



LOYOLA COLLEGE (AUTONOMOUS)
PG & RESEARCH DEPARTMENT OF COMMERCE (SHIFT-1)

LOYOLA-COMMERCE
== ASSOCIATION ==

PROUDLY PRESENTS

EMINENCE
2024

REPORT

DECEMBER 13 AT 08:30 AM

VENUE: BERTRAM HALL

EVENTS LIST

ON-STAGE EVENTS

- **COME ON LAE**
- **METAMORPHOSE**
- **TONGUES TIED**
- **CLASH OF CHAMPIONS**

OFF-STAGE EVENTS

- **KINGPIN**
- **COGNITION**
- **CORDIAL TIFF**
- **ECTRICATE**
- **WORDCRAFTING**
- **TRAILBLAZZERS**
- **FROLIC**
- **AUCTION ARENA**

ONLINE EVENTS

- **CAPTCHA CAPTIVA**
- **QUICK FLICK**



EMINENCE

Eminence, the flagship event of the **Loyola Commerce Association**, is a vibrant celebration of **talent and creativity, uniting students** from various institutions. It features captivating stage performances, thought-provoking competitions, and enthusiastic participation. Known for its energetic atmosphere, **Eminence stands as a highlight in Loyola College's cultural calendar.**



With its grand stage and high-energy events, it offers an unforgettable experience for participants and spectators alike.

INAUGURATION



The department festival, Eminence 2024, began on a vibrant note at 8:30 AM on 13th December (Friday), with an enthusiastic gathering of students, faculties, and distinguished guests at Bertram Hall. The event commenced with the arrival of the chief guest, Mr. M. Karthikeyan, an esteemed entrepreneur, along with the Head of the Department, Dr. A. Xavier Mahimairaj, faculty members, and students. The Bertram Hall echoed

with excitement and energy as participants prepared for the day's celebrations.

The ceremony began with a prayer and the Tamil anthem by the LCA band creating a solemn and respectful atmosphere. A symbolic watering of the sapling was carried out, signifying growth, progress, and sustainability.

The Welcome Address was delivered by Dr. A. Xavier Mahimairaj, Head of the Department, who extended a warm welcome to the chief guest, dignitaries, faculty members, and students.

Mr. Nishith Leon, The Department Secretary, presented an overview of Eminence 2024, highlighting the objectives, events, and significance of the cinematic theme.

Dr. Remigius Mary, President, Loyola Commerce Association (LCA), introduced the chief guest, Mr. M. Karthikeyan, shedding light on his entrepreneurial journey and achievements.



CHIEF GUEST

Dr. Karthikeyan Murugan, born in 1981, completed his schooling in Chennai and graduated from Loyola College's Department of Commerce in 1999. Inspired by Loyola's Jesuits, he took on leadership roles in the Rotaract Club, organizing impactful projects like medical camps, education fairs, and community initiatives. As an alumnus, he redefined alumni engagement by connecting thousands through events, national chapters, and social projects. He leads Jyothi Textiles and Dresses, a family-run retail brand established in 1968, modernizing it while expanding into entertainment ventures. His contributions to Loyola and the retail sector earned him an Honorary Doctorate in Retail Management from a Seattle-based university. The chief guest was felicitated with a shawl and memento by the Head of the Department and LCA President. In his speech, Mr. M. Karthikeyan inspired the audience by sharing insights on entrepreneurship, innovation, and the importance of teamwork, encouraging students to embrace challenges and aim for excellence. Dr. Karthikeyan continues to inspire through mentorship, leadership, and community services.

Mr. N. Anish, PG Secretary, delivered the vote of thanks for this wonderful beginning. Thus, the grand and vibrant event **"EMINENCE"** has begun with a memorable Inauguration.



REGISTRATION:

The verification and spot registration began around 8:30 A.M. In Spite of rainy weather conditions, we have received more than 500 participants from 22 Institutions in and around Chennai which reflects the enthusiasm and keen interest of students to participate in Eminence.

> FLOW OF EVENTS:

ONSTAGE EVENTS:

- Adzap
- Product Surfing
- Mime
- Title Event



The onstage events began soon after the Inauguration. The first event is Adzap which is a team event where the participants create and perform ads for a product within a prescribed time limit. Adzap events test participants' creativity, communication skills, and ability to create engaging ads. They are often held at universities to help students improve their marketing skills. And the Second event, Product Surfing where the participants are given random products and they should promote the products in a captivating manner. And Thirdly, Mime event is a performance that uses body movements, gestures and facial expressions to convey a concept. The topics for all the events were Commerce, Industry and Business oriented which enables the Commerce students to link the Academics into arts. The Title Event in which each participant from the first and second place of all the flagged events are allowed to participate which allows the participants to perform any kind of the listed event. This tests the spontaneity and multi-tasking ability of the students. The title of Mr. Eminence was won by Mr. Mani Bharathi from SRM College. Vibrant onstage events made the Bertram Hall featuring dazzling lights, artistic backdrops, and creative performances that bring energy and joy. The colorful stage setups enhance the celebration of talent, culture, and unity, leaving audiences spellbound.

> FLOW OF EVENTS:

OFFSTAGE EVENTS:

- Creative Writing (Tamil & English)
- Debate (Tamil & English)
- Business Plan
- Best Manager
- Business Quiz
- Potpourri
- IPL Auction
- Shipwreck



The offstage events at Eminence were a perfect blend of intellect, creativity, and excitement, bringing together talented students from various colleges to compete in a range of thought-provoking challenges. The atmosphere was charged with enthusiasm as participants put their skills to the test in diverse events designed to ignite minds and inspire innovation.

The Debate competition saw passionate speakers engage in fierce yet insightful arguments, presenting well-researched viewpoints with confidence and eloquence. In the Creative Writing segment, imagination took flight as participants crafted compelling stories and thought-provoking essays that captivated the judges.

The Business Quiz tested participants' knowledge of the corporate world, challenging their understanding of market trends, financial concepts, and business strategies. Meanwhile, the Business Plan event provided a platform for aspiring entrepreneurs to present groundbreaking ideas, showcasing their strategic thinking and problem-solving abilities.

In the thrilling Best Manager contest, participants faced real-world business scenarios that tested their leadership, decision-making, and crisis management skills under pressure. The excitement reached new heights with the IPL Auction, where teams displayed their analytical and strategic acumen to build the perfect dream team.

Laughter and wit took center stage in the Shipwreck event, where participants had to creatively think on their feet to survive hilarious hypothetical scenarios. Adding an element of surprise and fun, the Potpourri event featured a mix of challenges that tested spontaneity, teamwork, and out-of-the-box thinking.

> FLOW OF EVENTS:

ONLINE EVENTS:

- Photography
- Short Video

The online events showcased creativity and talent. Competitions like Product Photography and Short Video brought out the best in participants, allowing them to showcase their advertising skills. The product photographs were stunning, capturing products in unique and eye-catching ways, while the short videos were realistic and engaging, telling powerful brand stories. These events highlighted the participants' ability to combine creativity and marketing strategies effectively.

JUDGES:

The events at **Eminence** were judged by a panel of experts, including seasoned professionals and experienced seniors who had excelled on various platforms. Their insights and guidance brought depth to the competitions, helping participants showcase their best.

As a token of appreciation, the **LCA office bearers** honored the judges with a heartfelt felicitation, adding a touch of gratitude to the event. Their presence and encouragement made the experience even more inspiring for all.



VALEDICTORY

The valedictory program of Eminence commenced soon after the conclusion of all the events, marking the perfect culmination of an exciting and eventful day. The winners across various competitions were honored by the department faculties, who presented them with well-deserved prizes and certificates, recognizing their hard work and exceptional performances.

The highlight of the ceremony was the recognition of the Title Winner, Mr. Eminence Manibharathi, by the esteemed Chief Guest, Dr. Justin Rayappa, Dean of Students (Shift 1). His inspiring presence added prestige to the occasion, motivating all the participants and winners.

The atmosphere was filled with joy and pride as DG Vaishnav College was crowned the overall trophy winner of Eminence, while Gurunanak College secured the runner-up position, celebrating their collective efforts and competitive spirit.

The event concluded on a heartfelt note with a vote of thanks delivered by the Women Secretary, Ms. Kamali, expressing gratitude to all who contributed to the success of Eminence. A memorable group photo featuring the Department Faculties, LCA office bearers and student volunteers marked the end of an unforgettable journey, capturing the spirit of unity and dedication that made the event a grand success.

Eminence 2024 was a well-organized and truly memorable event, filled with enthusiasm, creativity, and spirited participation. The seamless execution of all the events was made possible by the unwavering support of our Head of the Department, Dr. A. Xavier Mahimairaj, whose guidance was instrumental in every aspect. The positivity and vibrance of our LCA President, Dr. Remigius Mary, along with the dedicated efforts of the faculty members, secretaries, student volunteers, and committee members, played a pivotal role in the event's success.

A special appreciation goes to the students from various institutions, whose participation added excitement and competitiveness, making Eminence 2024 a grand celebration of talent, teamwork, and excellence.

