

BIRLA FEST- 2013

A cultural extravaganza at MPBIM



Birla fest-an Intra Collegiate Cultural Competition is one of its first kinds in M.P. Birla Institute of Management. The competition was conducted on 18th May and 23rd May, 2013. The competition was conceptualized to expose hidden talents among the seniors and juniors students. The enthusiasm shown by the students was noteworthy. The students embarked upon an initiative which in turn gave them skills of personal and professional management.

The events conducted were a combination of music, dance and arts. Thus, the events were idealized to translate student's inherent strengths and bring out creative talents among the students. The fest was an initiative of the student council and Cultural Committee of the College.

The events conducted were classified into two main phases namely;

1. **Off Stage Events**
2. **On Stage Events**

1. **Off Stage Events:**

Off stage events were conducted on 18th May, 2013

As part of the off stage events, the following events were conducted namely:

a. **Face Painting**

The theme for Face painting was "Super Heroes". The event had three participants. To decide the winner was a daunting task for the Judge of the event, Prof Rohini G.Shetty.

The winners of the event were as follows:

First prize:

Soumya Koppad and Prasad MJ, final year students

The Runner up:

Prabhu and Sai Teja, second semester students



b. Digital Poster Making

The use of laptops and availability of photo editor software, have revolutionized the Advertisement industry throughout the world. If one has the ability to imagine, he/she has the ability to bring it into reality. So Digital poster making not only helps one imagine but also helps one to bring idea's to reality. Three participants attended the event.

Prof Basanna Patagundi, Prof Bhavya N and Mrs. Manjula were the judges for the event.

The winners of the event were as follows:

First prize: Supreeth, second semester student

c. Hand Made Poster Making

An event was required which would bring to light the capability of students to be artists without the use of technology. A traditional way of poster making was conceptualized by the student representatives of the committee. Three participants attended the event.

Prof. Anu Natraj was the judge for the event.

The winners of the event were as follows:

First prize: Tarun, second semester student

2. On Stage Events

Onstage events were conducted on 23rd, may 2013 in college Auditorium. 23rd May is considered as a college fest day. All the students were not having any classes on this day, to make the competition a successful event. The Auditorium was packed with Dignitaries, College staff and students.



The Dignitaries present on the day are as follows;

- a. A Krishnamurthy, Director,
- b. Dr Nagesh S Malavalli, Principal
- c. Dr N S Viswanath, Dean and
- d. Faculties and the Staff.





The event was graced by Smt Vani Harikrishna as the Chief Guest, a Playback Singer of the Kannada Films. The Event started with an Invocation Song by Trupthi S Latur and then by an Inaugural Dance by the College Team-Kavitha Eshwar, Malini Paramesh, Nidhi Shenoy, Padma Savadatti, Soumya Koppad, Shreya Srikanth and Rajiv V S.

As part of the onstage events, the following events were conducted

a. Birla Idol- a singing competition

The singing competition was conceptualized based on the Indian Idol which is a talent hunt show. The event was received with overwhelming response. The event was considered as a great success.

The event was graced by Mr. Rahul, a music therapist and a playback singer.

The competition brought out singing talents among the students. There were seven participants for the event.

The winners of the event were

First prize: Sumare Toushith N, second semester student

Second prize: Amit Chonnad, Final year student

b. Let's Dance - A solo and a group event

Dance Competition had solo dance and team dance events

Number of participants: Three in solo and 2 teams for group dance

Judge for the event - Shalini Paramesh, a Classical Dancer

c. Solo dance

Judge for the event - Shalini Paramesh, a Classical Dancer

Winner – Rakshitha Balraj

Runner Up - Amruta Terdal



d. Group dance:

Judge for the event - Shalini Paramesh, a Classical Dancer

The Winners : Rajiv Vs, Manjunath , Vijay, Nidhi shenoy, Padma Savadatti, Rakesh B ,Soujanya, Shiba, and Sridhar Bharadwaj



e. Mad ad :

A Competition where in the students had to come up with a comic act with the dialogues, script, and acting.

Number of teams : 2 teams.

Judge for the event : Sandeep Madummal, Alumni of MPBIM

The Winners: II SEMESTER : Yeshwanth C J, Swaroop K C, Sourabh Baid, Shashwath Bhat , Ullas,Sanath , Sashank, Ravi Kiran, and Vishwas

The Runners up:: Anup Kumar, Uma, Punjabi Juhi of 4th Semester



f. Fashion Show

A Fashion Show Competition which shows the passion for fashion by the student executives. The Event had three teams, Juniors A1 team and A3 team and Seniors team called Crazy Angels.

Judge for the event : Vidya Nayar, a Miss South Pageant.

The Winners being the Senior's Crazy Angel Team:

Amruta Terdal, Chaitra Nagraj ,Deepika Sharma, Malini Paramesh, Soumya Koppad and Shreya Srikanth.



g. Musical Band by both the Juniors and seniors:

Prashanth Y in the Drums , Darshan BV on the lead Guitar

Singers: Trupthi S Latur , Pritesh S Haran , Chaitra Nagraj, Swaroop Desai Touthith, Shashwath Bhat

