



St. Xavier's College (Autonomous), Kolkata  
XAVIER'S COMMERCE SOCIETY



**A XAVIER'S COMMERCE SOCIETY ENDEAVOUR**



**LARGEST MANAGEMENT FESTIVAL IN EAST INDIA**  
**29<sup>TH</sup> FEBRUARY - 2<sup>ND</sup> MARCH, 2024**



The background features a dark, textured surface with golden-yellow illustrations of ancient Egyptian architecture, including temples with columns and a tall obelisk. Below the architecture are several horizontal bands of golden hieroglyphs. A central, dark rectangular box with a gold border contains the title 'FOREWORD' in gold capital letters, flanked by small gold dots.

## • FOREWORD •

The Xavier's Commerce Society of St. Xavier's College (Autonomous), Kolkata, proudly presents the sixteenth edition of Insignia, the largest management festival in East India. Unfolding across three days, this enterprise offers a diverse array of formidable tribulations, providing participants with an invaluable immersion into the intricacies of the corporate landscape. Revered nationally, Insignia endeavors to instill the quintessential attributes of an adept leader through fervent contention, fostering a crucible of excellence. Previously in Insignia, we have explored the enthralling operations of the Intelligence Agencies, rekindled the grandeur of the Roman Empire, and traversed the majestic seas of the Golden Age of Piracy. This Insignia, we shall unfurl the glory of the New Kingdom Era of Egypt; employing strategic finesse, intrepid expertise, and tactical acumen in pursuit of niche extraordinaire. As you chart your course through the arduous sands, tread resolutely and exemplify valour, for possibilities unveil and fates enshrine – where history endows, and providence ordains.





The pharaoh, epitome of astute authority, reigned as a luminary in regulative excellence over their colossal empire and was regarded as the Emphyrean whose eminence was boundless. Tasked with the tutelage of extensive domains, these sovereigns demonstrated unparalleled administrative insight. Their mantle necessitated a delicate equilibrium between wielding an authoritative grasp and cultivating diplomatic adeptness. Their strategic perspicacity facilitated proficient navigation of intricate socio-political terrains. Excelling in delegation, these rulers entrusted responsibilities judiciously to their courtiers. Their governance showcased a refined mastery of extraordinary finesse, skillfully orchestrating strategic alliances and deftly mitigating conflicts to safeguard their dominions, thus ensuring prosperity. By encouraging cultural exchange, nurturing religious harmony, and implementing intricate tax systems, they fostered societal unity and financial stability with unwavering sagacity. At the nexus of sovereignty and magnificence, this Insignia, be the Emphyrean steeped in regal dexterity whilst navigating challenges to emulate imperial brilliance.



• BEST MANAGER •

• EMPYREAN •

## RULES AND REGULATIONS

- ✘ One participant per team.
- ✘ Participants must have a CV prepared.
- ✘ Participants may be required to submit a preliminary report.
- ✘ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✘ Participants must be in business formals during the event days.

**LIBERATE LEGACIES TO EXCEL EMINENTLY**

### EVENT HEADS:

**AAROHI GOURISARIA**  
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**PARIKSHIT AGARWAL**  
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Nestled within the crucible of strategic ingenuity, where tenacity finds its echo, the magnificence of Presidio unfolds. Having its origin in the radiant landscapes of Nubia, the Medjay unveil a storied heritage echoing with the desert winds, narrating tales of resilience and endurance across the ages. Venerated within regal domains, they ascend as an unparalleled paramilitary cohort. They play a crucial role in the Pharaoh's efforts to reclaim power during the New Kingdom's 18th Dynasty. Establishing themselves as an elite phalanx of custodians, the Medjay assumed the mantle of safeguarding the Royal Palace, metropolises, sepulchres enshrined within Thebes' valleys, frontiers, and regal necropolises. Their purview extended ubiquitously, serving as an imposing sentinel. These valiant warriors epitomise fortitude, guaranteeing the sanctity of hallowed precincts while vigilantly upholding jurisprudence. This Insignia, imbued with prudence, potent prowess, and robust fortitude, embark on a vanquish of the Presidio to propel towards triumph, transcending the pursuit with extraordinary eminence.



CONTINGENT



PRESIDIO

## RULES AND REGULATIONS

- ✘ One participant per team.
- ✘ Participants must have a CV prepared.
- ✘ Participants may be required to submit a preliminary report.
- ✘ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✘ Participants must be in business formals during the event days.

PREVAIL OVER PERILS TO SEIZE SUPREMACY

EVENT HEADS:

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In the augmentation of an illustrious reign, Questant unfurls as the zenith of inventive eminence, guiding a prodigious odyssey stirred by the transformative cynosure of Amarna's construction. Amarna, a crucible of prescient construction dedicated to the solar deity Aten, instigated a maelstrom of cultural and economic imperium. The city's enlightened ethos transmuted into a vessel for interwoven indigenous exchanges, fostering a cosmopolitan forum of commerce. The ebullient demand for specialized goods precipitates guilds, bastions of erudition and quality control, epitomizing Amarna's affluence. Amidst the labyrinth of alleys, the seeds of ingenuity take root, interlacing a nuanced tapestry that fosters prosperity. Amarna, an indomitable force, attests to the profound impact of innovative urban amalgamation on the flourishing pursuits of this enduring citadel. This Insignia, as you embark on this venture of epic proportions, let Questant stand as the luminous quintessence, marking the dawn of an indelible legacy etched within the scrolls of history.



• ENTREPRENEURSHIP •



• QUESTANT •

## RULES AND REGULATIONS

- ✘ Two participant per team.
- ✘ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✘ Participants must be in business formals during the event days.

VITALIZE VENTURES TO SURPASS SUMMITS

### EVENT HEADS:

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Within the primordial sphere, the strands of Nubian gold mining, being prudently entrenched along the Nile, ushered in an elusive Halcyon. This mineral abundance, both fiscally and culturally laden, intricately shaped Egypt's global poise. As a veritable font of state wealth, Nubian gold emanated harmoniously into riches through taxation and trade, incubating commercial vitality. Its adoption not only culminated employment and catalysed local economies, but also propelled strides in mining technology. Beyond the mercantile sphere of Nubian gold functioning as an esoteric tender in trade, it became the epitome of grandeur for the elite. Devoid of a formal coinage system, its influence on financial order resonates through the corridors of time, imprinting upon the finesse of the New Kingdom and sculpting the contours of Egypt's eclectic memoir. This Insignia, embark on an expedition to herald in a Halcyon, crafting a testament that will forever incarnate the essence of your opulent legacy.



FINANCE

HALCYON

## RULES AND REGULATIONS

- ✂ Two participants per team.
- ✂ Participants may be required to submit a preliminary report.
- ✂ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✂ Participants must be in business formals during the event days.

OPTIMIZE OPERATIONS TO REVEL IN RESPLENDENCE





Within the incandescent symphony of Cadre, where the rule of ten prevailed, evolved a milestone of architectural magnificence. Its echoes, imbued with the effulgence of creation, wove a panorama of awe-inspiring marvels, forever etching their mark on the frescoes of time. This innovative system, reminiscent of the artistic complexity seen in ancient hieroglyphs, arranged labourers into crews, forming unified groups that were then subdivided into phyles, each comprising four or five members. Within this sacred hierarchy, units of ten individuals were seamlessly formed, embodying the essence of impeccability. Historic relics like the Papyrus Reisner and Inscriptions of Sinai bear witness to this regal finesse, portraying an unwavering commitment to meticulous documentation. In this splendid era, excellence and supremacy in the administration of human resources were skillfully entwined with the threads of ancient ingenuity, shaping a legacy that endured through the corridors of time. This Insignia, command the unbounded mandate of Cadre, to arise transcendent and steer evolution within elusive realms.



HUMAN RESOURCES



CADRE

## RULES AND REGULATIONS

- ✘ One participant per team.
- ✘ Participants must be in business formals during the event days.
- ✘ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.

PURSUE PRIMACY TO DEPLOY DISCERNMENT

### EVENT HEADS:

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NITYA JAIN  
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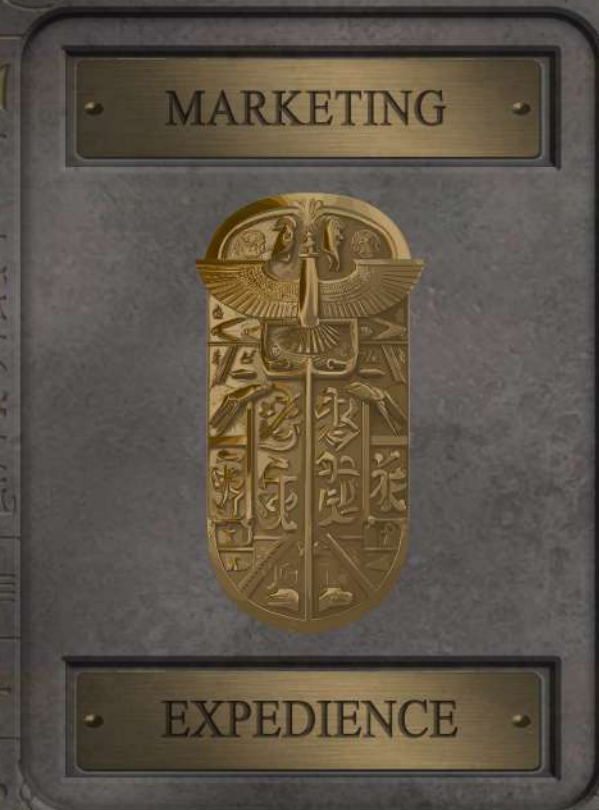
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The pharaohs found themselves compelled to follow the ancestral vestige to engrave an enduring legacy, forging an emblem of unparalleled economic Expedience and unwavering reliability. The cartouche, an ornate frame with hieroglyphic inscriptions, epitomised pharaonic authority in the kingdom. It functioned as a regal emblem, encapsulating divine endorsement and individual identity with a profound impact. Analogous to a distinguishing marque, this esteemed symbol adorned temples and artefacts, resounding in proclamation, thus affirming the ruler's legitimacy. Its ubiquitous presence conferred recognition and unwavering reliability, symbolising not merely a name but a mark of unparalleled quality and reverence. Beyond the realms of mere branding, the cartouche transcended to eminence, etching the timeless heritage of pharaohs indelibly into the pages of history. This Insignia, showcase the vanguard of strategic excellence to inherit the recondite Expedience requisite to forge victory, securing the triumph coveted by all.



## RULES AND REGULATIONS

- ✘ Two participant per team.
- ✘ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✘ Participants must be in business formals during the event days.

EXHIBIT EXPERTISE TO CONQUER THE COVETED

### EVENT HEADS:

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Embracing the essence of strategic acumen since the chronicles of early history, kingdoms have habitually resorted to a Conventus, seeking to fortify a harmonious prospect for their dominions. The historic Treaty of Kadesh, an epitome in the records of foreign affairs, illustriously stands as the first ever documented peace treaty, bridging the chasm wrought by years of relentless warfare. This ancient convocation, where envoys from the Hittite and Egyptian empires engaged in a pioneering accord, was a pivotal juncture in the antiquity of international relations. The political artifice deployed were designed to navigate the labyrinth of territorial disputes, with a paramount emphasis on discerning a shared realm conducive to fostering a mutually advantageous accord. This Insignia, traverse on a formidable quest, leveraging the boundless capacity of the Conventus to conquer the vivacious realm of statecraft, embodies the quintessence of diplomatic ingenuity and the perennial quest for peace and prosperity across civilizations.



PUBLIC AND  
INT'L RELATIONS



CONVENTUS

## RULES AND REGULATIONS

- ✂ One participants per team.
- ✂ Participants may be required to submit a preliminary report.
- ✂ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✂ Participants must be in business formals during the event days.

ARBITRATE ARMISTICE TO CATALYZE A CONCORDANCE

EVENT HEADS:

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In the historic Battle of Megiddo, the ingenious deployment of Senet emerged as a pivotal tactic, directed by the sagacious prowess of Pharaoh Thutmose III. Faced with a formidable coalition of Canaanite city-states, the kingdom orchestrated an astute campaign, promptly positioning troops amidst the challenging terrain. Meticulous planning played a significant role in deploying their warriors amidst the arduous province, leveraging the panorama to gain a tactical advantage. Under the prodigious leadership of the Pharaoh, the Egyptian forces executed enigmatic manoeuvres, catching the adversary off guard and securing a decisive victory. This prosecution was a testament to grandeur, combining percipience, conscientious techniques, and abidance to emerge victorious in one of the most significant battles in ancient history. This Insignia, emulate the dexterity of Senet to overcome adversities and allow your triumph to resonate through ancient history.



STRATEGIC MANAGEMENT

SENET

## RULES AND REGULATIONS

- ✘ Two participant per team.
- ✘ Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
- ✘ Participants must be in business formals during the event days.

AMPLIFY ALLEGIANCES TO EXEMPLIFY EFFICACIES

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## PRESCRIPT

- 1. The event will be held on 29th February, 1st and 2nd of March.**
- 2. Participants are expected to carry their own laptops, pen drives and internet devices.**
- 3. Reports submitted beyond the deadlines will lead to negative marking.**
- 4. Participants will not reveal their College/University through any of the reports, otherwise the reports will not be accepted.**
- 5. A bonafide letter authorising participation signed/stamped by the person in-charge shall be submitted at the registration desk on arrival.**
- 6. Every participant must carry at least one Government issued ID card for accomodation and verification purposes.**
- 7. Participants must have their college ID cards with them.**
- 8. Participants must be dressed in formal wear for all days unless specified otherwise.**
- 9. Decisions of the organizers of the fest in any matter is final and binding.**





**PARTICIPATING  
COLLEGES**

**ASHOKA UNIVERSITY, HARYANA**

**HANSRAJ COLLEGE, DELHI**

**JD BIRLA INSTITUTE, KOLKATA**

**MASTERS' UNION SCHOOL OF BUSINESS, HARYANA**

**SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES, DELHI**

**SHRI RAM COLLEGE OF COMMERCE, DELHI**

**ST. XAVIERS UNIVERSITY, KOLKATA**

**ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA**





## CONTACT DETAILS

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