

# ETHOS 2011



**ethos 2011** is an inter-collegiate management conclave and cultural festival organized by the students of HK Institute of Management Studies & Research (HKIMSR). **ethos 2011** is a confluence of strategic brains of the future – a knowledge-sharing platform, where dynamic management students are invited to exchange learning concepts, practical orientations and their thought processes. **ethos** offers intellectual simulations that promise to map attitude and aptitude level of the potential corporate leaders and help them *sharpen their axe* accordingly. The management games offer opportunity for brilliant minds to exhibit their conceptual clarity, leadership logic, spontaneity, creativity and power to anticipate the future during their journey to emerge as REAL-WINNERS. And, the outdoor games would help to unravel the hidden talents of our future leaders.

The strategy behind the programme architecture is simple, to bridge the ‘Knowing-Doing Gap,’ and raise the Employability Quotient of the Next Gen leaders.

This is just the beginning, we assure to host **ethos** every year to nurture and enhance learning gradients for our future business leaders.

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**ethos 2011** encompasses social mission in tandem with the Corporate Social Responsibility initiatives at HKIMSR. Two MISSION POSSIBLES are our *avante garde*:

1. **RAW Talent Hunt:** theme behind **ethos 2011** is *Koi Bhi Dimaag Chota Nahi Hota* – and is an initiative to encourage the students from lesser known colleges (mostly belonging to the *Bottom of the Pyramid*) to participate in the mainstream competition and showcase their rare talents - a raw approach indeed
2. **New code M.B.A. (Main Bhi Anna):** Ethics and human values are the indomitable qualities that today's MBAs have to demonstrate to survive in the corporate world. The cultural *utsaav* would partly integrate the learning from mass movement against corruption and may pave the way forward – *kudos* to our M.B.A.s

## ***Koi Bhi Dimaag Chota Nahi Hota!!! Yeh kya hain?***

We often see that most events in the popular college festivals are won by the students from high-end colleges. But, one day it happened that *Pappu* was pushed by his friend against his wishes to participate in one of those events, where he emerged as a winner and that changed his life.

Who was *Pappu*?

The day he passed his schools, people remarked with a surprise, *Arrey Bhai Pappu Toh Pass Ho Gaya*. *Pappu* has always been a shy guy with average looks and ordinary IQ, but he always wanted to achieve something in his life.

A bit of push by his friends, he participated and won the event. How elated he felt with the joy of winning which boosted his confidence and self-esteem. That one single push to one *Pappu* changed his life. Not only for that very moment, but when he appeared for his first job interview, he was more confident and had that competitive edge over all his companions. What a small piece of recognition in the form of a certificate could do to an individual.....*pappu ko badiya sa job mil gaaya*.

The campuses around us have umpteen number of such *Pappus* and we HKIMSR-ites strongly believe that small-single push can make difference in their life.

*Kyonki, Koi Bhi Dimaag Chota Nahi Hota.*

**ethos 2011** would provide a platform to all such *Pappus* to come forward and join the mainstream activities, which eventually would help them in their career, be it professional or personal.

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## ANNEXURE I: GAME PLAN INDOOR Games

1. **Plan-o-rama** : Selling an entrepreneurial idea is not a rookies' job, it needs self-belief, ability to create your own space and think out-of-the box each time, every time. If someone is looking for right people with smart idea who can script another 'Infosys' story, then definitely **Plan-o-rama (Planning over wide variety of ideas)** is the forum to be in, where one may find the right idea, at the right place, at the right time. This game promises to bring forth some 'eureka' business ideas that need to pass through the acid test before emerging as a corporate success in the near future.
2. **Rang-Manch**: A chance to put your message in front of the masses. Sometimes you just need a short act to deliver an important social message across. Here's an opportunity for a group of talented individuals to perform and convey that message through one act play.
3. **Stakes and Ladders**: This event not only helps the participants' to acquire knowledge but also presence of mind and decision-making. It is a dynamic quiz concept in the popular snakes & ladder format where participant will be asked a variety of questions.
4. **Hojaye Googlee**: Here is an Edge-of-the-seat event where you can express your creativity and passion by creating an advertisement on impromptu basis. A team of 4 will create an Ad on a particular product assigned to them for which they will be given 20 minutes. The team needs to perform a short act on the product in 5minutes.
5. **Financial Samurai**: Samurai is a rare pedigree of warriors and Financial Samurai being rarest. It needs exceptional skill sets to capture the market pulse on the finger tips, the slightest unnerve can wreck your ship. There will be participants outsmarting each other in a simulated 'Stock Trading' scenario, where only the real Samurai will survive at last.
6. **Word War '11**: Wars of words are plenty but a debate on a topic with contemporary relevance leads to a powerful exchange of ideas and knowledge. The oratory skills are not enough; paucity, reasoning skills and ability to pre-empt the counter-arguments will only bring forth the balanced and successful future leaders. The bout is not about any "fist-fight," but it is about list-fight, Learn to Interrupt Strongly with intent to win. Do we need to say more?
7. **Jaagrut**: The moment has come to showcase your ideas & emotions on the street. A great opportunity to involve the crowd- the Junta and create a thought process dipping it into an Act /play and when you can create a revolution on the streets.
8. **SALE Ke liye Kuch bhi Karega**: Crazy pedigree, creative skills and dozens of innovative idea, that's what SALES promises to offer. Individual will get an X-product as per the code they get he/she needs to sell this product around the campus to the volunteers. The volunteers will be given pseudo money in 10,

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- 20, 50 Rs and the contestants need to convince them to buy the product and make maximum money out of it.
9. **Extempore:** In today's cutting edge times, we have to be on our toes to make decisions. Let's find out how equipped we are...? Every participant we'll have to give an impromptu talk, for which the topics will be given on the spot.
10. **Career Orientation Programme (C.O.P.):** The interactive platform where the corporate aspirants will be offered an orientation on the array of opportunities that exist in the field of business studies and the corporate world. Both to-be-MBAs and MBA aspirants will have the opportunity to learn about corporate challenges from the practicing professionals. Some renowned speakers are also expected. We are also trying to reach Mr. Chetan Bhagat to launch his book Revolution 20/20 in the campus.



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## **Ethos Utsaav (cultural evenings):**

1. **Fashionnaire:** This event is a jewel in the crown, the most awaited event where Beauty meets its Admirer. Every team will be given a time slot of 8 minutes to walk on the ramp and showcase their talent. The formula for success is, "Beauty is complete only with Character & Confidence".
2. **MJ's Indigo:** Let's make this a dancing tribute to the legendary Michael Jackson. So, put your dancing shoes on and get ready to spill some "blood on the dance floor". Loud sound, cheering crowd & that's what push your adrenaline level high....Get ready to Tap your Tip!
3. **Juke Box:** Go crazy with the melodious songs & voices of young & talented artists. This is the medium has no Barriers of age, language or beliefs. It is the common thread that connects all the hearts.
4. **Dance-o-holics:** An arsenal of dancers who are ready to put the dance floor on fire. Every group will be of 8 members and will be allocated 7 minutes to perform. The song CD must be tested & given to the technical team prior 2 days before the performance.
5. **Rang-bahaar:** Give a traditional touch to the floor by mixing a feel of emotion with creativity. Every contestant would be allotted 30 minutes to work on their rangoli.
6. **Virtual Escapology:** Loose yourself in the virtual realm of LAN games. A real opportunity to ruthlessly defeat your opponents in Counter Strike & NFS.  
A team of 5 will compete with each other to defuse the opponent in the game. So fasten up your seat belts and Go...Go...Go!!!

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## OUTDOOR GAMES:

1. **Box Cricket :**

A team of 5 individuals will be playing against each other to win the battle of cricket. The entire crowd will be cheering for their home team....”Godbo Godbo Jeetbo Re”

2. **Street Football:** A popular form of soccer where 2 teams are gonna rub their shoulders against each other to tackle the ball to hit the maximum no. of goals.

3. **Win in 60 seconds:**

A store room of 15 different games featuring 5 games each day to push the excitement level of the crowd higher.

4. **Queen’ s battle :** Fight between the white and the black coins . Hit the opponent high to win the Queen’s heart.

5. **Shoot out at Oshiwara :**

A game of shoot out penalty where the team battles around the opponent to hit maximum goals.

6. **Adventure Sports\*:**

Re-Discover the adventurer in you, challenge you limits, push the boundaries of your endurance, feel the rush of raw adrenaline & experience with the adventure sports.

