

## **Overview of the Annual Harud Festival Organised by the Department of Management Studies**

The Harud Festival has been successfully organised by the Department of Management Studies, North Campus, for the past 2 years. We hope to continue organising the event in future.

### **1. The Journey of the Harud Festival**

The idea of Harud Festival, meaning "Autumn" in Kashmiri, was conceived three years ago as a cultural and entrepreneurial celebration, coinciding with the vibrant colours and cultural richness of the season. Since its inception, the festival has grown in scale and popularity, becoming a significant annual event in the North campus. Organised by the Department of Management Studies, North campus, the festival seeks to promote cultural awareness, student engagement, encourage entrepreneurship in students.

### **2. Preparation and Organisation**

Organising the Harud Festival is a collaborative effort involving faculty, students, and administrative staff. The event requires months of planning to ensure a seamless and engaging experience for all attendees. Key steps involved in the preparation include:

- **Student Participation:** The Harud Festival is heavily student-centric, with students from our and various departments participating in cultural performances, stalls, and event coordination. Rehearsals for traditional dances like Rouf begin weeks in advance, ensuring that students are well-prepared for their performances. Students also take the lead in setting up and managing stalls, where they display local crafts, entrepreneurial projects, and regional delicacies etc.
- **Sponsorship and Support:** The department also seeks external support from local businesses and alumni to help fund and enhance the event. Stalls from them are also welcomed. This financial backing is essential in covering the costs of setting up stalls, arranging performances, and organising various activities throughout the day.

### **3. Activities on the Day of the Event**

The Harud Festival is a full-day event that balances cultural performances with student engagement activities. Each year, the festival follows a well-structured schedule that ensures a mix of entertainment, cultural appreciation, and interactive experiences. Some of the key activities include:

- **Opening Ceremony:** The festival begins with an introductory session, including a formal welcome by faculty members and a brief overview of the significance of the Harud Festival.
- **Cultural Performances:** One of the main highlights of the festival is the series of cultural performances, which include traditional Kashmiri dances such as Rouf and folk music performances by students. These performances not only entertain the audience but also serve to promote and showcase Kashmir's rich cultural heritage.
- **Stall Exhibitions:** The business festival is officially inaugurated with a ceremonial ribbon-cutting or cake-cutting ceremony. A variety of stalls are set up by students and sponsors, showcasing local crafts, business, and various cuisines. These stalls provide students with a platform to demonstrate their entrepreneurial skills and connect with the broader business and university community. We try our best to ensure maximum foot fall by inviting various colleges from near by areas as well.
- **Musical and Artistic Performances:** Local student artists and musicians are invited to perform during the event, adding a professional touch to the cultural offerings. These performances not only entertain but also inspire the students and attendees, providing exposure to professional artistry.
- **Fresher's and Farewell Segment:** The festival includes a segment dedicated to welcoming new students and bidding farewell to the outgoing batch. This serves as a platform for fostering a sense of belonging and unity within the student community.
- **Closing Ceremony:** The festival concludes with a valedictory session, where the success of the event is acknowledged, and a vote of thanks is extended to the organisers, participants, and sponsors.

#### 4. Outcomes of Conducting the Harud Festival

The Harud Festival, having been conducted successfully for two consecutive years, has proven to be a highly beneficial event for the university and its students. Some of the key outcomes include:

- **Cultural Promotion:** One of the primary objectives of the Harud Festival is to promote Kashmir's rich cultural heritage. Through performances and exhibitions, students and attendees gain a deeper appreciation for the region's traditions.
- **Enhanced Student Engagement:** The festival provides students with a unique opportunity to step outside their academic pursuits and engage in creative activities. From managing stalls to performing on stage, students develop leadership, communication, and organisational skills that complement their academic learning. Maximum student participation is encouraged in this event.
- **Entrepreneurial Development:** By setting up and managing stalls, students get hands-on experience in entrepreneurship. They learn how to market products, interact with customers, and manage logistics—skills that are invaluable for their future careers. The stalls also promote local handicrafts and traditions, providing an economic boost to local artisans.
- **Increased University Visibility:** The Harud Festival has gained recognition both within and outside the university, enhancing the institution's visibility and reputation. The event attracts not only students and faculty but also visitors from the local community, media, and businesses, making it a significant cultural and academic occasion for the university.

The Harud Festival, now in its third term this year, has become a beloved tradition at the North Campus of the University, eagerly waited by many. It continues to grow in scale and impact, offering students a platform to express their creativity, connect with their cultural heritage, and develop practical skills. The festival's combination of cultural performances, student-led initiatives, and community engagement ensures that it remains a vital part of the calendar of Department of Management Studies, North campus