

CIRCULAR



SCHOOL OF PHARMACY NOTICE

No: AJU/SOHAS/180/26

Date 26.05.2026

It is hereby notified that School of Pharmacy in association with **BHESAJAM** the Pharma Club, **SRIJANAM** The Cultural Club, **KRIDA** the Sports Club of School of Pharmacy, **Bhāratīya Vivek Peeth: Centre for IKS AJU and Internal Complaints Committee, Women Cell** ARKA JAIN University will celebrate “RAJA UTSAV 2026 the Festival of Womanhood” emphasizing **Cultural diversities and Gender Equity** on 15th June 2026 in the campus. The celebration will be coordinated by 2023-2027 B. Pharm and 2025-2027 D. Pharm students. Ms Arpita Dash and Mr. Pravasranjan Dash along with all club member coordinators will lead for the smooth conduction of the event. All over event coordination will be looked after by Mr Sumanta Sen, Associate Professor, School of Pharmacy.


Dean
School of Pharmacy
ARKA JAIN University Jharkhand

Dean
School of Pharmacy

Copy to

Vice Chancellor
Office of the Registrar
IQAC
All Deans and PCs
Coordinator Bhāratīya Vivek Peeth: Centre for IKS AJU
Presiding Officer Internal Complaints Committee
Chairperson Women Cell
Member Secretary of Respective Clubs
Class coordinators
Academic Coordinator
ERP Coordinator
Website In-charge
Office file

RAJA UTSAV 2026

Date of Event	15TH June 2026
Name of the Event	RAJA UTSAV 2026
Type of the Event	Cultural and Women Empowerment Event
Conducted by	School of Pharmacy in association with BHESAJAM - The Pharma Club, SRIJANAM - The Cultural Club, KRIDA - The Sports Club, Bharatiya Vivek Peeth: Centre for IKS AJU, and Internal Complaints Committee (Women Cell)
No. Of Participant	80

OBJECTIVE:

Raja Utsav 2026 – The Festival of Womanhood aimed to achieve the following goals:

- To Celebrate and appreciate womanhood by acknowledging the significant contribution made by women in the society.
- To Increase awareness about gender equality, inclusion, and respect amongst the students and faculty members.
- To preserve the rich cultural tradition of Raja Utsav.
- To celebrate the cultural diversity of India through a variety of cultural and creative performances.
- To provide an opportunity to students to enhance their leadership qualities, teamwork skills, and communication abilities through participation in the festival.
- To promote social harmony, community involvement, and cultural exchange amongst all participants at the university.
- To create a positive atmosphere where women can feel dignified, empowered, and given equal rights and opportunities.
- To inculcate traditional values while making them relate to modern issues such as gender sensitivity and social responsibility.

DETAILS:

Raja Utsav 2026 was celebrated with immense zeal and excitement by the School of Pharmacy, ARKA JAIN University on 15th June 2026. It was organized in collaboration with BHESAJAM – The Pharma Club, SRIJANAM – The Cultural Club, KRIDA – The Sports Club, Bharatiya Vivek Peeth: Centre for IKS AJU, and the Internal Complaints Committee (Women Cell). The celebration was dedicated to honoring the spirit of womanhood while promoting cultural diversity, traditional values, and gender equity among the university community.

Raja Utsav is an ancient festival celebrated in Odisha, marking the fertility and rejuvenation of Mother Earth while recognizing and celebrating the invaluable role of women in society. The festival serves as a platform to appreciate women's contributions, foster mutual respect, and spread awareness about India's rich cultural heritage.

The program witnessed enthusiastic participation from students, faculty members, and university officials. It commenced with the ceremonial inauguration, followed by inspiring addresses from the dignitaries emphasizing the importance of preserving India's cultural traditions while nurturing the ideals of equality, inclusivity, and respect.

The celebration featured vibrant cultural performances, including traditional dance, music, and creative presentations by students from various batches, reflecting the diversity and richness of Indian culture. Several engaging competitions centered on women empowerment, traditional attire, and cultural values added excitement and enthusiasm to the event.

One of the major attractions of the celebration was the Raja Doli (traditional swing), an iconic symbol of the Raja festival. Beautifully decorated swings created an atmosphere of joy and nostalgia, representing freedom, happiness, and the celebration of nature's renewal. Students enthusiastically participated in the swinging tradition, embracing the festive spirit while experiencing a cherished cultural practice that symbolizes relaxation, prosperity, and the rhythmic harmony between humanity and nature.

The festivities were further enriched with the preparation and sharing of Poda Pitha, the traditional delicacy synonymous with Raja Utsav. Prepared from rice, black gram, jaggery, coconut, and aromatic spices, this slow-baked cake is not only a cultural delicacy but also possesses significant nutritional and medicinal value. Rich in dietary fiber, iron, calcium, and natural antioxidants, ingredients such as jaggery aid digestion and provide sustained energy, while coconut offers healthy fats and antimicrobial properties. Black gram contributes high-quality plant protein, making Poda Pitha a wholesome traditional food that aligns well with the principles of preventive healthcare and balanced nutrition.

Another cherished tradition was the offering of Raja Meetha Paan, symbolizing hospitality, celebration, and togetherness. Prepared with betel leaves and filled with natural ingredients such as fennel seeds, cardamom, cloves, gulkand, coconut, and dry fruits, Meetha Paan is valued in traditional Indian medicine for its digestive and refreshing properties. Betel leaves are known for their antimicrobial, antioxidant, and digestive benefits, while fennel and cardamom help relieve indigestion and promote oral health. Thus, Raja Meetha Paan beautifully reflects the integration of cultural traditions with the wisdom of Ayurveda and holistic wellness.

This memorable celebration was successfully executed by the students and staff members of the School of Pharmacy under the leadership of Ms. Arpita Dash, Mr. Pravasranjan Dash and Ms Srishti Shreya, with the guidance and support of all the club coordinators. The entire event was meticulously supervised and mentored by Mr.

Sumanta Sen, Associate Professor, School of Pharmacy, whose leadership ensured the successful organization of this culturally enriching celebration.

The event concluded on a note of joy, unity, and cultural pride, leaving participants with a deeper appreciation of Odisha's timeless traditions and reinforcing the university's commitment to preserving India's rich heritage while promoting holistic education, inclusivity, and social harmony.

OUTCOMES:

The organization of Raja Utsav 2026 managed to raise awareness about issues related to cultural diversity, gender equity, and the need for empowerment of women. The event helped create a unified platform for cultural interaction and celebration among students and faculty members at the university.

The program helped students learn more about Indian culture and sensitized them to issues related to gender equality and social responsibility. They were able to hone their teamwork skills, leadership qualities, and organizational abilities through this program.

The event also served to remind the university community about the significance of maintaining cultural heritage as well as creating a balanced environment based on diversity and inclusivity. Positive response from students and faculty members proved the success of the program in raising awareness about such important issues.

Therefore, we can conclude that Raja Utsav 2026 turned out to be not only a successful celebration but also a significant step towards spreading awareness about cultural diversity, gender equity, and empowerment of women.



ARKA JAIN
University
Jharkhand



POSTER OF THE EVENT

JGI | **ARKA JAIN** University Jharkhand | **NAAC** GRADE **A** ACCREDITED UNIVERSITY

SCHOOL OF PHARMACY

IN ASSOCIATION WITH

Bhesajam The Pharma Club | Srijanam The Cultural Club | KRIDA The Sports Club | Bhartiya Vivek Peeth: Center for IKS | Internal Complaint Committee | Women Cell of AJU

Ek Bharat Shreshtha Bharat

Organises

RAJA UTSAV

2026

FESTIVAL OF WOMENHOOD

EMPHASIZING CULTURAL DIVERSITIES AND GENDER EQUALITY

ON
15th JUNE 2026

at **ARKA JAIN UNIVERSITY CAMPUS**

EVENT AGENDA



RAJA UTSAV 2026

School of Pharmacy in association with BHESAJAM the Pharma Club, SRIJANAM The Cultural Club, KRIDA the Sports Club of School of Pharmacy, Bhāratīya Vivek Peeth: Centre for IKS AJU and Internal Complaints Committee, Women Cell ARKA JAIN University

AGENDA

Sl no.	Event	Time
1	Ceremonial Arrival of the Dignitaries	11:30am
2	Floral Felicitation of Ms. Richa Garg, CFO	11:35am
3	Auspicious Lamp Lighting Ceremony	11:40am
4	Welcome Address by Prof (Dr.) Jyotirmaya Sahoo Dean, School of pharmacy	11:55am
6	Inspirational Address by Dr. Charu Wadhwa, CCHRD	12:00pm
7	Words of Wisdom by Prof (Dr.) Manoj Pathak, Coordinator – IKS	12:05pm
8	Motivational Address by Prof (Dr.) Angad Tiworthy, Pro Vice-Chancellor	12:10pm
9	Presidential Address by Dr. Amit Kumar Srivastava, Registrar-cum-Director	12:15pm
10	Celebratory Cake-Cutting (Poda Pitha) Ceremony	12:20pm
11	Graceful Cultural Dance Performance – Raja Utsav Special	12:30pm
12	Soulful Violin Recital	12:35pm
13	Fun-Filled Musical Chair Competition by KRIDA the Sports Club of School of Pharmacy	12:40pm
14	Grand Raja Queen Coronation	01:05pm
15	Vote of Thanks	01:15pm
16	Joyful Raja Jhula - Moments of Togetherness	01:20pm
17	Swalpahar	Followed by the programme

PHOTOS OF THE EVENT



Fig. 1- Gatherings for the celebration of Raja Utsav 2026.



Fig. 2- Anchors addressing the observers of Raja Utsav 2026.

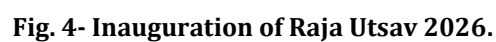




Fig. 5- Cutting of Poda Pitha by the present women celebrating Raja Utsav 2026.



Fig. 6- Staff members watching Raja Utsav 2026.



Fig. 7- Main Attraction of Raja Utsav 2026.

LIST OF PARTICIPANTS

ARKA JAIN
University
Jharkhand

SCHOOL OF PHARMACY
Event Registration cum
Attendance Form

Name of the Event: RAJA UTSAV 2026 Date of the Event: 15.06.26 to 15.06.26

Sl. No.	Name of the Candidate	Enrolment No	Signature of the Candidate	Feedback						Attendance							
				How would you like this session/event						Would you like to attend this type of event/session in future							
				E	V	G	A	P	Y	N							
1	Priganshu Bhandari	ASU/240004	Priganshu	✓					✓								
2	Atanu Rakha	ASU/240003	Rakha	✓					✓								
3	Rakesh Mishra	AJUL/242120	Rakesh	✓					✓								
4	Simran Shukla	ASU/240007	Simran	✓					✓								
5	Shreyas Kaur	ASU/240021	Shreyas	✓					✓								
6	Jyoti Nair	ASU/240009	Jyoti	✓					✓								
7	Adesh Mahata	ASU/240013	Adesh	✓					✓								
8	Arshendu Mahata	ASU/240010	Arshendu	✓					✓								
9	Bitu M. Sam	ASU/240034	Bitu	✓					✓								
10	Satyam N. Patra	ASU/240070	S.N. Patra	✓					✓								

*E-Excellent, V-Very good, G-good, A-Average, P-Poor

Signature of the Head
School of Pharmacy
ARKA JAIN University, Jharkhand

Signature of the Event Coordinator



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				How would you like this session/event	The speaker explained the topic clearly							Would you like to attend this type of event/session in future	D1/D2						
						E	V	G	A	P	Y		N	Y	N	D1	D2	D3	D4
1	Abhishek Kumar	AJU/240139	Abhishek Kumar	✓	✓						✓								
2	Yuvraj Mahanta	AJU/240003	Yuvraj Mahanta	✓	✓						✓								
3	Priyanshu Kumar	AJU/240942	Priyanshu Kumar	✓	✓						✓								
4	Umapan Jena	AJU/241844	Umapan Jena	✓	✓						✓								
5	Snaha Mandal	AJU/240800	Snaha Mandal	✓	✓						✓								
6	Sumita	AJU/241108	Sumita	✓	✓						✓								
7	Olgaresh	AJU/240270	Olgaresh	✓	✓						✓								
8	Anant Gupta	AJU/240964	Anant Gupta	✓	✓						✓								
9	Vinay K. Mahanta	AJU/241030	Vinay K. Mahanta	✓	✓						✓								
10	MA SARWAR	AJU/24218	MA SARWAR	✓	✓						✓								

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				E	V	G	A	P											Y	N
31	Ujjwal Sr. Singh	AJU/240773	Ujjwal Sr. Singh	-							✓			Y	N					
32	Rakesh K.R. Jais	AJU/240232	Rakesh	-							✓			✓						
33	Riya Modi	AJU/241334	Riya Modi	-							✓			✓						
34	Poojani Kumar	AJU/240774	Poojani	✓							✓			✓						
35	Sanyu Kataria	AJU/241103	Sanyu	-							✓			✓						
36	Deepak K. Pandey	AJU/241239	Deepak	-							✓			✓						
37	Priyanka Devi Shrivastava	AJU/242435	Priyanka	-							✓			✓						
38	Dindayal Mahapatra	AJU/241746	Dindayal	✓							✓			✓						
39	Ishwar Sen	AJU/242891	Ishwar	-							✓			✓						
40	Soumitra Kr Singh	AJU/242011	Soumitra	✓							✓			✓						

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Sl. No.	Name of the Candidate	Enrolment No	Signature of the Candidate	Feedback										Attendance									
				How would you like this session/event	The speaker explained the topic clearly							Would you like to attend this type of event/session in future	D1	D2	D3	D4	D5	D6	D7				
						E	V	G	A	P	Y									N	Y	N	
51	Ajit Kumar	AJU/230210	Ajit K.	✓							✓						✓						
52	Sudaj Ky. Chaudhary	AJU/230655	Sudaj Ky.	✓							✓						✓						
53	Rahul Kumar	AJU/231363	Rahul K.	✓							✓						✓						
54	Naveen Mondal	AJU/230564	Naveen Mondal	✓							✓						✓						
55	RAHUL MONDAL	AJU/250005	Rahul Mondal	✓							✓						✓						
56	Uttam Kr. Shaw	AJU/250445	Uttam K.	✓							✓						✓						
57	Ashish K. Dubey	AJU/251271	Ashish K.	✓							✓						✓						
58	Abhishek Mahapatra	AJU/250355	Abhishek M.	✓							✓						✓						
59	Sudesh Mahapatra	AJU/250291	Sudesh M.	✓							✓						✓						
60	Harendera Naidu	AJU/251310	Harendera N.	✓							✓						✓						

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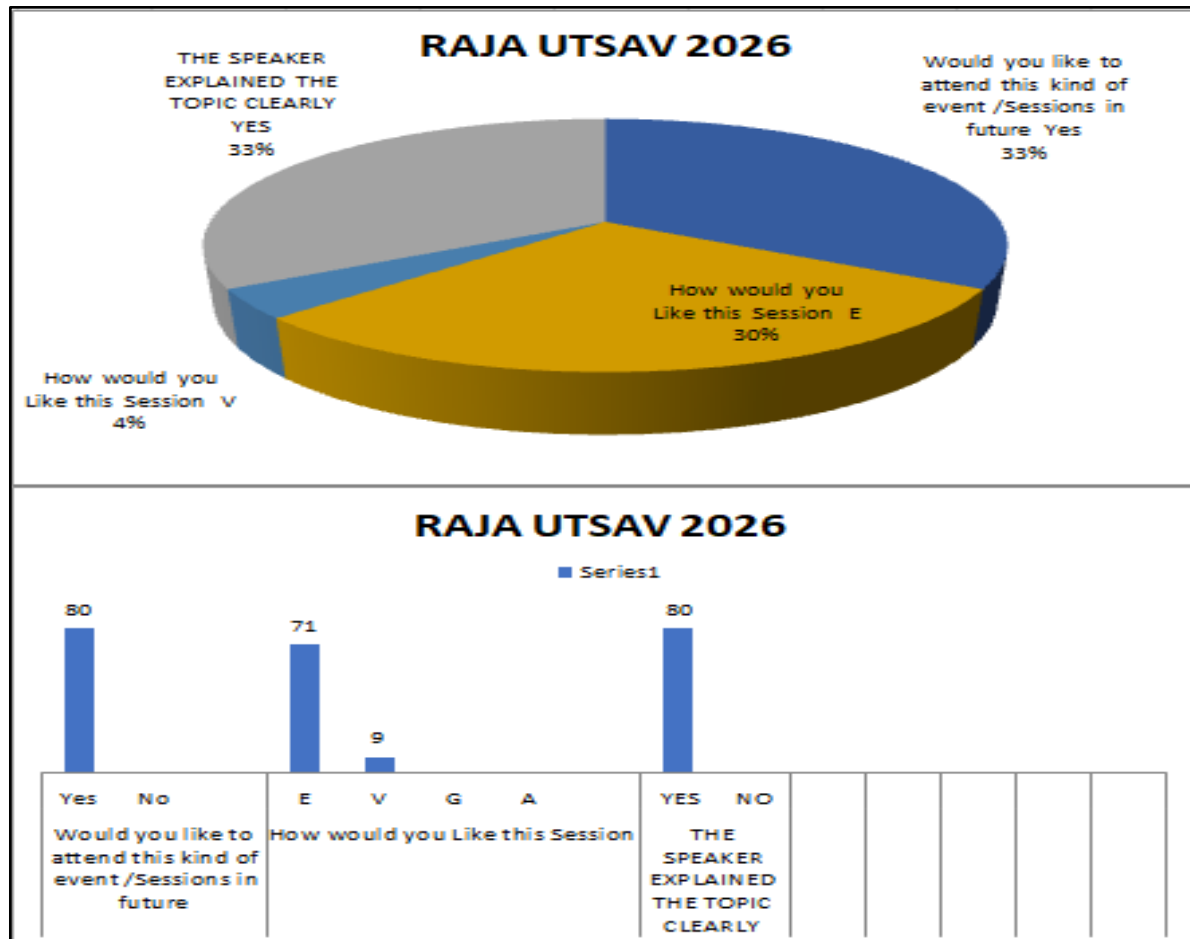
Date of the Event: 15.06.2024 to 15.06.2024																								
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				How would you like this session/event	The speaker explained the topic clearly									Would you like to attend this type of event/session in future										
						E	V	G	A	P	Y	N												
61	Aashita Singh	AJU/230016	Aashita	✓							✓								Y	N				
62	Megha Joshi	AJU/231391	Megha		✓						✓								✓					
63	Rishav Ka. Gupta	AJU/231650	Rishav		✓						✓								✓					
64	Mritunjay Kumar	AJU/230244	Mritunjay		✓						✓								✓					
65	Shweta Sharma	AJU/250123	Shweta		✓						✓								✓					
66	Priyansh Jaiswal	AJU/252302	Priyansh	✓							✓								✓					
67	Anshika Mishra	AJU/251339	Anshika	✓							✓								✓					
68	Megha Munshi	AJU/250340	Megha	✓							✓								✓					
69	Pooja Kumari	AJU/252342	Pooja	✓							✓								✓					
70	Sumit Ka. Singh	AJU/251227	Sumit	✓							✓								✓					

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Signature of the Head
School of Pharmacy
ARKA JAIN University, Jharkhand

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FEEDBACK



MEDIA COVERAGE

अरका जैन यूनिवर्सिटी • सांस्कृतिक प्रस्तुतियों, पारंपरिक खेलों और उत्सवधर्मी गतिविधियों ने मोहा मन रज उत्सव में बिखरे परंपरा के रंग और संस्कृति की सुगंध

एजुकेशनरिपोर्टर | जमशेदपुर

अरका जैन यूनिवर्सिटी के स्कूल ऑफ फार्मसी की अगुवाई में 'रज उत्सव जमशेदपुर' का आयोजन उत्साह और उमंग के साथ किया गया। कार्यक्रम का शुभारंभ विरविद्यालय के अधिकारियों की उपस्थिति में हुआ। इस दौरान प्रो-वाइस चांसलर, रजिस्ट्रार-सह-निदेशक, चेयरमैन, संयुक्त रजिस्ट्रार, निदेशक-आइस्कूपसी, मुख्य वित्त अधिकारी एवं स्कूल ऑफ फार्मसी के डीन सहित अन्य गणमान्य सदस्य मौजूद रहे।

यह आयोजन भेलजम- द फार्मा क्लब, सृजनम- द कल्चरल क्लब, मीडिया- द स्पोर्ट्स क्लब, भारतीय ज्ञान पीठ सेंटर फॉर इंडियन नॉलेज सिस्टम, वीमेन सेल एवं इंटरनल कंफ्लेंट्स कमेटी (आईसीसी) के संयुक्त तत्वाधान में संपन्न हुआ। ओडिशा की सांस्कृतिक पहचान से जुड़े इस पर्व ने पूरे परिसर को परंपरा, उत्साह और रचनात्मकता के रंगों से सराबोर कर दिया। कार्यक्रम के दौरान विभिन्न सांस्कृतिक प्रस्तुतियों, पारंपरिक खेलों और उत्सवधर्मी गतिविधियों ने सभी का मन मोह लिया। वक्ताओं ने कहा कि ऐसे आयोजन विद्यार्थियों को अपनी जड़ों से जोड़ते हैं। सामाजिक समरसता को बढ़ावा देते हैं। उल्लेखनीय है कि 'रज उत्सव' नारीत्व, प्रकृति, उर्वरा और जीवन के उत्सव का प्रतीक है।

विद्यार्थियों ने दी पारंपरिक व सांस्कृतिक प्रस्तुति

उत्सव के दौरान विद्यार्थियों ने पारंपरिक नृत्य, लोकगीत और विभिन्न सांस्कृतिक प्रस्तुतियों के माध्यम से 'रज उत्सव' की आत्मा को जीवंत कर दिया। रंग-बिरंगी परिधानों और मनमोहक प्रस्तुतियों ने पूरे वातावरण को आनंद और उत्साह से भर दिया। कार्यक्रम में विद्यार्थियों की सक्रिय भागीदारी और रचनात्मकता की सराहना करते हुए अधिकारियों ने आयोजन समितियों एवं क्लब सदस्यों को सफल आयोजन के लिए बधाई दी। उन्होंने कहा कि ऐसे मंच विद्यार्थियों के सर्वांगीण विकास के साथ-साथ सांस्कृतिक चेतना को भी बढ़ावा देते हैं।

विविधता में एकता का संदेश और यादगार अनुभव

उत्सव के दौरान पारंपरिक भारतीय व्यंजनों का भी आनंद लिया गया। इसने कार्यक्रम की खुशियों को और बढ़ा दिया। कार्यक्रम का समापन मधुर पान के साथ हुआ, जो आपसी सौहार्द, शुभकामनाओं और उत्सव की भावना का प्रतीक बना। अरका जैन यूनिवर्सिटी में आयोजित 'रज उत्सव' केवल एक सांस्कृतिक कार्यक्रम नहीं, बल्कि भारतीय परंपराओं के संरक्षण, नारी शक्ति के सम्मान और विविधता में एकता के संदेश को मजबूत करने वाला एक यादगार अनुभव साबित हुआ।

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न्यू इस्पात मेल

सिटी

अधिकतम-जमशेदपुर, शनिवार, 20 जून, 2026

अरका जैन यूनिवर्सिटी में मना 'रज उत्सव'

ओडिशा की समृद्ध सांस्कृतिक विरासत, लोक परंपराओं और नारी शक्ति के सम्मान का अद्भुत संगम

जमशेदपुर, 19 जून (रिपोर्टर): अरका जैन यूनिवर्सिटी के स्कूल ऑफ फार्मसी की अगुवाई में 'रज उत्सव' का आयोजन बड़े उत्साह व उमंग के साथ किया गया। यह आयोजन द फार्मा क्लब, द कल्चरल क्लब, मीडिया द स्पोर्ट्स क्लब, भारतीय ज्ञान पीठ सेंटर फॉर इंडियन नॉलेज सिस्टम, वीमेन सेल व इंटरनल कंफ्लेंट्स कमेटी के सहयोग से किया गया। अरका जैन यूनिवर्सिटी में



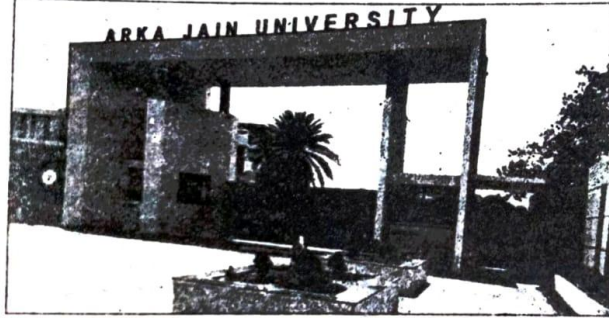
आयोजित रज उत्सव का उद्घाटन यूनिवर्सिटी के निदेशक व कुलसचिव डा. अमित कुमार श्रीवास्तव, उपकुलपति डा. अंगद तिवारी समेत अन्य अतिथियों ने दीप प्रज्वलित कर किया। ओडिशा की सांस्कृतिक पहचान से जुड़े इस विशेष पर्व ने यूनिवर्सिटी परिसर को परंपरा, उल्लास व रचनात्मकता

के रंगों से सराबोर कर दिया। उल्लेखनीय है कि 'रज उत्सव' नारीत्व, प्रकृति, उर्वरा और जीवन के उत्सव का प्रतीक माना जाता है, जो भारतीय संस्कृति की विविधता और समृद्ध विरासत को दर्शाता है। इस दौरान छात्रों ने पारंपरिक नृत्य, लोकगीत और विभिन्न सांस्कृतिक प्रस्तुतियों के माध्यम

से 'रज उत्सव' की आत्मा को जीवंत कर दिया। रंग-बिरंगे परिधानों और मनमोहक प्रस्तुतियों ने पूरे वातावरण को आनंद व उत्साह से भर दिया। इस मौके पर छात्रों ने पारंपरिक भारतीय व्यंजनों का भी आनंद लिया गया, जिसने कार्यक्रम की खुशियों को और बढ़ा दिया।

उदित वाणी जमशेदपुर, शनिवार, 20 जून 2026

अरका जैन यूनिवर्सिटी में रज उत्सव का आयोजन



जमशेदपुर : अरका जैन यूनिवर्सिटी के स्कूल ऑफ फार्मसी की अगुवाई में रज उत्सव का आयोजन किया गया। भेसजम, सृजनम, मीडिया, भारतीय ज्ञान पीठ और वीमेन सेल जैसे विभिन्न क्लबों व कमेटियों के संयुक्त तत्वावधान में आयोजित यह उत्सव परंपरा, संस्कृति और नारीत्व के अभिमान से सराबोर रहा। इस विशेष पर्व के माध्यम से ओडिशा की समृद्ध सांस्कृतिक विरासत, लोक परंपराओं और नारी शक्ति के सम्मान का अद्भुत संगम देखने को मिला। यूनिवर्सिटी के आला अधिकारियों की मौजूदगी में कार्यक्रम का विधिवत शुभारंभ हुआ। वक्ताओं ने विद्यार्थियों को अपनी जड़ों से जुड़ने और सांस्कृतिक चेतना को बढ़ावा देने की बात कही। उत्सव के दौरान रंग-बिरंगे परिधानों में सजे छात्र-छात्राओं ने मनमोहक पारंपरिक नृत्य और लोकगीत प्रस्तुत कर समां बांध दिया। अंत में पारंपरिक व्यंजनों और मधुर पान के साथ यह आयोजन विविधता में एकता का संदेश देते हुए संपन्न हुआ।

अरका जैन यूनिवर्सिटी में मना नारीत्व, प्रकृति, उर्वरा व जीवन के उत्सव का प्रतीक 'रज उत्सव'

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अरका जैन यूनिवर्सिटी में आयोजित रज उत्सव का उद्घाटन यूनिवर्सिटी के निदेशक व कुलसचिव डा. अमित कुमार

सांस्कृतिक विरासत, लोक परंपराओं व नारी शक्ति के सम्मान का संगम



श्रीवास्तव, उपकुलपति डा. अंगद तिवारी समेत अन्य अतिथियों ने नारीत्व, प्रकृति, उर्वरा और जीवन

दीप प्रज्वलित कर किया। ओडिशा की सांस्कृतिक पहचान से जुड़े इस विशेष पर्व ने यूनिवर्सिटी परिसर को परंपरा, उल्लास व रचनात्मकता के रंगों से सराबोर कर दिया।

उल्लेखनीय है कि 'रज उत्सव'

के उत्सव का प्रतीक माना जाता है, जो भारतीय संस्कृति की विविधता और समृद्ध विरासत को दर्शाता है।

इस दौरान छात्रों ने पारंपरिक नृत्य, लोकगीत और विभिन्न सांस्कृतिक प्रस्तुतियों के माध्यम से 'रज उत्सव' की आत्मा को जीवंत कर दिया। रंग-बिरंगे परिधानों और मनमोहक प्रस्तुतियों ने पूरे वातावरण को आनंद व उत्साह से भर दिया।

इस मौके पर छात्रों ने पारंपरिक भारतीय व्यंजनों का भी आनंद लिया गया, जिसने कार्यक्रम को खुशियों को और बढ़ा दिया।