



MOMO, our Mascot, welcomes you to MOMENTUM 2026, the School of Management festival.

Faculty Convener: Dr. Dheeraj Narang (+91 97604 08221)

Student Conveners

Rai Guru Raj	+91 79055 36219
Vasu Garg	+91 81714 42552
Dipti Sharma	+91 76677 63581
Tanzil Shandilya	+91 89297 32666

Email: momentum@iilm.edu

3-days of action and excitement with ‘*’ marked Flagship management events continuing all 3 days!



Day 01 · Thursday, 17 September 2026

TIME	EVENT	VENUE	PARTICULARS
10 - 11:00 AM	Inauguration & Festive Launch	IGSM Auditorium	Welcome address by Dr Neeta Mathur, Officiating Dean (Academics) Address by Patron – Dr Nihar, Director & Pro-VC Festive Launch & Introduction of the Mascot-Mr John Lohr, ED Marketing, IILM Group Address & Inauguration by Chief Guest: Dr Jayshankar Variyar, Vice-Chancellor Felicitation of the Special Guests – Dr Harivansh Chaturvedi, Maj. Gen. B.D. Wadhwa, Brig S Gill, & Col R Mahajan Vote of Thanks by Prof Dheeraj Narang, Faculty Convener, Momentum
10:15 AM-3 PM	Market Masters*	CMI Lab 1 st floor, #204	A three-day virtual stock-market trading simulation where participants manage a ₹5,00,000 virtual portfolio across 10 stocks while reacting to live chart movements and unexpected market-moving news
10:15 AM-1 PM	HR Courtroom	Seminar Hall	HR Courtroom is proposed as an interactive HR-based simulation that combines courtroom-style argumentation with practical Human Resource Management challenges. Teams will analyse fictional workplace cases, examine evidence, interpret HR policies, question witnesses, respond to unexpected developments and recommend practical HR solutions.
10:15 AM-12 noon	The Scamsters*	New Auditorium Foundation Block	The Scamsters is a three-day interactive banking management simulation where participants act as bank employees and investors, while two secretly assigned “Scamsters” attempt to sabotage the bank without being detected. It tests strategy, finance, risk management, teamwork, leadership and decision-making.
12 noon	Nukkad Natak	Common Area, IGSM ground floor	By the Legal Aid Clinic, School of Law Knowledge of laws of land is every citizens’ duty, so get sensitized by law students
12:30 PM- 3 PM	Executive Murder Files (Treasure Hunt)	IILM Campus	An immersive investigation-based business simulation where teams act as external investigators to uncover who siphoned ₹10 crore, how the crime was executed, and where the breach occurred.
	Badminton	Badminton Court	Test your speed, agility, and precision in an exciting badminton showdown where every rally counts.
12:30 PM- 3 PM	Brand Auction*	New Auditorium Foundation Block	Brand Auction – Acquire. Create. Disrupt. is a three-day experiential marketing simulation where teams acquire brand assets through a live auction, build a new brand using AI-powered tools, and defend it through a live crisis and investor pitch.
1.30 PM – 4 PM	Business Bet - Guesstimate Challenge	Seminar Hall	A high-pressure business estimation competition where teams solve real-world business problems, build assumptions and adapt their decisions under changing market conditions.
3 PM - 5 PM	The Boardroom	IGSM LH# 101	The Boardroom is a high-pressure, team-based business decision-making competition where participants analyse realistic business situations, make strategic decisions with limited information, and defend their choices while adapting to unexpected changes.
	Pickleball	Pickleball Court	Experience one of the fastest-growing sports in the world with an exciting pickleball competition.
4 PM - 6 PM	Table No. 25 (Escape Room)	Seminar Hall	25 minutes to crack five data-based challenges, uncover a five-digit code, and unlock the final escape. Every clue solved brings one one step closer to the code—but one wrong move can cost valuable time.
5 PM to 6:30 PM	Solo Sutra	New Auditorium, Foundation Block	A vibrant individual dance competition where participants will present a prepared solo dance performance across Indian, contemporary, Bollywood, folk, classical, hip-hop, freestyle or fusion styles.
	Open Mic	IGSM Auditorium	Cultural Event where expressions cover the whole range poetry to stand-up comedy

Day 02 · Friday, 18 September 2026

TIME	EVENT	VENUE	PARTICULARS
10 AM - 1 PM	Competitor Wars	Seminar Hall	<i>A live brand battle where teams represent competing brands and compete to win the opponent's customers through strategy, creativity, competitive analysis and quick thinking.</i>
	Awaaz	IILM Wall IGSM	<i>Awaaz is a high-energy street theatre competition where creativity meets social awareness</i>
	BGMI-E Sport	IGSM LH#201, 202 & 203	<i>Battle for survival, strategy, and supremacy in an action-packed BGMI esports tournament sponsored by Skoar!</i>
	Tark-Vitarak	IGSM (LH#101)	<i>A platform for structured discussion, intellectual exchange and healthy academic competition</i>
	The Scamsters*	IGSM Auditorium	<i>A three-day interactive banking management simulation where participants act as bank employees and investors, while two secretly assigned “Scamsters” attempt to sabotage the bank without being detected.</i>
10 AM - 4 PM	Market Masters*	CMI Lab 1 st floor, #204	<i>The Market Masters is a three-day virtual stock-market trading simulation where participants manage a ₹5,00,000 virtual portfolio across 10 stocks while reacting to live chart movements and unexpected market-moving news</i>
12:30 PM-4 PM	Flash Mob	IGSM IILM Wall	<i>The buzzzz..</i>
1 PM - 4 PM	Corporate Catalyst	Seminar Hall	<i>Corporate Catalyst is a multi-domain case competition where student teams analyse real-world business challenges across finance, Marketing, HR, Strategy, and Operations to deliver actionable, innovative solutions before a faculty jury.</i>
	Table Tennis	Common Area, IGSM	<i>Showcase your reflexes and tactical gameplay in a high-energy table tennis competition.</i>
	Folk Fiesta	IGSM Auditorium	<i>The Group Dance Competition is a high-energy inter-college dance contest where teams showcase choreography, synchronization, creativity, musicality, and stage presence across three competitive rounds. From the Preliminary Round to the Grand Final, teams battle it out for the ultimate title through dynamic and captivating performances.</i>
	Brand Auction*	IGSM LH# 101/102/103	<i>Brand Auction – Acquire. Create. Disrupt. is a three-day experiential marketing simulation where teams acquire brand assets through a live auction, build a new brand using AI-powered tools, and defend it through a live crisis and investor pitch.</i>
2 PM - 4 PM	Bull Whip	New Auditorium, Foundation Block	<i>Bullwhip is an interactive supply chain simulation where participants manage inventory across four stages—Retailer, Wholesaler, Distributor, and Factory—aiming to minimize overall operational costs over a 10-week cycle.</i>
	Penalty Shootout	CET Main Ground	<i>Demonstrate your football finishing skills and nerve under pressure in a penalty shoot-out challenge.</i>
	Chess	Common Area	<i>Challenge your intellect and strategic thinking in a battle of minds on the chessboard.</i>
	Shooting Star	Basketball Court	<i>Test your accuracy and composure in a thrilling basketball shooting challenge where every shot matters.</i>
4 PM- 6 PM	Raag Rang	New Auditorium, Foundation Block	<i>The Vocal Performance Competition is a singing contest where soloists, duets, and groups showcase their vocal ability, musicality, creativity, and stage presence.</i>
4 PM - 7 PM	Battle of BRandS	Seminar Hall	<i>A creative marketing challenge where participants transform an assigned product into a complete, market-ready brand. From brand name and identity to positioning and promotional strategy, participants must build the brand, tell its story, and sell the idea.</i>
4 PM – 6 PM	Fin-Tambola	IGSM LH# 101	<i>Bingo with a financial twist...paisa paisa</i>
4 PM - 7 PM	Battle of Bands	The Centre Stage, CET Main Ground	<i>Live music competition...let the bands roll</i>

Day 03 · Saturday, 19 September 2026

TIME	EVENT	VENUE	PARTICULARS
10 AM–2 PM	Open Floor – Founder's Edition	New Auditorium, Foundation Block	<i>A moderated founders' panel themed "From Campus to Corporate", bringing together four entrepreneurs from diverse sectors for an honest discussion on entrepreneurship, followed by an open audience Q&A.</i>
	MindVault	Auditorium	<i>A high-energy competitive quiz for university management students, testing their knowledge of business, economics, brands, and current affairs through challenging clues, quick thinking, and teamwork. Hosted by a professional quizmaster, it promises an engaging and intellectually stimulating experience and conducted by WHYWIZ.</i>
	Market Masters*	CMI Lab 1 st floor, #204	<i>A three-day virtual stock-market trading simulation where participants manage a ₹5,00,000 virtual portfolio across 10 stocks while reacting to live chart movements and unexpected market-moving news</i>
10 AM - 3 PM	Corporate Runway	The Centre Stage, CET Main Ground	<i>A dynamic cultural-corporate showcase where student teams present sustainable fashion concepts on the runway. The event highlights creativity, confidence, and awareness of eco-friendly practices in fashion. Participants will design and model outfits inspired by themes of sustainability, recycling, corporate professionalism, and innovative green fashion, creating a unique blend of style and responsibility.</i>
2 PM - 4 PM	Brand Auction*	New Auditorium, Foundation Block	<i>Brand Auction – Acquire. Create. Disrupt. is a three-day experiential marketing simulation where teams acquire brand assets through a live auction, build a new brand using AI-powered tools, and defend it through a live crisis and investor pitch.</i>
	The Scamsters*	Seminar Hall	<i>A three-day interactive banking management simulation where participants act as bank employees and investors, while two secretly assigned "Scamsters" attempt to sabotage the bank without being detected. It tests strategy, finance, risk management, teamwork, leadership and decision-making.</i>
4PM –7 PM	Battle of BANDS	The Centre Stage, CET Main Ground	<i>Battle of Bands 2026 is a live music competition where student bands come together to showcase their musical talent, creativity, stage presence, and performance skills. Get ready for an electrifying celebration of music, competition, and student talent.</i>



Let's build the Momentum.....See ya!!