



# ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re - Accredited with 'A+' Grade and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

## DEPARTMENT OF COMMERCE UG

Report Submission: 17/02/2026

<b>Semester:</b>	Even	<b>Academic</b>	2025-26	<b>Venue:</b>	MBA
		<b>Year:</b>			Auditorium
<b>Date:</b>	06/02/2026	<b>Time:</b>	9:30 AM – 12:30 PM	<b>Duration:</b>	3 Hours

### **Type of Event: Competition**

### **Event Name: Brain Storm Arena**

<b>Target Audience:</b>	All AIGS Students	<b>Number of</b>	38 Students
		<b>Participants:</b>	(19 Teams)

### **Objective of the event:**

- To enhance overall knowledge of students across various academic and general fields.
- To improve analytical ability, presence of mind, and quick decision-making skills.
- To encourage healthy competition and teamwork among students.

### **Programme Introduction:**

The Brain Storm Arena competition was organised to provide students with an interactive platform that promotes intellectual engagement and competitive learning. The event was designed to test general knowledge, analytical thinking, logical reasoning and decision-making abilities through structured rounds. It encouraged teamwork, confidence and quick response skills in a dynamic academic environment. Students from across AIGS actively participated, making the programme lively and competitive. The competition blended learning with gamified challenges that enhanced peer interaction and cognitive development. Overall, the event extended learning beyond the classroom and contributed to the holistic development of students.

### **Theme:**

The theme of the Brain Storm Arena competition focused on enhancing analytical thinking, logical reasoning and general awareness through structured multi-round quiz challenges. The event emphasised decision-making, teamwork and quick response skills in a competitive



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academic environment. It encouraged practical application of knowledge while promoting healthy intellectual competition among students. The theme supported collaborative learning and cognitive development beyond the classroom.

### **Detailed Report:**

The Brain Storm Arena competition was conducted on 6th February 2026 at 9:30 AM in the MBA Auditorium and was organised by the Department of Commerce UG under VRIDDHI – The Commerce Club for all AIGS students. The event witnessed enthusiastic participation from nineteen (19) teams comprising thirty-eight (38) students. The competition was designed to provide a dynamic academic platform that tested knowledge, analytical thinking, logical reasoning and decision-making skills through structured competitive rounds. The programme aimed to promote intellectual engagement, teamwork and confidence in an energetic learning environment.

The event commenced with a briefing explaining the rules, scoring system and elimination pattern. The first round was a knowledge-based quiz that assessed general awareness and analytical ability. After evaluation, eighteen (18) teams qualified for the second round. During the interval before announcing the results of each round, short entertainment performances including music, singing and dance were conducted by students. These performances created an enjoyable atmosphere, reduced tension among participants and kept the audience actively engaged throughout the event.

The second round focused on brand recognition and visual intelligence, where participants identified logos and taglines under time constraints. Fourteen (14) teams advanced to the third round. The third round was a rapid-fire segment designed to test speed of thinking, presence of mind and confidence under pressure. Only ten (10) teams qualified for the fourth round. The fourth round introduced an auction-based strategic challenge in which teams used virtual currency to bid on hidden-value questions. This round tested risk assessment, strategic planning and decision-making abilities. At the conclusion of this round, five (5) teams progressed to the grand finale. Entertainment segments continued between each result announcement, maintaining energy and excitement in the auditorium.

The final round required logical deduction and pattern recognition where clues were progressively revealed. Scores from all rounds were cumulatively calculated to ensure fairness and consistency in evaluation. A cash prize of ₹500 was awarded to the first-place team and ₹300 to the second-place team, while the third-place team received a certificate of recognition.

The competition generated a vibrant academic atmosphere filled with enthusiasm and healthy competition. Students demonstrated teamwork, confidence and strategic thinking throughout the programme. The event successfully encouraged intellectual engagement and collaborative learning among participants. The Brain Storm Arena competition fulfilled its objective of promoting holistic student development and provided a meaningful and enriching academic experience.

**Photos**



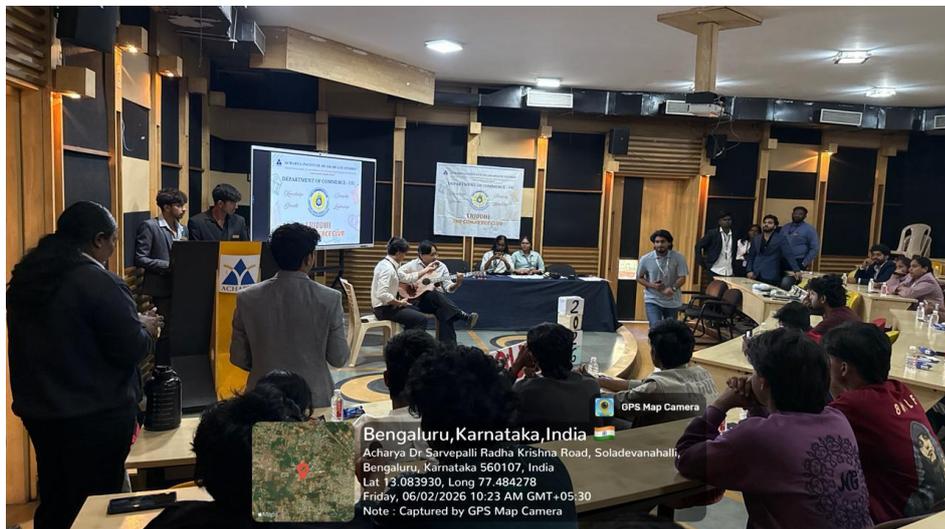
Students attending Round 1 – The Knowledge Clash (Quiz Round)



Students attending Round 2 – Brand Snap (Logo and Tagline)



Students participating Round 3 – One-Breath Round (Rapid Fire)



Singing performance conducted between round result announcements



Students participating in the Final Round – The Black Box



Winners of Brain Storm Arena Quiz Competition 2026



Group photo with Brain Storm Arena organizing team

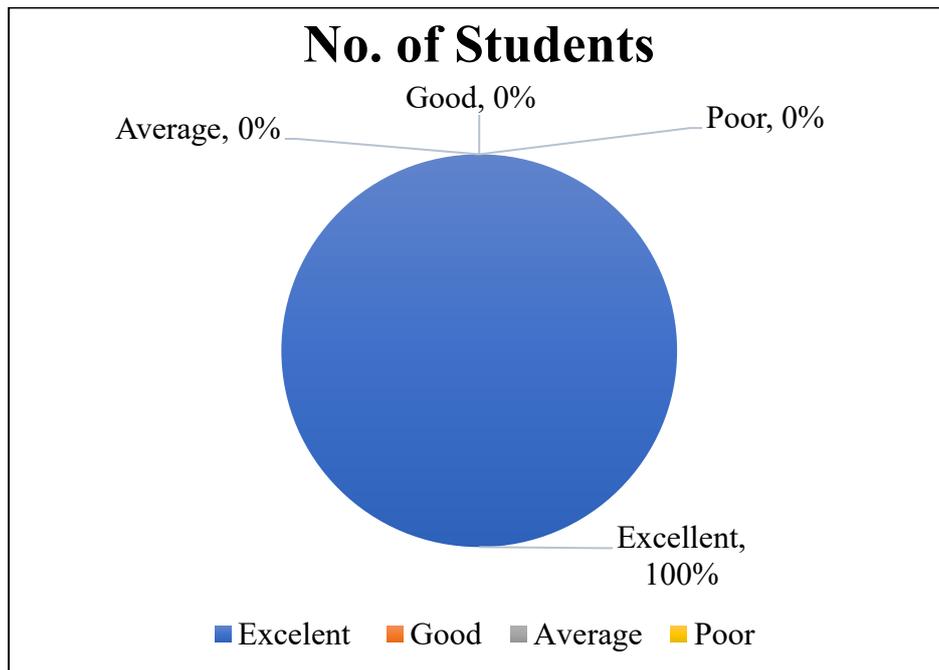
**Outcomes:**

1. Participants acquire enhanced knowledge across commerce, current affairs, and allied fields.
2. Students develop improved analytical abilities and prompt decision-making skills.
3. Healthy academic competition, teamwork, and professional conduct are fostered among students.

**Conclusion:**

The Brain Storm Arena quiz competition was successfully conducted and achieved its intended academic purpose. Students actively participated and demonstrated strong analytical and teamwork skills throughout the rounds. The event provided a meaningful learning experience and encouraged healthy competition. Overall, the programme contributed to the holistic development of students.

**Attendance feedback summary**



**Feedback Summary:**

Out of 38 students, all participants rated the Brain Storm Arena quiz competition as Excellent.

Overall result of the event is Excellent.