



CIRCULAR

 **ARKA JAIN University**  
Jharkhand



---

**SCHOOL OF COMMERCE & MANAGEMENT**

---

**Department of Management**

**NOTICE**


**Ref No: AJU/SCoM/DoM/2026/007** **Date: 05.01.2026**

Dear Students,

As you are aware that the biggest fest – AAGAAZ 2K26, organized by School of Commerce and Management is scheduled on 09<sup>th</sup> & 10<sup>th</sup> January 2026.

Therefore, all the students are hereby informed that you can enter the university campus and participate in AAGAAZ 2k26 with your university student ID card.

Students of SCoM who have not purchased the pass can also come for the event.



**Dr. Pompi Das Sengupta**  
Asst. Dean (UG)  
School of Commerce & Management  
Assistant Dean (UG)  
School of Commerce and Management  
Arka Jain University, Jharkhand

**Copy for the information:**

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File

Page 1 of 1

## AAGAAZ 2026 - ADZAP

<b>Date of Event</b>	<b>09.01.2026</b>
<b>Name of the Event</b>	<b>ADZAP</b>
<b>Type of the Event</b>	<b>Experiential Learning</b>
<b>Conducted by</b>	<b>Department of Management</b>
<b>No. Of Participants</b>	<b>18 ( students from different School in Jamshedpur) + 4 MBA ( In House students) = 22</b>

### OBJECTIVE:

ADZAP was organized with the objective of fostering experiential learning among management students by providing a structured platform to apply theoretical knowledge in practical scenarios. The event aimed to enhance students' creative thinking, strategic planning, communication abilities, and teamwork, thereby contributing to their overall professional development.

### DETAILS:

Aagaaz is a flagship annual management fest of ARKA Jain University. ADZAP is one of the important event of this fest designed to foster and ignite creativity and managerial acumen among students who will participate in this event. As one of the key highlights of Aagaaz, **ADZAP** is a high-energy marketing competition structured as a "Live Creative Agency" simulation. The event challenged participating teams to think on their feet and deliver impactful marketing solutions within strict time constraints.

The competition was conducted in a structured 60-minute format to ensure fairness and efficiency. Teams were briefed about the rules and judging criteria, followed by an on-the-spot product reveal that added suspense and excitement.

In the first round, teams designed innovative print advertisements, focusing on visual appeal, branding, and slogan creation. This was followed by a transition phase where teams prepared their audio-visual pitch.

During the final pitch round, each team presented their print ad and performed a live skit or jingle, simulating a real-time advertising pitch to clients. The judging panel evaluated performances based on creativity, brand identity, persuasiveness, teamwork, and time management. The professional setup, energetic atmosphere, and live judging experience made the event engaging and highly competitive.

ADZAP successfully created an immersive learning environment where students applied marketing theories in a practical, fast-paced setting, reflecting real industry challenges.

### **Description of the event:-**

There were 5 Teams from different schools in Jamshedpur. Each team was comprised of 4-5 students studying in class 11/12 in their school.

The event was planned as per schedule below :-

Round	Time	Segment	Description
1	1:30 - 11:35	Briefing	Introduction of judges, rules recap, and revealing the products.
	1:35 - 1:50	Round 1: Print Prep	Teams create their print advertisement (Slogans, Visuals, Branding).
2	1:50 - 1:55	Strategy Transition	Teams finalize their "Audio-Visual" pitch script (Round 2).
	1:55 - 2:20	The Pitch (Live)	Each team gets 2–3 minutes to present their print ad and perform their AV skit/jingle.
	2:20 - 2:30	Judging & Results	Judges deliberate while certificates are handed out; Winner announcement.

### **Judgment Parameters of ADZAP**

**ADZAP** event was planned to be judged on a Total of 50 Points. These points were evenly distributed in 2 rounds. Details break-up of this is as below :-

#### **Round - 1**

Since the goal is a "punchy, memorable message," the scoring should reward both the visual

#### **1. Creativity & Innovation (15 Points)**

- a) How unique is the concept?
- b) Did they find a "fresh" angle for the product, or did they use clichés?

#### **2. Brand Identity & Slogan (10 Points)**

- a) **Focus:** Is the print ad visually striking?
- b) Is the slogan catchy and easy to remember?

#### **Round - 2**

#### **3. Persuasiveness & Strategy (10 Points)**

- a) **Focus:** Does the audio-visual pitch actually make the audience want to buy the product?
- b) Is the marketing message clear?

#### **4. Coordination & Teamwork (10 Points)**

- a) Did all 3–5 members participate?
- b) Was the transition between the print reveal and the skit seamless?

#### **5. Time Management (5 Points)**

- a) Did the team deliver the message within the "short amount of time" required without rushing or dragging?

A panel of 3 Judges was formed which was comprised of Dr. Rahul Amin, Dean, School of Humanities, Dr. Manoj Pathak, Associate Professor, Department of English and Coordinator for Indian Knowledge System and Prof. Anup Kumar, Assistant Professor, Department of Fashion Design – All from ARKA Jain University.

Total 22 students actively participated in the event and Displayed their enthusiasm and creativity in the event.

They were given free hand to think Idea of any product for which there is no advertisement existing and create AD as per the rules of ADZAP.

- 1) Students of Beldih Church School – a group of 5 student -created Super Bag which is a paper soap in a container.
- 2) Students of Sihsha Niketan School were in 2 groups
  - a. Group A – consisted of 4 students who created Intelligent Helmet
  - b. Group B – consisted of 5 students who created Intelligent Rubrics
- 3) Students of Vivek Vidyalaya – consisted of 4 students - created Rocelle - Aloe Vera based face wash.

## Result

Students from Shiksha Neketan Group B were declared Winner and students from Vivek Vidyalaya were declared Runner Up in the event.

## TAKEAWAY (OUTCOMES):

- 1) **Experiential Learning:** Students developed practical understanding of advertising and marketing concepts. Students gained hands-on exposure to real-world marketing and advertising challenges through live simulations.
- 2) **Enhanced Creativity:** The event enhanced creativity, confidence, encouraged innovative thinking and originality in branding and promotional strategies. Hence the event motivated students to think innovatively and professionally
- 3) **Skill Development:** Participants learned the importance of teamwork and time-bound decision-making. They improved their communication, persuasion, teamwork, and time management skills and presentation skills
- 4) **Confidence Building:** Presenting ideas before judges and peers boosted students' confidence and presentation abilities.

POSTER OF THE EVENT



Fig- 1: Poster of the Event- ADZAP

### PHOTOS OF THE EVENT



**Fig - 2 - Team ADZAP Briefing Judges about the event**




**Fig-3: ADZAP Event in Progress**



**Fig- 4: Students from different Schools preparing their Articles for ADZAP**

LIST OF PARTICIPANTS

				
Attendance Sheet for AAGAAZ 2K26 - Outreach				
School of Commerce and Management				
Name of the Event - ADZAP			Date :	
For School Student				
SL NO	Name of the Candidate	Institute	Contact No	Signature
1	Deep Singh	Church School Beldih	7979810001	Deep
2	Yash Aglawala	Church School Beldih	6202626803	Yash
3	Md. Merog	Church School Beldih	7488125299	Md. Merog
4	Razze Jaggal	Church School Beldih	9834222097	Razze
5	Aarphi Kumari	Church School Beldih	7803632284	Aarphi
6	Sonam Kumari	Shiksha Niketan	9470577814	Sonam
7	Manyata Aryan	Shiksha Niketan	947057814	Manyata
8	Ritika Datta	Shiksha Niketan	8957259996	Ritika
9	Sukviti Kumari	Shiksha Niketan	8603602833	Sukviti
10	Ashish Kumar	Shiksha Niketan	7209557306	Ashish
11	Aniket Kumar	Shiksha Niketan	9334623286	Aniket
12	Janvi Kumari	Shiksha Niketan	9142700304	Janvi
13	Roshni Puri	Shiksha Niketan	8709893686	Roshni Puri
14	Ashika Kumari	Shiksha Niketan	6202072438	Ashika
15	Kumari Ayushi	Vivek Vidyalaya	9508426579	Ayushi
16	Somya Kumari	Vivek Vidyalaya	9507311627	Somya
17	Anamika Kumari	Vivek Vidyalaya	9122568897	Anamika
18	Reema Mahato	Vivek Vidyalaya	9234207479	Reema
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				

A  
B

Winner  
Runner up

*Dr. Pooja Das*  
Assistant Dean  
Assistant Dean (UG)  
School of Commerce and Management  
Arka Jain University, Jharkhand

Attendance Sheet for AAGAAZ 2K26 - Outreach				
School of Commerce and Management				
Name of the Event - ADZAP		Date :		
For College/University/Institute				
SL NO	Name of the Candidate	Institute	Contact No	Signature
31	Zartash Bin Javid	Arka Jain	7667311346	<i>[Signature]</i>
32	Shubham kumar	Arka Jain	7256936418	<i>[Signature]</i>
33	Prince kumar Gaurav	Arka Jain	7004544481	<i>[Signature]</i>
34	Faisal Athar	Arka Jain	6200441712	Faisal Athar
35	Konain Ahmad	Arka Jain	9102809079	KA
36				
37				
38				
39				
40				
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				
61				
62				
63				
64				
65				

*[Signature]*  
 Assistant Dean  
 Dr. Pompi Das Sengupta (UG)  
 School of Commerce and Management  
 Arka Jain University, Jharkhand