

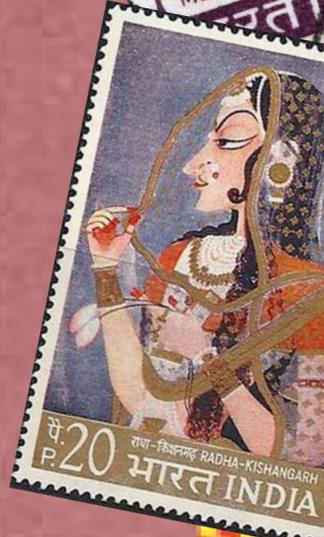
**ICEFAI** Foundation  
for Higher Education  
(Deemed-to-be University under Section 3 of the UGC Act, 1956)

# thirithi 2026

Step into a high-energy 90s Tamasha  
where academics, arts and e-sports collide.

2nd, 3rd, 4th  
April

परंपरा प्रतिष्ठा अनुशासन



# ABOUT ICFAI

ICFAI Foundation for Higher Education is a premier deemed-to-be university established under the UGC Act, 1956. Recognized for its rigorous, student-centric academic framework, the institution integrates theoretical depth with practical application to cultivate competence, adaptability, and professional integrity. Today, it stands among the country's leading multidisciplinary universities, with distinguished faculties in Management, Architecture, Social Sciences, Science and Technology and Law, delivering programs aligned with contemporary industry and societal demands.

**300+**

FACULTY MEMBERS

**16 YEARS**

IN CAMPUS EDUCATION

**20,000+**

ALUMINI

**5**

SCHOOLS

**5**

DISCIPLINES

AACSB Accredited

Member of the Association of  
Indian Universities (AIU)

Member of the Association of  
Commonwealth Universities (ACU)

AICTE

ICFAI LAW SCHOOL

ICFAI SCHOOL OF SOCIAL SCIENCES

ICFAI BUSINESS SCHOOL

ICFAI TECH SCHOOL

ICFAI SCHOOL OF ARCHITECTURE

SCHOOLS @ IFHE

# OUR VISION

To establish a Pan-Indian network of Research and Teaching Universities in different states to ensure high quality academic delivery and to promote a strong research culture among the faculty members.

To deliver career-oriented educational programs of quality and develop an expanding pool of faculty

# OUR MISSION

The primary mission of ICFAI is to create a cadre of professional men and women who have been imparted specialized skills, who have learnt to consider problems from a broad perspective and who have acquired a heightened sense of moral and social responsibility that their future positions of leadership demand of them. In short the Mission is: “Learning for Leadership”.



**3.59/4.00 A++**  
NAAC ACCREDITATION

**A\*\*\* AT THE NATIONAL & STATE LEVEL - 2025 CRISIL**  
AMONG THE FIRST B-SCHOOLS TO BE GRADED



**RANKED 3RD**  
STATE OF TELANGANA, GHRDC, 2024

**AAA+**  
INDIA'S BEST ENGINEERING COLLEGES, CAREERS360, 2024



**QS I-GAUGE E-LEAD**  
(E-LEARNING EXCELLENCE FOR ACADEMIC DIGITISATION)  
QS - IGAUGE INDIAN COLLEGE & UNIVERSITY RATINGS



# OUR PATRONS



**Prof. (Dr.) Tamma Koti Reddy**  
Vice Chancellor  
IFHE



**Prof. (Dr.) Vijayalakshmi Sedidi**  
Registrar & Convenor  
IFHE & CWD

## ORGANISERS



**Dr. Pujari Ravisekhararaju**  
Director  
ICFAI Law School



**Dr. A Arun Kumar**  
Assistant Dean (Student Activities)  
Thrithi 2026

## CHIEF ADVISORS

**Prof. (Dr.) K.S. Venu Gopal Rao, Director, ICFAI Business School**  
**Prof. (Dr.) K.L. Narayana, Director, ICFAI Tech School**  
**Prof. (Dr.) C.S. Shylajan, Director, ICFAI School of Social Sciences**  
**Prof. (Dr.) Mahendra Sonawane, Principal, ICFAI School of Architecture**

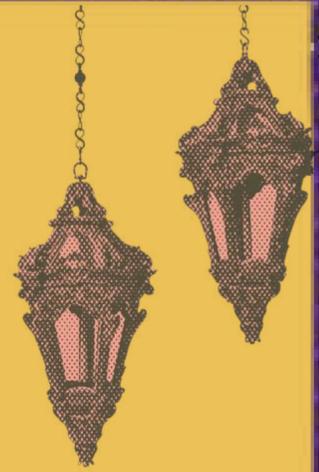
## SCHOOL COORDINATORS

**Dr. Anjanna Matta, Associate Dean of Student Activities, ICFAI Tech School**  
**Dr. C.S. Pavana Jyothi, Student Activities Coordinator, ICFAI Business School**  
**Dr. Pooja Choudhary, Student Activities Coordinator, ICFAI School of Social Sciences**  
**Ms. Asha Devadas, ICFAI School of Architecture**

## FACULTY COORDINATORS

<b>Dr. Yaduvamsi Sai Krishna</b>	<b>Dr. Gowri B Chanal</b>	<b>Dr. Renu Bala</b>
<b>Dr. K. Rakesh</b>	<b>Dr. K.Vivekananda</b>	<b>Dr. K. Pavani</b>
<b>Dr. Aswathy Rethika</b>	<b>Dr. Nishit Ranjan Chaki</b>	<b>Mr. Dharendra Yadav</b>

# THRIFT



We are proud to present a three-day celebration of intellect, culture, and competition that brings together students from every undergraduate school on campus. Designed as a dynamic platform for expression and excellence, the event unites over 11,500 participants across academics, performing arts, literature and e-sports. From strategic showdowns and creative showcases to high-energy performances, each day promises scale, diversity and impact. Join us for a campus-wide experience that champions talent, fosters collaboration and transforms creativity into spectacle.

## DOMAINS

**Law Events**

**Social Sciences  
Events**

**Management  
Events**

**Tech Events**

**Architectural  
Events**

**Cultural  
Events**



# EVENTS

CONDUCTED BY ICFAI LAW SCHOOL

## THE PLOT TWIST: FROM WORDS TO WITS

A three-round team quiz blending written questions, Pictionary, and a buzzer finale to test literary wits.

## THEATRE QUIZ

A drama-themed quiz that celebrates plays, playwrights and stage culture for theatre lovers.

## PAINT YOUR TOTE

A design contest where participants paint original artwork on plain tote bags.

## TREASURE HUNT

A campus photo-challenge where teams solve riddles and click pictures of clue locations in sequence.

## DREAMSCAPES

A hands-on session to build personalized journals or boards using aesthetic materials and self-brought supplies.

## DRAMA IN A CHIT

A dramatic improv challenge where big emotions meet hilariously trivial problems drawn from chits.

# EVENTS

CONDUCTED BY ICFAL LAW SCHOOL

## EXTEMPORE MOOT COURT COMPETITION

A paperless, on-the-spot moot where teams argue a same-day proposition using pure oral advocacy.

## TRAITORS

A social-deduction circle game where innocents must unmask hidden traitors through strategy and discussion.

## NEGOTIATION MONOPOLY

A deal-heavy Monopoly variant where teams bargain, auction, and lend their way to a financial target.

## SHARD SANGRAM DEBATE COMPETITION

A structured Debate contest with a TWIST where participants argue opposing sides of a motion.

## POSTER MAKING ON SOCIAL ISSUES

An art event where students design posters spotlighting key social concerns and justice themes.

## POSTCARD MAKING

A creative postcard-design event to craft visually appealing, message-driven cards.

# EVENTS

CONDUCTED BY ICFAI LAW SCHOOL

## DIGITAL ADVERTISEMENT MAKING

A graphic-design challenge to create striking digital ads with strong visual storytelling.

## MEME- MAKING COMPETITION

A creativity sprint to design humorous, theme-based memes in digital format.

## INNOVATION BEGINS WITH AN IDEA

A startup pitch event where individuals or teams present business ideas to expert judges for prizes and opportunities.

## MURDER MYSTERY

A team-based puzzle game to analyse clues and unmask a fictional killer before time runs out.

## LIP SYNC BATTLE

A high-energy headphone lip-reading game where teammates guess silent phrases over loud music.

## GUESS THE MESS

A three-round dumb charades showdown where teams act out words and titles without speaking.

# EVENTS

CONDUCTED BY ICFAL LAW SCHOOL

## THE MEME TRIAL

A solo meme-making contest turning legal concepts and law school life into witty, relatable content.

## CANVAS PAINTING COMPETITION

A themed painting contest highlighting civic sense, equality, and social values.

## SOCIAL ESCAPE ROOM MISSION FOR CHANGE

A timed team escape game solving social-issue-based puzzles to complete a mission.

## BOOK AND CLOTH DONATION DRIVE

A drive collecting books for government-school children and clothes for recycling and reuse.

## EARTH TO ART

A guided pottery session where students learn clay basics and make simple take-home pieces.

## ECO ART

A nature-themed painting contest for students to express environmental ideas through art.

# EVENTS

CONDUCTED BY ICFAL LAW SCHOOL

## PSYCH SYNC

A pair-based collaborative canvas painting where partners repeatedly swap and build on each other's work.

## STROOP BATTLE

A fast-paced cognitive game using colour-word conflicts to test attention and processing speed.

## SENSUS

A short-reel contest on psychology and human experience judged on creativity and relevance.

## BGMI BATTLEGROUND MOBILE

A squad-based mobile battle royale where teams fight to be the last ones standing.

## FIFA

A console-based virtual football tournament where players compete head-to-head in digital matches.

## CLASH ROYALE

A real-time mobile strategy event where players battle using card-based troops, spells, and defenses.

# EVENTS

CONDUCTED BY ICFAI SCHOOL OF SOCIAL SCIENCES.

## VOX POPULI: THE MOCK PARLIAMENT

Step into Parliament's charged arena as MPs and ministers, rise to debate, defend, and decide on policies that could shape the nation.

## FINNOVATE

Got what it takes to think fast, stay sharp, and budget smart? Finovate is a three-round pitching challenge where teams of 2-4 tackle real-world financial and policy problems using a fictional budget

## THE PROFILING ROOM

Thrilling detective-style challenge, participants take on the role of behavioural analysts tasked with solving a mysterious case.

## CANVAS CARNIVAL 2.0

Step into a world where colors speak louder than words. Canvas Carnival 2.0 is a vibrant on-the-spot painting event that celebrates creativity, imagination, and artistic expression.

# EVENTS

CONDUCTED BY ICFAI BUSINESS SCHOOL

## Genesis

Testing your ability to innovate, articulate, co-operate and radiate your presence, GENESIS's goal is to bring out the best out of students.

## Data Decode

The event combines practical data skills with real-world business judgment, requiring participants to think beyond numbers and justify decisions with evidence and reasoning.

## Marketkshetra

It is a marketing simulation event where participants promote given brands, industries, or products through creative and innovative strategies.

## Ideologue

A debate event with a Regular Round for structured arguments, an Impromptu Round for quick thinking, and a Switcheroo Round where participants defend the opposite side.

## Bids & Bails

A mock IPL auction where participants bid on players with a limited budget, mirroring the excitement of a real IPL auction

## Time Trap

The event tests participants' presence of mind, adaptability, teamwork, and decision-making skills through unconventional and engaging scenarios

# EVENTS

CONDUCTED BY ICFAI BUSINESS SCHOOL

## Art Therapy

Art Therapy is a social welfare initiative that promotes emotional healing and mental well-being through creative expression

## Frame the Find

Frame the Find is a videography and editing contest that challenges participants to conceptualize, capture, and craft impactful visual stories.

## Threaded dreams

Creative Craft Workshop where students can participate in Dream Catcher Making. This workshop aims to encourage creativity, mindfulness, and artistic expression among students

## Rhythm Circuit

Every level tests performance, focus, and adaptability. The one who completes all stages with the best overall performance wins.

## FrameVerse

Create a 60-90 second cinematic short video within a limited timeframe. The event promotes visual storytelling, creativity, and practical filmmaking skills.

## Craft stall

A walk-in workshop where participants can learn to create their own handmade items. Use the provided materials, and follow guided instructions to craft a project from scratch.

# EVENTS

CONDUCTED BY ICFAI TECH SCHOOL

## Bookmark Making

Participants design their own bookmarks using colors and decorative materials.

## Charms / Bead Making

Participants design and create simple accessories using beads and charms.

## Escape Room

A team-based challenge where participants solve puzzles and clues to escape from a themed room within a given time.

## VR Experience

Participants engage in immersive virtual reality activities using VR technology.

## Improvising Acting Competition

An improv acting competition held in the FST Auditorium.

## Mock IPL Auction

Each team (2-3 members) receives a fixed budget of ₹45 Crore and must build a squad of exactly eight players through an auction.

## Marketing Live

A practical business challenge where teams of 2-4 members market and sell a product in real time within a designated area.g competition held in the FST Auditorium.

# EVENTS

CONDUCTED BY ICFAI TECH SCHOOL

## Founder Fight Club

An exciting business debate competition that tests analytical thinking, creativity, and persuasion skills.

## Just Dance

A two-day classroom-based dance experience featuring an exciting transition into glow mode with UV black lights.

## Triathlon 2.0

A three-stage challenge testing skill and quick thinking through Bottle Flip, Ring Toss, and Spin the Wheel.

## Escape the Bug

A checkpoint-based tech puzzle game where teams solve debugging challenges, outputs, and tech riddles.

## Valorant Tournament

A 5v5 competitive gaming event where teams compete using strategy, coordination, and gameplay skills.

## Call of Duty Tournament

A 5v5 competitive gaming event where teams compete using strategy, coordination, and gameplay skills.

# EVENTS

CONDUCTED BY ICFAI TECH SCHOOL

## Scavenger Hunt

A team-based challenge where participants search for hidden items or solve clues within a time limit.

## Online Photo Contest

Participants submit creative photographs online based on a particular theme.

## Short Film Competition

Participants create and present a short film based on a given theme or concept, submitting online.

## Reel Competition

Participants produce short creative reels showcasing storytelling and visual creativity based on particular themes.

## Aawaz

Participants take part in the categories of solo, duet, and group performances of music, sharing talent and skill.

## Tug of War

A team game where two groups pull a rope in opposite directions to drag the opposing team across a line.

## Art Expo Competition

A creative showcase where participants present their artistic works and visual creations.

# EVENTS

**CONDUCTED BY ICFAI SCHOOL OF ARCHITECTURE**

## **DIGITAL DOODLES LIVE**

Watch your personality come alive through bold, fun digital caricatures created in minutes! Get a customized, high-quality artwork that exaggerates your best features with style and humour. Perfect for sharing online or keeping as a unique, memorable keepsake from the event.

## **RANG DE MATKA**

Unleash your creativity by transforming simple pots into vibrant pieces of art. Experiment with colours, patterns, and textures while relaxing and having fun. Take home your beautifully hand-painted pot as a decorative and personal creation.

## **CRYSTAL CANVAS**

Experience the magic of painting on glass and creating stunning translucent designs. Play with light, colour, and intricate patterns to craft elegant decorative pieces. A calming yet exciting activity that lets your imagination shine through every stroke.

## **MELODY MANIA**

Step into the spotlight and sing your heart out with your favourite tracks! Feel the thrill of performing in a lively, supportive atmosphere. Whether solo or with friends, enjoy music, laughter, and unforgettable moments on stage.

# CULTURAL EVENTS

## DANCE

- Solo Classical Dance
- Duo Classical Dance
- Solo Western Dance
- Duo Western Dance
- Group Western Dance

## Fashion Show

Walk the ramp with confidence, creativity, and attitude as you showcase your unique style and theme. Strike your pose, own the spotlight, and let your style make a statement.

- Solo Singing
- Duo Singing
- Instrumentals
- Battle of Bands

## MUSIC

# DAY THEMES

DAY 1

INDO WESTERN

STREET STYLE,

90S INSPIRED

ETHNIC

ALL DRAMATIC  
DESI MAXIMALISM

DAY 2

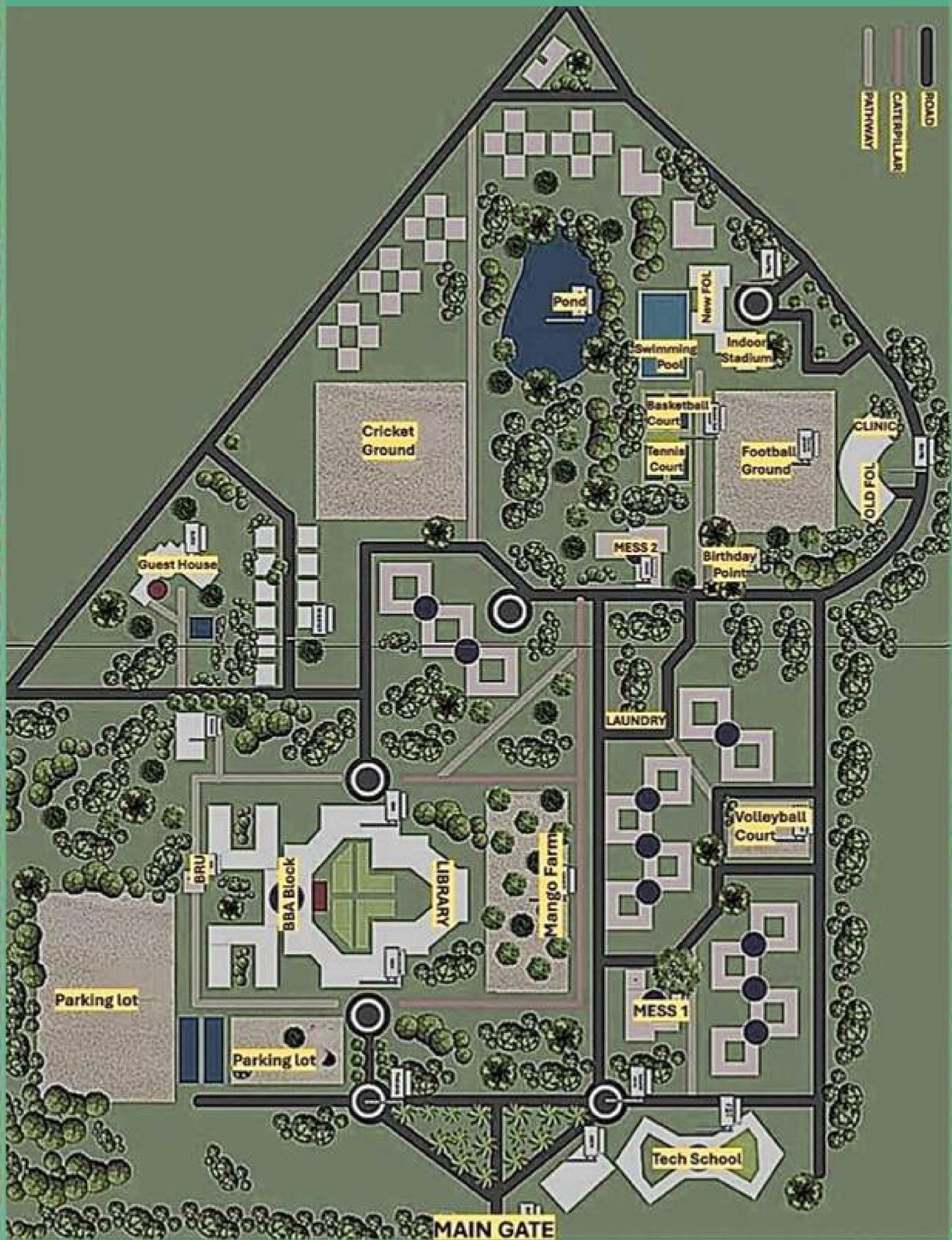
DAY 3

CINEMA

RETRO DISCO

\*RESTRICTED TO STUDENTS OF  
ICFAI

# Festivity Finder



\* For Reference Only

# POINT OF CONTACT

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**Sahithi Singam - 9248911138**

FOR ANY EVENT-RELATED INQUIRIES, PLEASE REACH OUT TO OUR DESIGNATED POINTS OF CONTACT (POCS). THEY ARE AVAILABLE TO ASSIST YOU WITH ANY QUESTIONS OR CONCERNS.

WE LOOK FORWARD TO ASSISTING YOU AND ENSURING A SEAMLESS EXPERIENCE



@THRITHI.ICFAI



THRITHI@IFHEINDIA.ORG



[HTTPS://WWW.IFHEINDIA.ORG/THRITHI/](https://www.ifheindia.org/thrithi/)



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**SURVEY NO. 156/157, ICFAI FOUNDATION FOR HIGHER EDUCATION (IFHE) CAMPUS,  
DONTANAPALLY SHANKARPALLI ROAD, HYDERABAD, TELANGANA 501203  
WWW.IFHEINDIA.ORG**

**CULTURE**

**IDENTITY**

**HERITAGE**