EVENT REPORT

“Amazon Back to Campus – Technology, Gaming and AI Engagement Drive”

Date & Venue: 28th September 2026, Shyam Lal College, University of Delhi
Organised by: CommBlaze – The Commerce Association, Department of Commerce
In collaboration with: Basik Marketing Private Limited, for Amazon Back to Campus
Participants: Students, faculty members, event representatives and participating teams

An engaging campus activation titled “Amazon Back to Campus” was organised at Shyam Lal College, University of Delhi, on 28th September 2026 by CommBlaze – The Commerce Association, Department of Commerce, in collaboration with Basik Marketing Private Limited. The event aimed to bring students closer to technology, gaming and artificial intelligence through interactive activities and hands-on experiences. It created an energetic campus environment where students could explore digital innovations, participate in friendly competition and engage with technology beyond the boundaries of conventional classroom learning.

The primary objective of the event was to encourage experiential learning by introducing students to technology-driven activities in an accessible and engaging manner. The activation highlighted the growing role of artificial intelligence and digital devices in education, creativity, productivity and entertainment. It also sought to promote student participation, encourage healthy competition through esports, and provide an opportunity for students to interact with new technologies in a lively campus setting.

One of the key attractions of the event was the one-on-one gaming tournament, which featured competitive gaming titles such as EA Sports FC and other esports games. The tournament drew enthusiastic participation and gave students an opportunity to demonstrate their strategic thinking, quick decision-making and gaming skills. The competitive atmosphere kept participants engaged and added excitement to the event. Prizes were planned for the top three positions, with product rewards valued at approximately ₹3,000 for first place, ₹2,000 for second place and ₹1,000 for third place, as specified in the event arrangements.

Another important component was the AI-powered activity zone and technology demonstrations. Students were introduced to interactive AI activities and had opportunities to explore the practical applications of emerging technologies. The demonstrations encouraged curiosity and helped participants understand how digital tools can support everyday tasks, learning and creative problem-solving. The presence of laptops and related technology equipment further enhanced the hands-on nature of the activation and made the experience more engaging for students.

The event also incorporated brand and community engagement activities, including QR-code- based interactions, registrations and promotional participation. These activities encouraged students to explore the different sections of the activation and take part in the available experiences. Promotional communication through campus channels and student communities helped create awareness about the event and supported participation. The combination of gaming, AI demonstrations and interactive engagement ensured that the activation offered multiple ways for students to get involved.

CommBlaze – The Commerce Association played an important role in facilitating the event on

campus and coordinating with the collaborating organisation. The initiative provided an opportunity for the society to contribute to the planning and on-ground execution of an industry-linked campus activity. Such collaborations require communication, teamwork, logistical coordination and the ability to create a welcoming environment for participants. The event also highlighted the role student societies can play in connecting academic life with practical, technology-focused experiences.

The activation offered valuable exposure to the relationship between technology, consumer engagement and event management. Students were able to participate in competitive activities, explore digital innovations and interact with their peers in a collaborative setting. The event also demonstrated how brand activations can use interactive experiences to build awareness and encourage participation. For the organising society, it served as an opportunity to support coordination, communication and student engagement in a structured event environment.

Overall, "Amazon Back to Campus" brought together gaming, artificial intelligence, technology demonstrations and student engagement in a lively campus setting. The initiative added variety to campus life and encouraged students to explore technology through participation and practical exposure. The collaboration with Basik Marketing Private Limited made the event an opportunity to connect students with a technology-focused activation while strengthening the society's experience in organising collaborative activities. The event reinforced the importance of innovation, teamwork and experiential learning in creating meaningful and engaging experiences for the college community.

Organised by: CommBlaze – The Commerce Association
Shyam Lal College, University of Delhi


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