



CONFLUENCE

2025

EVENTS & GUIDELINES



SRM

INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

TIRUCHIRAPPALLI



SRM INSTITUTE OF SCIENCE & TECHNOLOGY
(DEEMED TO BE UNIVERSITY U/S 3 OF UGC ACYT, 1956)
TIRUCHIRAPPALLI
FACULTY OF MANAGEMENT STUDIES

CONFLUENCE 2K25
26 February 2025

INTRA COLLEGE MEET

CONFLUENCE 2K25 has been strategically designed to cultivate a culture of innovation and exceptional performance among the students of SRM Group of Institutions, Trichy. The event serves as a dynamic forum for participants to enrich their expertise, refine their analytical reasoning, and strengthen their subject knowledge. With a primary objective of nurturing robust connections among the students, **CONFLUENCE 2K25** provides a unique opportunity for individuals to demonstrate their skills, paving the way for academic and professional advancement. By engaging in this event, participants can not only exhibit their talents but also establish invaluable networks for their future endeavors.





GENERAL INSTRUCTIONS

- All UG students of SRM Group of Institutions are eligible to participate.
- The registration fee per participant is RS.100/-. Participants without ID cards will not be permitted to attend any event.
- All events are group events.
- One participant can participate only in one event.
- The event will take place in the SRMIST building (Room number will be informed later) and SRM Auditorium , under the supervision of coordinators.
- Participants must adhere strictly to the event rules, and jury's decision will be final.
- All the participants will be provided with refreshments.
- Breaching or involving in unnecessary activities can lead to disqualification and strict actions.
- The last date for registration is 20 February 2025. No spot Registration on the event day.
- All the participants will receive the participation certificates.
- All the winners and runners will be awarded with exciting prizes.
- Registration fees has to be paid in team basis.
- No refund of registration fees can be initiated under any circumstances once paid.
- Replacement of any participant of a team is not allowed after registration.

For further queries please contact



HELPLINE

Aneesh - 96006 69280
Sre Nithin - 99942 55490





AD BLITZ SHOW (Ad Zap)

THIS EVENT WILL TAKE PLACE IN TWO ROUNDS

- **ROUND 1 – ADVERTISEMENT VIDEO PRESENTATION**

All team members must present their video advertisement.

Advertisement Video Requirements:

1. Unique Name: Develop a distinctive and memorable name for your advertisement.
2. Unique Tagline: Create a concise and impactful slogan that captures the essence of your team's concept.
3. Unique Logo: Design a visually appealing and original emblem that represents your advertisement identity.

THE VIDEO SHOULD BE 1 MINUTE LONG.

- **ROUND 2 – PREPARING ADVERTISEMENT AND PERFORMING ON STAGE**

All the selected teams will take part, each developing an advertisement for the product they are assigned and presenting it as a stage performance. In the end, two teams will be named as the winner and the runner.

TERMS AND CONDITIONS

- Participants must create an advertisement for a product or service that is appealing to the audience.
- The advertisement must not contain any obscene language or content that could offend any culture, language, religion, or region.
- Teams are required to develop innovative advertisements. Shortlisting will be based on creativity and innovation.





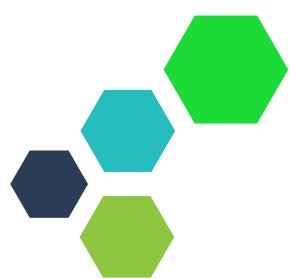
CONFLUENCE

- Teams must create a new product name, punchline, and advertisement based on their concept.
- Teams are responsible for bringing their own equipment, including cameras, laptops, digital cameras, pen drives, and any other necessary materials for presenting their advertisement.
- Judging criteria will include creativity, customer appeal, stage presence, spontaneity, content, adherence to the topic, on-stage presentation, coordination, and overall impact of the advertisement.
- Failure to comply with the rules may result in disqualification.
- This is a team event, with each team consisting of exactly 5 members.
- In the first round, teams are free to choose their own topic.
- Topics for the second round will be provided on the spot.
- Teams will have 15 minutes to prepare for the second-round presentation.
- The time limit for the on-stage advertisement performance is 5 minutes.
- Teams must avoid the use of obscenity, violence, prejudice, defamation, or any inappropriate content in their ads.
- Use of copyrighted content is strictly prohibited.



STUDENT COORDINATOR

Naresh Kumar - 95978 57472





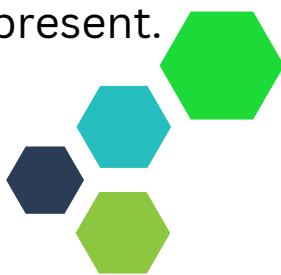
BIG SHOTS QUEST (BUSINESS IDEA)

This event encourages young graduates to think and present a business idea that is unique and is feasible to be executed in real life.

- 1.A team of two can take part in the event.
 - 2.The participants are asked to choose any one type of industry from the given list below and can come up with business ideas.
 - 3.The ideas have to be practically possible and should be presented orally to the jury.
 - 4.The teams can create a brand for their idea with a logo and tagline.
- **ROUND 1 - Surprise Round**
 - ROUND 2 - Presentation of their business idea.**

TERMS AND CONDITIONS

- Strictly only two members should be there in a team.
- All the teams will be permitted to present their ideas only in their respective slots. (Which will be shared prior to the event)
- The event takes place in single or two rounds, based on the number of registrations.
- The prelims round will be a surprise round (will be announced two days before the event), where the shortlisted teams will be selected for second round.
- The total time allocated per team is 10 minutes for second round, where presentation is 5 minutes and Q&A session from jury is for 5 minutes.
- The stopwatch starts as soon as the team starts to present.





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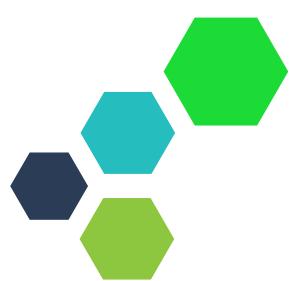


- The participants can design the logo which shall be displayed in the screen while presenting their respective ideas.
- Participants can bring their design in their own pendrives or can share it in the whatsapp group that will be created prior to the event.
- The business ideas from the below given list of industries will only be considered for evaluation.
- The teams will be evaluated based on uniqueness of the idea, executability in reality, creativity in brand logo and tagline, presentation and the capacity to convince the jury.
- The Jury's decision will be final.
- **Industry list – Agriculture, Entertainment, Food Industry, Health Care, Textiles and Manufacturing.**



STUDENT COORDINATOR

Harini - 95979 43188





SRM PREMIER LEAGUE (IPL Auction)

This event is a platform for emerging cricket talents to showcase their skills . It's a event for cricket fans to engage with the IPL in a fun and competitive format .This paves way for students to develop their strategic thinking skills

TERMS AND CONDITIONS

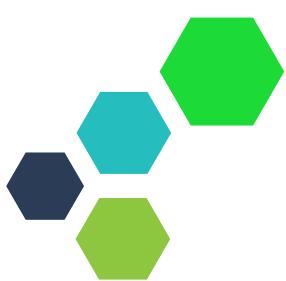
- Number of participants in a team: 3 members.
- Time Duration: 3 hours.
- The competition consists of 3 Rounds
- **ROUND 1 – PRELIMS**
- **ROUND 2 – INTERMEDIATE**
- **ROUND 3 – FINALS**
- Details of each round will be announced on spot.



STUDENT COORDINATORS

Kamalesh - 95003 40522

Maria Viyani - 97917 81223





STRIDEXCELLENCE (Corporate Walk)

This event is designed to promote self-expression, poise, and the art of personal branding in a competitive corporate environment. Participants will be evaluated on their ability to project authority, composure, leadership qualities and key attributes that reflect excellence in the business world.

TERMS AND CONDITIONS

1. Each team can have 5 to 7 members on stage.
2. Each team will have 3 minutes to put up the show.
3. The theme should be strictly related to workplace attire.
4. Background music to be in an mp3 format in pen drive and need to be submitted to the event heads 1 day prior to the event.
Technical issues and format compatibility for the audio files will be the sole responsibility of the team.
5. Teams will be judged based on the costume, theme, walking, stance, attitude and Q/A session.
6. The decision of the judges and organizers will be final and binding.
7. It is compulsory that all participants must possess valid college ID card and be presented at the time.
8. Use of cigarettes, alcohol and any unfair means is strongly prohibited both on and off stage.
9. The vulgarity of any kind is prohibited.
10. Green room facilities will be provided.





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TEAM COMPOSITION While the exact number of team members may vary depending on the event guidelines, a typical corporate walk team often consists of the following:

1. **Walkers:** These are the individuals who will participate in the actual walk. They should be dressed in formal attire and represent the company's professional image.
2. **Team Manager/Coordinator:** This person is responsible for overseeing the team's preparations, ensuring adherence to rules, and communicating with event organizers.
3. **Music Coordinator:** If the team is using background music, this person is responsible for selecting and preparing the music.
4. **Q&A Representative:** This individual will be responsible for answering questions from the judges or audience during the event.

THEMES

- Airlines
- Corporate champion
- Fashion Industry
- Media production and film
- Retail Experience



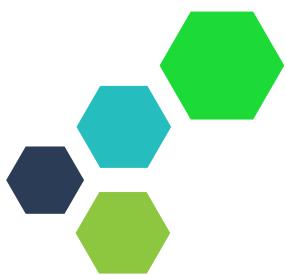
STUDENT COORDINATORS

Pooja - 78452 38090
Varshini - 63749 43945



STUDENT COORDINATORS (PG)

Asif - 63696 48058
Sanford - 84287 87028





QUIZONAUT (General Quiz)

THIS EVENT WILL TAKE PLACE IN TWO ROUNDS

- **ROUND 1:** Preliminary round or elimination round

ROUND 2: Final round

1. Only team entries are allowed, and team shall consist of two persons.
2. There is no limit of teams from single institution.
3. The participants shall not be allowed to use mobile or other electronic instruments during the quiz time.
4. The questions will be in the form of multiple choice, true/false statement, specific answer.
5. Replacement of any participant of a team is not allowed after registration.
6. 30 seconds per question

TERMS AND CONDITIONS

PRELIMINARY ROUND

- Each team will be given a set of question paper containing 25 multiple choice objective type questions from general topics.
- The following rules will be applicable for the preliminary round.
- Time limit: 25 minutes.
- Each question will carry 1 mark.
- Only top 6 teams will be selected for final round.
- In case of tie between 2 or more teams, further 5 questions will be asked for final selection.





- This step will be continued till the selection of 6 teams.
- The selected teams shall have to appear for the final round.

FINAL ROUND

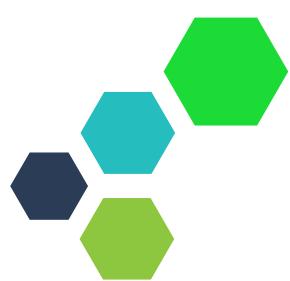
- It will be a surprise round



STUDENT COORDINATORS

Prince - 84286 18770

Nivedha - 78250 94808





SCAN TO PAY REGISTRATION FEES

SRM INSTITUTE OF SCIENCE TECHNOLOGY

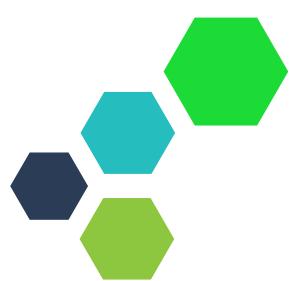


EzE0122617@CUB

Irungalur

**CLICK THE BELOW LINK TO REGISTER AND
CONFIRM YOUR SLOTS FOR THE EVENT**

<https://forms.gle/m2heE1EuZPcukdmLA>





Mark the date!

Delve into an unique experience!

Unleash your talents!

Grab exciting prizes!

CONFLUENCE 2K25 IS WAITING
FOR YOUR PARTICIPATION!



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
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TIRUCHIRAPPALLI

FACULTY OF MANAGEMENT
PROUDLY PRESENTS

Confluence
(AN INTRA COLLEGE MEET)

A promotional banner for the Faculty of Management at SRM Institute of Science & Technology. It features the SRM logo with a tree emblem, the text "INSTITUTE OF SCIENCE & TECHNOLOGY (Deemed to be University u/s 3 of UGC Act, 1956)", the location "TIRUCHIRAPPALLI", the title "FACULTY OF MANAGEMENT PROUDLY PRESENTS", the main event name "Confluence" in large blue letters with a green 'C', and a subtitle "(AN INTRA COLLEGE MEET)". The background is light gray with a decorative border of colored circles.