



**NIRMA**  
UNIVERSITY

INSTITUTE OF COMMERCE  
NAAC ACCREDITED 'A+' GRADE

# ELYSIAN

# 5.0

Annual  
Cultural &  
Literary Fest  
2023

**NIRMA UNIVERSITY CAMPUS**  
**2nd, 3rd & 4th February, 2023**

For any details, contact us at [elysian\\_icnu@nirmauni.ac.in](mailto:elysian_icnu@nirmauni.ac.in)

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# INSTITUTE OF COMMERCE

## NIRMA UNIVERSITY



Founded on the vision of Padmashree – Dr. Karsanbhai K. Patel, the Institute of Commerce, Nirma University NAAC Accredited "A+" symbolizes the principles of brilliance, excellence and professionalism, it aims to impart top- class education in the field of Accounting profession and Banking, Financial Services and Insurance (BFSI) Sector.

Institute of Commerce believes in serious academic pursuit by means of prudent mix of relevance and rigor in its curriculum design and delivery with regard to national and internationally relevant skills, knowledge and ideas through intellectually stimulating debates & discussions, innovative teaching pedagogies and exposure to relevant industry practice at all levels.

The Institute is dedicated towards its goal of adding value to life and professional standards. Institute of Commerce, a center of learning where knowledge fuels the desire for distinction, aims to pioneer in serving the changing needs of the industry.

The campus infrastructure and amenities are comparable to any reputed university around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies commerce labs are held as part of the upcoming professionals' everyday work schedule.

The students of Institute of Commerce display active encouragement to plan, organize and participate in various co-curricular and extra-curricular activities on their own with basic support from the Institute. Spirit of leadership and exemplary management skills are instilled through such an environment.

They undertake such activities not merely for the learning values but also for the pleasure that comes with the experience of well accomplishment of the job. In such a process, students' talents and skills are discovered which further inspire them to develop themselves further. One such initiative is our Annual Cultural & Literary Fest ELYSIAN.



# ABOUT THE EVENT

Elysian 5.0 is the fifth chapter of Institute of Commerce, Nirma University's flagship cultural & literary fest. With the dread of pandemic passing from the world and the new normal gracing the doors of all, ICNU is hosting this festival back at its home, in its lively institute campus. These couple of days are promised to be excitement packed with graceful performances and ravishing events by the students from different universities.

We welcome you all to this expedition of entertainment and request you to join us in recognising these budding talents. Hold on to your breath for we have amazing events lined up for all of you!

Be prepared to meet alluring voices and harmonious moves with the touch of drama and fashion brews of artists and intellects all under one roof. Join us and become a part of this family to celebrate confidence and talent of students.

We present to you, the event line up for Elysian 5.0 is

1. Bizz Buzz – The Academic Events
2. Drop a Beat – The Dance Event
3. Rangmanch – The Theatre Events
4. Litwits - The Literary events
5. Cadence – The Music Event
6. Melange – The Fashion Event
7. Felicia – The Fine Arts Event
8. Behind the Lens - The Media Events
9. E-Sports Arena - The Gaming Events

**The Event is open for the students pursuing their Bachelor's Degree.**

**Link for Registration**

**<https://forms.gle/86vn9imihsqVrKx86>**

**Scan for Registration**



# ELYSIAN 4.0

## GENERAL RULES:

- The participation is open for all the undergraduate students who are pursuing their bachelor's degree .
- Each participant should upload valid identity cards in registration forms and carry it during the event.
- All the events will commence at the scheduled time and the team or individual will be disqualified if they do not report 60 minutes prior the scheduled time.
- Participants should go through the event rules and adhere to the specifics.
- Participation, props, music/karaoke etc. for respective events should be confirmed with the respective event head.
- The decisions taken by the judges and the organizing committee will be final and binding on all.
- Use of any unfair means like approach to the judges and use of technology for plagiarism will lead to disqualification.
- Participation certificate will be provided to all the participants.
- Students should refrain from abusive language, obscene display and revealing costumes during the competitions, failing to which they will be disqualified.
- The details regarding the respective event will be shared with you on your email ids once the registration closes.
- Any indiscipline or misbehavior observed in the event would warrant disciplinary action against the students. Please try to maintain the decorum. Strict disciplinary action will be initiated against the defaulters as per the rules of the Institute.
- The details regarding uploading of the documents/posters/videos for elimination round will be sent on your registered mail id as soon as the registration link closes.
- **The last date of registration will be 26th January '2023, 23:59 hours.**



# BIZZ BUZZ

## THE ACADEMIC EVENTS

Institute of Commerce, Nirma University is organising academic events under Elysian 5.0 as 'Bizz Buzz'. The main aim of the event is to push the mindful youth to enhance their intelligence and put their opinions in front of an experienced panel.

Two events are planned under this competition:

1. The Marketing Bee: It is a thrilling two-round event that challenges participants to showcase their marketing skills through creativity and dynamic skit-based advertisement.
2. Four Years from Now: Here the participant has to come up with innovative start-up ideas, case study, profit, impact, market, and everything related. They have to face question and defend themselves. The best start-up will get rewarded.

# MARKETING BEE

The “Marketing Bee “is a thrilling two-round event that challenges participants to showcase their marketing skills through creativity and dynamic skit-based advertisement.

In the first round, participants will be given a product to advertise and will have to develop a skit around it. They can choose to do a roleplay or use props to bring their advertisement to life. The skits will be judged based on their creativity, effectiveness, and overall presentation.

The top performers from the first round will advance to the second round, where they must sell a different product like a faulty light bulb or a discarded pen. This round will be even more challenging as participants will have to think on their feet and come up with a fresh and innovative approach to marketing the product.

The Marketing Bee Competition is perfect for students who want to hone their skills and showcase their talent to a wider audience. Whether you are a seasoned performer or new to marketing, this event provides a unique and exciting opportunity to flex your marketing muscles and have fun in the process.

## **Participation:**

Each team shall consist of 2 participants.

**Registration Fees:** Rs. 200 per Team

**Prizes:** Participation certificates will be given to all the participants.

Exciting rewards, trophies and certificates will be given to the winning participants.

### **Round 1 -**

Participants in the first round will be given a product on which they must base a skit that serves as an advertisement for the product. The advertisement can take the form of a role play in which the participants may or may not need to use props, and it should be performed for roughly 2- 5 minutes. We want to see short, funny advertisements that make their message. This is precisely the judging standard for this competition, which also considers the degree of group coordination.

Prior to the event, the participants will get the product, giving them time to prepare for the act.

### **Round 2**

Participants in the second round will be given items like a faulty light bulb or a discarded pen, and they will be required to show their marketing prowess by selling these items. They will receive these products immediately, leaving them with very little time to prepare for this act. Participants' marketing skills and ability to sell the products will be judged in this round.

## **RULES & GUIDELINES**

- 1) For each round, you will have between two and five minutes to perform.
- 2) Going beyond the allotted time will result in negative markings
- 3) Participants must be present in person to participate.
- 4) Participants will be evaluated based on how unique their act is.
- 5) If not all members of the team are present, the team will be disqualified.
- 6) Any rude, impolite, or vulgar act would result in immediate disqualification.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

PRANIT GAMI 7000577709

JIVIKA SANGHARSHEE 7296828723

YASH GUPTA 9453010417



# ENTREPRENEURSHIP SPOTLIGHT

Some of the world's most successful businesses were founded out of college dorm rooms. Here is a chance to showcase your entrepreneurial spirit by speaking about the projects and network with potential collaborators. From developing software to selling handmade crafts, there are bound to be many enterprising participants.

## *Start-up event:*

Here the participant has to come up with innovative start-up ideas, case study, profit, impact, market, realistic, futuristic ideas and make all feasible survey and have to make a presentation in front of the jury. They have to face question and defend themselves. The best start-up will get rewarded. Registered teams need to submit an executive summary of their plans in word format (max. 1000 words) format. Healthy communication and discussion is expected during the event. The participants are expected to remain motivated and spirited during the event and feel free to have a discussion with the panelists.

Participation: Each team shall consist of 2-4 participants.

Registration Fees: Rs. 100 per participant (200-400)

## ROUND 1

### **Executive Summary**

All the teams are required to submit an Executive summary of their business plan in PDF format Drive link/G-Form will be shared with the participants for uploading their business plan. This is the elimination round.

## ROUND 2

### **Presentation:**

This round is on campus, all the selected teams are required to give a presentation of their business plan in 15 minutes maximum, which would be followed by a Q & A Round. So hold breaths and get ready for a bombshell. It will be exciting! Come and make it a success with us.

## **RULES:**

### *Formation of teams:*

1. Maximum members required: 4 in a team
2. Minimum members: 2 in a team.
3. More than 1 team can participate from a college.
4. One participant cannot be a part of more than one team.
5. No change of team structure is permitted after the team is registered.  
One of the team members should be registered as Team Leader.

*For qualifying teams:*

- 1.The team members are required to be present at the time of presentation. Any member not presenting the plan will have to participate in the Q&A round.
- 2.Participants are required to be dressed in western formals.
- 3.The reason behind development of a particular product or service selected must be well justified by the team thus, the team is expected to prove the relevancy of their ideas.
- 4.The participants need to prepare a Business Plan which realistically demonstrates that how their generated ideas cater: The specific needs of the society; Promotes the development of society at whole. The business idea decided upon by the team members should be an original or inspired by the exiting one. But, exact imitation of existing business ideas shall not be entertained.
- 5.The participating teams are required to submit the soft copies in PDF format of their business plan. The presentation for the same is to be mailed to the event coordinators 2 hours prior to the event. No request for deadline extension shall be entertained.
- 6.For the elimination round, a mail would be sent to the participants once the registration is closed.
- 7.In the event of any tie/dispute, the decisions made by the panel of judges would be final and binding all the participants.

*Note:* Also, the participants are requested to keep their presentation in a pen drive with them on the day of presentation.

- The participants are required to deliver a PowerPoint presentation for their plan and the time limit for the same would be 10 minutes. The presentation would be followed by a Q&A round of 5 minutes.
- The team can use pictures, info graphics in their business plan. However, we would appreciate that you put relevant sources in Appendix.
- Elements like logo, tagline, prototype and poster advertisements are must for every business plan to prop up their presentation.

**FOR QUERIES CONTACT:**

**EVENT COORDINATORS**

PRANIT GAMI +91 7000577709

JIVIKA SANGHARSHEE +91 7296828723

YASH GUPTA +91 9453010417



# DROP A BEAT

## THE DANCE EVENTS

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"Move your feet a bit or two and you'll realize you're swaying like dancers. See, everyone can dance!"

Test your ability and express yourself here at ELYSIAN 5.0 . It's the great opportunity which this event is providing you , where you have to dance like there is nobody watching you . its not about showing off your moves but about the passion of motion in your heart.

We invite you to showcase your talent on groovy tunes with your gracious moves. Remember, dancing with the feet is one thing, but dancing with the heart is another.

### **Common Rules & Guidelines:**

- The event will take place at the Nirma University campus.
- Any crass, indelicate or offensive soundtrack, costume or steps would lead to disqualification of the individual/team.
- Soundtrack should be cut and prepared, and be sent on the said date and time that will be conveyed.

**Category: SOLO****Registration Fees: Rs.100 per participant**

Theme – Any of your choice

*Rules and Regulations:*

- Time for solo performances should be minimum 2 minutes and maximum 3 minutes.
- For the solo category, there is no specific theme to be followed. The participant can go for any concept.
- The outfit and songs should match the theme for the category accordingly

**Category: DUET****Registration Fees: Rs.200 per pair**

Theme – Disco fever

*Rules and Regulations:*

- Time for the duet performances should be minimum 2 minutes and maximum 3 minutes.
- The outfit and songs should match the theme for the category accordingly

**Category: GROUP****Registration Fees: Rs.100 per participant (300 - 600)**

Theme – Through the decades

*Rules and Regulations*

- Time for group performances should be minimum 3 minutes and maximum 5 minutes.
- The outfit and songs should match the theme for the category accordingly
- Minimum 3 members and maximum 6 members can be included

**FOR QUERIES CONTACT:****EVENT COORDINATORS**

KAMYA MAHESHWARI +91 9685655778

HETALI MITHANI +91 9099976491

KHUSHI MALUKANI +91 9426284945



# RANGMANCH

## THE THEATRE EVENTS

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Rangmanch is a platform for collaborative form of performing art that uses live performers, usually actors or actresses, to present the experience of a real or imagined event before a live audience in a stage. Theatre opens us up to experiencing different perspectives that we may not be aware of or contemplated. So, if you are the one for flare and drama or the one who adores dramatic acts, Rangmanch is your place to be.

The events planned under this event are as follows:

**NAKALBAZI:** A performer who silently imitates gestures and expressions is a perfect mimic. you love imitating others? This stage is for you. Participants are to mimic their favorite actors and/or characters and present it to the audience.

**THOKO TALI:** Is your bond that perfect? If yes, then this is for you- A duet act. Duet Acting competitors convey emotion and environment through a variety of performance techniques focusing on the relationships and interactions between the characters, duet can be dramatic, comedic, or a combination of the two.

**TAMASHA:** A group act in which participants can perform all together in a group to present a idea, an expression or a message in a dramatic or in a comedic way.

# NAKALBAZI

Do you love imitating others? This stage is for you. Participants are to mimic their favorite actors and/or characters and present it to the audience.

Criteria of judgement -Topic, expression, voice modulation, effective communication.

## **RULES**

- a. This is a solo event.
- b. Each participant shall be given 4-5 minutes.
- c. No offensive language will be entertained.
- d. If a participant exceeds the stipulated time, 10% of the total marks obtained will be deducted.
- e. Theme – famous faces including politician, Bollywood actress, TV actress, influencers.

## **Registration fee-**

### **Solo- Rs. 100 per participant**

Prizes- Participation Certificates will be provided to all participants. Exciting rewards, Trophies and certificates will be given to the winning participants.

# THOKO TALI

Language, voice modulation, way of speaking, content.

## **Rules**

- Minimum-4, Maximum 7
- Only hindi and English language can be used
- No offensive language will be entertained.
- Any participant cannot point out any particular religion or person.
- If a participant exceeds the stipulated time, 10% of the total marks obtained will be deducted.

## **Registration fee-**

### **Group- Rs. 100 per participant (400-700)**

Prizes- Participation Certificates will be provided to all participants. Exciting rewards, Trophies and certificates will be given to the winning participants.

# TAMASHA

GROUP - Theme, transitions, effective communication, props, costume + facial expressions

## **Rules:**

- The duration of each performance shall be restricted to 15 minutes.
- Time will be counted as soon as the signal is given or the team starts giving introduction, whichever is earlier.
- Empty stage to empty stage policy shall be followed strictly. For stage setting and removal of set and properties, up to 10 minutes will be given after taking charge of the stage.
- No. of participant - minimum 3, maximum 10 (including technical and supporting members).
- The participating team should bring their own set/ stage property, make up material etc.
- The act may be performed in Hindi/ English only.
- Decision of panel of judges will be final and binding upon all.

## **THEME - Social + Comedy**

### **Registration fee- Group- Rs. 100 per participant**

Prizes- Participation Certificates will be provided to all participants. Exciting rewards, Trophies and certificates will be given to the winning participants.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

SAKET PATEL +91 7567355735

KHUSHI GOR +91 9313478442

ANANYA JAIN +91 9571764449



# LITWITS

## THE LITERARY EVENTS

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If you are fond of debating and/or find writing and reading as your sanctuary, LITWITS is bringing you your solace. The three events planned are;

1. **Shabdo Ke Pankh:** “Poetry is simply the most beautiful, impressive, and widely effective mode of saying things” Beauty is the realm of Poetry. So awaken your inner poet because Institute of Commerce, Nirma University is giving young and budding poets an amazing platform to exhibit their talent and confidence.

2. **Battle Of Wits:** This debate competition is unlike any other, as it not only tests participants' argumentative skills and wit, but also their physical agility and endurance. We have an exciting lineup of debates and challenges planned for the day. So bring your sharpest arguments and your toughest physical game, and let's get ready to see who comes out on top.

3. **Raise The Stakes:** HOLAA!! Institute of commerce, Nirma university offers to become a CEO (Like Nayak: The Real Hero). The event was to give the participants a chance to be a CEO for a day.

**Prizes:** Exciting Rewards, Trophies & Certificate to the winners and Participation certificates to each participant.



# BATTLE OF WITS (Debate)

## Registration Fee: Rs. 100 per participant

- It is compulsory to speak in English.
- Participants will come on stage and draw a chit from a bag containing the topics for debate.
- One participant will argue for the motion, while the other will argue against it.
- There will be 4 rounds of 1-1 minutes.
- In which 2 will be in for and 2 will be in against
- If the speaker crosses the. Limit of minutes , he/she may face deduction of marks.
- Assistance from written manuscript may lead to adverse marking.
- In case of any issue/ dispute , decision of debate organizing committee shall be final.
- Decision of the judges would be final and cannot be challenged.
- 2 minutes will be given for thinking about the topic.

# RAISE THE STAKES (CEO for a Day)

## Registration Fee: Rs. 100 per participant

The multiple rounds consisted of testing how they can protect their company if a crisis arises, increase the net worth, it tests how participants can fight their rivals and form a deal with the ideal company.

- The event was to give the participants a chance to be a CEO for a day.
- There will be single round for the participants. The participants have to speak for 5min. The Single rounds consisted of testing how they can protect their company if a crisis arises, increase the net worth.
- The judges will judged how participants can fight their rivals and form a deal with the ideal company.
- In the end, they had to save their new start-up company from a downfall after getting hit by covid after some time. After debate, deliberation, and assessment of feasibility the winners were announced.
- The participant should use appropriate words. The description should in Hindi or English .
- Participants description less than 5 minute and use of inappropriate language, plagiarism will lead to disqualification.
- On the day of the competition they will be provided with chits with the topics given already and they will have to pick one chit and present their speech on that particular topic.
- They will have to prepare their content according to the topics given. The participants will have to be prepared with all the given topics before hand.

# SHABDO KE PANKH (Poetry)

This platform aims to inspire poets to come and recite on stage giving them an opportunity to enthrall the audience with their articulation and poetic skills and give them the much needed stage exposure. So brush your poetic minds and get ready with your pen and paper to write and narrate the most beautiful Peirce of your mind.

## **Registration Fee: Rs. 100 per participant**

There will be two topics. The topics are:

*Time* - वक़्त

*Culture* - संस्कृति

- These topics will be provided to the participants before hand.
- They will have to prepare their content according to the topics given. The participants will have to be prepared with all the given topics before hand.
- On the day of the competition they will be provided with chits with the topics given already and they will have to pick one chit and present their poem on that particular topic.
- They will have to present the poem on the selected topic.
- The poem can be in Hindi or English
- It should strictly be self composed.
- The participant should use appropriate words, and the maximum time limit is 3 mins.
- Poem with use of inappropriate language, plagiarism will lead to disqualification.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

KIRTI KANODIA +91 6306007186

TUSHAR ARORA +91 9602564005



# CADENCE

## THE MUSIC EVENTS

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Music is a gesture, it's that one unfinished work of art that is more valuable than any other finished work in the world, it's passion, it's devotion, and to have the power of music in your hands or vocals is a wonderful opportunity to express every unsaid thought, grant every unspoken wish, and emote any carefree emotion.

So, make the most of this opportunity to express yourself like never before.

The Categories for the event are

1. Singing

- Solo/Duet Singing
- Group Singing

2. Instrumental Music (

# SINGING

## **SOLO/DUET CATEGORY**

Participation: Participants can have at most two accompanists

**Registration Fees: Rs 100 per participant**

Time Limit: 3 minutes for Solo / 4 minutes for Duet

## **GROUP CATEGORY**

Participation: Each group can have 4-7 members, Maximum 3 accompanists can be included in the group

**Registration Fees: Rs 100 per participant (400-700)**

Time Limit: 5 minutes

## *RULES AND REGULATIONS:*

1. Exceeding the time limit will lead to immediate disqualification.
2. A maximum of two accompanists for solo/duet singing and three for group singing are permitted.
3. Deadline for registration-
4. Participants will be judged on their presentation, coordination with their accompanists, audience engagement, sur, taal and overall impact.
5. Songs should be in the language Hindi and English only.
6. Instruments are to be arranged by the participants themselves, and if any Karaoke Music has to be submitted prior to the Event

# INSTRUMENTAL MUSIC

Participation: Each participant is expected to arrange their own instruments on stage.

**Registration Fees: Rs 100 per participant**

Time Limit: 3 minutes

## **SOLO CATEGORY**

### *RULES AND REGULATIONS:*

1. Exceeding the time limit will lead to immediate disqualification.
2. Deadline for registration-
3. Participants will be judged on their presentation, coordination with their accompanists, audience engagement, sur, taal and overall impact.
4. Songs should be in the language Hindi and English only.
5. Instruments are to be arranged by the participants themselves.

Rewards: Each participant will receive a certificate of participation. The winners will receive exciting prizes including Trophies and Certificates.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

SARTHAK VIJAY +91 8949398994

SAARANSH DHALWANI +91 7772831677

HARSH SONI +91 8827039360

For any details, contact us at [elysian\\_icnu@nirmauni.ac.in](mailto:elysian_icnu@nirmauni.ac.in)



# MELANGE

## THE FASHION EVENTS

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Everyone aspires to be a fashionista in their own dream world. And what is a better way to celebrate the stylish spirit of your dream world than to walk the ramp and show your fashion quotient.

After all clothes out there mean nothing until and unless someone carries them in style. So, come and walk down the ramp set here at Nirma University with a cheering crowd full of energy.

As the trend says I could have my Gucci On! I could have My Louis Vuitton! But we want you to put every swag you got to make us look. That's right! It's time to sizzle things up; it's time for - the fashion show!

The event have two sub categories:

- 1.MELANGE The ramp walk: Aren't we all into fashion these days? Especially with the winter wear and the 90's wide legs back in trend. This is your chance to gear up and show your amazing fashion sense! Get your fashion game up and participate in 'Melange'. A fashion Ramp walk event.
- 2.Sparkle in Sequin: Be it the super winged eyeliner or the extra sparkly eyeshadow, all of it adds up to good looks, good looks and only good looks. Bring your MUA A game and be a part of this competition.

# MELANGE : The Fashion Show

**Registration Fee: Rs. 100 per participant**

Prizes: Participation certificates will be given to all participants. Exciting rewards, Trophies and Certificates will be given to the winning participants.

The event comprises of 2 rounds.

## **ROUND-1:**

- For the 1st round (eligibility round), the participants will have to introduce themselves and go through the jury's question.
- Only shortlisted participants in round 1 will appear for the round 2.

The theme of the round is GLAZE WITH BLAZE (Sari with a blazer and pants Kurtas with blazer and dupatta. An additional embellishment like heels/clutch (for girls) and sneakers/wallet (guys) in hand).

## **ROUND-2:**

Theme for the round 2 will be revealed to the shortlisted contestants.

- The costumes will be provided by the sponsors of the fest. The contestants must return the costumes in the same condition as it was received.
- The participants will have to give the penalty (decided by the sponsor) in case of any damage done.
- The participants will be judged on the basis of their introduction, costume, walking, stance, attitude, etc.
- The participants will be judged on basis of their Introduction, Costume, Walking, Stance, Attitude etc. Indecency is strongly prohibited. Any form of obscenity will lead to debarring the participant from the event.

# SPARKLE IN SEQUINS

**Registration Fee: Rs. 100 per participant**

Prizes: Exciting Rewards, Trophies & Certificate to the winners and Participation certificates to each participant.

## *RULES AND REGULATIONS OF THE EVENT:*

- This Shall Be a Solo Event.
- The Participant Is Required to Arrange a Model/Muse/Accompanist for The Wholesome Creation of Their Respective Look.
- Participant Needs to Ensure That They Bring in All the Required Makeup and Materials on Their Own.
- The Theme for The Event Is:” Sparkle in Sequins”
- The Time Constraint Shall Be For 60 Minutes.
- The Judging Criteria Shall Be Based Upon the Innovation, Use of Sequins, Perfection, Hair Styling, Detailing of The Makeup Look.
- Pre-Requisite Must Be Use of Sequins in Both Hair Styling and Makeup.
- The Judge’s Decision Would Be Finalised and Must Be Respected with All Due Honor.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

KRISHNA KHATRI +91 9106728721

YATRI GAJIPARA +91 7043624921



# FELICIA

## THE FINE ARTS EVENTS

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Institute of commerce is inviting all the artists to showcase their imagination, creativity and detailing skills by participating in our event FELICIA. An event to which provides all the artists to show their competitive spirit and more than that their unique perspective with the artistic acuity. Let your hand, head and heart go together. Art is self-discovery. The three sub categories for the art competition are as follows:

1. Glass Painting: A unique yet less done painting idea. We are providing you this opportunity to take part in this uncommon competition category and experience new art form.
2. Clay Art: A connection with mother earth. Lets get a bit messy with hands and create something amazing with bare hands.
3. Pot Decoration: it's never too late to pretty up those planters! how about we have something funky to decorate our outdoor spaces. Yes, we are giving you a great reasons to try pot decoration.



# GLASS PAINTING

## **Registration fees: Rs. 100 per participant**

Prizes: Exciting Rewards, Trophies & Certificate to the winners and Participation certificates to each participant.

### *Rules and Regulations:*

1. In this competition we will be providing the A3 size glass to every participant.
2. Every participant needs to paint that glass material using colour as per their choice and other decorative items if any.
3. Marks are reserved for neatness and creativity.
4. There is no specific theme for the glass painting.
5. Any painting that is vulgar or inappropriate will be disqualified on the spot.
6. The prizes will be provided to top three highest scorers.
7. Time limit for the competition will be 90 minutes.
8. The Participants are not allowed to copy from mobile phone, books, or any referring material.

# CLAY ART

## **Registration fees: Rs. 100 per participant**

Prizes: Exciting Rewards, Trophies & Certificate to the winners and Participation certificates to each participant.

### *Rules and Regulations:*

1. In this competition we will provide brown muddy clay(natural) to every participant.
2. Participants need to make some artifacts or any item using the clay. They can choose to bring and use color and other decorative items for the art
3. Time limit for the clay art competition will be 90 minutes.
4. Marks are reserved for details, creativity and finishing touches.
5. Any painting that is vulgar or inappropriate will be disqualified on the spot.
6. The prizes will be provided to top three highest scorers.
7. Participants should make sure there is minimum mess in the space they would be working.
8. The Participants are not allowed to copy from mobile phone, books, or any referring material.

# POT DECORATION

## **Registration fees: Rs. 100 per participant**

Prizes: Exciting Rewards, Trophies & Certificate to the winners and Participation certificates to each participant.

## Rules and Regulations:

1. In this competition participants will be provided paper disposable plates.
2. Participants need to decorate those plates with colors, Mirrors, Beads and other related decorative items.
3. The time limit for this competition will be 90 minutes.
4. Any painting that is vulgar or inappropriate will be disqualified on the spot.
5. Marks are reserved for creativity and originality.
6. Participants should make sure there is minimum mess in the space they would be working.
7. The prizes will be provided to top three highest scorers.
8. The Participants are not allowed to copy from mobile phone, books, or any referring material.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

YATRI PATEL +91 9023442922

VIVEK SABOO +91 7229816669



# BEHIND THE LENS

## THE MEDIA EVENTS

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“With creating, we are literally bringing something into existence that didn’t exist before.”

-Montana Dennis

The best, most life altering events, happen with just a little bit of courage and a lot of passion. But what is the use of passion and undeniable raw talent, if you are just sitting on it?

Institute of Commerce, Nirma University is organising media events under Elysian 5.0 as “Behind the lens”. The main aim of organising this event is to grow the skillset and push oneself to think outside the box and to express ideas in a way for others to see. Photography and advertisement should not be considered in sequence, but in parallel. These events are a fantastic way to stretch yourself and grow your craft.

We invite you to showcase your creativity and uniqueness through the medium of various events such as

- The Artsy Lens - The Photography Event
- Admojo - Advertisement Making Event
- SHOTcuts - Short-Film Making Event

For any details, contact us at [elysian\\_icnu@nirmauni.ac.in](mailto:elysian_icnu@nirmauni.ac.in)

# The ARTSY LENS

## **Topic- Scenic Photography**

### *Overview*

A scenic photography competition is an event in which photographers compete by submitting their best landscape or nature photographs. The photographs are usually judged by a panel of experts on factors such as composition, lighting, and overall impact.

The winners will be awarded prizes and recognition. Scenic photography competition held by us is a national level competition and anyone from amateur to professional can participate.

Prizes- Trophies to #1,2,3 winners

**Fees for registration- 100 per participant**

### RULES:

1. Read the rules carefully: Make sure you understand all of the requirements for the competition, including the theme, format, and deadlines.
2. Follow the theme: Many photography competitions have a specific theme, and it's important to make sure that your submission fits within the theme.
3. Pay attention to the format: Some competitions may have specific size or resolution requirements for submitted photos. Make sure you follow these guidelines to ensure that your photos are eligible for the competition.
4. Check for copyright restrictions: Some competitions may have restrictions on the use of copyrighted materials in submissions. Make sure you are aware of these restrictions and do not use any copyrighted materials in your photos unless you have obtained permission to do so.
5. Keep track of deadlines: Make sure you know when the deadline for submissions is and ensure that you submit your photos in a timely manner.
6. Overall, the most important thing is to create high-quality photographs that follow the rules and guidelines of the competition. Good luck!

## GUIDELINES

- 1.The competition will be open to all the students of any college or university (nationally).
- 2.The participant will have to use his/her own digital camera/mobile to take photos.
- 3.Participants will have to submit 1 best photograph based on the theme in JPEG format to the submission link provided later.
- 4.Basic editing is not allowed, including colour enhancement, use of filters, and cropping of photos. The use of advanced editing used to create illusions, deceptions and / or manipulations is prohibited from adding or removing a significant element within the frame.
- 5.Digital images will be evaluated based on impact, composition, technical quality and suitability for a particular theme.
- 6.Participants will have to keep their name and university name in the submitted photo as its name/ title.
- 7.Date of submission is to be announced later along with the submission link.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

**DHANANJAY BHAVSAR +91 9511697341**

**JASH JOSHI +91 9313276669**

# AdMOJO EVENT

“For me, pop culture is very fluid: it's music, it's movies, it's books, it's art, it's tech, it's so many things – and as marketing and brand advocates, we should be able to take products and services and match them to what's happening in pop culture.” – Bozoma Saint John, CMO, Endeavor

## *Creative Marketing Video*

Our culture is our brand, so we bring to you a new age marketing competition.

The top teams from Quiz Round will move onto this round. Being the first knockout, all teams will be divided into groups of two. These teams, in every group of two, will be going up against each other, taking the role of the marketing teams of already existing rival companies. These companies will be allotted to the teams, along with the result of the previous round.

A tournament knockout-like competition will be played out and the winners will be announced regarding the same by the organizing committee.

Participation: Each team shall consist of 2-3 participants.

**Registration Fees: 100 per participant**

## **ROUND 1**

### **Screening Round: Keep Thinking Marketing**

1. The participants will have to come prepared & present an advertisement for a product/service of their choice within half hour.
2. Time allowed to present your prepared ad will be Max. 3 minutes.
3. The ad prepared by the contestant must not contain any obscene words/any subject that hurts
4. The feelings of culture/ language/ religion/ region.
5. Negative marking for any disobedience of rules.
6. The decision of the judge is final and abiding.

## **ROUND 2**

### **Impromptu**

1. The selected top teams will be competing in this round.
2. In this round certain products or name of services will be given and the teams have to prepare an advertisement for it.
3. 1-2 hours will be given to each team for preparation.
4. Time Limit for present: 3 Minutes

### **RULES:**

Formation of teams:

1. Maximum members required: 3 in a team
2. Minimum members: 2 in a team
3. More than 1 team can participate from a college.
4. One participant cannot be a part of more than one team.
5. No change of team structure is permitted after the team is registered.  
One of the team members should be registered as Team Leader.

For qualifying teams:

1. The team members are required to be present at the time of presentation. Any member not presenting the plan will have to participate in the Q&A round.
2. Participants are required to be dressed in western formals.
3. In the event of any tie/dispute, the decisions made by the panel of judges would be final and binding all the participants

Note: The format, structure, and prize money of events are subject to change before the commencement of the event.

### **FOR QUERIES CONTACT:**

#### **EVENT COORDINATORS**

**RAMIT BHANAWAT +91 7426937749**

**KHUSHI CHAUDHARY +91 8003130795**

# SHOTcut EVENT

PRISM – the media committee of ICNU invites short films for its ‘Short Film Competition – 2022’, which aims at recognizing the creative efforts towards raising awareness of ‘Heritage of my City’. The film may be in any technical format. The winners will be provided with exciting prizes, trophies, and certificates. All participants will also be provided with certificates.

**Registration Fees: Rs. 100 per participant**

## GUIDELINES:

1. Who can compete: Any Indian citizen can send his/her entry. Only one entry is allowed per contestant.
2. Entry Fee: There is no entry fee.
3. Theme of the film: Heritage of my city. Each entry should accompany brief theme and synopsis of the film.
4. Language of the film: Any Indian language .
5. Duration of the film: Duration of the short film should not be less than 1 minute and more than 3 minutes.
6. Film format: Short films may be in any form (fiction, documentary, animation etc) shot with any device or camera set-up (in MP4 format, Full HD (1080p) or 1920X1820p). Preferably, the size of the short film being sent for the competition should not be more than 2 GB.
7. The themes of short films could be broadly-based on various socio-economic, cultural and political rights. The film could be a documentary, dramatization of real stories or a work of fiction, in any technical format, including animation, within the ambit of right to life, liberty, equality and dignity and covering issues specific to bonded and child labour, women & children’s rights, rights of elderly persons, disabled rights, manual scavenging, right to healthcare, issues of fundamental freedoms, human trafficking, domestic violence, human rights violation due to police atrocities, custodial violence and torture, socio-economic disparities, rights of indigenous people, prison reforms, right to education, right to clean environment, right to work, right to equality before law, right to food and nutritional security, rights of LGBTI, human rights violation due to displacement on account of either man made or natural calamity, etc.



## RULES

1. Title & Credits: Each film should depict its title and credits, including the names of the producer, writer and director..]
2. Mode of dispatch: Entries can be sent online only.
3. Method to apply: Each participant is required to upload a secure copy of the admission on a google drive link and the same link is to be uploaded to the google form linked below.
4. Last date – The entries received after the 30th January , 2023 at 06:00PM, will not be entertained.
5. Posters of the film: The applicant whose film is shortlisted for the competition will require to send a colored poster (A-3 size) of the film depicting the title of the film, brief theme in English and names of the main crew, only in soft copy.
6. Invalid entries: Incomplete forms and entries, not fulfilling the terms and conditions, as above, will be treated as invalid and may not be considered for the competition
7. Screening Rights: ICNU will have the right to use the films for any purpose it deems fit including uploading these on its website/social media. However, the participants may continue to have their rights on their films and may be free to participate in any other competitions/festivals.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

ADITI BAMROTIYA +91 8401878157

YASH NAKUM +91 7016174431

A vibrant, futuristic e-sports arena with blue and purple lighting. In the center, a large curved wall features three monitors displaying game graphics. The arena is filled with gaming equipment, including keyboards, mice, and chairs. The overall atmosphere is high-tech and energetic.

# E-SPORTS ARENA

## THE GAMING EVENTS

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E-gaming is a sign of focus and determination because, even while playing on a computer or your mobile, it involves your entire body. We can tell you're at your finest when your thoughts syncs up with your reflexes in a way that makes you flick like a swing. let's enter the PUBG and Valorant virtual combat!

Valorant takes up inspiration from FPS games and blends them into a precise, consequential and highly lethal shooter experience., give a big leap at a person's imagination as to assume the role of “agents” within a near-future dystopian world with each having a unique set of abilities to complement the lethal set of guns to use, it gives players a great chance to develop competitive integrity in a person, which was the mail goal of Valorant; on the other hand, Of the multitude of online games available to users worldwide, only a few have actually been successful in terms of being played for a significant period of time and maintaining strong player loyalty,

NEW STATE PUBG is a live streaming game that is classified as belonging to the “Battle Royale”, In the game, up to one hundred players parachute onto an island where they scavenge for weapons and equipment to kill other players while avoiding getting killed themselves. The last team surviving get's the chicken dinner. So, its time, Stand down, buckle in, and get in-game.

# VALORANT EVENT

## VALORANT EVENT STRUCTURE

**Registration Fee – Rs.100 per participant (100-500)**

(FOR SOLO ENTRY\* ORGANIZERS WILL SET UP A TEAM LATER)

Mode: Online

Format – Single elimination matches (All matches will be played on 1 map only) the veto structure for the map will be provided on the Discord Server. The Winning team from Each Qualifier qualifies for Grand Final Playoffs. Semi-finals and Grand Final Playoffs will be a Bo3, the veto structure for the map will be given for the same.

## RULES -

- MAXIMUM PARTICIPANTS 5 PER TEAM [+ 1 SUBSTITUTE PER TEAM (IF NEEDED)]
- Everyone is requested to check their ping and network connection before the match, the officials will not be responsible for any kind of technical issues during the match.
- Smurfing, Cheats, Hacks, and Aim-locks, are prohibited and will lead to immediate disqualification.
- Abusive or hateful, Funny or racist, or discrimination and denigration statements on All-chat are prohibited and can lead to disqualification
- Players are allowed to use team voice for communication during the match, although discord is preferable.
- Changing Riot ID is not allowed at any point after registration; matchmaking will be set accordingly.

# NEW STATE - PUBG EVENT

**Registration Fee – Rs.100 per participant**

(FOR SOLO ENTRY\* ORGANIZERS WILL SET UP A TEAM LATER)

Mode: OFFLINE

Format – After TRIPLE matches (All matches will be played on 3 different maps ). There is a proper point given for every chicken dinner as well as per kill. The Winning team from Each Qualifier qualifies for Grand Final Playoffs. After this there are only 4 teams selected for the grand finals.

## RULES -

- MAXIMUM 4 PARTICIPANTS PER TEAM
- Everyone is requested to check their ping and network connection before the match, the officials will not be responsible for any kind of technical issues during the match.
- Cheats, Hacks, triggery, pads, and any other tablet or Aimbot, are prohibited and will lead to immediate disqualification.
- Abusive or hateful, racist, or discriminatory and denigration statements while playing are prohibited and can lead to disqualification.
- AT the time of the matchmaking if are not able to get sufficient members then you and your team will have to play with the members present there. After giving your name and game id for registration, then no change is going to happen.

## **FOR QUERIES CONTACT:**

### **EVENT COORDINATORS**

HARITIMA SINGH +91 9826820556

HARSH JAIN +91 94795 21660

Registration form link:

<https://forms.gle/86vn9imihsqVrKx86>



The last date of registration for all the events is  
**Thursday, 26th January. 23:59 hours.**

Hurry Up! Register Fast!

Thank You.

**Regards,**

Prof. Udai Lal Paliwal

Director & Dean

Institute of Commerce

Nirma University

**FACULTY CO-ORDINATOR**

CS Karishma Butani

Assistant Professor

Cultural Coordinator

Institute of Commerce

Nirma University

Email: karishma.butani@nirmauni.ac.in

**For further queries, contact**

**STUDENT HEAD CO-ORDINATORS**

Kashish Panjwani +91 9586326997

Aditi Agarwal +91 9502526785

Anuj Desai +91 8160533672

Email: elysian\_icnu@nirmauni.ac.in