

Parul[®] University

NAAC GRADE A++



VAANIJYAM

The Annual Commerce Festival

THE MARKETPLACE OF IDEAS AND AMBITION

— 17th & 18th March, 2026 —

Organized and Hosted by the
Faculty of Commerce, Parul University



About Parul University

Parul University, Vadodara, Gujarat, is a NAAC A++ accredited and UGC-recognized multidisciplinary institution, ranked among India's Top 50 universities in NIRF and rated 4-Star by the Ministry of Education's Innovation Cell. Established in 1993 and granted university status in 2015, it hosts over 65,000 Indian students and 5,500+ international students from 75+ countries, offering 200+ programs across diverse disciplines. With 1,000+ PhD-qualified faculty, 50+ advanced research labs, and accreditations from NABL and NABH, the University is recognized nationally for academic excellence, research, and innovation in pharmacy and healthcare education.



About Faculty of Commerce

The Faculty of Commerce at Parul University is committed to developing competent, analytical, and socially responsible professionals through a balanced blend of academic excellence and practical learning. Offering strong foundations in accounting, finance, taxation, economics, marketing, analytics, and entrepreneurship, the Faculty integrates experiential pedagogy, industry-oriented curricula, research, and skill-development activities to enhance real-world understanding. With a learner-centric approach that fosters critical thinking, ethical decision-making, innovation, and leadership, students are equipped to navigate modern business challenges and emerge as confident, future-ready contributors to commerce, industry, and academia.

Vaaniyam - 2026: The Annual Commerce Festival

VAANIYAM 2026 embodies the philosophy of Advancing Knowledge, Inspiring Innovation, creating a vibrant national-level platform where academic understanding meets practical application, strategic insight, and creative problem-solving. Designed to extend learning beyond classrooms, the festival brings together students to engage in competitive events, analytical challenges, entrepreneurial simulations, and innovation-driven experiences that reflect real-world business dynamics. By encouraging collaboration, leadership, and critical thinking, VAANIYAM 2026 cultivates an environment where ideas are tested, skills are sharpened, and future commerce professionals are inspired to excel, innovate, and lead in an evolving global business landscape.



2 Days

₹50,000 Prize Pool

9 Competitive Events + 1 Skill Workshop



1. The Great Pivot

Think fast. Pitch smarter. Adapt instantly.

2. Business Pictionary

When drawings do the talking.

3. Mock Stock Market Game

Trade, react, and grow your portfolio.

4. Online Commerce Quiz (Live)

Knowledge. Speed. Accuracy.

5. Edu-Meme Reel Challenge

Turning syllabus into scroll-worthy content.

6. Rock the Junk - Upcycling Challenge

From waste to winning ideas.

7. Excel Cricket League

Auctions, analytics, and strategy collide.

8. Graph Guru - Lines to Logic

Data to decisions, made simple.

9. Relay to Riches

Fast thinking meets business strategy.

10. Skill Workshop

Forensic Accounting & Fraud Detection Lab

A hands-on workshop exploring financial investigations, fraud patterns, and data-driven analysis in the digital economy.

Commerce progresses when knowledge is guided by insight, strategy, and ethical decision-making. VAANIYAM 2026 reflects this philosophy by offering a platform where the principles of commerce are explored through analysis, innovation, and real-world application. The fest encourages participants to engage with business thinking in a way that values critical reasoning, collaboration, and informed decision-making over assumption.

At Parul University, we believe meaningful learning emerges through experience and active engagement. VAANIYAM 2026 embodies this belief by bringing together students and faculty in a dynamic environment that promotes creativity, leadership, teamwork, and a deeper understanding of the evolving business world.

Inspired by the vision behind this festival, I invite you to be a part of VAANIYAM and experience a space where ideas transform into opportunities, learning becomes engaging, and every experience contributes to future-ready growth.



Dr. Devanshu Patel
President, Parul University

From the **Desk of Dean**

Dear Students and Faculty,



It gives me great pleasure to welcome you to VAANIJYAM 2026, a celebration of commerce, innovation, and strategic thinking. The festival is designed to bridge academic learning with real-world business perspectives, encouraging participants to explore ideas through analysis, creativity, and informed decision-making.

At Parul University, the Faculty of Commerce believes in learning that extends beyond classrooms and empowers students with practical insight, leadership skills, and an entrepreneurial mindset. VAANIJYAM 2026 reflects this vision by creating a dynamic space for collaboration, healthy competition, and experiential learning.

I warmly invite you to be a part of this journey, engage with the challenges it offers, and experience an environment where ideas evolve into opportunities and learning becomes truly meaningful.

Sincerely,

Prof. (Dr.) Ajay Trivedi

Dean, Faculty of Commerce



Experts who have inspired our stages



Vineeta Singh

Co-Founder & CEO,
SUGAR Cosmetics;
Investor on Shark Tank India.



Ashneer Grover

Entrepreneur; Co-Founder and
Former Managing Director of BharatPe;
Investor on Shark Tank India



Vishal Doshi

Business Leader &
Industry Professional



Bhavana Yashroy

Industry Expert &
Professional Speaker



Ajay Piramal

Chairman, Piramal Group



Nimrit Bhandari

Entrepreneur /
Business Professional



- All participants must complete registration within the stipulated time and carry a valid college ID during the fest.

- **ENTRY FEES PER EVENT ACTIVITY PER PARTICIPANT WILL BE Rs. 100/-**

- Participants are required to report on time at their respective venues; late entry may not be permitted.
- No changes or replacements in team members will be allowed after registration.
- Participants must strictly follow the rules of their respective events.
- Discipline and decorum must be maintained at all times; any misconduct may lead to disqualification.
- Use of unfair means or disruptive behaviour will not be tolerated
- Participants are expected to respect fellow participants, organizers and the venue.
- The organizing committee reserves the right to modify event formats or schedules if required for smooth conduct.
- Decisions taken by the event coordinators and organizing committee will be final and binding.
- Certificates of participation will be provided to all registered participants

A lineup designed to challenge, inspire, and excite.

1. The Great Pivot

Change the angle, win the market.

Teams pitch a single assigned product to multiple target personas revealed live by the jury, adapting USP, pricing, and communication style without pre-made slides.

Rules & Regulations

- Teams must consist of 3-4 participants.
- A single product will be assigned for pitching.
- Target personas will be revealed live during the event.
- Pre-made slides are not allowed.
- Teams must adapt their strategy dynamically for each persona.



2. Business Pictionary

Draw ideas, not words.

Teams visually represent commerce concepts without speaking or gestures, testing conceptual clarity and teamwork.

Rules & Regulations

- Commerce-related terms will be provided.
- Words and gestures are not allowed while drawing.
- Teams must guess within the given time.
- Scoring is based on correct guesses and response time.

3. Mock Stock Market Game

Trade smart, build your portfolio.

Teams trade shares of imaginary companies based on market news released during multiple rounds, ending with portfolio valuation.

Rules & Regulations

- Shares of imaginary companies will be used.
- Trading happens across multiple rounds.
- Market news will be announced by organizers.
- Winners are decided by final portfolio value and strategy.



4. Online Commerce Quiz (Live)

Knowledge, speed, and competition

A real-time online quiz testing accounting, economics, business, and finance concepts using interactive digital platforms.

Rules & Regulations

- Conducted live through online quiz platforms.
- Questions cover commerce-related subjects.
- Scores are auto-generated by the platform.
- Leaderboards update in real time.

5. Edu-Meme Reel Challenge

Academics meets creativity.

Participants create short meme-based reels reflecting academic life or concepts, blending humour with learning.

Rules & Regulations

- Individual participation only.
- Reels must be academic or student-life themed.
- Winners are decided through online engagement.
- Likes, comments, and views will be verified at a fixed time.

6. Rock the Junk - Upcycling Challenge

Turn waste into value.

Teams transform campus waste into marketable products and pitch their ideas to judges based on creativity and commercial viability.

Rules & Regulations

- Teams must use campus waste materials.
- Products must be presented with a final pitch.
- Judging will consider creativity, practicality, and market potential.



7. Excel Cricket League

Cricket strategy powered by analytics.

Teams participate in a virtual IPL-style auction followed by an Excel-based analytics round to optimize performance decisions.

Rules & Regulations

- Teams must use campus waste materials.
- Products must be presented with a final pitch.
- Judging will consider creativity, practicality, and market potential.

8. Graph Guru - Lines to Logic

Read the data. Make the decision.

Teams analyse company or industry performance graphs and present strategic recommendations through structured presentations.

Rules & Regulations

- Performance graphs will be provided.
- Teams must present findings through a PowerPoint presentation.
- Judging focuses on analysis accuracy and decision rationale.



9. Relay to Riches - Commerce Relay & Monopoly Finale **SSIP**

From quick thinking to strategic winning.

A team-based event combining a commerce relay quiz with a Monopoly-style business simulation to test speed and strategy.

Rules & Regulations

- The event has two stages: relay quiz and business simulation.
- Teams compete collectively throughout both rounds.
- Evaluation includes accuracy, time efficiency, and financial performance.

A Practical Workshop on

Forensic Accounting & Fraud Detection Lab

(Registration Fee 100Rs/- per Participant)

Investigating Financial Crimes in the Digital Era

In today's digital economy, financial frauds are becoming more complex and harder to trace. This workshop offers a practical introduction to forensic accounting, blending accounting knowledge with investigative techniques and data analysis. Through real-world examples and interactive lab-based learning, participants will explore how financial irregularities are detected, analyzed, and reported, building skills that go beyond textbooks and into real investigative practice.

Objectives of the Workshop

- Introduce the core concepts of forensic accounting and fraud investigation
- Identify common corporate frauds and financial statement manipulation techniques
- Provide practical exposure to basic fraud detection tools and methods
- Build foundational skills in financial data analysis
- Strengthen analytical thinking and investigative judgment

Rules & Regulations

- **Eligibility:** Open to B.Com, BBA, M.Com, MBA (Finance) students, CA & CMA aspirants
- **Date & Time:** 19th March 2026 | 10:00 AM onwards
- **Venue:** Seminar Hall, Subhash Chandra Bose Bhavan Building
- **Registration Fee:** ₹100 per participant
- **Certification:** Certificate of Participation will be issued by the Faculty of Commerce, Parul University
- **Registration Policy:** Participation is subject to prior registration; seats are limited
- **Workshop Conduct:** Participants are expected to maintain professional conduct throughout the session

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Join the
celebration of
**COMMERCE,
INNOVATION,
and AMBITION.**

- **Last date to Register:** 15/03/2026
- **FOR ANY QUERIES AND QUESTIONS MAIL ON**
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