



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI-34**

**DEPARTMENT OF CORPORATE SECRETARYSHIP**

**CORDIALLY INVITES YOU TO**

**ZENITH 23**

**ON**

**JANUARY 27TH, 2023**

**AT**

**LOYOLA COLLEGE, CHENNAI-34**

**WE LOOK FORWARD TO YOUR PRESENCE**



DO FIND THE BROCHURE IN THE LINK BELOW

<https://linktr.ee/zenithloyola>

SCAN QR CODE TO REGISTER





LOYOLA CORPORATE COUNCIL

# ZENITH

CONCEPT OF CORPORATORS

**JANUARY 27TH, 2023**



# ZENITH

## EVENT LIST

**RAZZMATAZZING**

**(ADZAP)**

**TONGUES TIED**

**(MIME)**

**DETECTIVE'S CURSE**

**(PHOTOGRAPHY)**

**CORPORATE HOLMES**

**(CASE STUDY)**

**MARKETING MAYHEM**

**(REBRAND IT)**

**SLAY THE MASKS**

**(PAINTING)**

**PITCH PERFECT**

**(SHARK TANK)**

**NERDFLIX**

**(QUIZ)**

**MEME-O-MANIA**

**(MEME CREATION)**

**STOCK AND TACKLE**

**(STOCK MARKET)**



# GENERAL RULES

- OPEN TO ALL UNDERGRADUATE AND POSTGRADUATE STUDENTS.
- REGISTRATION SHALL BE DONE ONLINE BEFORE THE LAST DATE.
- ONLINE REGISTRATION WILL BE CLOSED BY 10:00 PM ON JANUARY 25TH , 2023.
- ONLINE REGISTRATIONS WILL HAVE TO BE CONFIRMED AT THE REGISTRATION DESK ON THE DAY OF THE EVENT BEFORE 9 A.M.
- COLLEGE ID CARDS AND BONAFIDE CERTIFICATES HAVE TO BE PRODUCED AT THE MAIN GATE WITHOUT FAIL.
- THE DEPARTMENT REPRESENTATIVE MUST FILL UP THE GENERAL FORM AND VERIFY ALL THE PARTICIPANTS LISTED AT THE REGISTRATION DESK.
- ONLY ONE TEAM PER DEPARTMENT.
- PARTICIPANTS WILL NOT BE ALLOWED INSIDE THE CAMPOS WITHOUT THESE DOCUMENTS UNDER ANY CIRCUMSTANCES.
- PARTICIPANTS HAVE TO REPORT TO THE VENUE 30 MINUTES BEFORE THE EVENT. LATECOMERS WILL NOT BE PERMITTED TO PARTICIPATE IN THE EVENT.



- **USE OF ANY TYPE OF GADGETS AND REFERENCE MATERIALS DURING THE EVENT IS PROHIBITED AND WILL LEAD TO DISQUALIFICATION.**
- **ANY SORT OF MALPRACTICE LIKE TRYING TO INFLUENCE THE JUDGES WILL LEAD TO DISQUALIFICATION.**
- **NO OUTSIDERS OTHER THAN PARTICIPANTS WILL BE ALLOWED INSIDE THE COLLEGE CAMPUS ON ANY ACCOUNT.**
- **PARTICIPANTS OF ALL GENDERS SHOULD REFRAIN FROM WEARING ROUND NECK T-SHIRTS, HOODIES AND SHOULD BE DRESSED NEATLY.**
- **VULGARITY IN ANY FORM IS STRICTLY PROHIBITED AND WILL LEAD TO IMMEDIATE DISQUALIFICATION.**
- **THE DECISION OF THE JUDGES IS FINAL AND BINDING IN ALL CASES, INCLUDING A TIE. ANY ARGUMENT WITH THE JUDGES WILL LEAD TO DISQUALIFICATIONS.**
- **ANY GRIEVANCES REGARDING THE ON AND OFF STAGE EVENTS SHOULD BE REPORTED TO THE GRIEVANCES COMMITTEE BEFORE THE ANNOUNCEMENT OF THE RESULTS AS A WRITTEN REQUEST.**
- **IF ANY SITUATION ARISES PERTAINING TO ANY ISSUE, THE ZENITH TEAM HAS ALL RIGHTS TO ARBITRATE.**



**Link for registration:-**

<https://linktr.ee/zenithloyola>

**Scan QR code for registartion:-**





**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**



**RAZZMATAZZING**

**(ADZAP)**

**ON STAGE EVENT**

 [@loyolacorporate\\_council](https://www.instagram.com/loyolacorporate_council) 



## **DESCRIPTION:**

**A PRODUCT WILL BE PROVIDED TO THE TEAMS TO PROMOTE. YOU WILL NEED TO USE HUMOUR AND CREATIVITY TO ADVERTISE THE PRODUCT.**

## **RULES AND GUIDELINES:**

- NO OF PARTICIPANTS: 6 PER TEAM; ONE TEAM PER DEPARTMENT.**
- THE PRODUCT WILL BE PROVIDED 5 MINUTES BEFORE THE PERFORMANCE.**
- NO PROPERTIES WILL BE ALLOWED.**
- VULGARITY LEADS TO DIRECT DISQUALIFICATION.**
- PROPER USE OF LANGUAGE WILL BE CONSIDERED.**
- PERFORMANCE SHOULD NOT EXCEED 5 MINUTES.**
- POINTS ARE BASED ON EACH TEAM'S CREATIVITY, COORDINATION, HUMOUR ETC.**
- PRELIMS MAY BE CONDUCTED BASED ON THE NUMBER OF TEAMS ENROLLED.**
- THE DECISION OF THE JUDGES WILL BE FINAL.**

**EVENT INCHARGE:-ANANTHA ( 7904933179 )**

**EVENT TIMING:- 12.00 PM**

**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**



**TONGUES TIEDDDDDDD**

**ON STAGE EVENT**



## DESCRIPTION:

WITHOUT USING WORDS, PORTRAY A CHARACTER, AN EMOTION, OR A TALE THROUGH GESTURES, MOVEMENTS, AND FACIAL EXPRESSIONS. TAKE THE AUDIENCE TO A BRAND-NEW REALM TO WOW THEM AND LEAVE THEM DUMBFUNDED.

## RULES AND GUIDELINES:

- THIS IS A TEAM EVENT. NO. OF PARTICIPANTS PER TEAM: 6-8 (INCLUDING LIVE MUSIC ).
- TIME LIMIT:- 5 MINS + ( 2 MINS PREPARATION TIME ).
- THE ACT SHOULD NOT CONTAIN ANY DIALOGUES, LIP SYNC OR PROPS (LIVE MUSIC ALLOWED).
- NO ACT SHALL CONTAIN ANY OFFENSIVE, OBSCENE, OR DISRESPECTFUL ACTIONS AND GESTURES, THE DOING OF WHICH WILL LEAD TO DISQUALIFICATION.
- POINTS WILL BE GIVEN BASED ON INNOVATION, DEPICTION OF THE SITUATION, TEAMWORK, AND EXPRESSIONS.
- ANY FORM OF VULGARITY WILL LEAD TO DIRECT DISQUALIFICATION.
- JUDGE'S DECISION WILL BE FINAL.

EVENT INCHARGE:-ASHISH JOHN ( 72001 72646)

EVENT TIMING:- 10:15 AM

**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**



(PHOTOGRAPHY)

DETECTIVE'S CURSE

OFF STAGE



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## DESCRIPTION:



A THOROUGH EXAMINATION FROM SEVERAL ANGLES. A PHOTOGRAPHY EVENT THAT ENABLES YOU TO FULLY IMMERSE YOURSELF IN ANOTHER PERSON'S VIEWPOINT. RACE AGAINST TIME WHILE YOU TEST YOUR ABILITY TO CAPTURE THE IDEAL IMAGE.

## RULES AND GUIDELINES:

- A TEAM OF 2 PARTICIPANTS FROM EACH DEPT WILL BE ALLOWED TO PARTICIPATE.
- PARTICIPANTS WILL BE REQUIRED TO CARRY A PHONE.
- EACH TEAM WILL BE SHOWN 10 PICTURES. IT CONTAINS PICTURES OF THE AREAS WITHIN THE COLLEGE GROUNDS.
- THE TASK IS TO FIND WHERE THOSE PICTURES WERE TAKEN AND RECREATE THEM ON YOUR PHONE.
- TIME LIMIT :- 60 MINS
- THE QUALITY OF THE PICTURE WILL ALSO BE CONSIDERED.
- WHOEVER COMES BACK TO THE DEPT (ASSIGNED ROOM FOR THE EVENT) FIRST WITH THE PICTURES WILL BE DECLARED AS WINNERS.

EVENT INCHARGE:-LALIT PRASAD ( 9884626991 )

EVENT TIMING:- 10:15 AM

# Loyola Corporate Council

## Loyola College(Autonomous),Chennai



**SLAY THE MASKS**

**(PAINTING)**



**OFF STAGE**



loyolacorporate\_council





## DESCRIPTION:

THIS COMPETITION AIMS TO TEST THE CREATIVITY OF THE PARTICIPANTS AND THE POTENTIAL TO BRING THESE IDEAS INTO A PIECE THAT INSPIRES AND INSTILLS A SENSE OF INNOVATION IN THE MINDS OF THE VIEWERS. THE AIM OF THE PARTICIPANT MUST BE TO MAKE THEIR MESSAGE LOUD AND CLEAR THROUGH THEIR WORK ON THE MASK.

## RULES AND GUIDELINES:

- IT IS AN INDIVIDUAL EVENT.
- PARTICIPANTS MUST BRING THEIR OWN MATERIALS LIKE PAINTS, BRUSHES, CLOTH, ETC
- MASKS WILL BE PROVIDED.
- TOPIC WILL BE REVEALED ON SPOT.
- PREPARATION TIME : 15 MINS
- TIME LIMIT : 45 MINS TO DESIGN
- EMBROIDERY WORK OF ANY KIND IS PROHIBITED.
- PARTICIPANTS MUST STRICTLY ADHERE TO THE TIME LIMIT AND THE TOPIC GIVEN.
- PLAGIARISM, VULGARITY AND MALPRACTICE OF ANY KIND WILL LEAD TO IMMEDIATE DISQUALIFICATION.
- JUDGE'S DECISION WILL BE FINAL AND BINDING.

EVENT INCHARGE:-HARSHAVARDHAN ( 7338729957 )

EVENT TIMING:- 10:15 AM

# Loyola Corporate Council

## Loyola College(Autonomous),Chennai

### Marketing Mayhem

(REBRAND IT)



Off Stage

 @loyolacorporate\_council 





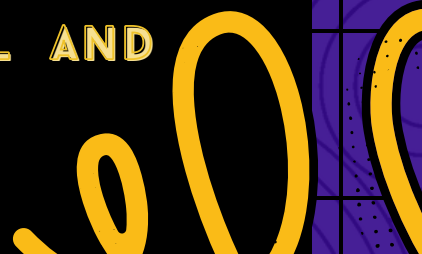
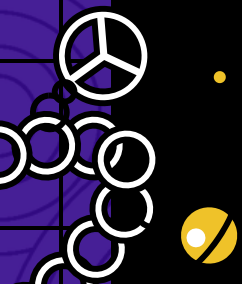
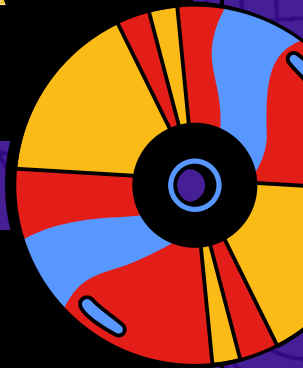
## DESCRIPTION:

THIS PLATFORM IS FOR PASSIONATE ENTREPRENEURS AND PEOPLE WHO ARE IMBIBED WITH CREATIVITY.

MARKETING MAYHEM EVALUATES THE QUALITIES A MARKETER/ENTREPRENEUR SHOULD POSSESS.

## RULES AND GUIDELINES:

- DEPARTMENTS SHOULD BE REPRESENTED BY A TEAM OF 2.
- PARTICIPANTS WILL GET 7 MINS TO PRESENT THEIR PLAN FOLLOWED BY A Q&A SESSION WITH THE JUDGES.
- PARTICIPANTS GET TO SELECT THEIR 2 BRANDS IN ADVANCE WHICH THEY ARE GOING TO AMALGAMATE AND COME UP WITH A PRODUCT ALONG WITH THE NEW BRAND NAME, LOGO, MARKETING STRATEGIES ETC.
- PARTICIPANTS SHOULD SUBMIT THEIR PPTS ON OR BEFORE 25TH , TO [LOYOLACORPORATECOUNCIL@GMAIL.COM](mailto:LOYOLACORPORATECOUNCIL@GMAIL.COM) WITH THE FILE NAMED AS "PARTICIPANTS NAME & COLLEGE NAME".
- JUDGING CRITERIA IS BASED ON CREATIVITY, LOGICAL AND PRESENTATION SKILLS.



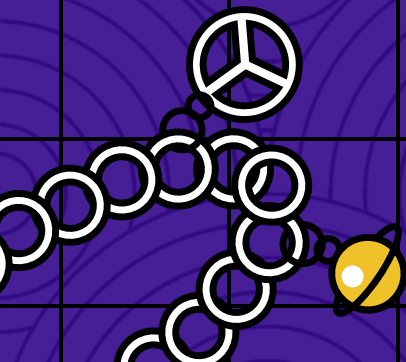
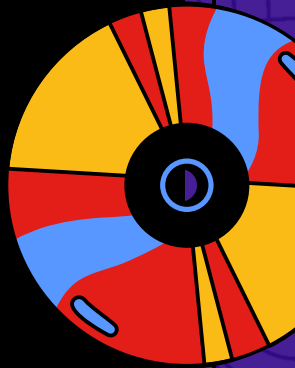


## RULES AND GUIDELINES:

- ANY FORM OF VULGARITY WILL LEAD TO DISQUALIFICATION.
- USE OF ELECTRONIC DEVICES ARE PROHIBITED DURING THE PRESENTATION.
- JUDGE'S DECISION WILL BE FINAL IN ALL CASES.
- FOR INSTANCE, THE BRANDS CHOSEN ARE STARBUCKS & NIKE REPRESENTING THE INDUSTRIES OF FOOD & BEVERAGE AND CLOTHING RESPECTIVELY AMALGAMATE AND COME UP WITH A COMBINED PRODUCT. SO, YOU WILL NEED TO PREPARE A MARKETING PLAN ALONG WITH A NEW BRAND NAME, LOGO, TAGLINE, USP, MARKETING & PRICING STRATEGIES, ETC ( COVERING ALL THE PS OF MARKETING ).

EVENT INCHARGE:-TEJAS ( 8072151656 )

EVENT TIMING:- 10:15 AM





**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**

  
**CORPORATE HOLMES**  
**(CASE STUDY)**



**OFF STAGE**

## DESCRIPTION:



PARTICIPANTS OF THIS EVENT WILL BE TESTED ON THEIR DECISION MAKING SKILLS. PARTICIPANTS WILL BE ASKED TO FILL OUT A QUESTIONNAIRE AFTER RECEIVING A CASE STUDY IN ORDER TO PROVIDE THEIR THOUGHTS AND OPINIONS ON THE CASE. IT ALSO SEEKS TO ENHANCE ONE'S VOICE AND COMMUNICATION ABILITIES WHEN MAKING DECISIONS. IT TRIES TO GUIDE DECISION-MAKING WHILE TEACHING MANAGERIAL SKILLS. ITS OBJECTIVE IS TO ADDRESS ISSUES QUICKLY AND OFFER SOLUTIONS.



## RULES AND GUIDELINES:

- THIS IS AN INDIVIDUAL EVENT. PRELIMS MAY ALSO BE HELD DEPENDING ON THE NUMBER OF REGISTRATIONS.
- PARTICIPANTS SHOULD PROVIDE THEIR OPINIONS ON THE CASE PROVIDED, AS WELL AS AN IN-DEPTH UNDERSTANDING OF THE CASE WITH A FEW INSIGHTS AND LOGIC IN THEIR POINTS.
- PARTICIPANTS SHOULD BE DRESSED FORMALLY.
- DURING THE COMPETITION, PARTICIPANTS SHOULD NOT USE FOUL LANGUAGE OR ARGUE.
- PARTICIPANTS ARE EVALUATED USING A RANGE OF RUBRICS LIKE PROBLEM-SOLVING, COMMUNICATION SKILLS ETC THAT WILL BE ANNOUNCED ON THE DAY OF THE EVENT.
- JUDGES MAY INTERJECT AND CROSS-EXAMINE THE PARTICIPANT.

EVENT INCHARGE:-KARTHIK MOHAN ( 6300175914 )  
EVENT TIMING:- 10:15 AM



**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**

**PITCH PERFECT**

**OFF STAGE**



**(SHARK TANK)**



DESCRIPTION:



**IN THIS COMPETITIVE WORLD OF BUDDING ENTREPRENEURS, IT IS IMPORTANT FOR CURRENT INNOVATORS TO HAVE THE ABILITY TO THINK ON THEIR FEET AND PRESENT THEIR IDEAS IN THE BEST WAY FOR MAXIMUM INVESTMENT FOR THEIR START-UP. THIS EVENT AIMS TO FIND THE NEXT BIG THING IN THE BUSINESS WORLD.**





## RULES & GUIDELINES :-

- **THIS IS AN INDIVIDUAL EVENT.**
- **TWO PARTICIPANTS WILL BE PROVIDED WITH A RANDOM INDUSTRY AND THEY WILL BE ASKED TO COME UP WITH A START-UP PITCH WITHIN A SPAN OF 10 MINUTES.**
- **BOTH THE PARTICIPANTS WILL BE THEN ASKED TO PRESENT THEIR PITCH AND AFTER THE PRESENTATION THEY WILL NEED TO DEFEND THEIR PITCH IN THE REBUTTAL ROUND.**
- **PRESENTATION TIME AND REBUTTAL TIME MUST NOT EXCEED 4 MINUTES AND 2 MINUTES RESPECTIVELY.**
- **THE PARTICIPANTS WILL BE EVALUATED ON THE BASIS OF THEIR CREATIVITY, COMMUNICATION SKILLS AND KNOWLEDGE OF BUSINESS TERMS AND INDUSTRY.**
- **FOR INSTANCE, IF THE INDUSTRY ALLOTTED IS THE PHARMACEUTICAL INDUSTRY, THE PARTICIPANT MUST COME UP WITH A PRODUCT, FINANCE STRUCTURE AND ITS COMPETITIVE EDGE IN THE INDUSTRY,**

**EVENT INCHARGE:- JEFFREY ( 8606343711 )**

**EVENT TIMING:- 12:00 PM**



# Loyola Corporate Council

## Loyola College(Autonomous),Chennai

**NERD FLIX**

**OFF STAGE**

**(QUIZ)**



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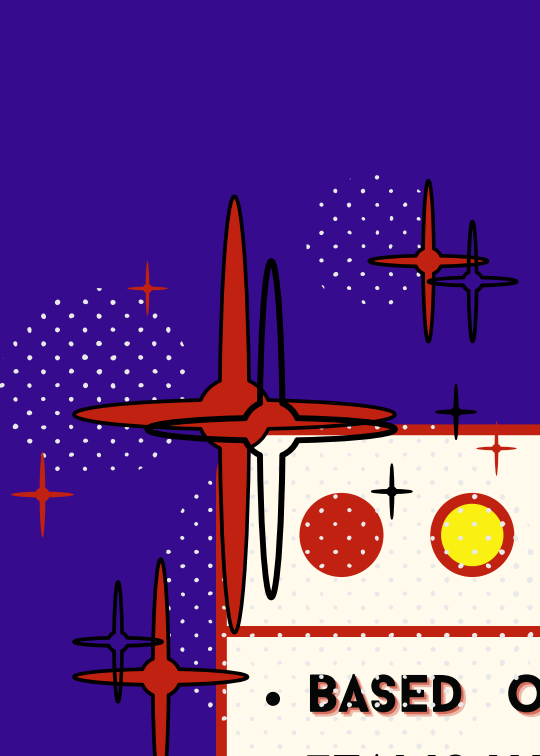

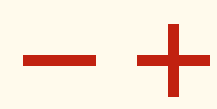
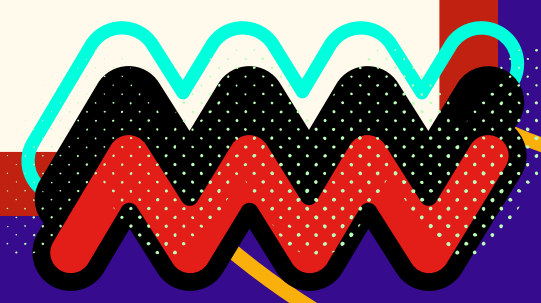
## DESCRIPTION:

**'CONFIDENCE IN ONESELF STEMS FROM THE TRUST ONE HAS IN KNOWLEDGE'. WILLING TO TEST YOUR LEVEL OF CONFIDENCE?? THEN REGISTER YOURSELF FOR NERDFLIX!!**

## RULES AND GUIDELINES:

- **DEPARTMENTS SHOULD BE REPRESENTED BY A TEAM OF 3.**
- **THE EVENT CONSISTS OF TWO ROUNDS.**
- **THE FIRST ROUND WILL BE IN THE FORM OF A QUIZ WHEREIN THE TEAMS WILL BE ASKED TO WRITE THE ANSWERS TO A TOTAL OF TWENTY QUESTIONS.**



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- **BASED ON THE NUMBER OF CORRECT ANSWERS FOUR TEAMS WILL PROGRESS TO THE SECOND ROUND.**
  - **IN THE SECOND ROUND, THE TEAMS WILL BE PRESENTED WITH TEN SETS OF THREE SENTENCES OUT OF WHICH TWO WILL BE TRUE AND THE OTHER ONE WILL BE FALSE. THE TEAMS MUST IDENTIFY THE FALSE STATEMENT TO EARN POINTS.**
  - **THE TEAM WITH THE MAXIMUM NUMBER OF POINTS WILL BE THE WINNER OF THE EVENT.**
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**EVENT INCHARGE:-MANI (8778496148)**

**EVENT TIMING:- 12:00 PM**

**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**



**MEME-O-MANIA**  
**(MEME CREATION)** **OFF STAGE**

 @loyolacorporate\_council 



## **RULES AND GUIDELINES:**

- **BY ENTERING THE COMPETITION, THE ENTRANT AGREES TO ABIDE BY THE COMPETITION RULES AND GUIDELINES, AND TO ACCEPT THE JUDGES' DECISIONS, WHICH WILL BE FINAL.**
- **THE TOPIC WILL BE GIVEN ONSPOT .**
- **TIME LIMIT :- 45 MINS.**
- **PARTICIPANTS WILL BE ASKED TO DO 2 MEMES EITHER PHOTO OR VIDEO.**

## **CRITERIA:**

- **ORIGINALITY - HOW UNIQUE THE MEME IS, INCLUDING USE OF ORIGINAL IMAGES OR ORIGINAL EDITING OF IMAGES.**
- **LEVEL OF INSIGHT - THE EXTENT TO WHICH A MEME CONVEYS LESSER-KNOWN AND ACCURATE CORPORATE FACTS TO THE PUBLIC.**
- **IMPORTANCE - THE RELEVANCE OF THE ISSUE ADDRESSED BY THE MEME.**
- **COMEDIC IMPACT - HOW HUMOROUS THE MEME IS (CULTURAL CONTEXTS WILL BE CONSIDERED).**



## **JUDGING :**



**A PANEL OF JUDGES WILL DETERMINE THE WINNING MEME FROM THE TOP THREE MEMES. THEIR DECISION WILL BE BASED ON THE FOLLOWING CRITERIA:**

- CREATIVITY OF THE MEME - 50%**
- QUALITY OF THE MEME'S MESSAGE - 50%**

**EVENT INCHARGE:-GANESH (9443130074)**

**EVENT TIMING:- 12:00 PM**

**Loyola Corporate Council**  
**Loyola College(Autonomous),Chennai**



**STOCK AND TACKLE**

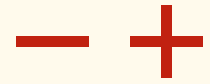
**OFF STAGE**

**(STOCK MARKET)**

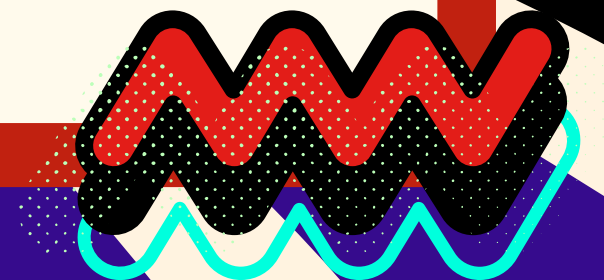




## DESCRIPTION



ARE YOU A WIZARD OF STOCKS? DO YOU BELIEVE IN YOUR SPONTANEITY? THEN THIS THE PLACE TO SHOWCASE YOUR TALENTS. STOCK AND TACKLE IS A UNIQUE EVENT WHICH TESTS YOUR SPONTANEITY, KNOWLEDGE AND YOUR ABILITY TO PLAY WITH THE RIGHT WORDS.



# **RULES AND GUIDELINES**

- **DEPARTMENTS MAY BE REPRESENTED BY 1 INDIVIDUAL PARTICIPANT.**
- **PARTICIPANTS ARE TO SPEAK FOR AND AGAINST THE ASSIGNED STOCK.**
- **THE SWITCH BETWEEN BUYING AND SELLING WOULD BE PROMPTED BY THE JUDGES.**
- **POINTS PUT FORTH MUST BE FLUID AND WITHOUT LOSS OF LOGIC.**
- **STOCKS WILL BE ASSIGNED ON THE SPOT BY THE JUDGE.**
- **ANY FORM OF VULGARITY WILL LEAD TO DISQUALIFICATION.**
- **THE USE OF ELECTRONIC DEVICES IS PROHIBITED.**
- **PRELIMS MAYBE CONDUCTED ACCORDING TO THE NO OF PARTICIPANTS.**
- **JUDGE'S DECISION WILL BE FINAL IN ALL CASES.**
- **FOR INSTANCE, IF THE STOCK PUT FORTH IS TATA STEEL THE PARTICIPANT WILL BE ASKED TO STATE THE REASONS FOR BUYING THE STOCK AND AS THE JUDGE SWITCHES TO SELL THEY'LL HAVE TO STATE THE REASONS FOR THE SAME AND CONTINUE THE SAME UNTIL THEY'RE ASKED TO STOP.**

**EVENT INCHARGE:-KARAN G (9566667742)**

**EVENT TIMING:- 12:00 PM**



# CONTACT US

## STAFF INCHARGES:-

**NARAYANAN S :- 99415 17722**

**STANIS AVINASH :- 88707 30827**

## STUDENT INCHARGES:-

**NAVEEN R :- 8248956997**

**(CULTURAL SECRETARY)**

**SREE HARI V :- 9790900018**

**(CULTURAL SECRETARY)**

**CALVIN BERNARD :- 7904813446**

**(DEPARTMENT SECRETARY)**



**loyolacorporatecouncil@gmail.com**



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**www.loyolacorporatesecretaryship.com**