



**GRADUATE SCHOOL OF MANAGEMENT STUDIES**  
**GUJARAT TECHNOLOGICAL UNIVERSITY**  
(Accredited with A+ Grade by NAAC)

*“Raksha Bandhan Celebration - 2023”*  
*Date: 29<sup>th</sup> August, 2023*  
*Organizer: Cultural Committee of GSMS*

The cultural variety of India is celebrated throughout the year through its many festivals. On the joyous occasion of Raksha Bandhan, the Graduate School of Management Studies of Gujarat Technological University hosted the Rakhi Festival on August 29, 2023. This celebration was held in honor of the festival of Raksha Bandhan. Our pupils from other countries gained a better understanding of the significance of the event as well as the importance of the relationship between siblings as a result of this activity.

The students, who are real sisters and brothers enrolled in the Bachelor of Business Administration degree, tied the sacred thread known as "Rakhi" around their brother's wrist. Raksha, which translates to "protection," and Bandhan, which translates to "bond," are both symbolized by this practice.

The holiday was celebrated with zeal and delivered the message that there is no love, caring, or respect that can compare to that shared between siblings. At the celebration, all the BBA students as well as faculty members were present.



**Raksha Bandhan Celebration at GSMS**





**“Rakhi – A Celebration of the Eternal Bond between Brother and Sister”**