**Event Name**: Playtopia
**Date of event:** 16-19 March 2024
**Organized:** BBA and BCA department

Playtopia is a flagship event organized by both department of business administration and computer application. The event was organized in the hybrid mode. Playtopia held in IEM, Ashram Campus was an exciting event blending online gaming with in-house activities like treasure hunts, open mic sessions, photography, and a Business Hackathon. From intense gaming competitions to creative challenges, it offers a diverse and thrilling experience for participants to showcase their skills and talents in both virtual and real-world arenas.

The heart and soul of Playtopia lay in its meticulous organization, spearheaded by a dedicated team of student and faculty coordinators. Under the able guidance of Arghajit Singha Roy, Rapti Chaterjee, Saubhadra Chaterjee, Swarthak Mondal, and Debahuti Banerjee, alongside esteemed faculty members including Prof. Nayantara Mitra, Prof. Dr. Rupam Bhattacharya, Prof. Dr. Manoj Kumar Muchahari, Prof. Dr. Priyanka Das, Prof. Biswajit Maity, Prof. Ankan Bhowmik, Prof. Saikat Mondal, Prof. Kaustav Sarkar, Prof. Manab Kumar Das, Porf. Samik Dutta, Prof. Dr. Rabin Mazumder, Prof. Sayan Karmakar, Prof. Sananda Halder, and Prof. Dr. Debarati Ghosh, every aspect of the event was meticulously planned and executed.

The icing on the cake was the impressive array of prizes awaiting the victors. With a total cash prize of Rs. 23,000, coupled with trophies, medals, and certificates, Playtopia not only celebrated talent but also rewarded it generously. The grand finale, the prize distribution ceremony held on March 20th, was a fitting tribute to the hard work and dedication exhibited by all participants.