

NEW GAME



UNICORN'26



VS



About E-Cell

The Entrepreneurship Cell (E-Cell) at K.P.B. Hinduja College of Commerce is a powerhouse of creativity, innovation, and unstoppable student energy. With 300+ passionate members, E-Cell buzzes with action through electrifying events, power-packed workshops, and inspiring seminars that bring students face-to-face with industry leaders and real-world startup culture.

E-Cell is more than a committee—it is a launchpad where ideas take flight. Here, students sharpen their entrepreneurial mindset, build powerful networks, and turn bold visions into real ventures. At E-Cell, ambition meets opportunity, and every member becomes part of a dynamic-driven and future-shaping community.



About Unicorn

Unicorn is the flagship business conclave of E-Cell Hinduja, bringing together 800+ enthusiastic participants from colleges across Mumbai, making it one of the city's largest entrepreneurship gatherings for students.

The event served as a launchpad where aspiring innovators meet real-world changemakers, through keynote talks, case competitions, and high-energy networking. We were honoured to host Mr. Kushal Lodha and Mr. Amrit Achipalya, who captivated the audience's insights and navigated an ever-evolving business landscape. Their perspectives, along with added wisdom from past Shark Tank pitchers, gave participants a rare inside look into the mindset, struggles, and breakthroughs behind successful ventures.



About Unicorn

Unicorn is more than just an event — it is a movement. A dynamic space filled with learning, collaboration, and limitless ambition. From high-value discussions to powerful networking moments, the experience motivated every attendee to dream boldly, think creatively, and take meaningful steps toward building their own entrepreneurial journey. With its unmatched energy and transformative impact, Unicorn continues to stand as a defining milestone for students who aspire to shape the future.



BUSINESS STRATEGY





1.CRISIS CABINET

Ever imagined what happens when crisis meets business?

Welcome to the World Crisis Cabinet, where every participant will represent a business from the same industry, but located in different nations. With limited time and information, the game challenges leadership skills, communication, and strategic thinking, simulating real-world pressure faced by business leaders during moments of crisis.

CAP – 12

PARTICIPANTS – 2

2 PODIUMS

2.5 HOURS

EVENT TYPE - CONQUEROR



Rules and Regulations:

- **The event consists of 3 Rounds.**
- **Participants will encounter crisis situations related to the environment, economy, and finance, and will be directly questioned by the moderator. Each group must designate a CEO and a COO, with questions directed at one role not being answerable by the other; failure to adhere to this will incur negatives.**
- **Disrespect towards any member of the committee and physical aggression will lead to negatives and/ or disqualification.**
- **The use of electronic devices and Cross talking between different contingents is not permitted.**
- **Vulgarity, obscenity, and profanity are strictly prohibited.**
- **Use of AI is strictly prohibited.**
- **Participants should carry their laptop compulsory for Round 2.**
- **OC's decision is final and binding.**



2. MIND SWITCH

What is Mind Switch?

Mind Switch is a dynamic two-round challenge designed to measure both what you know and how you think. Participants first face a quiz that filters the sharpest minds, followed by a thought-provoking round where qualifiers must instantly switch perspectives and defend opposing viewpoints. The event celebrates mental agility, adaptability, and confident expression, making it as thrilling to watch as it is to compete in.

CAP – 8

PARTICIPANTS – 1

2 PODIUMS

1.5 HOURS

EVENT TYPE – ACE



Event Structure :

The event consists of 2 Rounds.

• **ROUND 1 –**

- **The Knowledge Check (Quiz Round).**
- **Participants face a business-centric quiz covering business and economics, brands and marketing, startups and current affairs etc .**
- **Top Scorer will qualify for Round 2.**
- **Duration – 20 to 25 minutes.**

• **ROUND 2 -**

- **The Inner Debate (Self-Defense Round).**
- **Qualified participants are given a statement or motion.**
- **They must speak for the motion (30–45 seconds).**
- **Immediately switch and speak AGAINST the same motion (30–45 seconds).**
- **Mobile phones strictly prohibited.**



Event Structure :

- **Respectful language must be used at all times.**
- **Judges' decision is final.**
- **Vulgarity, obscenity, and profanity will not be tolerated, and abusive language will lead to negative marking or disqualification**



3. FLOP TANK

What is Flop Tank?

Flop Tank is a parody of Shark Tank where participants intentionally pitch the worst, most impractical, useless, or hilarious product ideas. The challenge is not to create a good startup—but to convince the judges why this terrible idea deserves funding, using confidence, creativity, and humor. Teams are expected to defend their product's flaws creatively, justify absurd business models, and make the judges believe—if only for a moment—that this terrible idea deserves investment.

CAP – 8

PARTICIPANTS – 2 to 3

2 PODIUMS

2 HOURS

EVENT TYPE – ACE



Rules and Regulations :

- **Each team must consist of 2 to 3 participants.**
- **The event will be consist of 3 rounds**

Round 1 :

- **Each team presents product name, Problem it unnecessarily solves, Ridiculous features, Overpriced valuation .**

Round 2 :

- **Shark Attack (Q & A)**

Round 3 :

- **Deal or Disaster (Invest, Reject, Negotiate terms)**
- **The product must be intentionally bad, impractical, or unnecessary. Products must be fictional (no real brands or existing startups).**
- **Offensive, political, religious, or explicit content is strictly prohibited.**



Rules and Regulations :

- Use of PPT, charts, props, or prototypes is optional.**
- Disrespectful language, swearing, or unprofessional behaviour towards committee members will result in disqualification.**



FINE ARTS



1.FacePop

What is Face Pop?

Where Faces Become Art , Participants transform faces into living canvases, using bold designs, themes, and artistic imagination to create striking visual stories. From abstract patterns to pop culture icons and fantasy looks, FacePop celebrates individuality and artistic flair . This event is not just about painting—it's about expressing emotions, ideas, and personalities through color. Whether you're an artist or a model, FacePop promises a fun, interactive, and visually captivating showcase that adds a splash of excitement

CAP – 10

PARTICIPANTS – 2

2 PODIUMS

1.5 HOURS

EVENT TYPE – CROWN



Rules and Regulations :

- **Participants should come in team of two (one painter, one model).**
- **Exceeding the time limit will result in point deduction.**
- **The theme will be announced on the spot .**
- **Designs must strictly align with the given theme.**
- **Participants must bring their own face paints , brushes , sponges, mirrors, wipes, etc.**
- **Only skin-safe, non-toxic, and washable colors are allowed.**
- **Use of spray paints, permanent colors, glitter sprays, or harmful chemicals is strictly prohibited.**
- **Tracing, stencils, or reference images on mobile phones are not permitted unless specified.**
- **Models should not have any pre-drawn sketches or base makeup before the event begins.**
- **Judges' and organizers' decisions are final and binding.**



2.Poster Making

Wallistry is where art meets aesthetics. It is to design and decorate walls as immersive visual experiences, blending creativity, balance, and artistic technique. More than just decoration, Wallistry focuses on composition, theme interpretation, and attention to detail. From minimal elegance to vibrant artistic chaos, Wallistry encourages participants to think beyond paint and explore innovative materials, patterns, and concepts that redefine wall décor.

CAP – 10

PARTICIPANTS – 2

2 PODIUM

2 HOURS

EVENT TYPE – CROWN



Rules and Regulations :

- **Each participant/team will be given 2 hours to complete their wall decor.**
- **Exceeding the time limit will lead to point deduction.**
- **The theme will be announced on the spot (or pre-declared, if applicable).**
- **Designs must strictly adhere to the given theme.**
- **Each team will be provided with a specific A3 size drawing sheet.**
- **Participants must restrict their artwork to the provided sheet only; drawing on walls is prohibited.**
- **Participants must bring their own art supplies (paints, sketch pens, pencils, brushes, palettes, cloth, etc.).**
- **The use of stencils, digital prints, or tracing pre-prepared sketches is not allowed.**



3.Crochet Chronicles

Crochet Chronicles is a creative crochet event that invites participants to tell stories through stitches, patterns, and textures. Each creation reflects imagination, emotion, and personal expression, turning yarn into meaningful designs. The event emphasizes concept, detailing, and artistic storytelling over mere technique.

Blending tradition with modern creativity, highlights the charm of slow craft and thoughtful design, making it a unique and engaging addition to the college fest.

CAP – 10

PARTICIPANTS – 1

2 PODIUM

1.5 HOURS

EVENT TYPE – ACE



Rules and Regulations :

- **The crochet piece must be created entirely during the event.**
- **Participants should arrive 15 minutes prior to the scheduled start time for registration and setup.**
- **The theme or design requirement will be announced on the spot (or pre-declared).**
- **Entries must strictly follow the given theme or instructions.**
- **Participants must bring their own crochet hooks, yarns, stitch markers, scissors, and accessories.**
- **Only safe and standard crochet tools are allowed.**
- **Sharing of materials between participants is not permitted once the event begins.**
- **Pre-started or partially completed pieces are strictly prohibited.**



Rules and Regulations :

- **Use of mobile phones, printed patterns, or written notes is not allowed unless mentioned by organizers.**
- **Designs must be executed from memory or creativity.**
- **Copying another participant's design will lead to disqualification.**
- **Proper handling of sharp tools like scissors is mandatory.**
- **Any form of misconduct or rule violation will lead to immediate disqualification.**
- **The decision of the judges will be final and binding.**



LITERACY ARTS





1.60 Seconds of Fame (JAM)

60 Seconds of Fame is a dynamic on-the-spot speaking competition that challenges participants to think fast and speak with confidence—within just one minute. Contestants are given a surprise topic and must present their thoughts clearly and creatively without hesitation, repetition, or deviation. The event tests spontaneity, presence of mind, communication skills, and time management, making every second count. Whether you're aiming to entertain, persuade, or inspire, this is your chance to grab the spotlight and turn 60 seconds into lasting fame.

CAP – 15

PARTICIPANTS – 1

1 PODIUM

1.5 HOUR

EVENT TYPE – CROWN



Rules and Regulations :

- **Participation is individual only.**
- **Topics will be given on the spot.**
- **Each participant will be given exactly 60 seconds to speak.**
- **Exceeding the time limit will lead to negative marking or disqualification, as decided by the judges.**
- **Participants will get 15-20 seconds to think before starting .**
- **The speech must be delivered in English only (unless otherwise specified by the organizers).**
- **Use of offensive, abusive, political, religious, or sensitive content is strictly prohibited.**
- **Vulgar language or inappropriate gestures will result in immediate disqualification**
- **Use of notes, mobile phones, or external aids is strictly not allowed.**
- **Participants must report at the venue at least 15 minutes before the event starts.**



2.From Prompt to Plot

(story writing)

Ever stared at a single word and felt a thousand stories waiting to be told? From Prompt to Plot is where that spark turns into a story worth remembering. This creative writing challenge invites participants to take a simple prompt and spin it into an imaginative, expressive, and well-crafted narrative. With limited time and unlimited creativity, writers must build characters, shape plots, and bring emotions to life—using just their imagination and words.

CAP – 15

PARTICIPANTS – 1

1 PODIUM

2 HOUR

EVENT TYPE - CROWN



Rules and Regulations :

Round 1 : Fright in Ink

- Participants will be given a prompt with a twist, and based on that they have to write a story, the prompts will be allotted on a first, come first serve basis.
- Participants will be given 30 minutes to write the story.
- The story length must be between 400–500 words.
- No personal, offensive, or vulgar content.
- No use of smartphones or any references, the story should be made with originality and creativity.
- The story written must be only in English.



Rules and Regulations :

Round 2 : From Page to Performance

- **Participants must narrate their story within a duration of 3 to 5 minutes.**
- **After completing Round 1, participants will be given 15 minutes for preparation, after which they must narrate their story in front of the judges.**
- **Participants narrate their written story with expressions, tone, and dramatic delivery (no props or background music required)**
- **No personal, offensive, or vulgar content.**
- **The decision of the judges will be final and binding.**



PERFORMING ARTS





1.SOLO SURGE

Solo Surge , A power-packed solo singing battle where passion meets performance. This event invites vocalists to own the stage, electrify the audience, and turn every note into a statement. Open to all genres, it's a celebration of confidence, creativity, and pure vocal energy—where one voice is all it takes to steal the spotlight.

CAP - 10

PARTICIPANTS – 1

1 PODIUMS

2 HOURS

EVENT TYPE – CROWN



Rules and Regulations :

- **Performance Duration:** 3–5 minutes per participant.
- **Setup Time:** 1–2 minutes (for instruments or props)
- **Music must be submitted 24 hours in advance in the required format (MP3/MP4)**
- **Props and instruments are allowed if safe, portable, and approved by organizers**
- **Content must be appropriate for a college audience; offensive lyrics or gestures are not allowed.**
- **Backing tracks are permitted but must not contain offensive material or pre-recorded vocals that misrepresent performance skill.**
- **Judges' and organizers' decisions are final and binding.**



2.BATTLE OF STEPS

Battle of Steps is an electrifying, high-intensity dance showdown where teams compete head-to-head to claim supremacy on the stage. This event emphasizes power, precision, and innovation, pushing participants to deliver jaw-dropping moves while maintaining perfect synchronization. With every beat, twist, and turn, teams fight for dominance, making it a thrilling spectacle of energy, skill, and sheer entertainment. Only the most dynamic and cohesive crew can claim victory.

CAP – 12

PARTICIPANTS – 6-10

1 PODIUMS

3 HOURS

EVENT TYPE – Ace



Rules and Regulations :

- The performance time is 4-7 minutes
- Set up time is 3 minutes
- The selection of songs is at the participant's discretion. Use of Mashups, remixes and medleys is allowed for the entire performance.
- Song lyrics must be decent and non-insinuating. Item songs are not allowed.
- Music must be preloaded or shared digitally; organizers will not be responsible for playback issues due to delayed submission.
- Participants are required to submit their costumes, props, and audio in MP3 format for vetting
- Vulgarity, obscenity, and profanity will not be tolerated, and abusive language will lead to negative marking or disqualification.



Rules and Regulations :

- **Use of fire, smoke, or any hazardous effects is not allowed.**
- **Teams must start and end within the allotted time. Time exceeding the limit → mark deduction.**
- **Decisions by judges and organizers are final and binding.**



3.Vogue Vista

(Fashion Show)

From bold silhouettes to subtle elegance, this runway becomes a canvas where participants bring their vision, culture, and attitude to life. Each walk tells a story—of trends reimagined, identities expressed, and boundaries broken. Whether it's street style, ethnic fusion, sustainable fashion, or high couture, Vogue Vista invites designers and models to showcase originality, teamwork, and stage presence under the spotlight. More than a fashion show, Vogue Vista is a celebration of individuality, creativity, and the courage to own your style. The ramp is ready—are you?

CAP – 15

PARTICIPANTS – 7-10

3 PODIUMS

3 HOURS

EVENT TYPE – CONQUEROR



Rules and Regulations :

- **Team Size:** Between 7-10 members (this includes models and designers).
- **The maximum time limit is 8-10 minutes.** Exceeding this time will lead to negative marking.
- **The props must be approved by the OC,** and the prop list must be submitted to the events team 3 days prior to the event.
- Teams must ensure that costumes are appropriate for the stage and uphold dignity
- **Each team is responsible for their own props, accessories, and backstage management.**
- **Avoid incorporating any elements that are religiously offensive, disrespectful, or inappropriate.**
- **Organizers are not liable for any loss or damage to costumes or props.**



Rules and Regulations :

- **The audio track must be submitted in MP3 format on a pen drive labelled with the CC code at the time of venue registration**
- **Vulgarity, Obscenity, and Profanity will not be tolerated; abusive language leads to disqualification.**
- **Any changes in the rules will be communicated on the day of the event.**
- **Judge's and OC's decision will be final and binding.**



4.Face of unicorn

(mr/miss)

Face of Unicorn is a celebration of talent, charisma, and personality, where participants compete to become the ultimate representative of their college. Step onto a stage where your story is the spotlight. This pageant is more than a competition; it's a celebration of the heroes, rebels, and icons within us all

CAP – 12

PARTICIPANTS – 1 MALE & 1 FEMALE

1 MR. & 1 MS. PODIUMS

3 HOUR

EVENT TYPE - CROWN



Event Structure :

Round 1 : (Introduction + Ramp Walk)

- This round evaluates stage presence, confidence, style, and personality. Participants introduce themselves and then showcase their flair through a thematic ramp walk.
- Each participant will deliver a 30 to 60-second introduction, sharing their name, personality, hobbies ,and the "narrative" they aim to portray
- Music tracks must be submitted 3 days before the event.
- Audio must be in MP3 format on a pen drive labelled with the CC code at the time of registration
- Vulgarity, obscenity, and profanity will not be tolerated; abusive language leads to disqualification



Event Structure :

- **Judge's and OC's decision will be final and binding.**

Round 2 : Talent Round

- **Participants will showcase their talent**
- **Each performance will have 2 to 3 minutes to present their talent.**
- **Eliminations will take place after this round based on combined scores from Round 1 and Round 2.**

Round 3 : The Final Question (Q&A Round)

- **Judges will ask fun yet challenging questions to test wit and personality.**
- **Participants must answer confidently to gauge their ability to respond spontaneously, articulate ideas clearly, and demonstrate confidence under scrutiny.**



MANAGEMENT EVENTS





1. THE GRAND HUNT

The Grand Hunt turns the campus into a giant puzzle. Every clue is a trick, every answer a step closer, and every team is chasing the same secret. Solve smart, move fast, and enjoy the chaos.

CAP – 8 (FIRST COME FIRST SERVE)

PARTICIPANTS – 3

1 PODIUMS

1 HOUR

EVENT TYPE – CONQUEROR



Rules and Regulations :

- The hunt begins with all teams receiving the first clue simultaneously.
- Teams will be given clues leading to different locations around the city .
- The first team to find the final treasure wins
- Use of any electronic devices (phones, smartwatches, etc) to search for clues is prohibited.
- Teams cannot use private transport.
- Any form of cheating, copying answers, or interference will result in immediate disqualification.
- Participants will be accompanied by an OC member.
- OC's decision will be final and binding.
- Any changes in the rules will be communicated on the day of the event.



2.Level Up Bids (IPL Auctions)

Enter the thrilling arena of Level Up Bids, where strategy meets cricketing passion. In this high-stakes IPL auction, participants must outwit rivals, manage limited resources, and assemble the perfect team. With every bid, the tension rises as you inch closer to victory.

CAP – 12

PARTICIPANTS – 2

PODIUM - 1

HOURS – 2.30

EVENT LEVEL – ACE



Rules and Regulations :

- **Each team must have 15 players by the end of the auction; failure to do so will result in elimination.**
- **Team composition must include 11 playing players and 4 substitutes.**
- **A maximum of 6 foreign players and a minimum of 9 Indian players are allowed.**
- **Mandatory team roles:**
 - **3 Batsmen**
 - **2 All-Rounders**
 - **2 Fast Bowlers**
 - **1 Spinner**
 - **1 Wicket-Keeper**
- **Remaining players are at the participant's discretion.**
- **Bidding increments will be ₹0.25 crore up to a ₹5 crore bid value; thereafter, the minimum increment will be ₹1 crore.**



Rules and Regulations :

- **Use of electronic devices during the auction is strictly prohibited.**
- **Cross-talk or collusion between participants is not allowed.**
- **The event follows a solo participation format.**
- **The management's decision shall be final and binding in all matters."**



ONLINE EVENTS



1.BGMI E-SPORT COMPETITION

Battle Royale Showdown

An intense Battlegrounds Mobile India (BGMI) e-sport competition. Squads compete across multiple maps with a structured points system based on position and kills. Fair play, strategy, and teamwork are the keys to victory.

CAP – 25 (FIRST COME FIRST SERVE)

PARTICIPANTS – 2-4

EVENT TYPE – ACE



Rules and Regulations :

- All squads must report on time as instructed by the organizing team.
- Use of hacks, mods, scripts, emulators, or any unfair practices is strictly prohibited.
- Cross-teaming or sharing information with other squads is not allowed.
- Match timings once announced will not be changed or rescheduled.
- Players must arrange their own internet connection.
- College ID card is compulsory for all participants.
- Charging ports will not be provided at the venue.
- Consoles and external controllers are not allowed.
- Any rule violation will result in immediate disqualification of the entire squad.
- The decision of the organizers shall be final and binding.
- Slots are limited and will be allotted on a first-come, first-served basis.



2.FREE FIRE E-SPORT COMPETITION

Survival of the Sharpest

A high-energy Free Fire e-sport competition where squads battle it out under strict fair-play rules. The event tests players' skills, coordination, and quick decision-making abilities.

CAP – 12 SQUADS

PARTICIPANTS – 2-4

EVENT TYPE – CROWN



Rules and Regulations :

- All squads must report on time as instructed by the organizing team.
- Any form of hacking, modding, or unfair advantage is strictly prohibited.
- Cross-teaming or intentional teaming with other squads is not permitted.
- Match schedules and progression once announced cannot be changed.
- Players must use their own internet connection and devices.
- College ID card is mandatory for participation.
- Consoles or external gaming accessories are not allowed.
- Failure to follow instructions or rules will lead to disqualification.
- Organizers reserve the right to modify match flow to ensure fair play.
- The organizers' decision will be final in all matters.
- Slots are limited and will be allotted on a first-come, first-served basis.



Prize Distribution

- 1. PODIUM**
- 2. 1ST RUNNER UP**
- 3. 2ND RUNNER UP**
- 4. BEST PR**
- 5. BEST CL**

Departments:

- 1.PERFORMING ARTS (3)**
- 2.BUSINESS (2)**
- 3.FINE ARTS (1)**
- 4.MANAGEMENT (1)**
- 5.MR & MISS (2)**
- 6.LA(1)**



PR Points

| Level | Conqueror | Ace | Crown |
|---------------|-----------|-------|-------|
| First | 10,000 | 8,000 | 6,000 |
| Second | 8,000 | 6,000 | 4,000 |
| Third | 6,000 | 4,000 | 2,000 |
| Participation | 2,000 | 1,000 | 600 |
| MPOR | -1,000 | -600 | -400 |

