



# SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University

Accredited by NAAC with 'A' Grade

Kuniamuthur P.O., Coimbatore

## Department of Commerce PA & CS

Organizes

# ELANZA

# 2026

JAN 27, 28 & 31  
SEMINAR HALL 3

*Dr. R. Jagajeevan*  
Principal

*Dr. Maria Williams*  
Dean

*Dr. C. Dhanalakshmi*  
HOD

*R. L. Guruprasath*  
Student Coordinator

*Bhavana Dilip Kumar*  
Student Coordinator

## **ABOUT THE DEPARTMENT**

The **Department of Commerce PA & CS** is excited to unveil Elanza'26 scheduled from 28th – 30th January at Seminar Hall 3. This initiative is crafted as a knowledge-enriching encounter that bridges classroom learning with real-world perspectives related to business and encourages intellectual curiosity.

The below events promise an atmosphere of discovery, interaction, and meaningful engagement, offering participants an opportunity to broaden their horizons and sharpen their academic outlook. Students are strongly encouraged to step forward, participate with enthusiasm, and make the most of this thoughtfully curated experience.

Let us come together to transform this occasion into a vibrant exchange of ideas and learning.

### **EVENT 1 : BID AND BUILD**

#### **EVENT DESCRIPTION :**

Bid & Build Challenge is a fast-paced entrepreneurship auction event where teams compete to build the most valuable portfolio using virtual money. Organizers present a list of fictional innovative products, and teams must bid strategically to buy the best items. After the auction ends, each product's value points are revealed, and the team with the highest total portfolio value wins.

### **RULES & REGULATIONS**

#### **1. Team Formation :**

- 2 participants per team.
- All teams get equal virtual money (e.g., ₹5,00,000)

## 2. PRODUCT LIST

- Products are provided by the organizers
- Teams must bid only on the announced products

## 3. AUCTION PROCESS

- Each item will have a base price
- Bidding must start from the base price
- Minimum increment will be announced by the host
- Once host says “Sold!” the item cannot be claimed again
- Teams must not exceed their virtual money limit

## 4. REVEALING OF VALUE POINTS

- Product value points will be revealed to the participants before auction.

## 5. MISCONDUCT

- Shouting, arguing with the host, or disrupting auction= disqualification

## JUDGING CRITERIA:

Judging is 100% transparent and based on points.

- **Portfolio Value (70%)**-Total value points of all purchased items.
- **Strategy & Smart Bidding (20%)** - Judges observe,Smart bidding ,Avoiding panic purchases,Timing and confidence during bids.
- **Money Management (10%)** - Efficient use of virtual money,Not leaving too much unspent balance,winner,The team with the highest total portfolio points after the auction wins

**REGISTRATION LINK : <https://forms.gle/GXwQuvYJvs5XUc88>**

## FACULTY CO-ORDINATOR:

Dr.Marina Joshy C - 8903721750

## STUDENT CO-ORDINATORS:

Mr. Harish V- 9043510791

Ms. Lokashree D - 6385675891

## **EVENT 2: INNOVATE & INFLUENCE**

### **EVENT DESCRIPTION :**

This event is a two-round branding and marketing challenge where teams first create their own brand from scratch by designing a brand name, logo, tagline, packaging, and promotional poster. In the second round, teams step into the role of real entrepreneurs and deliver a 3-5-minute sales pitch to convince the judges to “buy” their product. The event tests creativity, branding skills, marketing knowledge, and the ability to confidently sell a product.

### **RULES AND REGULATIONS**

- Teams must have 2 members and remain the same for both rounds.
- Products will be allotted to each team at the time of event.
- All branding elements (name, logo, tagline, packaging, poster) must be original and created during the event.
- No pre-made designs or copyrighted material allowed.
- Follow the given time limits strictly.
- Sales pitch must be 3-5 minutes; exceeding time may reduce marks.
- Maintain professionalism; inappropriate content leads to disqualification.
- During the event submit all work before the deadline.
- Judges' decisions are final.

### **JUDGING CRITERIA:**

- Creativity & Branding (40%) – Brand name, logo, tagline, packaging, and poster quality.
- Relevance & Clarity (20%) – How well the brand fits the product and communicates its purpose.

- Sales Pitch Delivery (20%) - Confidence, clarity, structure, and communication skills.
- Uniqueness & USP (10%) - How innovative and different the product/brand is.
- Persuasion & Impact (10%) - Ability to convince judges and create interest.

**REGISTRATION LINK : <https://forms.gle/9pNRCKAEVcmAvQw87>**

**FACULTY CO-ORDINATOR:**

Dr.Amudha P V - 9894058328

**STUDENT CO-ORDINATORS:**

Ms. Sahana S - 6369725472

Mr. Karan Joshua M F - 9442725546

### **EVENT 3: CREATIVE CATALYSTS CLASH**

This event is an exciting creative competition where students reimagine the future of branding by merging two distinct brands into a single, powerful new identity. Participants must think like designers, marketers, and innovators as they develop a unique co-branded concept that highlights the strengths, values, and personalities of both original brands. Teams will brainstorm and create a fusion brand complete with a name, logo, product concept, visual style, and promotion strategy. The challenge pushes students to explore brand identity, storytelling, consumer psychology, and design thinking—all in a fun, fast-paced environment.

### **RULES AND REGULATIONS**

- Each team must consist of 2 members.
- Teams must register before the deadline; late entries will not be accepted.
- Teams must create a co-branded concept combining the two assigned brands.

## **THE SUBMISSION SHOULD INCLUDE :**

- Brand Name / Fusion Concept
- Logo / Visual Identity
- Tagline & Brand Story
- Product/Service Idea
- Marketing Strategy (poster/ad/social idea)
- All work must be original and created during the competition period.
- Each team gets 5–7 minutes to present, followed by 2 minutes of Q&A

## **JUDGING CRITERIA: TEAMS WILL BE EVALUATED ON:**

- Creativity & Innovation – 25%
- Brand Fit & Strategic Alignment – 20%
- Design Quality (Logo, visuals, concept)- 20%
- Feasibility & Market Potential – 15%
- Presentation & Communication – 20%

**REGISTRATION LINK :<https://forms.gle/MwqT4utwVxfMZrLv7>**

### **FACULTY CO-ORDINATOR:**

Dr. Bhuvaneswari M - 9943635982

### **STUDENT CO-ORDINATORS:**

Ms. Nehariga C L - 9360991496

Mr. Joeshic Kester S J- 8754716060

## **EVENT 4 – BIZTRIVIA**

The Business Quiz is an interactive event designed to test participants' knowledge of current affairs, corporate facts, branding, finance, and business trends. Students compete in multiple rounds, including rapid-fire, visual identification, and case-based questions. The event encourages quick thinking, teamwork, and awareness of the business world. It is engaging and competitive, and it helps participants improve their analytical and decision-making skills.

## **RULES AND REGULATIONS**

- Teams must consist of 2 members.
- Use of mobile phones or external help is strictly prohibited after Round 1.
- Misconduct or malpractice results in immediate disqualification.

### **ROUND 1 – GOOGLE FORM**

- All teams must answer within the given time limit.
- Late submissions are not accepted.
- Top - scoring teams advance to Round 2.
- Only one submission per team is allowed.

### **ROUND 2 - PAPER & PEN**

- Fixed time limit : After the buzzer, all pens must be put down.
- No discussion with other teams.
- Top teams qualify for the final rapid-fire.

### **ROUND 3 - ONE - ON - ONE RAPID FIRE**

- Each team faces direct questions in a timed session.
- No passing or conferring allowed.
- The team with the highest final score becomes the winner.

### **JUDGING CRITERIA**

- Accuracy (60%) – Correct answers across all rounds.
- Speed (20%) – Quick completion in rapid-fire.
- Consistency (10%) – Steady performance through all 3 rounds.
- Decision-Making (10%) – Confidence and clarity in rapid-fire answers.

**REGISTRATION LINK : <https://forms.gle/XkDco8a9YePd3ank6>**

### **FACULTY CO-ORDINATOR:**

Dr. Prince Antony K - 9442954958

### **STUDENT CO-ORDINATORS:**

Mr. Jeenath S - 8072560736

Ms. Sandhara - 9791758037

## EVENT 5: INNOVATORS ARENA

Teams should create and present a new startup idea that helps India grow towards Viksit Bharat 2047. Ideas must solve real Indian problems (rural, digital, health, agriculture, education, sustainability, etc.).

### RULES & REGULATIONS

- Team size: 2 members
- Time: 4 min presentation + 2 min Q&A
- Startup must include:
  - Name
  - Problem (India-focused)
  - Solution
  - Target users
  - Basic business model
  - Link to Viksit Bharat 2047
  - No copied ideas
  - Idea must be practical and India-focused

### JUDGING CRITERIA (100 POINTS)

- Relevance to Viksit Bharat 2047 – 20
- Problem-Solution Fit – 20
- Innovation – 20
- Feasibility & Scalability – 20
- Presentation – 20

**REGISTRATION LINK : <https://forms.gle/TiLPqc1R2KNmcnic6>**

#### FACULTY CO-ORDINATOR:

Dr. Sivaneshwaran S - 9789507052

#### STUDENT CO-ORDINATORS:

Ms. Sangamithra S - 9842272194

Mr. Yuvaraj Singh S - 8675626256