

# **Loyola College (Autonomous)**

**Chennai - 600 034**

**EMINENCE - 2017**

## **Department Festival - Commerce (Shift I)**

The Department festival, EMINENCE - 2017 was organised by Commerce (Shift I) on 25th February, 2017. It was inaugurated by Mr. C. A. Karthick Ragavendar, Chief Guest in the presence of Dr. T. Joseph, Head of the Department of Commerce (Shift I), Dr. A. Marcus, Dean of Arts, Dr. A. Vickram, President of Loyola Commerce Association, Department faculty members, students and other invitees at 10.00 am in Sauliere hall, Loyola College Hostel.



Welcome address by Dr. T. Joseph, HOD

## **About Eminence**

EMINENCE is an awe-inspiring annual gala conducted by department of commerce shift-I, It is an amalgamation of cultural and intellectual events. Every year it attracts hundreds of students from various reputed and prestigious arts and science colleges all over Chennai. It provides podium for students to show case their talents and skills in front of roaring and enthusiastic audience. The festival focuses on cultural aspects and a number of other programs covering a wide variety of activities, which not only reflect the spirit of friendship but also growth and development of oneself.

## **Inauguration**

The program was inaugurated with high hopes and positive vibes through a prayer song. The function begins with lighting of the kuthuvillaku by the Dignitaries. The welcome address was delivered by head of department by emphasizing various aspects of eminence to students from other college and felicitated the chief guest for spending his valuable time with us. Mr. C. A Karthick had inspired the audience with his insight full speech.



Prayer by students lighting of the kuthuvillaku by chief guest

## EVENTS

TWO on stage events – REMOTE PLZ [channel surfing] and ADZAP

### Five off Stage Events:

- ORACLE [best manager],
- OMNISCIENT [business quiz],
- PRODUCT WAR

- CLASH OF TITANS [debate],
- LOGO DESIGN.

**THREE Online Events:**

- ECCENTRIC[advertising],
- PHOTOGRAPHY,
- DUBSMASH.

Students from more than 30 well-known city colleges like MGR Janakicollege, EthirajCollege, Guru Nanak College, Stella Maris College, MOP Vaishnav College, etc. participated in EMINENCE 2K17







Student volunteers registering participants

## **EVENTS**

### **CLASH OF TITANS**

The event involves formally presenting an argument in a structured manner. Through logical consistency, factual accuracy and some degree of emotional appeal to the audience are key factors, where one side often prevails over the other party by presenting a superior "context" and/or framework of the issue. The outcome may depend upon consensus or some formal way of reaching a resolution, rather than the objective facts.



Students debating



Judges observing participants

## **OMNISCIENT [BUSINESS QUIZ]**

This off stage consisted of two stages, preliminary stage and final stage. The preliminary round consisted of evaluating the student exposure to current business affairs. The final stage consisted of only 5 teams with three rounds which included to identify the tagline and logo of world renowned MNC's, guess the eminent personality and rapid fire round.



Preliminary Stage & final Stage





Quiz master hoisting final stage

## **LOGO DESIGN**

Achieving a well-designed logo requires really hard work and being up to date with the latest trends in design. It's probably the best way of establishing brand identity, making an impact on judges and ensuring that they'll remember your logo for ever. Most logos communicate ideas, for instance the kind of quality services a company can provide for its customers or it describes theme or purpose of an event or organisation





Participants presenting their logos to judge



Participants designing logo

## **ADZAP**

ADZAP event is to test upon the basis of convincing capabilities and selling of some really non-existing product. The presenting team chooses a product. The team takes minimal time for expressing their product to the audience. They also bring the necessary properties to do their advertisement. Products were given to the team and they presented it with more humor & creative ideas.



Judges evaluating performances



Participants responding



Participants performing ADZAP





Honoring the Judge Dr .Justin Rayappa

## **VALEDICTORY**

The valedictory ceremony started with participants assembling at Sauliere hall at 4:30 pm after completing their respective event, eagerly awaiting for final winners list with hope of making it their day. The chief guest for the occasion was Prof. Pencier, Vice Principal (Shift-I), Loyola College.





Felicitating of Chief Guest by Dr. Joseph engrossed audience



Chief guest Address

### **Distributing Prizes**



Dr. A.Vickram, President, Loyola Commerce Association

## OVERALL CHAMPIONSHIP

The winner of overall championship for the year 2k17 of EMINENCE is Stella Maris College, Chennai.



Stella Maris participants receiving overall trophy from dignitaries and chief guest

## SPECIAL MENTION

Runner-up is bagged by MCC College, Chennai.



## OFFICE BEARERS AND OFFICIALS



## THANKING NOTE

We organisers in this special occasion want to thank all volunteer's students, professors , deans and college management for making EMINENCE 2K17 a successful event. Our special thanks to Head of the department of Commerce - Dr. T. Joseph and President of Loyola commerce association -Dr. A.Vickram for their valuable guidance.