



ST JOSEPH'S BOYS' HIGH SCHOOL

PRESENTS



**BIFROST**

**2023**



# **ABOUT SJBHS**

**ST JOSEPH'S BOYS' HIGH SCHOOL IS RANKED NO. 1 IN KARNATAKA AND NO. 4 IN INDIA, HOLDING A DISTINGUISHED PLACE AMONG THE OLDEST AND MOST PRESTIGIOUS EDUCATIONAL INSTITUTIONS IN INDIA.**

**OUR ALUMNI ARE SPREAD ACROSS THE WORLD IN EVERY CONCEIVABLE FIELD FROM SPORTS TO PUBLIC SERVICE.**

**FOLLOWING A ROBUST CURRICULUM GUIDED BY JESUIT PHILOSOPHY, WE STRIVE TOWARDS THE HOLISTIC DEVELOPMENT OF EVERY STUDENT.**

**"FAITH AND TOIL" - THE SCHOOL MOTTO INSPIRES EVERY JOSEPHITE TO REACH NEW HEIGHTS IN CURRICULAR AS WELL AS CO CURRICULAR ACTIVITIES AND TO GIVE THEMSELVES LIBERALLY IN THE SERVICE OF OTHERS.**



# **ABOUT BIFROST**

**“COMMERCE IS A CORE COMPONENT OF  
PRETTY MUCH ANY SUCCESSFUL SOCIETY” -  
MIGUEL MCKELVY.**

**AS EXPLAINED IN NORSE MYTHOLOGY,  
BIFROST IS THE GLEAMING RAINBOW  
BRIDGE THAT CONNECTS MIDGARD AND  
ASGARD, TETHERING THE EARTH TO THE  
HEAVENS, THE LAND TO THE SKY.**

**SIMILARLY, OUR FEST IS SYMBOLIC OF  
THE TRANSIENT NATURE OF THE RAINBOW  
BRIDGE, A MEDIUM TO CONNECT THE  
VARIOUS AVENUES OF COMMERCE.**

**BIFROST PRESENTS AN EXCELLENT  
OPPORTUNITY FOR STUDENTS TO BROADEN  
THEIR HORIZONS, GAIN VALUABLE  
EXPERIENCE AND GIVES THEM AN EDGE  
OVER OTHERS**



ST JOSEPH'S BOYS' HIGH SCHOOL



**BIFROST**

DIVERGENT DESTINIES

# **DIVERGENT DESTINIES**

**IMAGINATION IS THE EYE OF THE SOUL, THE  
EYE THAT CAN SEE PAST THE FOG THAT  
BLURS OUT THE PATHWAY TO THE PEAK OF  
SUCCESS.**

**BIFROST 2023 INVITES YOU TO EXPLORE  
THE DIVERSE TRAILS AND A MULTITUDE OF  
ROUTES THAT ARE AT YOUR  
DISPOSAL. ST. JOSEPH'S BOYS' HIGH  
SCHOOL PRESENTS TO YOU THE THEME OF  
BIFROST 2023, DIVERGENT DESTINIES.**

**THE ACTIONS THAT YOU DECIDE UPON WILL  
INFLUENCE THE REALITY OF THE IMPENDING  
OUTCOMES. EMPIRES MAY RISE AND FALL IN  
THE TEST OF TIME, BUT ITS UPTO YOU TO  
PROVE WHETHER  
YOU ARE WORTHY OR JUST A DIME.**

**WILL YOUR DECISIONS BE ABLE TO CHANGE  
THE DESTINY OF THESE FALLEN EMPIRES?**

# PANDEMONIUM





# PANDEMONIUM

[ Flagship ]

"The task of art today is to bring chaos into order" - Theodor W. Adorno

Welcome to Pandemonium, the flagship event of BIFROST 2023. This event will push your creativity and perceptions to its breaking point as every move you make will affect your future. To rise above the rest, you will have to be the most intelligent, quickest and at times the most conniving person in the room! In the modern world of commerce, companies that have embraced divergent destinies have demonstrated remarkable success. By daring to be different, they have disrupted industries, challenged conventional norms, and introduced ground-breaking products and services. These trailblazers have proved that success can be achieved by following one's own vision rather than conforming to preconceived notions of what a business should be. Do you have what it takes to emerge victoriously from the chaos or will you burn in Flames?

# ENCUENTRO



# ENCUENTRO

[ Public Relation & Human Resource ]

"You have to be trusted by the people that you lie to" ~Pink Floyd

PR is not just public relations but also performance recognition. Your job is to ensure harmony within and reputation beyond. Will you be able to immerse yourself in the relentless pursuit of excellence as you navigate through a series of challenging rounds, each designed to test your resilience, adaptability, and problem-solving prowess? This event is all about holding onto your inner calm amidst the chaos and corruption of the corporate world.

Can you use your artful creativity and lexical skills to worm yourself out of the stickiest situations while the whole world is watching you, ready to judge your every move? Definitely not an event for the faint hearted but for those with the sharpest minds and calmest souls, the sky is your limit!

Are you ready to embrace the spotlight, even if it means subjecting your actions and personality to scrutiny?

We welcome you to BIFROST'S very own public relation and human resource event.

# EXCELCIUS



# EXCELCIUS

[ Marketing ]

“Marketing is no longer about the stuff you make, but about the stories you tell.”

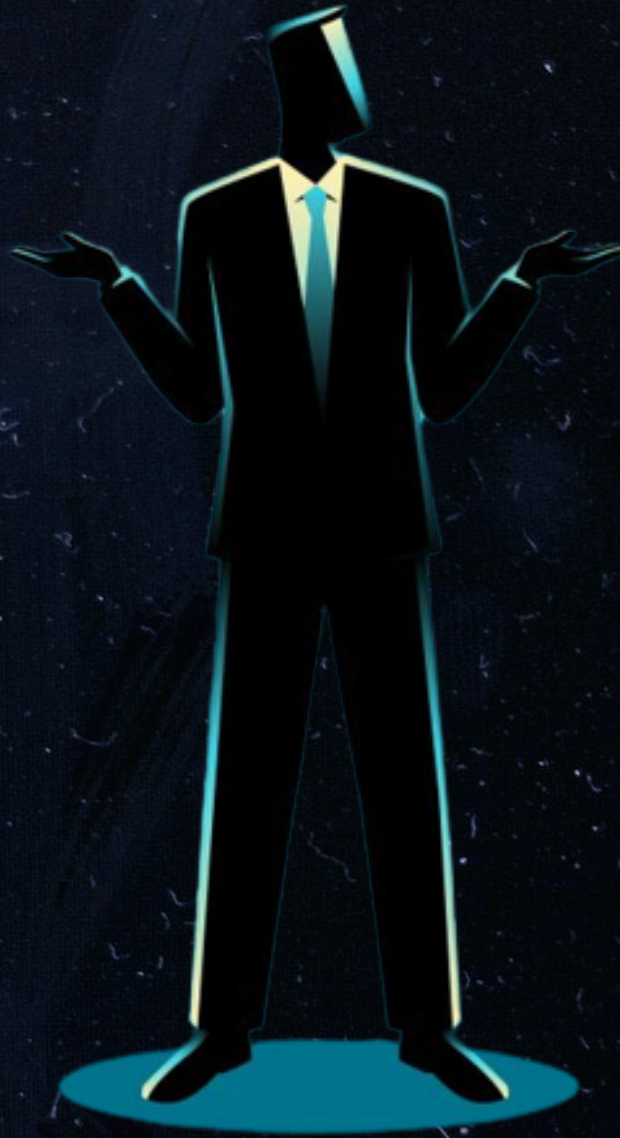
-Steve Jobs

What is Marketing? The symphony of words and visuals, orchestrating desire in the hearts of the masses, painting dreams upon the canvas of possibility?

Not anymore. In this fast corporate world, Marketing is the appeal of influence, where brands transfigure into adept storytellers, ingeniously weaving narratives that enchant, embolden, and ignite an insatiable craving for their offerings, fashioning demands into needs, propelling businesses to soar amidst fierce competition.

Welcome to the realm of Marketing, where the extraordinary becomes the norm, and success is not merely achieved but orchestrated with finesse. Excelcius will show you how marketing works in the real world. Are you up for the challenge?

# BEST MANAGER



# BEST MANAGER

“Be not afraid of greatness. Some are born great, some achieve greatness, and others have greatness thrust upon them.”

– William Shakespeare

How well can you perform under pressure? How well can you handle a crisis? An all-rounder event which evaluates an individual's marketing, public relations, and financial crisis management skills. The aim of which is to see how an individual performs under stress.

To be the Best Manager you will be required to excel in all areas of business. The event will give you a perfect idea of how you would fit in this fast-moving business world. The obstacles that are thrown your way will be some of the toughest ever, but the reward is nothing short off fruitful.

# ASTRAEUS





# ASTRAEUS

[ Hotel Management ]

“Innovation is the ability to see change as an opportunity, not a threat.”

- Steve Jobs

This creative extravaganza is crafted to bring together thought leaders, and aspiring hoteliers for a dynamic exchange of ideas, knowledge, and best practices. Immerse into the area of the hospitality industry and join the thrilling journey into the depths of the industry overseeing the operations of a hotel, to provide innovative ideas and solutions.

Do you have what it takes to be responsible for managing the operations of an establishment that provides lodging and other services for guests? Whether you are an aspiring hotelier, or a passionate hospitality enthusiast, this event promises to ignite your imagination, fuel your passion, and propel your career to new heights. Don't miss this unparalleled opportunity to be part of a movement that will shape the future of hotel management.

# CANCEL SIMULATOR



# CANCEL SIMULATOR

Step into the realm of influence at Cancel Simulator, a ground-breaking event that awaits to unravel the power of control in the world of commerce. Buckle up and be ready to be the image in the public eye. Stress, Confusion, Chaos and an unfathomable degree of tension as you face the outside world, and strive to keep your image high. It is your task to summon every ounce of your being to defend yourself while facing pivotal questions, knowing that the very existence of your empire hangs in the balance of suffering and impending doom.

Wear the shoes of a content creator in today's world and face the challenges go with it. Emotions run at an all-time high and you must be ready to face the accusations of public opinion with your unwavering shield. Will you be able to defend your questionable actions and remain in the good books of the public?

**CARPE DIEM**



# CARPE DIEM

[ Finance ]

The first rule of an investment is don't lose MONEY And the second rule of an investment is don't forget the first rule. And that's all the rules there are."

- Warren Buffet

The world of commerce and finance is constantly changing, and staying ahead is the key to success.

CARPE DIEM provides a platform to explore future trends, regulatory shifts, and disruptive forces that will shape the finance industry. Prepare yourself for the challenges and opportunities that lie ahead, equipped with the knowledge and insights gained from this enriching event.

Unfold your knowledge of financial analysis, risk management, and investment principles to make informed trading decisions in the fast-paced world of finance. Your financial skills will lead your team to the ultimate goal.

Will you be able to face the challenge and be the jack of all trades? Don't miss this incredible opportunity to immerse yourself in the world of finance at CARPE DIEM.

# NOVUS



# NOVUS

[ Product Launch - Junior Event ]

“The future is built on the flow of new ideas”

- Paul Meyer

We bring you innovation at its finest! Leading minds presenting their ground-breaking ideas; From cutting-edge technology to revolutionary solutions, this is NOVUS- the product launch event. This competition showcases the very best of human ingenuity.

A fierce competition paired with a panel of esteemed judges; this is a platform where game-changers are born. The story behind this remarkable product is one of vision and determination. The journey that led to its creation is marked by the collaboration of brilliant minds, driven by a shared commitment to making a difference in the lives of our consumers.

So, fasten your seatbelts and prepare to be amazed as you embark on a journey of discovery, imagination, and limitless possibilities.

# ZERO HOUR





# ZERO HOUR

[ Crisis Management - Junior Event ]

“Failure is not the opposite of success; it’s part of success.”

- Arianna Huffington

In the world of increasing uncertainty and volatility, brace yourself for an immersive experience that tests your mettle in navigating the scandals and curveballs of the commerce world. Through these unknown dilemmas and crucial moments, can you make decisions and remain the protagonist? Are you capable of unraveling enigmatic challenges, bridging the gaps, and emerging triumphant in the realm of extremities?

Think on your feet to save your empire from all the possible conjunctures and remember that every decision has its own consequences. Get ready to dive into turbulent waters with resilience, innovation, and unwavering leadership.

# RULES & REGULATIONS

- The senior events are open to all students currently pursuing ISC, PUC, or other equivalents and the junior events are open to 9th and 10th graders.
- Each college/school is allowed to send a maximum of **2 TEAMS PER EVENT ONLY**.
- Each participant can take part in **ONLY ONE EVENT**.
- Each event has a limited entry of **25 TEAMS ONLY**.
- Anonymity gives rise to fair trial. Please ensure you are in corporate formals and are not wearing your school's name or logo while in front of the judges (**No skirts or dresses allowed for girls**).
- In order to have zero bias, no school uniforms or any other form of identification of your school will be allowed during the fest. The management reserves the right to disqualify any team for this.
- No participants will be permitted to enter the campus without his/her school/college ID card.
- Participants registering through school/college should be accompanied by a teacher representative on both the days.

- Allotments will be given on first come first serve basis.
- Entry to the fest starts at 7:45 a.m. on the first day.
- Institutional registration fees is applicable if either of the categories, Senior or Junior, are fully registered for.
- On the 25th of August it is mandatory for the participants to be present in school by 7:30 am to complete the registration procedures and collect entry permits.
- Participants are required to carry their own laptops, mobile phones and pen drives. Each team is required to carry at least one laptop and pen drive. All devices must be charged fully, and no charging ports will be provided.
- All registrations are online. On-spot registrations are not available.
- The fest will be conducted in a hybrid mode. It will be held online only for the International participants and participants from outside Bangalore.
- Registration fees will not be charged for international participants.
- The management will not be held responsible for your personal belongings.
- E-Certificates for participation will be sent to all participants.

# EVENT INFORMATION

EVENT	NO. OF PARTICIPANTS [PER TEAM]	FEE TOTAL
<b>BEST MANAGER</b>	<b>1</b>	<b>250</b>
<b>CANCEL SIMULATOR</b>	<b>1</b>	<b>250</b>
<b>EXCELCIUS</b>	<b>3</b>	<b>600</b>
<b>ASTRAEUS</b>	<b>2</b>	<b>500</b>
<b>ENCUENTRO</b>	<b>2</b>	<b>500</b>
<b>CARPE DIEM</b>	<b>3</b>	<b>600</b>
<b>PANDEMONIUM</b>	<b>3</b>	<b>700</b>
<b>ZERO HOUR [JR EVENT]</b>	<b>2</b>	<b>500</b>
<b>NOVUS [JR EVENT]</b>	<b>2</b>	<b>500</b>
<b>INSTITUTIONAL FEES [JR EVENT]</b>	<b>-</b>	<b>750 / 1500</b>
<b>INSTITUTIONAL FEES [SR EVENT]</b>	<b>-</b>	<b>3500 / 6000</b>

- Institutional fees of **₹6000** and **₹3500** are applicable if all senior events are registered with **2 teams** and **1 team** respectively.
- Institutional fees of **₹1500** and **₹750** are applicable if all junior events are registered with **2 teams** and **1 team** respectively.

# **MARK YOUR CALENDERS**

25th & 26th  
AUGUST 2023

# **CONTACT DETAILS**

## **STUDENT CO-ORDINATORS**

### **EVENTS**

Mudit Bafna : +91 6361998613

Chaya CK : +91 8095642769

### **REGISTRATIONS**

Pranathi : +91 9886218789

## **TEACHER CO-ORDINATOR**

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# **OTHER CONTACTS**

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