

PARADIGM'18

A KEY TO AN OPEN MIND

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

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 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. The Guests of Honour were Sri. H N Suresh, Director, Bharatiya Vidya Bhavan, Bengaluru Kendra, Sri. K N Chennegowda, Editor, 'Viajayavani', Sri. Narayana Rao Karanam, Regional Head, HDFC Realty and Smt. Sindhu



Vaitheeswaran, Team Lead Merchandising, 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, which is highest in any Paradigm Fest.



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

1. HERMES or Marketing event was spread over two days with 5 rounds. The Round 5 is to be final one. No of total teams registered: 18. The rounds were to be - Round 1(Archie) prelims Round 2(myalopaizo) Round 3(pro create) Round 4(Overnight activity). The WINNERS were TEAM TITANS and RUNNERS UP were TEAM KOSMOS





2. 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



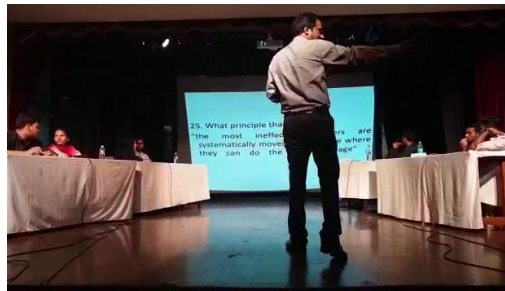
3. **PLUTOUS** or Finance where the event had 5 rounds in the event as follows: Round 1: finopics, Round 2: artifact, Round 3: hook or crook, Round 4: solve a case study and Round 5: prepare a presentation for their company which included their history, future statements, 3 year plan, price fixation 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 Aptitude, 2nd Round Marketing and Mad ads, 3rd round channel surfing: Apart from the total corporate tasks, this task is to test the teams coordination, sense of humour and creativity, 4th round 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 21st Friday, 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 from Christ DMS and runners up were ENYO from Sheshadripuram College.



6. Besides the fest also had Best Manager Achilles and also PubG events.



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.

