



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



# ICON 2023

## Digital Fusion

Where Technology Meets Creativity

# About KJSIM

- KJ Somaiya is a values, culture, and education institute that was founded in 1981.
- It is now ranked among the top 20 business schools in India. Around 900 students are enrolled in courses such as MCA, MBA, MMS, PGDM, and Part-Time Masters.
- The Institute has over 20 student-led committees that arrange events such as the Spruha-Pan India summer internship competition, the Global Marketing Conference, and the National Retail Summit.
- The university gives the opportunity to relive the best years of college, again!



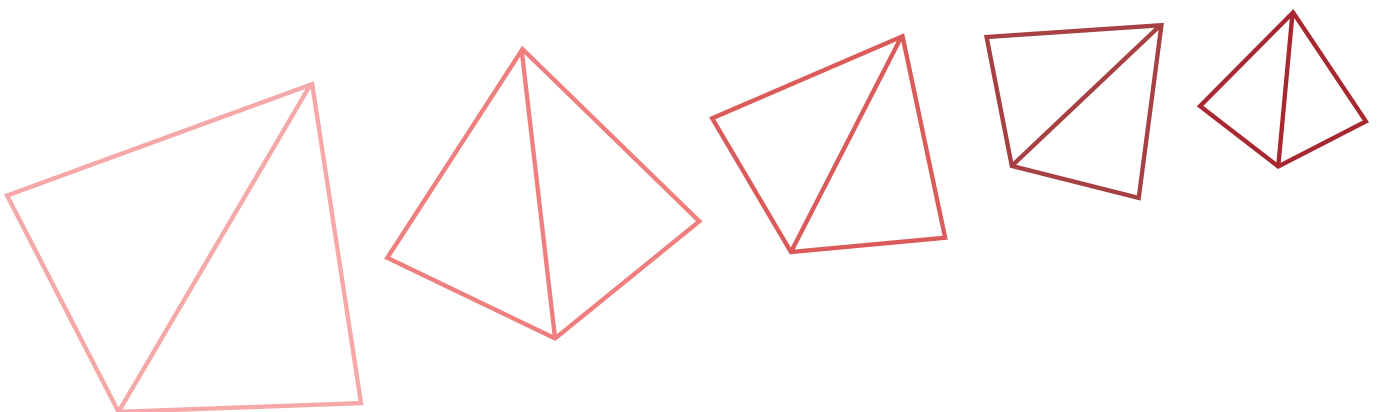
# About ICON

- ICON, MCA's most anticipated techno-management event, celebrates its 17th edition.
- The three-day festival includes 18 events that challenge both the intellect and the body through events/games.
- ICON aspires to access the potential of students from diverse colleges by providing them with a platform to demonstrate their talents.
- We welcome everyone to share in the fun, learning, and spectacular.



# ICON '23 : Digital Fusion

- Digital Fusion, transforms the college tech fest into an inspiring, forward-thinking, and inclusive event.
- It encourages creativity, nurtures talent, and demonstrates the limitless possibilities when art and technology converge, creating a memorable experience for all participants and visitors.
- Icon 2023 introduces the theme Digital fusion: Where Technology Meets Creativity. It is the exciting intersection where technology and creativity come together to produce innovative and imaginative solutions across various fields, such as art, design, entertainment, and technology itself.
- This theme brings collaborative efforts that result in groundbreaking designs and inventions that enrich our lives.



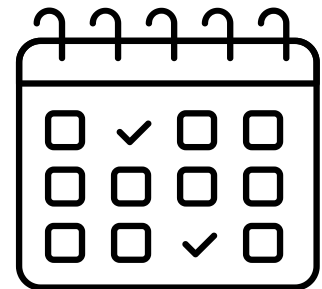
# Our Events

## Technical Events

- Codeicon
- Gallery
- Tech Knowledge
- Code Fusion
- Digital Design Derby
- Spark Tank Challenge
- AD MAD Show
- Break the Query

## Gaming Events

- Valorant
- BGMI



## Non-Technical Events

- Cricket
- Treasure Hunt
- Rink Football
- Big Chess
- Table Tennis
- Shutter Symphony
- Roadside Revelry
- Virtual Trading



# Technical Events

- Codeicon
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# CODEICON

- Every success begins with the decision to attempt.
- A hackathon is a place where wild ideas are given life.
- Enabling possibilities and enhancing opportunities for people to deliver innovative solutions .
- Learn new skills and build things.





# GALLERY

- The gallery will be set up and decorated with tech models and infographics demonstrating real-world depictions where technology meets creativity .
- Students from several colleges will be showcasing their projects to the audience in this Exhibition-cum-Competition.
- Visitors have the opportunity to vote for the project while checking out.
- The project or model that obtains the most votes wins some significant cash prizes.





# TECH KNOWLEDGE

- A technical knowledge event is a competitive quiz-style competition where participants answer questions and solve problems related to various technical subjects to demonstrate their expertise and skills.
- "Tech Knowledge" is an engaging and interactive event designed to test participants' knowledge of technology through a variety of entertaining and challenging rounds.



# CODE FUSION

- "Coding/Decoding" is an online coding competition where participants are challenged to solve a programming problem statement.
- In this event, participants have the flexibility to choose any programming language they prefer, as the problem statement remains the same for all.
- This competition tests participants' coding skills and problem-solving abilities, making it an inclusive and engaging technical challenge for programmers of all backgrounds and language preferences.



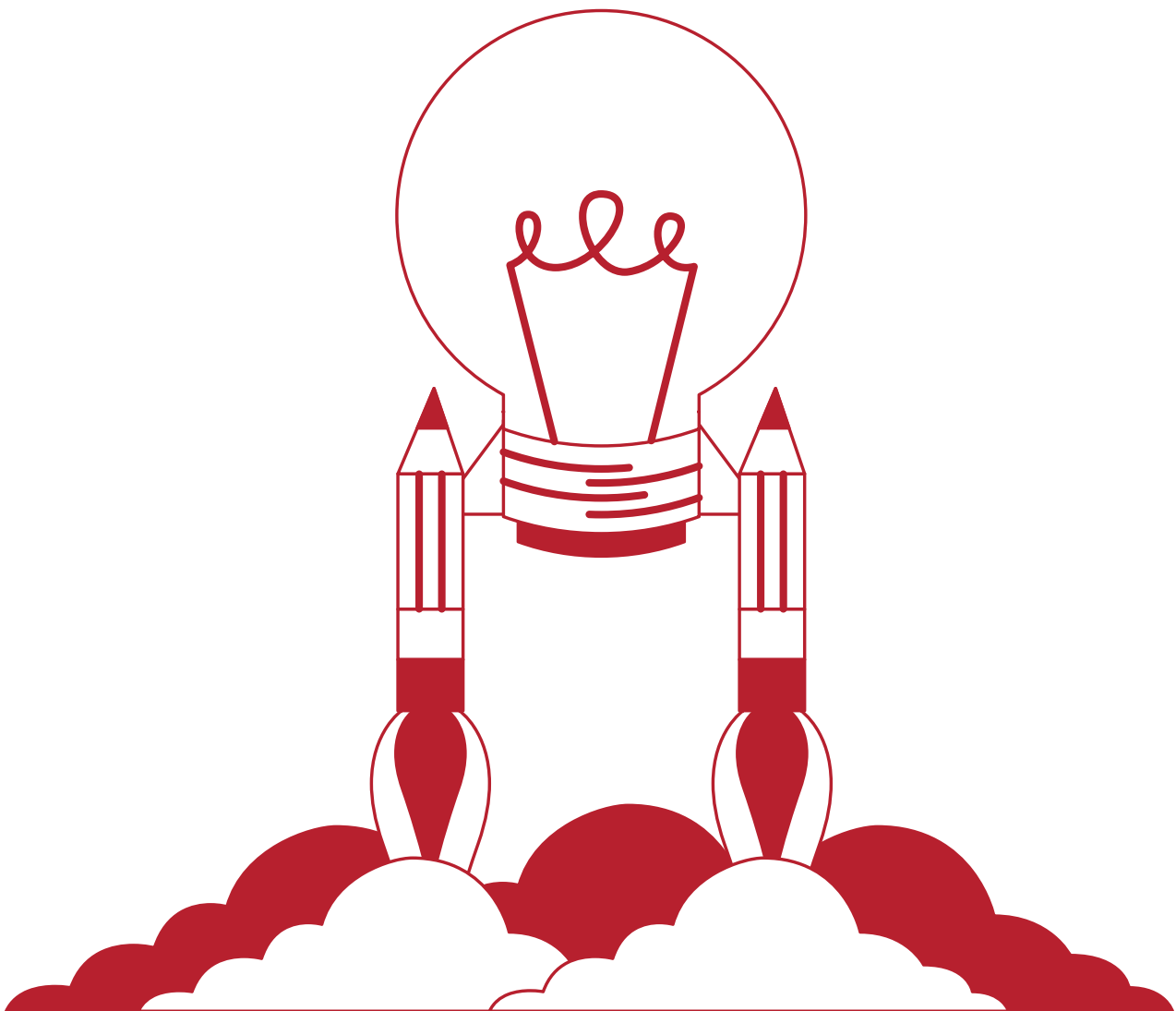
# Digital Design Derby

- "Prepare to unleash your creativity and design prowess in a thrilling challenge that doesn't require a single line of code!"
- Get ready to craft a captivating and innovative static website using the power of WordPress, all within a nail-biting two-hour time frame.
- But that's not all – the real excitement comes when you present your masterpiece for the ultimate showdown and judgment! Are you up for the challenge?"



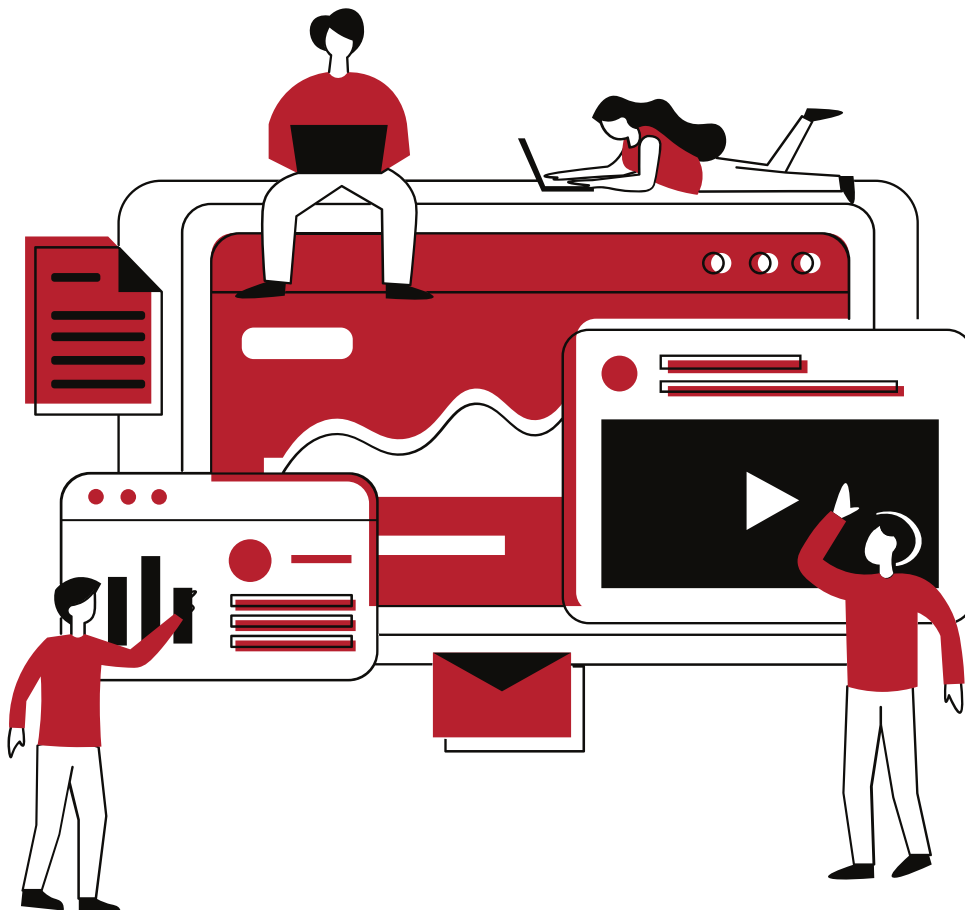
# Spark Tank Challenge

- Introducing the Spark Tank Challenge: where the worlds of business and technology converge.
- This event provides a platform for students to showcase their innovative tech business ideas and present compelling start-up pitches.
- It's the perfect arena where entrepreneurial spirit and technological innovation unite, fostering an environment of creativity and forward-thinking.



# AD MAD Show

- The Ad Mad Show is a standout event with a strong focus on technology.
- Here, students are tasked with advertising various products using their technological prowess to craft compelling static web pages.
- This unique challenge not only sharpens their marketing skills but also highlights the power of combining technology with other domains.
- It's a platform where students can harness the potential of technology to create impactful advertisements, showcasing how innovation and marketing can seamlessly intersect.





# Break The Query

- 'Break the Query' is a competition focusing on Database Management System expertise.
- Students tackle questions and scenarios, honing their SQL query skills to retrieve specific data.
- It's a dynamic platform for enhancing database proficiency and real-world problem-solving.





# Non-Technical Events

- Cricket
- Treasure Hunt
- Rink Football
- Table Tennis
- Street Play
- Virtual Trading
- Big Chess
- Shutter Symphony



# CRICKET

- Experience the excitement of cricket like never before! Join us for an action-packed day of thrilling matches, camaraderie, and unforgettable moments on the cricket field. It's time to showcase your skills, celebrate the spirit of the game, and create lasting memories with fellow cricket enthusiasts. Don't miss out on this incredible cricket event!



# TREASURE HUNT

Embark on an Epic Adventure! Join our Treasure Hunt Event and follow the clues to uncover hidden treasures and solve mysteries. Get ready for a thrilling journey of teamwork, strategy, and excitement. Register now and be part of the ultimate quest!"



# ICONIC FUTSAL

- Kick off the excitement at our college fest with Rink Football! Get ready to dribble, pass, and score in this fast-paced and thrilling event.
- Form a team, showcase your soccer skills, and compete for glory on the rink. Whether you're a seasoned player or a beginner, Rink Football promises intense action and a fun-filled atmosphere.
- Join us for a memorable experience where camaraderie and sportsmanship take center stage!"



# TABLE TENNIS

Ready to Rally? Dive into the world of fast-paced excitement with our table tennis event at ICON 23 ! Join our Table Tennis Event for intense matches, quick reflexes, and unmatched fun. Serve, spin, and smash your way to victory. Register today and paddle up for the challenge!



# ROADSIDE REVELRY

- Are you ready to take the stage and make a powerful impact? Participate in ICON 23 street play event and unleash your creativity and storytelling skills.
- Form a team, script your narrative, and bring it to life on our fest's stage. Join us in sharing meaningful messages and sparking conversations through the art of street theater.
- Step into the spotlight and be part of a unique and thought-provoking experience





# VIRTUAL TRADING

- Dive into the World of Finance! Join our Virtual Trading Event and experience the excitement of stock market trading in a risk-free environment.
- Sharpen your investment skills, make strategic decisions, and compete with fellow traders. Register today to trade your way to the top!



# BIG CHESS

- Unleash Your Inner Grandmaster! Join our Chess Event for a cerebral showdown. Plot your moves, strategize, and compete against formidable opponents.
- Register now to checkmate the competition and claim your crown on the board!



# SHUTTER SYMPHONY

- Grab your cameras, folks! Our photography event is set to be a feast for the senses, celebrating the artistic flair of our brilliant students and fueling a deeper passion for photography as an art form.
- With our school's enchanting courtyard as our canvas, this event will showcase a plethora of activities and exhibits that are sure to leave you spellbound!





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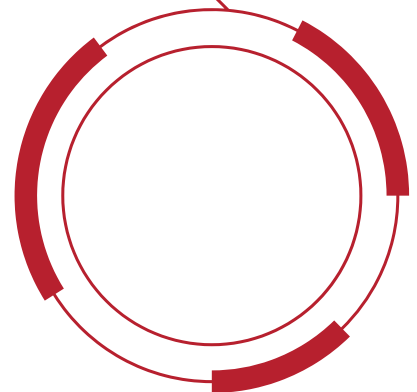
# VALORANT

- Join the Battle in our Valorant Event! Immerse yourself in the world of tactical shooting, teamwork, and strategy.
- Show off your skills, secure objectives, and compete with the best. Register now and step into the arena for intense Valorant action!



# BGMI

- Dive into the Battlegrounds! Join our BGMI Event and experience the adrenaline-pumping action of Battle Royale. Team up, outlast your rivals, and emerge victorious. Register now and drop into the ultimate BGMI showdown!







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