

Paradigm 2018
Inter-Collegiate Management Fest
20th and 21st December 2018



Today, employers choose to recruit candidates with knowledge and expertise in their field and know how to communicate and interact with clientele. If the student has been an active participant in college

fests, cultural activities, sports tournaments or anything outside of the classroom, it reflects one's talent and capabilities. It is an indicator of the soft skills in the students. It is with this intention that MPBIM encourages its students to conduct PARADIGM Fest. The inauguration of PARADIGM 2018 event was held in the morning of 20th December 2018.



Sri. P.B. Kotur, Head, Global Freshers Engagement Programme, Wipro Limited was the Chief Guest at the event. The Guests of Honour were Sri. H N Suresh, Director, Bharatiya Vidya Bhavan, Bengaluru Kendra, Sri. K N Chennegowda, Editor, 'Vijayavani', Sri. Narayana Rao Karanam, Regional Head, HDFC Realty and Smt. Sindhu

Vaitheeswaran, Team Lead, Merchandising at Hudson Bay Co. Bangalore and alumni of MPBIM. Dr. N S Viswanath, Director General, MPBIM presided over the event. The inaugural dance performance of Radhakrishna Nayak was breathtaking. Shilpa P K rendered invocation. The highlight of the event was that there were 23 colleges and 258 participants.



Paradigm 2018 had various competitions spread over two days as follows:

- HERMES or Marketing event was spread over two days with 5 rounds. The Round 5 was final one. No of total teams registered: 18. The rounds were: Round 1(ARCHIE) prelims Round 2(MYALOPAIZO) Round 3(pro create) Round 4 was a PowerPoint presentation and Facebook page creation of a product. The WINNERS were TEAM TITANS and RUNNERS UP were TEAM KOSMOS



- NOAH or HR Event had 14 teams registered from various colleges. The competition had 5 rounds viz., Round-1: Crossword puzzle, Round-2 Pictoword, Round-3 Role play, Round-4: Video Resume and Round -5 round of case in which total of 8 teams participated and ultimately Round 6 Best Recruiter-The Winners were TITANS 1 and Runners were ARGOS



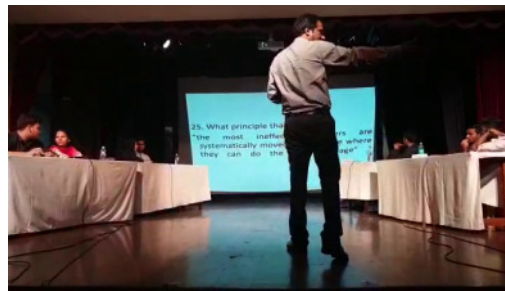
- PLUTOUS** or Finance where the event had 5 rounds in the event as follows: Round 1:finopics, Round 2: artifact, Round 3: hook or crook, Round 4: solve a case study and Round 5: prepare a presentation for their company which included their history, future statements, 3 year plan, price fixation and bid to invest. Based on the cumulative scores of all the rounds team HOMER was the winner and team TITAN was the runner.



4. ERINYES (Best Management Team) which had 3 rounds 1st round was Aptitude, 2nd Round was Marketing and Mad ads, 3rd round was channel surfing: Apart from the total corporate tasks , this test was to test the team's coordination , sense of humour and creativity, 4th round was case study analysis A case study was given and Teams had to analyse the case and prepare power point presentation for the same , 5th round was crisis management. The winners of the event were Christ college deemed to be university and Runners Up Dayanandsagar Institute of Management



5. BUSINESS QUIZ: The competition witnessed an overwhelming response from the participating colleges. The event was held in two preliminary elimination rounds to shortlist the final four teams out of enrolled twenty teams. The first elimination round had twenty five multiple choice questions covering taglines, brand name, origin, business tycoons etc. In this round ten teams were eliminated. The second round had twenty multiple choice questions. Ultimately, four teams were shortlisted for the finals on 21stFriday, December 2018 at 2.30 pm in Kincha Auditorium. The grand finale again had four rounds. The participants felt that this kind of excitement was never experienced by them earlier and hence was new and enthralling. The winners of the event were ARGOS of Christ DMS and runners up were ENYO of Sheshadripuram College.



6. Best Manager ACHILLES: Best Manager Event had six rounds. **Round 1 Double Crosser:** In this the participants had to pick sticky notes where topics are written behind it and they got 2 minutes to prepare and speak for 3 minutes on the topic besides having to switch between 'for and against' the topic when judge says "switch". **Round 2 Cross Tags:** In this the participants had to pick chits which has a product with unrelatable tagline. In this round 8 were qualified for next round. **Round 3 Nit-pick Analysis:** Participants were given a live case for which they had to come up with new product line and pitch in front of angel investor. B-Quiz and Poster designing task was also given to them in-between preparation. Later they had to make a presentation and face a Q&A. **Round 4**

Poaching: Participants were to owners of a Start-Up and had to poach the CEO of their competitor to join their company. **Round 5 Decision Making:** Participants were given a live case of loss-making company for which they had to come up with turnover strategy, marketing strategy and financials for their strategy. **Round 6 Stress Interview:** Participants were given list of questions to answers which would reflect their personality and each were interviewed for 20 minutes on stage. Prof. Hema Harsha, Rajdeep Manwani and Adarsh Basavaraj were judges. Sri. Rohit Cheria Mathew, student of Acharya Bangalore Business School was the winner of the event.

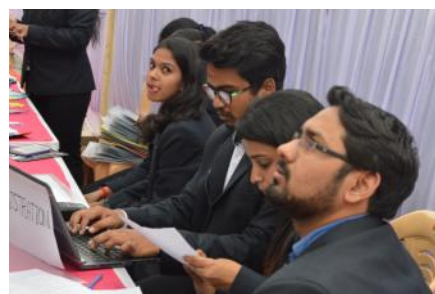
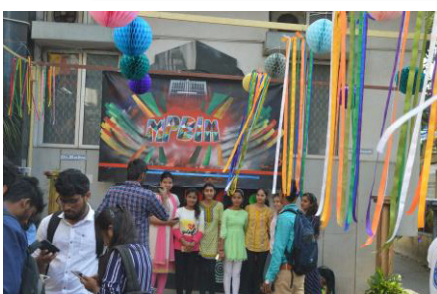


The prizes were distributed at the valedictory function held on the evening of 21st December 2018. Dr. Uday Tate, Professor Marshall University, West Virginia, USA and Sri Ram Samtani, Director, Viman Apparels Pvt. Ltd. and Training Director Consultant, BNI Bangalore were the guests of honour. Dr. N S Viswanath presided over the event.



THE EVENT WAS SUPPORTED BY DIGI PERFORM, A DIGITAL MARKETING TRAINING COMPANY IN BANGALORE AND DIGVIJAYA TV, VIJAYAVANI WHO COVERED THE EVENT ON BOTH DAYS. MPBIM IS GRATEFUL TO DIGI PERFORM, DIGVIJAYA TV AND VIJAYAVANI.

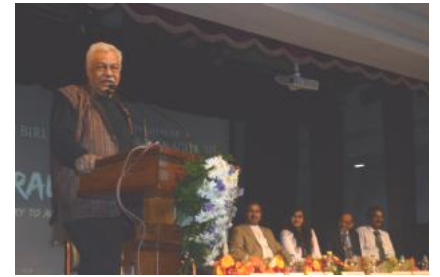
The event was also covered on Doordarshan who captured events and interviewed Dr. N S Viswanath, Director General, Principal, faculty members and students. The event was aired in the 'Campus Connect' programme.



PARADIGM'18

A KEY TO AN OPEN MIND

M.P. BIRLA INSTITUTE OF MANAGEMENT
ASSOCIATE BHARATIYA VIDYA BHAVAN



PRIZE WINNERS AT PARADIGM 2018

Marketing Event



AIMS INSTITUTE



CMS

HR Event



AIMS INSTITUTE



CHRIST DMS

Finance



AL AMEEN



AIMS INSTITUTE

Best Management Team



CHRIST DMS



DSI COLLEGE OF ARTS, SCIENCE & COMMERCE

Best Manager



SRI. ROHIT CHERIAN MATHEW, ABBS

Business Quiz



CHRIST DMS



SHESHADRIPURAM COLLEGE

Pub G



FIRST



SECOND



THIRD

Champions



AIMS INSTITUTE

