

SSN SCHOOL OF MANAGEMENT

DAKSHA '26



RULE BOOK

09 OCTOBER 2026

ABOUT US



Founded by Dr. Shiv Nadar, Founder-Chairman of HCL Technologies, SSN School of Management is a NAAC A+ accredited powerhouse for aspiring business leaders.



Now operating under Shiv Nadar University Chennai, our institution blends a rich academic legacy with cutting-edge research.



Driven by passion and excellence, our students consistently win statewide accolades and serve as the driving force behind DAKSHA, steering it to new heights year after year.



ABOUT DAKSHA

Daksha is the premier flagship management fest of **SSN School of Management**, now a constituent of the prestigious **Shiv Nadar University Chennai**.

Building on a powerful **25-year legacy**, this **26th edition** annually attracts 1,000+ attendees and **800+ top-tier** participants nationwide. Through high-octane core management competitions and vibrant non-core challenges.

Daksha serves as a dynamic arena where theoretical brilliance transforms into strategic corporate victories.



25+

YEARS LEGACY

1,00,000+

CASH PRIZES



800+

PARTICIPANTS



YOUR EDGE

Think. Strategise. Conquer.

Step into Daksha to transform intellectual firepower into real-world victories.

ABOUT EVENTS

Events at D'26 are categorized across three distinct event baskets designed to challenge strategic thinking, tactical execution, and domain expertise.



BASKET 1

Events that test analytical thinking, strategic decision-making, business acumen, and problem-solving ability.



BASKET 2

Events that challenge imagination, communication, presentation skills, innovation, and creative thinking.



BASKET 3

Events that test leadership, teamwork, negotiation, decision-making, and the ability to create impact.

REGISTRATION GUIDELINES

Choose your tier. Pick your battles.
Maximize your impact.



KICKSTART SOLO TIER

- Select 1 event from any 1 basket of your choice.
- Designed for individual specialists looking to conquer a single domain.

₹200



POWER UP DUO TIER

- Register up to 2 events.
- Criteria: Select no more than 1 event per basket.

₹250



MAX OUT TRIO TIER

- Register up to 3 events.
- Criteria: Select 1 event from each of the 3 baskets (Basket 1 + Basket 2 + Basket 3).

₹300



All team members must complete individual registration details as required by event specific rules.

EVENT BASKETS

BASKET 1:

- Business Quiz
- Best Manager
- Marketing
- Stock Showdown
- Entrepreneurship

BASKET 2:

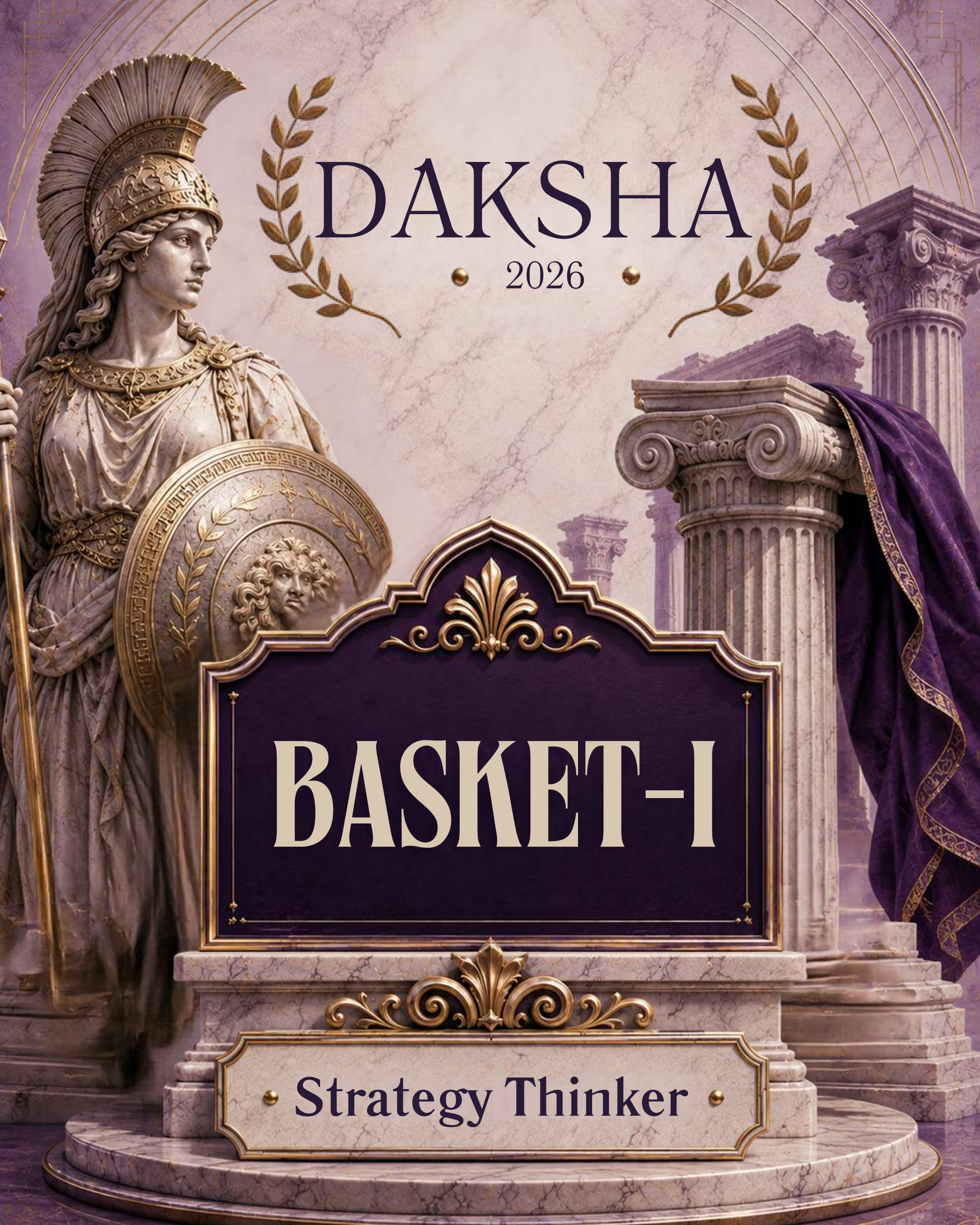
- Merger & Acquisition
- HR + Debate
- Operations
- Treasure Hunt
- Corporate Walk

BASKET 3:

- Cluster of Three
- Business Analytics
- Potpourri
- IPL Auction
- Title Event



You can choose only one event per basket.



DAKSHA

2026

BASKET-I

Strategy Thinker

BUSINESS ODYSSEY

BUSINESS QUIZ

A fast-paced quiz testing corporate awareness, brand history, current affairs, and business acumen.

Description :

- Teams battle through prelims and finals to prove their reflexes and depth of business knowledge.

Team Structure:
Team of 2

No. of Rounds: 2

Cash Prize:
Winner: ₹10,000
Runner-up: ₹5,000

EVENT COORDINATOR

Kamali VS
88256 66677



ULTIMATE MANAGER

BEST MANAGER

A high-stakes solo leadership battle designed to test corporate acumen, strategy execution, crisis control, and overall leadership under extreme pressure.

Description :

- Participation is strictly individual.
- Participants must adhere to formal business attire throughout the event.
- The competition follows a three-stage elimination format.
- Participants should be prepared for dynamic tasks, and real-time business challenges.
- Electronic devices may be prohibited during selected rounds.
- The decision of the judges shall be final and binding in all matters.

Team Structure:
Individual

No. of Rounds: 3

Cash Prize:
Winner: ₹10,000
Runner-up: ₹5,000

EVENT COORDINATOR

Kirithika S :
8925739216

MARKET MAYHEM

MARKETING

A strategic marketing competition testing brand intuition, deduction skills, and high-speed decision-making.

Description :

- Individual registration only .
- No AI tools, plagiarism, or unfair means. Violators will be disqualified.
- Be on time. Late entries will not be entertained.
- Coordinator's decision is final.



Team Structure:
Individual

No. of Rounds: 2

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Snehaamirthaa :
7200488401



EMPIRE OF EQUITY

STOCK SHOWDOWN (FINANCE)

A dynamic finance and trading competition simulating stock market volatility and portfolio management.

Description :

- Rounds: Eliminator round, Buzzer round & Portfolio based round
- MCQ quiz testing foundational knowledge of financial markets, instruments, and concepts. The lowest-scoring participants are eliminated; selected performers advance to next round on Portfolio building.
- Host's decision on answer validity is final
- No discussing with the audience or other participants during this round
- Disruptive behaviour results in a point deduction

Team Structure:
Team of 2

No. of Rounds: 3

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Blessy :
89390 85455

INNO WAR

ENTREPRENEURSHIP

An intense pitch battle designed to test spontaneous ideation, business viability, and crisis management.

Description :

- Teams will be assigned a random startup domain/problem statement
- 20–30 minutes will be provided to develop a business idea.
- Teams must deliver a pitch and no PPTs are needed
- Teams will be evaluated on innovation, feasibility, and presentation skills.
- Qualified teams must present an **own** startup idea using a PPT
- Plagiarism would lead to immediate disqualification of teams

Team Structure:
Team of 2-3

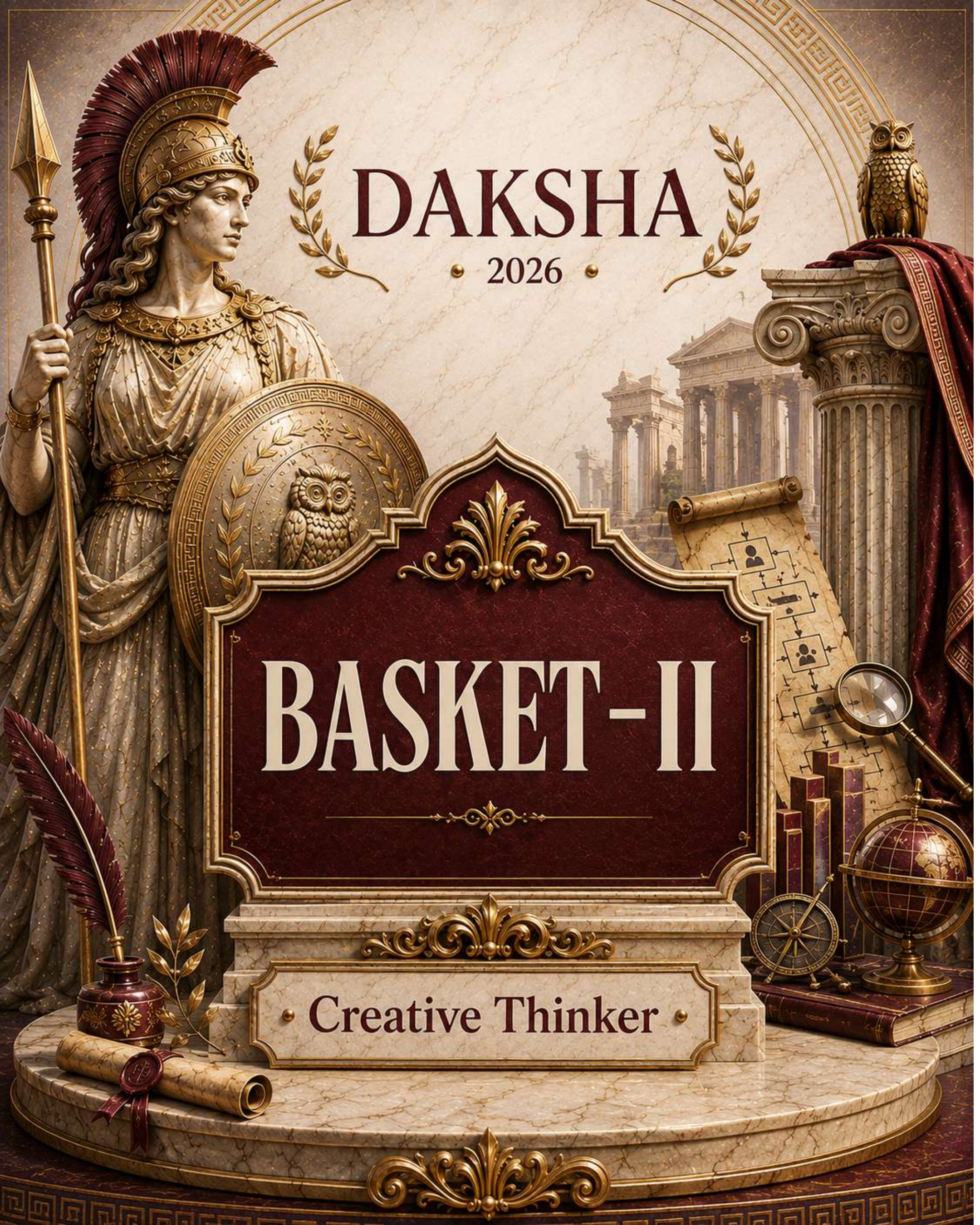
No. of Rounds: 2

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Sarada Venkat :
98403 08965



DAKSHA

• 2026 •

BASKET-II

• Creative Thinker •

SYNERGY THRONE

MERGER AND ACQUISITIONS (FINANCE)

A premier finance and corporate strategy challenge focused on corporate valuation, deal-making, and pitching.

Description :

The M&A Challenge - Deal or No Deal

- Round 1 - Elimination round related to facts and concepts of M&A
- Analyse real world M&A transactions from the lens of strategy, value creation, synergies, and risk.
- Take the seat of the decision maker and defend whether the deal was a masterstroke or a missed opportunity.
- Think like an investment banker, advise like a strategist, and present like a boardroom decision-maker!

Team Structure:
Team of 2-3

No. of Rounds: 2

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Lokeshwaran V :
89250 31529

PEOPLE ARENA

HUMAN RESOURCE (HR)

A comprehensive human resource challenge combining crisis management, ethical decision-making, and strategic debate.

Description :

- Teams analyse a corporate crisis case study, evaluate employee profiles, and make critical layoff decisions based on business needs, ethics, and HR strategy.
- Shortlisted teams compete in a debate round on HR and technology-related topics, where they must present logical arguments and defend assigned positions.
- If required, a preliminary quiz round will be conducted for shortlisting participants.
- Evaluation: Critical thinking, decision-making, problem-solving ability, communication skills, argument quality, teamwork, solution practicality

Team Structure:
Team of 2

No. of Rounds: 2

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Harini M :
63826 22566

GREEN OLYMPIA

OPERATIONS

An operations management competition centered on ESG governance, factory systems, and green supply chain strategy.

Description :

- Participants will present ideas based on the fundamentals of Green Operations Management on a given sustainability theme.
- Focus areas may include sustainable manufacturing, green supply chain, ESG practices in industries etc.
- Teams will be evaluated on relevance to theme, innovation, practical applicability, presentation clarity, sustainability impact
- The organizing committee reserves the right to modify rules if necessary.

Team Structure:
Team of 2-3

No. of Rounds: 2

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Renganayagi C :
96795 11877

STRATEGOS

TREASURE HUNT

A high-speed cryptic clue pursuit
across the campus grounds.

Description :

- The Mind Trial — "Wit over everything." A pure battle of intellect. No mobile phones permitted. Rely solely on your wit, reasoning, and teamwork to break through cryptic business riddles, logic and strategy scenarios, and rapid decode challenges.
- The Pursuit — "Navigate. Decode. Conquer." A clue-chasing race across the campus grounds. Mobile phones allowed. Follow the chain of riddles and QR codes from station to station. The fastest to finish claims the prize.

Team Structure:
Team of 2-3

No. of Rounds: 2

Cash Prize:

Winner: ₹3,000
Runner-up: ₹2,000
3rd prize: ₹1,000

EVENT COORDINATOR

Saajitha :
93841 48912

SUIT & STRIDE

CORPORATE WALK

A flagship corporate fashion show blending professional elegance, stage presence, and thematic execution.

Description :

The participating teams can derive their designs from any brands. The teams are free and encouraged to take any aspect of brand to draw inspiration from like colour schemes, logos, vision, mission, values etc.,

For example: Pepsi's famous color schemes and logos can be incorporated into their designs. Many companies have values such as diversity, innovation, Integrity etc which can be used by the teams.

- Participants are requested to dress in a manner that is professional and suitable for business setting.
- Participants are not permitted to use audio with derogatory terms. • The Judges' decision will be final and binding.

Team Structure:
Team of 4-10
including back stage crew

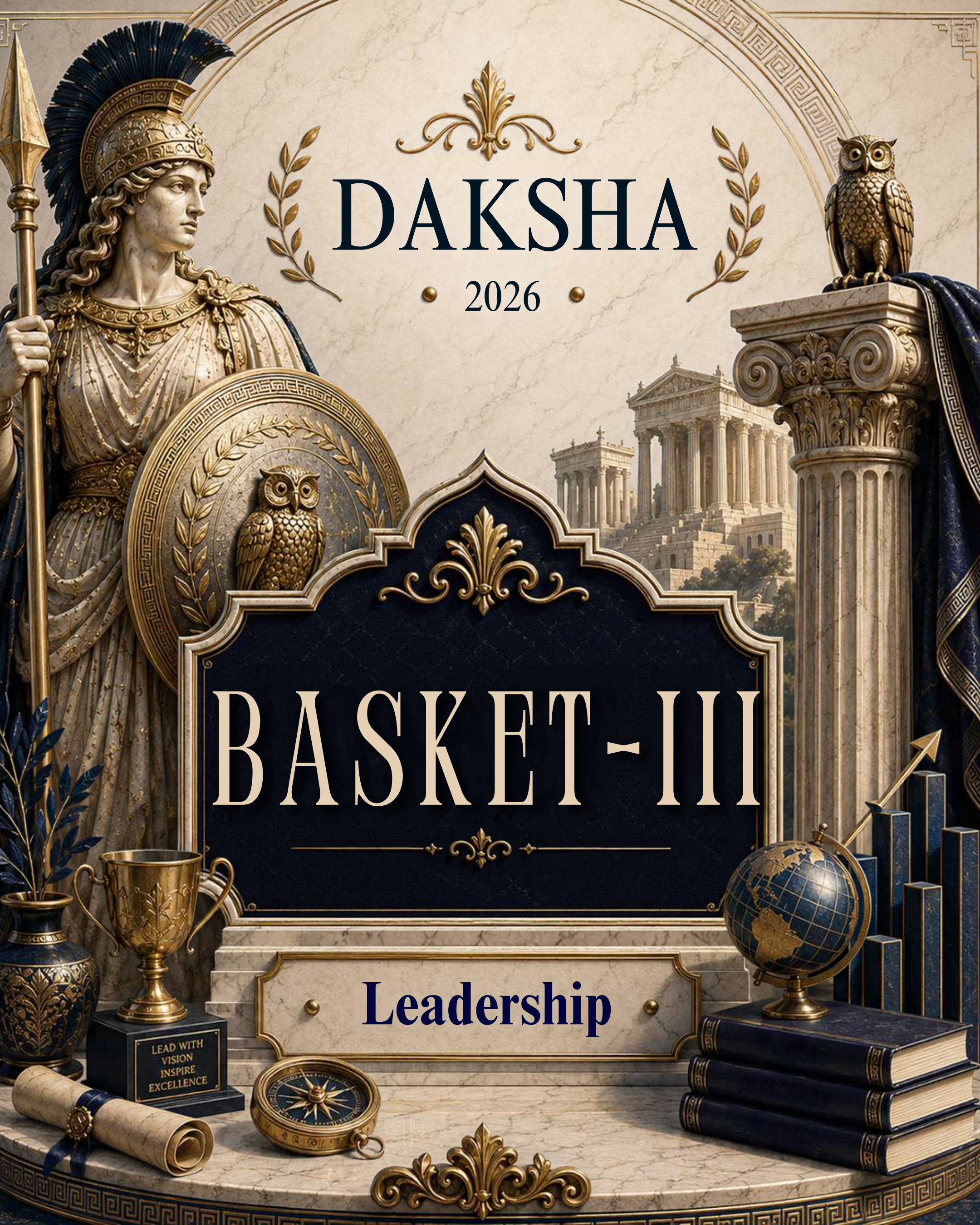
No. of Rounds: 1

Cash Prize:
Winner: ₹10,000
Runner-up: ₹5,000

EVENT COORDINATOR

Viyona :
883 804 8450





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BASKET-III

Leadership

TRIQUEST

CLUSTER OF THREE

A multi-disciplinary team challenge designed to test visual decoding, crisis communication, and corporate turnaround strategy.

Description :

- The rounds include Connections, along with challenges focused on crisis management and strategic decision-making.
- All 3 members must be present for every round. Absence leads to elimination.
- No electronic devices including mobiles are allowed during the event.
- Judges' decisions are final

Team Structure:
Team of 3

No. of Rounds: 3

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

S S Ashwin Raaja :
70100 95689

BIDDING BATTLEFIELD

IPL AUCTION

A high-octane cricket auction simulation testing analytical strategy, budget management, and squad building.

Description :

- Step onto the auction floor at Hammer Down, Daksha 2025's electrifying IPL-style bidding event.
- Teams navigate a cricket + business quiz warm-up, then enter a live mock auction with strict budget caps to assemble the most valuable squad.
- The final round puts your strategy on trial — pitch your team's brand value and justify every pick to a panel of judges.
- Scoring rewards smart bidding, smart selection, smart spending, and the sharpest brand story. Whether you live for the stats or thrive under pressure, this is your arena.

Team Structure:
Team of 2-4

No. of Rounds: 2

Cash Prize:

Winner: ₹3,000
Runner-up: ₹2,000
3rd prize: ₹1,000

EVENT COORDINATOR

Sakthivel :
8072 878 517

HODGEPODGE

POTPOURRI

The ultimate fun, flair, and spontaneous management game designed for high energy and quick thinking.

Description :

- Round formats include pattern recognition, spontaneous thinking, and entertainment-based challenges.
- Participants must rely on teamwork, communication, and presence of mind to progress through each round.
- Judging is based on accuracy, creativity, adaptability, and overall performance.
- No prior preparation or specialized knowledge is required—just enthusiasm and a willingness to think differently.

Team Structure:
Team of 2-3

No. of Rounds: 3

Cash Prize:

Winner: ₹3,000
Runner-up: ₹2,000
3rd prize: ₹1,000

EVENT COORDINATOR

Monika :
7418 144 516

DATA WARS

BUSINESS ANALYTICS

An analytics challenge focused on data logic, terminology puzzles, and interactive visual dashboard construction.

Description :

- Rounds include analytics quizzes, logic puzzles, and data interpretation challenges.
- Tools like Excel or Power BI can be used where permitted.
- Emphasis on problem-solving, visualization, storytelling, and strategic decision-making.
- Clues collected across rounds become critical in solving the final mystery.

Team Structure:
Team of 2-3

No. of Rounds: 3

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Jerusha :
90258 98680

CROWN CONQUEST

TITLE EVENT

The premier flagship personality contest to crown the standout leaders of D'26.

Description :

- Individual participation only
- Inappropriate content/misconduct leads to disqualification
- Judges' decisions will be final
- Awards given for Mr. & Ms. Crown Conquest
- Participants demonstrate talent, spontaneous thinking, stage poise, and articulate communication across multi-stage challenges.
- Report on time

Team Structure:
Individual

No. of Rounds: 3

Cash Prize:

Winner: ₹5,000
Runner-up: ₹2,500
3rd prize: ₹1,500

EVENT COORDINATOR

Devika :
94433 76187

GENERAL RULES



- Each participant must individually register for the events.
- All participants must report to the campus by 8.30 AM
- For Group events, one member of the team must register as “Team Leader” and other members must register as “Team members” and enter the name of the team as registered by the team leader.
- Valid identity proof is mandatory for all participants.
- Students are encouraged to pre-register online for events. (non-refundable)
- On-the-spot registration will also be available.
- Participants must avoid abusive language, inappropriate attire, and public displays of affection (PDA).
- Transportation availability and the routes would be promptly communicated to the registered participants.
- E – Certificates will be provided to all the registered participants.
- Accommodation is available for out stationed students on a payable basis (participants from outside Chennai).
- Smoking, drinking, or possession of illegal/questionable substances is strictly prohibited in the entire college premises including hostels and will lead to immediate disqualification.
- The decision of the judges is final and binding in all events.
- The organizing committee reserves the right to modify rules if necessary.
- Participants are advised to read the specific event rules carefully and comply accordingly.

CONTACT US

SSN School of Management

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DIRECTIONS

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