUNCH**
CORPORATE WALK **BROCHURE DESIGNING**

VENUE :EAST POINT ACADEMY QUADRANGLE

TIME:9.30 AM

EAST POINT COLLEGE OF MANAGEMENT
 KALYAN NAGAR , BANGALORE-43

CORDIALLY INVITES YOU TO
UDDHYAMI 2025
 (CORPORATE FEST)

UNLEASH THE ENTREPRENEUR IN YOU

CHIEF GUEST
 Mr. Vinay Kumar
 TECHVIBZ

CHIEF PATRON
 Smt.B.L Ramadevi Venkatpathi
CHAIRPERSON
 East Point Group of Institutions, Bengaluru.

PATRONS
 Sri.S.V Pramod Gowda
 CEO, East Point Group of Institutions, Bengaluru.

Sri.S.V Rajiv Gowda
 CEO, East Point Group of Institutions, Bengaluru.

Sri. Sunder Raj Francis
 Secretary , M.G Charitable Trust , Bengaluru.

Dr.Rupa Padmanabhan
 PRINCIPAL

DATE : 3 rd & 4 th OCTOBER 2025
 VENUE: EAST POINT ACADEMY QUADRANGLE
 TIME : 9.30 AM



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In alignment with the spirit of innovation and entrepreneurship, East Point College of Management (EPCM), Kalyan Nagar, Bangalore, organized the second season of its Corporate Fest – *Uddhyami 2025*, under the inspiring tagline “Unleash the Entrepreneur in You.” As a significant IQAC initiative, the fest served as a meaningful co-curricular platform aimed at nurturing entrepreneurial thinking, creativity, and business-oriented skills among undergraduate students. The event successfully bridged the gap between classroom learning and real-world corporate practices, particularly in the fields of Commerce, Management, and Information Technology.

The objectives of *Uddhyami 2025* were centered on providing students with challenging, activity-based learning experiences linked directly to business development and corporate culture. Through events such as the Corporate Fashion Walk, Business Quiz, Brochure Designing Competition, Mini Start-Up Stalls, and Product Launch Competition, students were given opportunities to demonstrate essential professional competencies including public speaking, teamwork, creativity, critical thinking, leadership, and problem-solving skills.

A pre-event orientation session was conducted on 2nd September 2025 to familiarize students with the vision, guidelines, and judging criteria of each competition. The organizing committee provided detailed instructions and even demonstrated a model product launch presentation. Students registered through Google Forms and received mentoring through mock practice sessions conducted by faculty members to enhance the quality of their participation.

Uddhyami 2025 was formally inaugurated on 3rd October 2025 at the East Point Academy Quadrangle. The ceremony began with the State Anthem, followed by the traditional lighting of the lamp and homage to the Founder, Late Dr. S. M. Venkatapathi. The Chief Guest, Mr. Vinay Kumar, Founder of TechVibz and HR Manager, addressed the gathering and shared valuable insights into corporate expectations and employability skills. His speech reinforced the importance of industry readiness and confidence among students.

Day 1 commenced with the Corporate Fashion Walk, where 52 students confidently represented corporate job profiles through professional attire and presentations, emphasizing workplace etiquette and communication skills. This was followed by the Mini Start-Up Stalls initiative, where students independently managed business stalls featuring accessories and vegetarian food items. The activity provided hands-on experience in marketing, pricing, customer engagement, and profit management.

The Brochure Design Competition encouraged creativity and innovation by requiring students to design promotional material for the upcoming college fest. The Business Quiz Competition, conducted in two phases, tested students’ knowledge in commerce, finance, marketing, and general business awareness. The finals created an energetic and intellectually stimulating environment.

Day 2 featured the Product Launch Competition, where 15 teams presented innovative product and service ideas. Each team was allotted ten minutes to pitch their concepts, showcasing

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research, branding, strategic planning, and persuasive communication skills. Judges provided constructive feedback, adding professional value to the experience.

The fest concluded with the Prize Distribution Ceremony, where winners were awarded cash prizes. The judges appreciated the enthusiasm, creativity, and teamwork displayed by the participants. The event ended with a heartfelt Vote of Thanks and the National Anthem, marking the successful culmination of Uddhyami 2025 and leaving students inspired for future academic and professional pursuits.

PRE-EVENT ORIENTATION SESSION



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**LIGHTING OF LAMP
HOMAGE TO HON'BLE FOUNDER / CHAIRMAN EPGI – DR S M VENKATPATHI**



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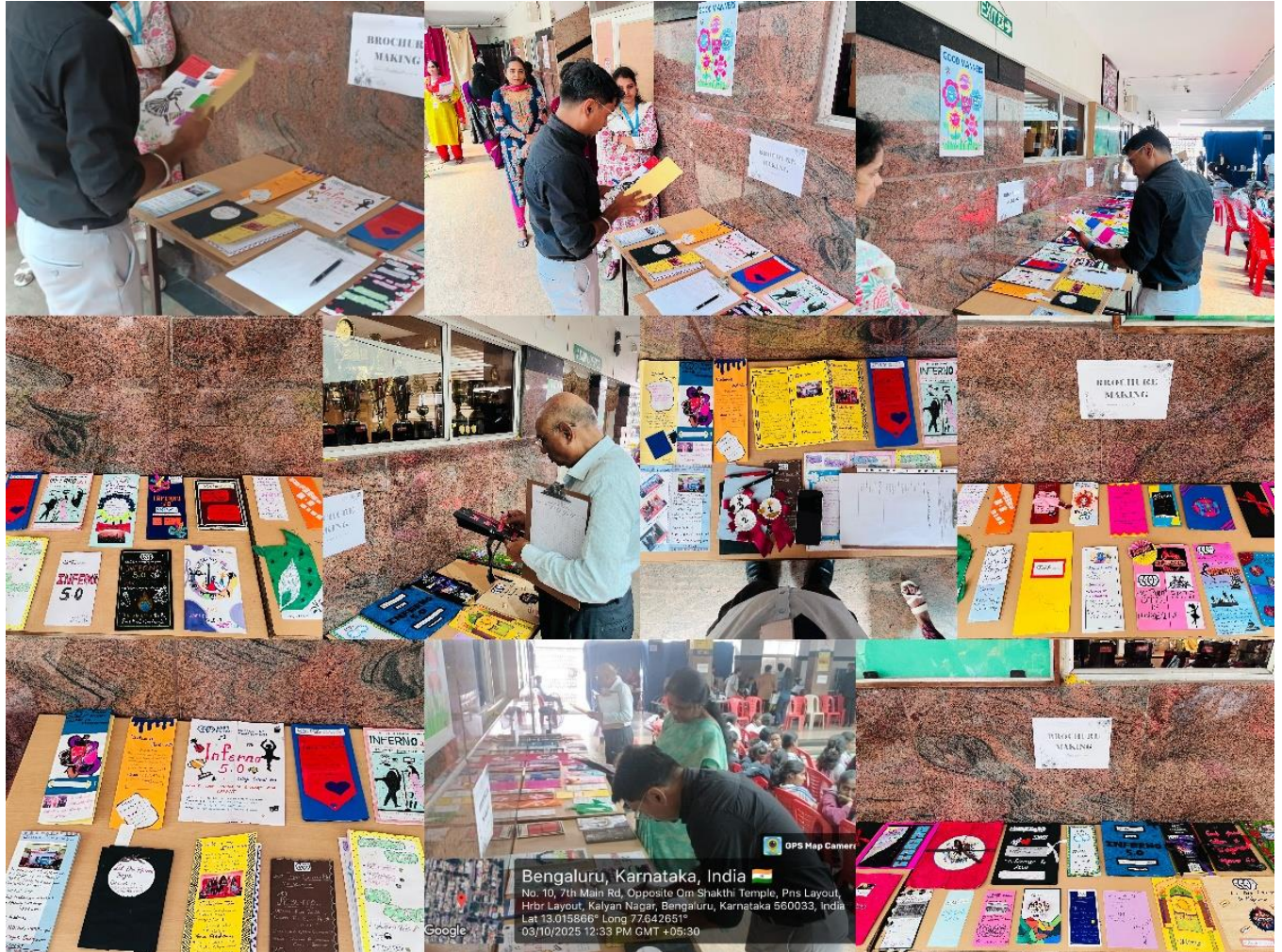
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BROCHURE DESIGN



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CORPORATE WALK



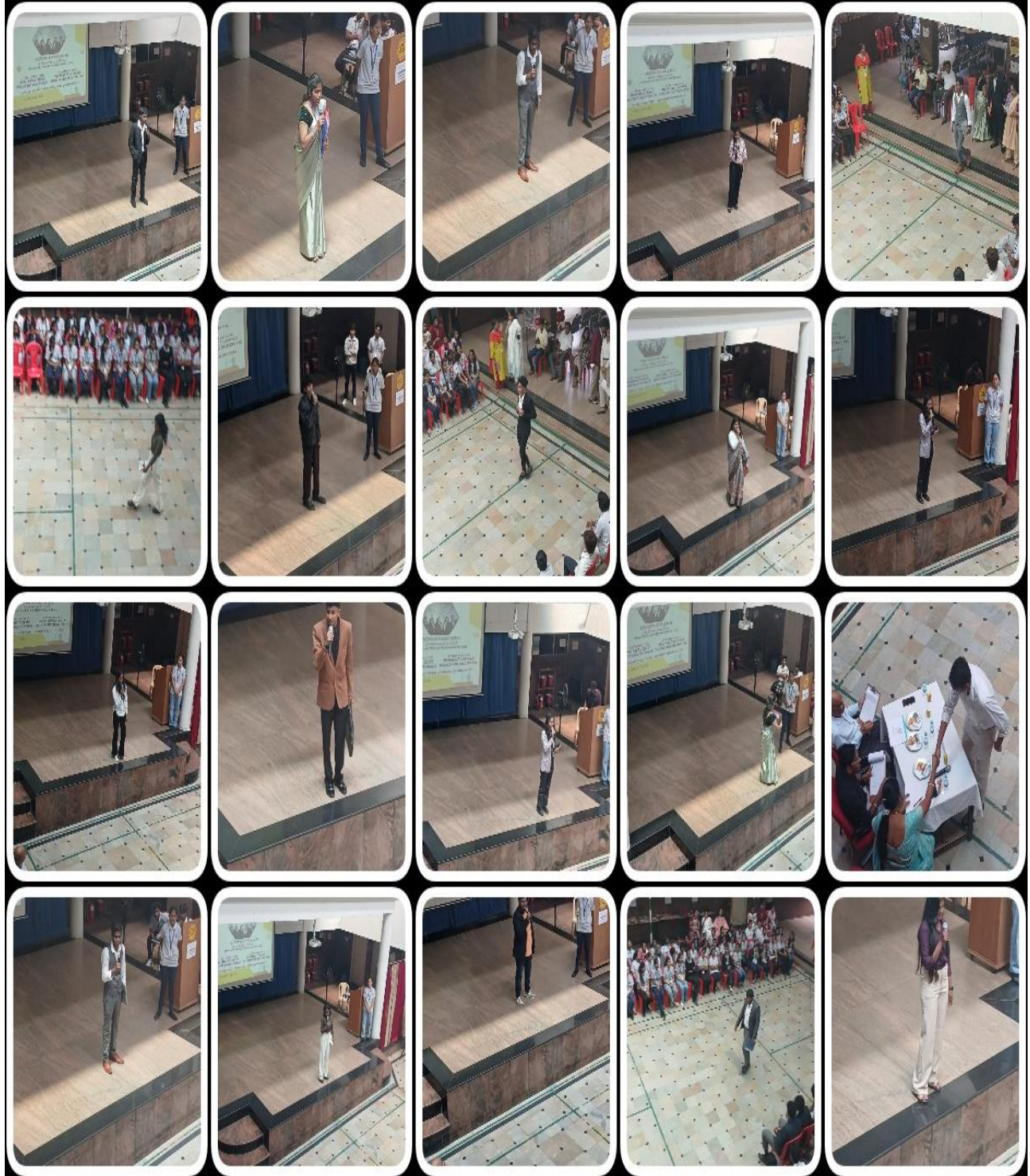
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BUSINESS QUIZ- FINAL ROUND



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PRODUCT LAUNCH



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PRIZE DISTRIBUTION

