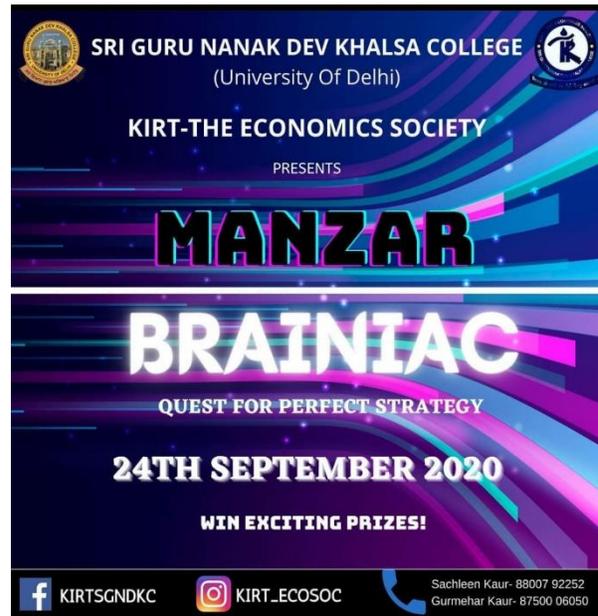


BRAINIAC- Quest for Perfect Strategy

KIRT -The Economics Society of Sri Guru Nanak Dev Khalsa College organized an event called Brainiac, on 24th of September, 2020. This event was a part of its annual event called MANZAR. BRAINIAC event was divided into three entrancing rounds- Homecoming, Proliferation and Final Flight. Each of the rounds tested their skills and practical approach in various domains such as marketing and public relations, understanding government policies and how their shortcomings may affect functioning of their organization. The first round was an elimination round, based on the theme India VS China. In this round participant being the PR manager of the given brand had to run a promising campaign regarding the same to gain back their market share. 22 teams were shortlisted, on the basis of their creativity and presentation for the subsequent rounds. In the second round ‘ Proliferation’ each participant was provided with a policy (in form of a case study), to be implemented by the government of India and they participants had to provide us their point of view as a common man and as well as a manager of a large-scale industry. The top 3 teams were promoted to the last and final round. This round received amazing responses in the form of PDF, audio and videos. In the final round of this event the participants had to role play of a celebrity and convince the pilot to save them from crash landing. They were judged on the basis of their confidence and convincible skills.



This event received great response from students all over India with 240+ registrations. Participants liked that the event was an amalgamation of both practical knowledge and innovative and creative instinct. The efforts of the team members of KIRT were worthwhile seeing the amazing responses received from



the participants. The event also allowed the participants to have a deeper understanding of the various principal matters which have been of foremost importance in present times and broaden their knowledge prospects while allowing them to formulate their own opinion in this

regard. Suggestion were received to increase the participation in such events by allowing and engaging more school students as well, along with students at graduate level.