

Celebration of Culture & Commerce

The annual Inter-collegiate fest organized by School of Commerce & Management, Jain University at JGI Knowledge Campus, brings, together the diverging word of commerce and culture. In this extravagant fest spanning three days, students took part in Samyoga - the Cultural Fest and Samanvaya-the Commerce Fest. In this event, which catered to literary, auditory, cultural facets of students, had participants from all over India. Over 50 colleges from India sent their brightest student talents to participate in more than 25 competitions.

The students had a sheer variety of events to select from group dance, beat-boxing, text messaging, business quiz etc., Offstage events like photography, creative writing, nail art, gave students a chance to explore their artistic side. Students followed obscure clues, tore through campus to locate artifacts in the Treasure Hunt. Samanvaya-the Commerce Fest, probed student understanding of the world of business and commerce. The contestants had to apply in practice, theoretical concepts in the fields of finance, public relations, human resources and marketing. Students were given various scenarios that would occur in their respective fields, and had to strategize ways to resolve them. The Business Quiz tested the acumen of students in various subjects, and made them sharpen their wits.

Student artistes went head to head in the group dance competition, Deepak and team from Baldwin Methodist College bagged the first place, with their gravity defying dance moves. Melodies sung by students, from classical vocals to exciting western music brought some rip-roaring cheers from the audience.

Students dressed in resplendent ethnic wear, and kept the audience spellbound in 'Ethnic Parade' with their stylish ramp walk. Roshini. V., participant shares her views, "It was great opportunity for me to sport ethnic wear, I always been comfortable wearing churidars and ghagra cholis. A ramp walk takes a lot of precision and planning, but it is also very fun to perform", she adds.

The overall trophy was claimed by Christ University, who bagged the maximum prizes among the events. Gunjeen.V, Christ University said, "In events of this scale, you get to understand talents from other colleges. It is a very humbling experience that taught me of the many things I need to learn."

Jain University managed to unify the melting pot of student talents with a healthy dose of knowledge and entertainment.