

Event Report: “JUIT: An AI Odyssey”

1. Introduction and Background

Jaypee University of Information Technology (JUIT), under the visionary leadership of Honorable CEO Manu Bhaskar Gaur, organized an innovative and first of its kind AI based competition titled “**JUIT: An AI Odyssey.**” The competition was designed to explore the intersection of artificial intelligence, creativity, and interactive storytelling, providing a platform for students to showcase their technical and imaginative capabilities.

The central theme of the event, “**Make the User a Part of the JUIT Story through AI Characters & Interactive Storytelling,**” aimed at transforming traditional storytelling into an immersive digital experience. Participants were encouraged to create AI-driven environments where users could actively engage and experience “**A Day in the Life at JUIT.**” This approach not only emphasized creativity but also highlighted the role of AI in enhancing user engagement and experiential learning.

The competition was officially announced in November 2025 and was structured as a multi-phase event, allowing participants sufficient time to conceptualize, design, and implement their ideas into working prototypes.



2. Competition Design and Technical Framework

The competition was open to students from all academic levels, including undergraduate, postgraduate, and doctoral programs, either individually or in teams comprising a maximum of four members. The primary objective was to develop a **functional AI-powered interactive storytelling prototype** that effectively captured various aspects of campus life.

Participants were encouraged to integrate multiple technological components such as:

- AI-generated dialogues and character interactions



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- Voice synthesis and narration
- Visual storytelling through images or animations
- User-driven decision-making pathways

A wide range of tools and platforms were recommended, including ChatGPT for conversational AI, ElevenLabs for voice generation, Midjourney and Runway for visual content creation, and development environments such as Unity, Unreal Engine, or web-based frameworks (HTML5, JavaScript, and APIs).

The competition followed a structured evaluation mechanism, with emphasis placed on creativity, depth of AI integration, level of interactivity, narrative quality, and overall audio-visual design. The judging criteria ensured a balanced assessment of both technical proficiency and storytelling effectiveness.

3. Execution, Participation, and Timeline

The event was conducted over several months, ensuring a comprehensive development cycle. The major milestones included the official launch, an interaction and technical discussion session to guide participants, a Phase I evaluation focusing on concept validation, and the final showcase where selected teams presented their completed prototypes.

A total of **20 teams registered** for the competition, reflecting strong student interest and engagement. During the initial phase, teams submitted their concept notes along with early-stage prototypes, which were evaluated to provide constructive feedback and direction for further improvement.

Following this phase, **5 teams were shortlisted** for the final round based on the originality of their ideas, technical feasibility, and implementation progress. These teams advanced to the final showcase, where they demonstrated fully developed AI-driven interactive storytelling systems. The final presentations highlighted diverse approaches, ranging from narrative-driven simulations to highly interactive user experiences incorporating real-time AI responses.

4. Results and Evaluation

The final evaluation was conducted by a distinguished panel comprising Tiratha Raj Singh, Hari Singh, and Saurav Kumar Singh. The judging process involved a detailed assessment of each prototype, focusing on innovation, usability, technical depth, and overall impact.

Based on the final presentations, the results were declared as follows:

The **first position** was secured by the **Cognitive Creators Team**, consisting of Siddhant Sharma, Ankush Bhunia, Viksit Taran, and Vishal Thakur, for their outstanding integration of AI and storytelling elements.



The **second position** was awarded to the **Jaadoo Team**, comprising Kartikeya Bharatwaj and Aditya Singh, who demonstrated a well-balanced combination of creativity and technical implementation.



The **third position** was **jointly awarded** to two teams—**Llama 4.0** (Devansh Kalia and Arsh Sharma) and **RajmaChawal** (Nandini Garg, Saarvi Sharma, Saransh Agarwal, and Khushi Goel)—in recognition of their equally impressive and competitive submissions.



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The event was efficiently coordinated by PhD scholars **Mr. Kunal** and **Ms. Akshita Chaudhary**, whose efforts ensured smooth execution across all phases of the competition.

The awards and certificates were distributed by Honorable Vice Chancellor **Prof. R.K. Sharma**, who congratulated all participants for their outstanding efforts and appreciated the innovative spirit demonstrated throughout the competition. Prof. R.K. Sharma emphasized the growing importance of artificial intelligence, creativity, and interdisciplinary innovation in shaping the future of education and technology.



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The event was efficiently coordinated by PhD scholars Mr. Kunal and Ms. Akshita Chaudhary, under the mentorship of Prof. Tiratha Raj Singh, Associate Dean (Innovation), JUIT, whose dedicated efforts ensured the smooth execution of the competition across all stages.

“JUIT: An AI Odyssey” emerged as a highly impactful and innovative initiative that successfully showcased how artificial intelligence can transform storytelling, digital engagement, and experiential learning. The event reinforced JUIT’s commitment to fostering innovation, research, and next-generation technological creativity among students while paving the way for future AI-enabled educational and virtual campus experiences.





5. Outcome, Impact, and Conclusion

“JUIT: An AI Odyssey” emerged as a highly impactful initiative that successfully combined artificial intelligence with creative storytelling. The competition provided participants with hands-on experience in utilizing modern AI tools and frameworks while encouraging them to think innovatively about user engagement and narrative design.

The event also highlighted the growing importance of interdisciplinary approaches, where technical skills are complemented by creativity and design thinking. The prototypes developed during the competition demonstrated significant potential for real-world applications, particularly in areas such as virtual campus tours, digital engagement platforms, and AI-driven educational tools.

Furthermore, the top-performing projects are expected to be featured on official platforms, potentially contributing to the development of a **Virtual Campus Experience Portal**, thereby extending the reach of JUIT’s academic and cultural environment to a broader audience.

In conclusion, the competition not only fostered innovation and collaboration among students but also reinforced the role of AI as a transformative tool in redefining storytelling and user



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interaction. The success of the event sets a strong precedent for future initiatives aimed at integrating technology with creative expression.

Press Release and Media Reports:

JUIT Hosts: An AI Odyssey~A Landmark AI-Powered Storytelling Competition	Himachal Headlines	Digital	<u>NewsLink</u>
	The News Himachal	Digital	<u>NewsLink</u>
	Crazy News India	Digital	<u>NewsLink</u>
	Asar Newz	Digital	<u>NewsLink</u>
	Apple News	Digital	<u>NewsLink</u>
	Hills Post	Digital	<u>NewsLink</u>
	Early Times	Print	NewsClip (Attached)
	Hari Bhoomi	Print	NewsClip (Attached)

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New Delhi- Main Edition - 16 May 2026 - Page 10

जेयूआईटी : एन ऐआई ऑडसे एआई आधारित इंटरएक्टिव स्टोरीटेलिंग प्रतियोगिता का सफल आयोजन

वाकनाघाट। जेपी यूनिवर्सिटी ऑफ इंफोरमेशन टेक्नोलॉजी ने माननीय कंपनी के सीईओ मनु भास्कर गौर के दूरदर्शी नेतृत्व में जेयूआईटी : एन ऐआई



ऑडसे एआई शीर्षक से एक अभिनव एवं अपने प्रकार की पहली एआई-आधारित प्रतियोगिता का सफल आयोजन किया। इस कार्यक्रम ने रचनात्मकता, कृत्रिम बुद्धिमत्ता और इंटरएक्टिव स्टोरीटेलिंग को एक मंच पर लाकर विद्यार्थियों को अपनी तकनीकी दक्षता एवं कल्पनाशील सोच प्रदर्शित करने का उत्कृष्ट अवसर प्रदान किया। एआई कैरेक्टरस एवं इंटरैक्टिव स्टोरी टैलिंग के माध्यम से उपयोगकर्ता को जेयूआईटी की कहानी का हिस्सा बनाना" विषय पर आधारित इस प्रतियोगिता में प्रतिभागियों को ऐसे इमर्सिव डिजिटल अनुभव विकसित करने के लिए प्रेरित किया गया, जिनके माध्यम से उपयोगकर्ता "जेयूआईटी में एक दिन" का वर्चुअल अनुभव प्राप्त कर सकें। विद्यार्थियों ने संवादात्मक एई, वॉइस सिंथेसिस, विजुअल स्टोरीटेलिंग, एनीमेशन तथा इंटरएक्टिव निर्णय-आधारित प्रणालियों को एकीकृत करते हुए एआई संचालित स्टोरीटेलिंग वातावरण विकसित किए। इस प्रतियोगिता में स्नातक, स्नातकोत्तर एवं शोधार्थी विद्यार्थियों ने उत्साहपूर्वक भाग लिया, जिसमें कुल 20 टीमों ने पंजीकरण कराया।

Jaypee University of Information Technology Hosts “JUIT: An AI Odyssey” — A Landmark AI-Powered Storytelling Competition

EARLY TIMES REPORT

WAKNAGHAT, HIM-ACHAL PRADESH, May 15: Jaypee University of Information Technology, under the visionary leadership of Honorable CEO Manu Bhaskar Gaur, successfully organized an innovative and first-of-its-kind AI-driven competition titled “JUIT: An AI Odyssey.” The event brought together creativity, artificial intelligence, and interactive storytelling, offering students a dynamic platform to demonstrate their technical excellence and imaginative thinking.

Centered around the



theme “Make the User a Part of the JUIT Story through AI Characters & Interactive Storytelling,” the competition encouraged participants to design immersive digital experiences that allowed

users to virtually experience “A Day in the Life at JUIT.” Students developed AI-powered storytelling environments integrating conversational AI, voice synthesis, visual storytelling, animations,

and interactive decision-making pathways.

The competition witnessed enthusiastic participation from undergraduate, postgraduate, and doctoral students, with a total of 20 teams

registered for the event. Participants utilized advanced AI and creative tools including ChatGPT, ElevenLabs, Midjourney, Runway, Unity, Unreal Engine, and web-based frameworks to transform their innovative concepts into interactive prototypes.

Following multiple evaluation rounds, five outstanding teams were shortlisted for the grand finale, where they presented highly engaging AI-driven storytelling systems before an evaluation panel comprising Prof. Tiratha Raj Singh, Dr. Hari Singh, and Mr. Saurav Kumar Singh.

JUIT hosts “AI Odyssey” competition to redefine interactive storytelling

DINESH AGARWAL
WAKNAGHAT, MAY 14

Jaypee University of Information Technology (JUIT), under the leadership of CEO Manu Bhaskar Gaur, successfully organized “JUIT: An AI Odyssey,” a first-of-its-kind AI-powered storytelling competition that blended creativity, artificial intelligence, and immersive digital experiences.

Centered on the theme “Make the User a Part of the JUIT Story through AI Characters & Interactive Storytelling,” the event challenged students to create interactive experiences showcasing “A Day in the Life at JUIT.” Participants integrated conversational AI, voice synthesis, animations, visual storytelling, and interactive



decision-making into their projects.

The competition saw enthusiastic participation from undergraduate, postgraduate, and PhD students, with 20 teams competing using advanced tools such as ChatGPT, ElevenLabs, Midjourney, Runway, Unity, Unreal Engine, and web-based frameworks.

After multiple evaluation rounds, five teams reached the grand finale and presented their

AI-driven storytelling systems before a jury comprising Prof. Tiratha Raj Singh, Dr. Hari Singh, and Mr. Saurav Kumar Singh. Projects were judged on innovation, creativity, technical depth, narrative quality, interactivity, and user experience.

The Cognitive Creators Team— Siddhant Sharma, Ankush Bhunia, Viksit Taran, and Vishal Thakur — won the First Prize for their outstanding AI integration and immersive storytelling.
