

# IBS JAIPUR REPORT EXCELENCIA'24 *Management Fest*

## LIST OF EVENTS :

- GENERAL AWARENESS QUIZ • ADVERTISING CAMPAIGN • SOCIAL ENTREPRENEURSHIP B-PLAN
- ROLE PLAY • AWARENESS CAMPAIGN DESIGN • DIGITAL MARKETING HACKATHON
- TALK SESSIONS • BEST OUT OF JUNK • REEL MAKING COMPETITION • CULTURAL EVENTS
- T-SHIRT DESIGNING • FASHION SHOW (RE-CREATE) • VALEDICTORY SESSION

NOVEMBER

THURSDAY

14-15

AT 10 AM

2024



**Dr. Archana Rathore**  
Convenor



**Dr. Shivangani Rathore**  
Co-Convenor

**Excelencia'24**  
**A Two-Day Management Fest**  
**ICFAI Business School, The ICFAI University, Jaipur**  
**Date: Thursday - Friday, November 14-15, 2024**

**Introduction**

Excelencia'24, the much-anticipated two-day management fest, was designed to provide a dynamic platform for students to showcase their creative, analytical, and entrepreneurial skills. This vibrant event offered a unique opportunity for participants from various institutions to engage in diverse competitions and activities that tested their management acumen, fostered cultural exchange, and promoted learning and collaboration.

**Objectives**

- To engage students in competitive and interactive activities that enhance their management skills.
- To connect with feeder institutes for PG programs at IBS.
- To foster creativity, leadership, and collaboration through team-based events.
- To provide a space for innovation in business planning, digital marketing, and advertising.
- To celebrate and promote cultural diversity and teamwork through creative events.

Excelencia'24 served as a hub of innovation, energy, and talent, bringing together bright minds to explore the limitless possibilities in management, marketing, and beyond. The fest truly embodied the spirit of excellence, creativity, and collaboration.

**Date** – 14th & 15th November 2024

**Venue** – Room No: 016, 015, 115, 116, 104, 105, 106 & Front Lawns

**Subject** – Two Day Management Fest, MBA – Class of 2025 & 2026, ICFAI Business School, ICFAI University, Jaipur

**Attendees:**

Dignitaries –

- Honorable Prof (Dr) H P Singh, VSM, President, The ICFAI University, Jaipur
- Honorable Dr. S.S. Jain, Senior Advisor, The ICFAI University, Jaipur
- Prof (Dr) R. Nesamoorthy, Registrar, The ICFAI University, Jaipur
- Dr. Shweta Jain, Director, ICFAI Business School, Jaipur
- Dr. Archana Rathore, Dean, ICFAI Business School, Jaipur
- Shri S.D. Bhagtani, CF & AO, The ICFAI University, Jaipur
- Dr. Minal Sharma, Head of Department, ICFAI School of Liberal Arts
- Dr. Santosh Kumar Singh, Principal, ICFAI School of Pharmaceutical Sciences
- Dr. Vidhu K Mathur, Associate Dean (IBACO), ICFAI Business School, Jaipur
- Dr. Shivangani Rathore, Associate Dean (IBACO), ICFAI Business School, Jaipur
- Shri Vishmbar Dayal, DGM, IBS Information Team - Northwest
- Faculty Members of IBS Jaipur

Students –

- Participating Universities and Colleges
- MBA Class of 2025, IBS Jaipur
- MBA Class of 2026, IBS Jaipur

**Event Run-Time:**

- 9:00 AM – 6:00 PM (for Day 1 )
- 9:00 AM – 7:30 PM (for Day 2 )

The proceedings commenced with the inaugural session of the Management Fest. The compering team welcomed all the dignitaries, faculty members, and students from various colleges to the event. The dignitaries were then invited to participate in the Lamp Lighting Ceremony to seek the blessings of Maa Saraswati.

**Inaugural Session:**

- A warm welcome note was delivered by Dr. Shweta Jain, Director of ICFAI Business School, Jaipur.
- This was followed by an inspiring address by Dr. S.S. Jain, VSM, Hon'ble Senior Advisor of ICFAI University, Jaipur, who shared words of wisdom that set a joyous and positive tone for the event.
- Next, Prof. (Dr.) H.P. Singh, VSM, Hon'ble President of ICFAI University, Jaipur, delivered an address filled with inspiration and motivation, further energizing the participants.
- The session concluded with the formal announcement of the commencement of Excelencia'24, marking the beginning of the Management Fest.

## Decoration Glimpses









# GENERAL KNOWLEDGE Quiz

Test the participants' knowledge across a wide range of business and general knowledge topics.

**14**

November, 2024

**Room No.  
116**

ICFAI University, Jaipur

From  
**10:45 AM**  
To  
**12:45 PM**

## Guidelines:

- Team Composition: 1-4 members per team; all members must be present and are advised to wear uniform or formal attire.
- Reporting & Registration: Teams must report 20 minutes before the start and register at least 24 hours prior.
- Quiz Scope: Questions will cover History, Science, Technology, Literature, Sports, Geography, Music, Arts, and Current Events.
- Judging Criteria: Teams will be evaluated on answer accuracy, knowledge breadth, and responsiveness.
- Scoring & Rounds: Three elimination rounds; judges' decisions are final.

## Help Desk



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## General Awareness Quiz

- Venue : Room No – 116
- Time : 10:45 AM – 12:45 PM

The quiz was conducted in three rounds:

### **Round 1:** Online Quiz

Participants received a link to create accounts on the Canvas platform. They were given 30 minutes to answer as many questions as possible. The top 10 teams with the highest scores advanced to the next round.

### **Round 2:** Direct Questions

The top 10 teams faced direct questions, with each team having one minute to respond. Based on their performance, the top 5 teams qualified for the final round.

### **Round 3:** Rapid Fire

In this round, all five teams were presented with questions simultaneously. The first team to buzz in was allowed to answer. After 15 questions, the top two teams were declared as winners and runners-up.

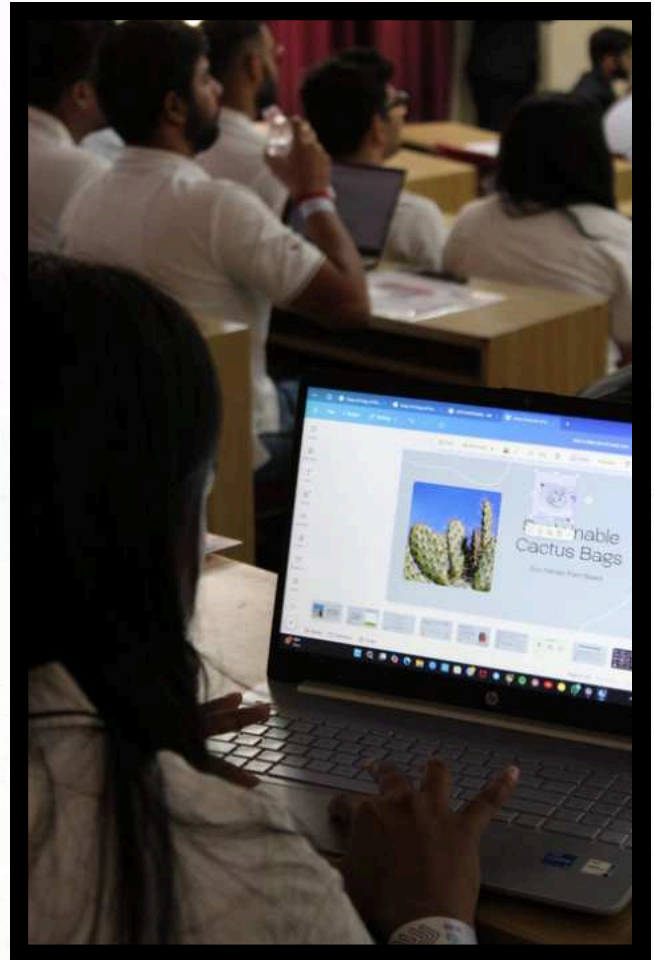
### **Winner: RA Podar College**

Team Members : Tanya Vyas, Gaurav Sharma, Bhaskar Tiwari & Maheep Khandal

### **Runner up: Jaipuria Institute**

Team Members: Priyanshi Atolia, Divya Tewatia, Parag Nandi & Manish Singh Chauhan

## Glimpses





# ADVERTISING Campaign

Teams will be tasked with designing a creative advertising campaign for a given product or brand.

**14**

November, 2024

**Room No.  
015**

ICFAI University, Jaipur

From  
**11:45 AM**  
To  
**01:45 PM**

## Guidelines:

- Team Composition: Maximum 4-5 members in each team.
- Theme: Campaign Concept (Topics will be given one day before the event).
- Presentation Time for each team: 4-5 minutes.
- Reporting Time: 30 minutes before the event commences.
- Participants have to bring their own laptop for the presentation.

◆ Help Desk ◆



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## Advertising Campaign

- Venue : Room No – 015
- Time : 11:45 AM – 01:45 PM
- Judges : Dr. Jitendra Rathore & Dr. Krishna Kumari Solanki

Event Description: The inter-college advertising campaign event at our creative management fest aimed to ignite creativity, strategic thinking, and presentation skills, providing students with a hands-on opportunity to experience the world of advertising and branding.

This exciting initiative encouraged students from various colleges to explore their marketing and creative abilities to convey impactful messages effectively.

### **Registrations:**

The participants transformed the event into a vibrant and challenging experience, keeping the audience entertained and engaged.

### **Winners and Runner-ups**

- Winner (Innovators): Jaipuria Institute of Management

Team Members: Supriya Kabra, Aman Tiwari, Pratiksha Bhagchandani, and Ishika Sharma

- Runner-up (Hey Buddies!!): Jaipuria Institute of Management

Team Members: Kirti Joshi, Mohit Patil, Lavish Agarwal, Yash Sharma, and Jiya Khandelwal

### **Conclusion:**

The Ad-Mad Show was a outstanding success, achieving its goal of fostering creativity and strategic thinking in advertising. The enthusiasm and innovation displayed by the participants were commendable, making the event both entertaining and educational.

## Glimpses





# DIGITAL MARKETING Hackathon

Compete in a live challenge to create digital marketing strategies for a selected brand.

**14**  
November, 2024

**Room No.**  
**116**  
ICFAI University, Jaipur

From  
**11:45 AM**  
To  
**01:45 PM**

## Guidelines:

- Team Composition: Minimum 3 member, Maximum 5 members.
- Number of Slides: Ensure a concise presentation within 05 manageable slide count.
- Presentation Duration: Maximum 05 minutes, followed by a 2-minute Q&A round.
- Submission Deadline: Submit the presentation by 10th November, 2024.
- Reporting Time: Report 30 minutes before the event commences

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## Digital Marketing Hackathon

- Venue : Room No – 105
- Time : 11:45AM – 1:45PM
- Judges: Mr. Utkaarsh Tikku & Dr. Apoorva Tiwari

**Event Highlights:** The Digital Marketing Hackathon was an engaging and dynamic event that provided students with a practical learning experience in digital marketing strategies, ad targeting, and performance evaluation. The highlights included:

- Team-based ad analysis and presentations.
- Insightful Q&A sessions with judges.
- Practical learning experience in ad targeting and performance evaluation.

**Photo Display and Scoring:** The event was documented through photographs capturing:

- Teams in action during the ad analysis phase.
- Engaging presentations to the judges.
- Excitement during the award ceremony.

**Winner: Anand International College of Engineering**

Team Members: Kohit Prajapati, Deeksha Bairwa & Md. Salman

**Runner-up: Jaipur National University**

Team Members: Aman Sharma, Avani Agrawal & Disha Goyal

## Glimpses







# TALK - SESSIONS

**Guest speakers will address current trends and future directions in management and entrepreneurship.**

**14**

November, 2024

**Room No.  
016**

ICFAI University, Jaipur

From  
**12:00 PM**  
To  
**02:00 PM**

**Guidelines:**

- Reporting: Teams must arrive 10 minutes early.
- Questions: All questions will be submitted to the moderator via volunteers.
- Attendees shall avoid asking questions directly.
- Requirements: University ID cards for verification.

◆ **Help Desk** ◆



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## Talk Session

- Venue : 016
- Time : 12:00PM – 2:00PM
- Guests: Iti Gupta, Co-Founder of Growspace M2M & CA Dr. Abhishek Mishra, Director of Trimurty Group

### **Attending Schools/universities:**

- ICFAI Business School
- ICFAI Tech School
- ICFAI Law School
- Jaipuria Institute of Management
- Biyani Group of Colleges
- FMS-IRM

The session explored into pressing contemporary themes, shedding light on opportunities and challenges shaping industries and careers. Dr. Abhishek Mishra opened with an insightful discussion on Emerging Avenues in Management Careers, highlighting the pivotal role of financial management, strategic planning, and project execution in modern enterprises.

Ms. Iti Gupta captivated the audience with her presentation on Disruptions from AI – Myth or Certainty. She demystified the AI revolution, illustrating its transformative potential in business operations, particularly in IoT and M2M communication. She emphasized that embracing AI-driven solutions is not just an option but a necessity for businesses seeking long-term success.

The session was highly engaging, leaving attendees with valuable insights and actionable ideas for navigating the evolving business landscape.

## Glimpses





# ROLE - PLAY

**Step into the Boardroom, Master the Art of  
Business Strategy**

**14**

November, 2024

**Room No.  
015**

ICFAI University, Jaipur

From  
**02:00 PM**  
To  
**04:00 PM**

## Guidelines:

- **Rounds Overview:** The event consists of three rounds – Round 1 (Sales Negotiation - 2 min), Round 2 (Crisis Management - 2 min), and Round 3 (Venture Capital Pitch - 3 min).
- **Elimination Criteria:** If 20+ teams participate, the top 12 teams advance after Round 1, and the top 8 advance after Round 2.
- **Time Limits:** Teams have 2 minutes each for Rounds 1 and 2, and 3 minutes for Round 3.
- **Reporting & Verification:** Teams must arrive 20 minutes early and bring University ID cards for verification.
- **Judging Criteria:** Performance will be evaluated on negotiation skills, crisis management, pitch persuasiveness, communication, confidence, and creativity.

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## Role Play

- Venue : 015
- Time : 2:00PM – 4:00PM
- Judges: Ms. Hemlata Artani and Mr. Utkarsh Tikku

**Event Description:** The Boardroom Brawl Business Role Play Challenge was designed to replicate the intensity and strategy of high-stakes business interactions. This event challenged students from universities across the region to step into the roles of business professionals and handle real-world scenarios in a competitive and dynamic environment.

Participants gained hands-on experience with essential business skills such as negotiation, crisis management, and investment pitching. The event provided an excellent platform for students to build confidence, enhance communication, and sharpen decision-making capabilities.

The teams registered for the role-play competition brought immense enthusiasm, elevating the atmosphere and turning the event into a challenging yet entertaining experience.

### **Winners & Runner-ups:**

Winner: JECRC University

Team Members: Ram Goyal, Akshat Gupta & Anant Goyal

Runner-up: Institute of Rural Management, Jaipur

Team Members: Umang Sharma, Rashi Rabder, Shreyansh Jain, Suresh Choudhary & Isha Jain

**Conclusion:** The event concluded with a heartfelt thank you to the judges, participants, organizers, and making it a memorable experience for all involved.

## Glimpses





# SOCIAL ENTREPRENEURSHIP

## B-plan

Present innovative business plans aimed at solving social issues, focusing on sustainability.

14

November, 2024

Room No.  
016

ICFAI University, Jaipur

From  
02:30 PM  
To  
04:30 PM

### Guidelines:

- Team Composition: Minimum 1 member, Maximum 4 members.
- Number of Slides: Ensure a concise presentation within a manageable slide count.
- Presentation Duration: Maximum 4 minutes, followed by a 2-minute Q&A round.
- Submission Deadline: Submit the presentation by 11th November, 2024.
- Reporting Time: Report 20 minutes before the event commences.

### Help Desk



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## **Social Entrepreneurship B-Plan**

- Venue : 016
- Time : 2:30PM – 4:30PM

### **Event Description:**

The Social Entrepreneurship B-Plan event was organized to inspire and empower budding entrepreneurs to create innovative business plans addressing pressing social issues. The event emphasized the importance of sustainable solutions that align business objectives with social responsibility, aiming to drive long-term societal impact. Participants presented business plans designed to tackle real-world challenges while prioritizing environmental, social, and economic sustainability.

### **Event Format:**

- Team Pitches: Each team presented their business plan to a panel of judges, outlining their innovative ideas, potential impact, sustainability, and scalability.
- Q&A Session: After each pitch, the judges engaged with the teams in a Q&A session to clarify concepts, evaluate feasibility, and assess the depth and robustness of their plans.

### **Winners & Runner-ups:**

Winner: Jaipuria Institute of Management

Team Members: Shobhit Tambi, Abhishek Jain, Arihant Jain & Jeevant Bisht

Runner up: FMS - IRM

Team Members: Tanishka Bansal, Shivam Khandelwal, Rajkumar Yadav & Monica Tundwal



# Glimpses





# AWARENESS CAMPAIGN

## Design

**Design a poster to raise awareness about  
Cybersecurity: Protecting the present,  
Safeguarding the future**

**14**

**November, 2024**

**Room No.  
104**

**ICFAI University, Jaipur**

**From  
04:00 PM  
To  
06:00 PM**

### **Guidelines:**

- Team Composition: Minimum 1 member, Maximum 3 members.
- Presentation Duration: Maximum 5 minutes, followed by a 3-minute Q&A round.
- Submission Deadline: Submit the Poster by 13th November, 2024.
- Reporting Time: Report 20 minutes before the event commences

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## Awareness Campaign Design

- Venue : Room No – 104
- Time : 4:00PM – 6:00PM
- Judges: Ms. Amrita Jaiswal & Ms. Apoorva Tiwari

### **Details of the Event:**

The Awareness Campaign Design competition focused on the theme of cybersecurity, aiming to educate and spread awareness about its importance. The event saw participation from five teams, including three non-IBS teams and two IBS teams.

The competition began with an introduction outlining its theme, objectives, and rules. Participants were briefed on the guidelines and judging criteria, ensuring a clear understanding of the process. The emphasis was on creating impactful posters that effectively communicated the importance of cybersecurity to a diverse audience.

### **Poster Display:**

The submitted posters were displayed for evaluation by both the judges and the audience, enabling a fair and comprehensive scoring process. The evaluation incorporated technical expertise and popular opinion. As the posters were projected, the audience eagerly analyzed whether they effectively captured the theme and objectives of spreading awareness about cybersecurity.

### **Winners and Runner-up:**

Winners: Space Vision Vortex (Jaipuria Institute of Management)

Team members: Radhika Sharma, Bhakti Pujara, Siddhika Raj Jain, Siddhant Tiwari & Latika Tinani

Runner up: JNU Mavericks (Jaipur National University)

Team members: Aman Sharma, Avni Agarwal & Disha Goyal

## Glimpses





# BEST OUT OF JUNK

Create innovative products or models using  
recyclable materials.

**15**

November, 2024

**Room No.  
106**

ICFAI University, Jaipur

From  
**10:00 AM**  
To  
**12:00 PM**

## Guidelines:

- Team Composition: Minimum 1 member, Maximum 2 members.
- Source of scrap: Participants need to bring their own scrap material, (University will not be providing any scrap material).
- End Result: It should result in creation of unique and functional products. It should be an innovative and their own idea.
- Time limit: 1 hour will be provided to each team for creation of their products.
- Judgement Criteria: Teams will be evaluated on the basis of Creativity, Innovation, level of waste used, Utility of the end product and presentation

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## **Best Out of Junk (Waste to Wow)**

- Venue : Room No – 106
- Time : 10:00 AM -12:00PM

**Details of the event:** The Best Out of Junk (Waste to Wow) competition was an innovative event aimed at encouraging sustainable creativity by transforming waste materials into functional or artistic creations. A total of 49 entries were received from universities in and around Jaipur, including ICFAI University Jaipur, Jaipuria Institute of Management, Poornima University, Amity University, JECRC University, Jaipur National University, and University Maharani College.

The event began with a warm welcome by the judges, Ms. Priyanka and Ms. Chahana, along with faculty members. The hosts introduced the competition and outlined its objectives, emphasizing sustainability and creativity. Participants were briefed on the rules and judging criteria, ensuring clarity for all attendees.

The competition saw participants channel their creativity to transform discarded items into innovative and aesthetically pleasing products, demonstrating the potential of upcycling.

**Winner:** ICFAI Business School, Jaipur

Team Members: Krish Mishra, Kriti Rathi & Disha Jangid

**Runner-up:** Amity University

Team Members: Tarun Tilokchandani & Diya

## Glimpses





# REEL MAKING Competition

Teams will create and showcase their fast pace editing skills by making short format videos on topics provided

15

November, 2024

Room No.  
016

ICFAI University, Jaipur

From  
10:00 AM  
To  
01:00 PM

## Guidelines:

- Campus Exploration: Teams must explore designated campus areas within the 1.5-hour timeframe.
- Reel Requirements: Reels should be 30-60 seconds, capturing unique campus highlights or hidden gems; all content must be original, aligning with the event theme, with no use of copyrighted materials.
- Bring Your Own Devices: Participants must bring their own recording and editing devices. Editing Time: Editing must be completed within 30 minutes.
- Presentation & Originality: Reels should be original, and teams will present their work with a brief Q&A session

## Help Desk



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## Reel Making Competition

- Venue : 016
- Time : 10:00 AM -12:00PM

### Event Description :

The Reel Making Competition was designed to explore the creative potential of students by encouraging them to discover the hidden gems of the campus and combine these with their own technical and creative skills. The event received an impressive 72 entries making it a highly competitive and exciting challenge.

The Competition was conducted in 03 steps :

- **Step 1: Campus Exploration:**

Teams were given a 1.5-hour timeframe to explore designated campus areas and capture creative footage.

- **Step 2: Editing Time:**

After the exploration, participants had 30 minutes to edit their footage. They were required to ensure that the final product was free of any copyrighted material.

- **Step 3: Presentation:**

Teams presented their final reels, followed by a brief Q&A session where they explained their creative process and vision.

**Winner:** R.A Podar Institute of Management, Jaipur

Team Members (Fab Five): Pari Jain, Kajal Sharma, Khushal Singh Shekhawat, Piyush Vijay & Riya Sharma

**Runner Up:** JECRC University, Jaipur

Team Members (Creato Cop): Aman Jawed & Manish Sharma

## Glimpses





# T-SHIRT Design

Pick up your paint brushes and colours and show us  
your best T shirt designs.

**15**

November, 2024

**Room No.  
116**

ICFAI University, Jaipur

From  
**10:30 AM**  
To  
**12:30 PM**

## Guidelines:

- Team Composition: Maximum 2 members.
- Theme for the Event: Abstract Art.
- Painting Time Duration: 1 Hour
- Art Explanation Duration: Maximum 2 Minutes.
- Reporting Time: Report 30 Minutes before the event commences.

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◆ Help Desk ◆



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## T-Shirt Designing

- Venue : 116
- Time : 10:30AM – 12:30PM
- Judges: Ms. Masha Afreen and Ms. Yamini Surolia

**Event Description:** The T-Shirt Designing Competition, part of Management Fest'24, centered around the theme of Abstract Art, aimed to spark creativity and innovation among participants. Students from various colleges explored their artistic potential, showcasing unique designs that conveyed impactful messages.

The event emphasized the significance of abstract concepts in visual communication and personal branding, providing participants with a platform to express their ideas through wearable art.

**Registrations:** A total of 28 teams registered for the competition. The participants created a vibrant and competitive atmosphere, making the event engaging and challenging for all involved.

**Winners & Runner-ups:** The winners of the event were Rahul Sharma and Ishita Soni and runner up was Rishabh Pati.

**Conclusion:** The event concluded with heartfelt thanks to the judges, participants, and organizers for their contributions. It was a memorable experience that celebrated creativity and collaboration.

## Glimpses





# CULTURAL Events

The cultural segment will showcase performances in dance, music, and drama.

15

November, 2024

Open  
House

ICFAI University, Jaipur

From  
12:00 PM  
To  
04:00 PM

## Guidelines:

- Registration: Participants must register by selecting their category for Dance (Duet, Group) or Singing (Duet) to confirm their participation.
- Theme & Preparation: Performances should center on the theme "Expressing Our Inner-Self" with Dance styles (Free Style, Hip Hop, Bollywood, Salsa, Classical) and adhere to time limits (Duet Dance: 3 mins, Group Dance: 5 mins, Duet Singing: 3 mins).
- Video Submission: A short video and audio of the act must be submitted by 10th November 2024, 5 pm, for review and feedback from the core team.
- Performance & Evaluation: Judges will assess performances on creativity, stage presence, timing, skill, audience engagement, and overall impact.
- Awards & Recognition: Winners in each category will be announced at the event's end, with awards presented for outstanding performances.

## Help Desk



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## Cultural Events (Singing & Dancing)

- Venue : Open House
- Time : 12:00PM – 4.00 PM
- Judges: Ms. Chahana Chaturvedi - ISLA, Ms. Priyanka Gangwar - ILS, Ms. Toshika Lata - ITS

**Details of the event:** The Cultural Events (Singing & Dancing) provided a platform for students to express their inner selves through the art of performance. The event attracted impressive entries from various universities and was kicked off with the presence of the esteemed judges. The hosts introduced the competition, emphasizing its theme, Express Your Inner Self, and explaining the objectives. The competition rules and evaluation guidelines were also clearly communicated to all participants.

**Performance and Scoring:** The performances were performed on the stage and they were evaluated as per the following for Dancing & Singing – Dance:- Choreography (10 marks), Expression (10 marks), Stage Presence (10 marks), Costume (10 marks) , Audience Engagement (10 marks).

SINGING:- Voice (10 marks), Emotions & Expressions (10 marks), Stage Presence (10 marks), Timing & Rhythm (10 marks), Audience Engagement (10 marks).

**Winners:** Team Nrityashally from Biyani College was declared the winners, Team Beat Breakers from ICFAI TECH became the runner-up for the Group Dance.

Vandana Girls from Biyani College was declared as the winners, Twin Flames from R.A. Podar became the runner-up for the Duet Dance.

Home Bois from IHM Jaipur was declared as the winner for the Duet Singing.

**Certificate distribution:** Certificates were distributed to the winners, while participants received participation certificates in recognition of their contribution to the event. This appreciation motivates aspiring artists and acknowledges their efforts.

## Glimpses







# FASHION SHOW *Re-create*

**Reduce, Reuse and Recycle and Re-create!  
apparels out of everyday objects.**

**15**

November, 2024

**Room No.  
Admin Court**

ICFAI University, Jaipur

From  
**04:30 PM**  
To  
**06:00 PM**

## Guidelines:

- Team Composition: Each team must have 14-15 members.
- Materials and Props: Teams must bring their own props, fixing materials, and ensure costumes align with the event theme.
- Recycled Elements: Teams are required to include reused or recycled items, like paper, plastic, or cardboard, in their collection.
- Theme Representation: Each collection should clearly reflect the team's chosen theme.
- Ramp Performance & Selection: Teams may provide background audio for their ramp walk; selections for the final Q&A round will be based on performance.

## Help Desk



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## Fashion Show (Re-create)

- Venue : Admin Court Area
- Time : 4:30 PM – 6:30 PM
- Judges: Ms. Deeksha Yadav, Miss Asia Super Model 2022 & Dr. Sumedha Soni

**Event Description:** Fashion show (Re-Create) provided a platform for participants to showcase their fashion skills. The ramp round and the Q&A round both helped us evaluate the overall performance of the registered teams.

**Objective:** The Fashion show (Re-Create) was all about celebrating creativity while caring for the planet. With the theme Reduce, Reuse, Recycle, and Recreate, we invite participants to transform everyday objects into stunning, wearable designs. It's a chance to think outside the box, turn waste into art, and show how fashion can be fun, innovative, and sustainable. Together, let's make a bold statement that style and sustainability can walk hand in hand!

**Display and Scoring:** Teams were marked based on confidence, fashion sense, personality, posture, stage presence, originality, theme interpretation, and overall impression.

**Winner and Runner-up:** Team Rajasthani Bohemia from Jaipuria National University were declared as the winner of the event. The team members for the same were:

Jyoti Kumari, Poonam Bundwal , Jyotirmay JaatJiya Sharma, Astha Pandey, Miskin Bano, Akshara Agrawal, Deepender Singh, Shubham Chaudhary, Madhurya Soni, Bhumika Sharma Vedika Rajput, Arti Saini, Sanjana Jain, Yogesh Tanwar

Team "The Ateliers" from The ICFAI Business School secured the runner- up position and the members for the same were:

Pranshu Sharma, Himanshu Arora, Aayushi Malav, Salvi Bisoi, Adityabarna Das (Designer), Harsh Shah (Stylist)

## Glimpses





## Conclusion

The two-day Management Fest, Excelencia'24, organized by ICFAI University Jaipur, was an incredible success, bringing together students from various institutions to showcase their talents, skills, and innovative ideas. Through a diverse range of events—ranging from competitive quizzes and advertising campaigns to role plays, social entrepreneurship B-plan challenges, and more—the fest provided an excellent platform for students to engage in practical learning and professional development.

The event achieved its objectives of fostering creativity, leadership, and teamwork through engaging team-based activities. It also served as a great opportunity for participants to hone their business planning, digital marketing, and advertising skills. Additionally, the interactive nature of the events allowed for cultural exchange and networking among students, contributing to their overall growth and development.

The insightful talk sessions, enriching competitions, and innovative campaigns were key highlights of the fest, providing valuable learning experiences for all involved. The enthusiasm, talent, and dedication displayed by the participants were truly commendable, making the fest a vibrant and inspiring occasion.

We extend our heartfelt gratitude to the esteemed faculty, students, and participants for their support and contributions. Excelencia'24 successfully promoted innovation, critical thinking, and collaboration, while also celebrating cultural diversity through creative events. This year's Management Fest has not only created lasting memories but has also paved the way for future endeavors, fostering an environment of continuous learning and growth.

We look forward to even greater success in the years to come.

