



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



A XAVIER'S COMMERCE SOCIETY ENDEAVOUR



LARGEST MANAGEMENT FESTIVAL IN EAST INDIA
17TH MARCH - 19TH MARCH, 2025

EXORDIUM

The Xavier's Commerce Society of St. Xavier's College (Autonomous), Kolkata, proudly presents the seventeenth chapter of Insignia, the pinnacle of management festivals in East India. A three-day quest of formidable challenges and immersive corporate acumen, Insignia sets the stage for brilliance, where visionaries rise, and leaders are forged. Celebrated as a pinnacle of excellence, Insignia stands as a testament to unparalleled ambition, sculpting visionaries through relentless trials, tactical prowess and synergic brilliance. Previously in Insignia, we have relived the indomitable spirit of the Roman Republic, charted the transformative course of the Golden Age of Piracy, and ventured through the timeless grandeur of Ancient Egypt. This Insignia, we journey to the heart of Imperial France, where profound upheavals shaped the pursuit of liberty, and a defining era restructured the foundations of power and society. Amidst the echoes of rebellion and the clash of empires, the art of governance and conquest was forever redefined, reshaping the destiny of nations. As you navigate through this forge of ambition, driven by unyielding courage and sovereign purpose, only those who dare to seize destiny with unshakable resolve will carve their name into the chronicles of greatness.



EXEGESIS

1. The event will be held on 17th, 18th and 19th of March, 2025.
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.



PAST ASSOCIATIONS

Each year, Insignia explores myriad aspects of the corporate world to contribute to the development and expansion of students' skills and knowledge. The three-day festival showcases the best talent across the country. The Xavier's Commerce Society continues to carve a name for itself, epitomizing the college's motto, Nihil Ultra—"Nothing Beyond"—by setting a new benchmark with every venture.

Previous Participants:

1. Christ University, Bengaluru
2. Hansraj College, New Delhi
3. Indian Institute of Management, Indore
4. Kirori Mal College, Delhi
5. Lady Shri Ram College, Delhi
6. Loyola College, Chennai
7. Shaheed Sukhdev College of Business Studies, Delhi
8. Shri Ram College of Commerce, Delhi
9. St. Stephen's College, Delhi
10. Symbiosis College of Arts and Commerce, Pune



PAST ASSOCIATIONS

INSIGNIA SPEAKERS AND CELEBRITIES



SAMAY RAINA



TANMAY BHAT



PIYUSH MISHRA



GURLEEN PANNU



RADHIKA APTE



AAKASH GUPTA



KENNY SEBASTIAN



KANAN GILL



SHASHI THAROOR





Leadership drives constant progress as well as innovation. It also requires insight and resilience along with bold decisions for leading contests and creating lasting impact and success.

The First Consul, Marquis of supreme authority, exemplified transformative leadership during turmoil, commanding legislative assemblies and orchestrating state administration. Controlling foreign policy and military forces, they implemented reforms for stability and unity. With fortitude, foresight, and vision, they unified factions and reshaped the nation's destiny, leaving a lasting legacy of transformation through masterful reform and unwavering determination. This Insignia, embody the gravitas of Marquis as you navigate challenges with relentless dexterity, refine your mastery in governance, and ascend the zenith of dominance to etch your legacy of indomitable supremacy.

BEST MANAGER



MARQUIS

RULES AND REGULATIONS



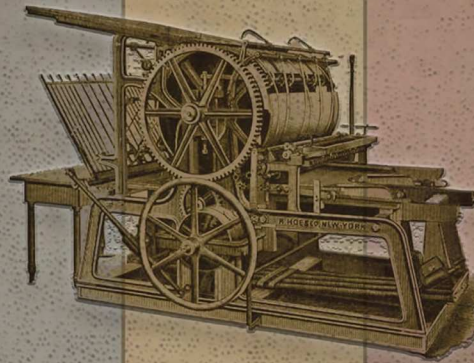
1. One participant per team.
2. Participants must have a CV prepared.
3. Participants may be required to submit a preliminary report.
4. Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
5. Participants must be in business formals during the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



The business world thrives on collective brilliance along with knowledge guiding through challenges. In a quiz, it shapes direction and drives progress.

In times of turmoil, transformative journalists emerged as exemplars of Veritas, wielding words to enlighten minds and spark change. They explored philosophy, politics, and human rights, constructing narratives that shattered tyranny's grip. Speech became their weapon for liberty, equality, and fraternity, inspiring defiance against injustice. Their intellect and courage kindled sparks of upheaval yet invited persecution. More than writers, they stood as beacons of hope, shaping democracy and defending freedom. This Insignia, rise as the custodian of Veritas—harness knowledge, wield wisdom, and let acumen resound with eloquence, forging a legacy that transforms the tides of history.

BUSINESS QUIZ



VERITAS

RULES AND REGULATIONS



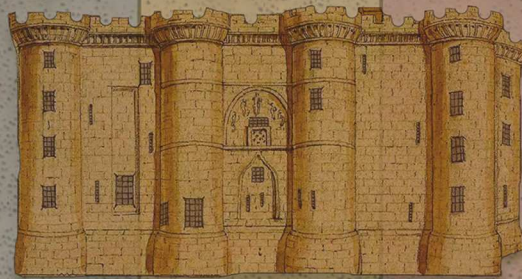
1. All contingents are automatically registered to participate in this round.
2. The team shall comprise of all contingent members and does not require separate participation.
3. Participants should carry their own laptops with an active internet connection.
4. Participants must be in business formals during the event days.
5. For any other query, contact the event heads.



Unified effort drives success, formidable leadership boosts teamwork to help overcome obstacles. True success is in collaboration and partnership.

The storming of the Bastille epitomizes collective action, as the Escadron of revolutionaries transformed unity into an unstoppable force. The rallying cry of “liberty, equality, fraternity” galvanized a movement, capturing the public’s imagination. The surging masses, driven by shared purpose, ignited a chain reaction of participation—an enduring testament to social proof. Modern movements reflect these principles: a symbolic focal point, shared experience, and unified voice. True change arises from the will of the many, bound by purpose and determination. This Insignia embody the power of collective action, demonstrate that true success is achieved through unity, shared purpose, and the unwavering resolve of the Escadron.

CONTINGENT



ESCADRON

RULES AND REGULATIONS



1. 12 participants per team.
2. Each participant should carry a laptop and pendrive, and ensure that they have an active internet connection.
3. Participants must be in business formals during the event days.



Growth is driven by insight and vision. Challenges uncover new opportunities, ignite creativity, and fuel innovation for paving the journey towards uncharted frontiers of success.

Amidst an era of profound change, Kairos emerged, a revolutionary moment with Louis Braille's 1824 tactile writing system. It embodied visionary ingenuity, blending innovation and foresight, a true sign of transformative progress. This six-dot code overcame the limitations of raised letters, offering both simplicity and utility. It empowered blind individuals with autonomy in education, communication, and literacy, unlocking their intellectual and creative potential. More than an invention, it was driven by empathy and determination, breaking barriers and granting access. This Insignia, channeling the essence of Kairos, drives creativity, pioneers solutions, and shapes the legacies of future visionaries.

ENTREPRENEURSHIP



KAIROS

RULES AND REGULATIONS



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



Sustained success in finance depends on strategic planning and a clear grasp of risk and return. This event examines how financial resilience fuels success and sustainability.

At the height of Imperial France, consumed by Avarice, the revolutionary government carried out one of history's most monumental auctions—the sale of biens nationaux. Vast estates, including the Château de Chantilly, became catalysts for economic upheaval. The auctions amassed over 3 billion livres, reshaping France's financial and social order. As wealth clashed with ideology, visionaries and revolutionaries seized treasures, ushering in a transformation of power. Amid surging land values, ambition and strategy reigned, fueling an unrelenting pursuit of dominance. This Insignia, embody a boundless vision where fate, fortune, and Avarice converged, crowning those who dared to claim supremacy in a world reshaped by desire.

FINANCE



AVARICE

RULES AND REGULATIONS



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



A company's success relies on mastering assets, with human resources at its core. Visionary architects revolutionize ideas, propel progress and surpass challenging hurdles.

Under unwavering determination, the Sentinel of France stood as a beacon of vigilance, overseeing the Levée en Masse—a transformative conscription system reshaping warfare and society. Perfected by Napoleon's strategic brilliance, it mobilized vast resources, strengthening France's military might. Yet, its impact extended beyond battle. As soldiers advanced, the nation endured. This dual mobilization embodied ingenuity and collective resilience. This Insignia, embrace the mantle of a Sentinel—balance resources, empower teams, and lead with unity and triumph, shaping a future forged in strength and vision.

HUMAN RESOURCES



SENTINEL

RULES AND REGULATIONS



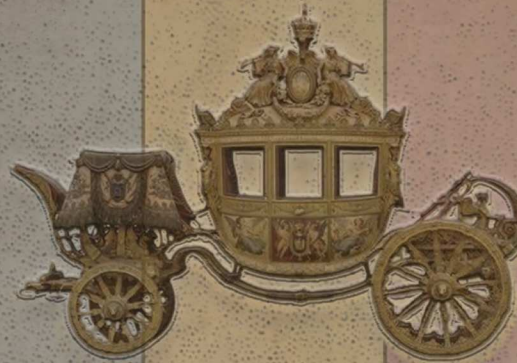
1. One participant per team.
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4. Participants must be in business formals during the event days.



Great marketing leadership requires ingenuity, insight, drive, as well as resolution. Leaders pave the way with innovation, launch campaigns, to shape enduring brands.

The carriages of Imperial France, embodied by Herald, symbolize the evolution of marketing as a tool for state control. Once symbols of aristocratic wealth, they were repurposed to transport prisoners to the guillotine, reflecting the revolutionary government's iron grip. These carriages spread fear, reinforcing authority through political messaging. The sight of aristocrats being carted to execution shaped public behavior, asserting the revolution's message of equality through violence. This Insignia, through the power of Herald, harnesses marketing's transformative potential, blending symbolism and strategy to craft narratives that command influence and authority while leaving a lasting legacy.

MARKETING



HERALD

RULES AND REGULATIONS



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



Approach challenges with diplomacy to turn setbacks into strengths. Grow and adapt, design plans, and secure victory through persistence and resilience.

Amid shifting tides of power in 1807, an Armistice of immense consequence unfolded on the Neman River. On a lone raft, Napoleon Bonaparte and Tsar Alexander I engaged in a historic negotiation that reshaped Europe's destiny. Emerging from Napoleon's triumph at Friedland, the Treaty of Tilsit showcased his strategic brilliance. Russia joined the Continental System, crippling British trade, while Prussia suffered territorial losses. The Duchy of Warsaw reinforced the domination of Napoleon. More than a truce, it was power meticulously orchestrated. This Insignia, imbued with the spirit of the Armistice,—master diplomacy, forge alliances, and shape your reign with enduring authority.

PUBLIC AND
INT'L RELATIONS



ARMISTICE

RULES AND REGULATIONS



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



Navigating dynamic business landscapes requires a strategic foresight. Adversity becomes a catalyst to uncover bold endeavours, sustain success and surpass the ordinary.

In an era of turmoil, Napoleon's Regence over the Army of Italy marked a shift in military strategy. Reorganizing a fragmented force, he created agile, autonomous corps, revitalizing morale. In a decisive battle against Austria, he feigned retreat, luring the enemy into a counteroffensive that shattered their lines. The Austrians withdrew, paving the way for the Treaty of Campo Formio. Napoleon's strategy, adaptability, and precision redefined modern military leadership, showing that intellect, not just force, wins battles. This Insignia, upholding the legacy of Regence, exemplifies the art of strategic command and inspires the pursuit of exceptional heights of excellence.

STRATEGIC
MANAGEMENT



REGENCE

RULES AND REGULATIONS



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

CONTACT DETAILS

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