**ABSTRACT**

The web application “Activity Clash” is programmed, initiated, and designed for providing event marketing, event advertising, and to provide many benefits to the user. The crux of this web application is multi-purpose. The main objective of our web application is to market the current events occurring throughout Baroda. However, we have bifurcated the reach further into Uni-Bounded, and Open events. This means that all students from Universities, and all citizens of Baroda can participate in the events, which have been productively marketed by us. We also provide special financial benefits to all the participants who have participated through our web application. This provides a gateway to both the participants, who get benefits, and the organizers, who get more participants due to our marketing. We also provide top-of-the line, easy, fast, and simple to use payment systems. The main pillars of our web application is the fact that we have categorized the events further depending upon the different categories of events. This provides a clean and lament user interface, and the participants can select only those events that matter to them. One of the most crucial parts of our web application is the fact that we provide e-notifications through E-Mails. This ensures that none of the users registered on our web application miss out on any events that matter to them.