



# St Joseph's Boys' High School

PRESENTS



# BIFROST 2024





# ABOUT ST JOSEPH'S BOYS' HIGH SCHOOL

St Joseph's Boys' High School is ranked no. 1 in Karnataka and no. 3 in India, holding a distinguished place among the oldest and most prestigious educational institutions in the country.

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.

# BIFROST



# 2024

# ABOUT BIFROST

*"Commerce is a game of skill, which every man can not play, which few men can play well."*

*-Ralph Waldo Emerson*

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.

It is a unique platform where innovation meets tradition, fostering an environment of creativity and collaboration. Through a series of competitive events, participants will have the chance to gain insights into the latest market trends, and develop skills that are crucial for thriving in today's dynamic business world.

Whether you are an aspiring entrepreneur, a seasoned student, or simply someone with a keen interest in commerce, Bifrost promises an enriching experience that will leave a lasting impact. Join us in this journey where knowledge and opportunity converge, and let your potential shine through.





ST JOSEPH'S BOYS' HIGH SCHOOL



BIFROST  
CHAMBERS OF CHAOS





# CHAMBERS OF CHAOS

*"In the midst of chaos, there is also opportunity"*  
– Sun Tzu.

Presenting Chambers of Chaos- the theme of the 8th edition of Bifrost. In the realm of commerce lies a metaphorical "Chamber of Chaos," a dynamic environment where unpredictability reigns supreme. It is an intricate labyrinth marked by global fluctuations, intense competition, apt strategy building and ever-evolving expectations.

Within this chamber, companies navigate through constant market fluctuations, fierce competition, and the relentless pace of innovation. From rapid decision-making to agile adaptation, attendees will engage in a whirlwind of activities designed to sharpen their entrepreneurial instincts and unleash their innovative spirit. The events are not just a test of business awareness but an opportunity to gain ground for those who aspire to rise above the demanding challenges.

Do you possess the skills to ascend to the pinnacle or will you be engulfed by the chambers of chaos?

# TURBOLENZA



# TURBOLENZA

(FLAGSHIP EVENT)

*"The battlefield is a scene of constant chaos. The winner will be the one who controls that chaos, both his own and the enemies." -Napoleon Bonaparte*

The 8th edition of Bifrost presents to you our flagship event: Turbolenza. To bring life to our theme, "Chambers of Chaos," we have devised an event solely aimed at simulating the chaos that plagues the world of entrepreneurship.

Turbulence and struggle are the hallmarks of any up-and-coming tycoon. Control the battlefield, thwart your enemies, and, above all, keep chaos under your thumb. Every step of the way will be a brutal brawl between your environment and your spirit; victory lies in the hands of those who can use their environment to their benefit.

# EXORDIUM





# EXORDIUM

(HUMAN RESOURCES AND PUBLIC RELATIONS)

*"If we understand the mechanism and motives of the group mind, it is now possible to control and regiment the masses according to our will without them knowing it." -Edward Bernays*

HR and PR are two ends of the same stick. Human resources manages the people inside your enterprise; public relations manages the people outside your enterprise. Please your people and you will be greatly rewarded; displease them, and prepare for doom.

Your employees and your consumers are all tiny droplets that compose the sea of your commercial success. Exordium will test your ability to navigate these waters, quell storms and turbulence, and either sail to victory or sink beneath the waves.

# OPSONATUS



# OPSONATUS

(MARKETING)

*"Business has only two functions– marketing and innovation." – Milan Kundera*

Marketing is a cutthroat game where only the most creative thrive. In this high-stakes arena, businesses fiercely compete for consumer attention, pushing the boundaries of innovation and originality.

Success hinges on the ability to craft compelling narratives, design captivating visuals, and deliver unforgettable experiences. It's a relentless contest where bold ideas and unique approaches set the winners apart, making creativity not just an advantage but a necessity.

At Opsonatus, to emerge victorious, you have to reinvent and reimagine, and take every challenge as an opportunity to dominate.

# BEST MANAGER





# BEST MANAGER



*“The difference between ordinary and extraordinary is that little extra.” — Jimmy Johnson*

Welcome, once again, to the cornerstone of every commerce fest. A good manager survives amid chaos; the best manager uses chaos to their advantage.

Can you excel in all areas of business, or will you buckle under the mounting pressure?

Do you have what it takes to turn weaknesses into weapons, adversities into advantages and business into a battle to emerge victorious?

Best Manager invites you to flaunt your skills, wit, individuality, and grit, in order to win the title of Mr. or Miss Bifrost 2024!

# OLETHROS



# OLETHROS

(ECONOMICS)

*"Every act of creation is first an act of destruction."-  
Pablo Picasso*

Olethros is an ancient Greek word that translates to "destruction." Unlike the usual connotations of the word, Olethros refers to destruction in a positive sense. Destruction is often necessary to precede renewal.

Economics is an art that thrives on destruction. Tragedy gives us cause to learn, adapt, and revolutionise our practices. Time and uncertainty are the foundations of the world of economics. Olethros calls on all those passionate about understanding economic trends and policies and changing the course of history to partake in this adrenaline-filled event.

The future of the economy is in your hands; it is up to you to either nurture or destroy it.

# ICARUS





# ICARUS

(CANCEL SIMULATOR)

*"Three things cannot long be hidden: the sun, the moon, and the truth." – Confucius*

Blissful is the mind of a man who does not need to hide what he has done. The world of commerce is rife with immorality. Every businessperson has often been stuck at the crossroads between doing what is right and doing what brings success.

Icarus aims to push the limits of your ability to keep a clean slate and repel all negative allegations, whether they happen to be true or not. Always be careful not to melt under the scorching wrath of the public. When the public finds the skeletons lurking in your corporate closet, will you be able to keep your head above all the accusations without flying too close to the sun?

# VENATUS



# VENATUS

(FINANCE)

*“Money moves from those who do not manage it to those who do.” – Dave Ramsey*

Finance. It is often called the lifeblood of business, and rightfully so. Venatus signifies the strategic and competitive nature of financial activities, which often resemble a game. A financial organisation requires knowledge, analytical skills and strategic thinking, but above all, it requires the ability to handle the tumultuous and nearly unpredictable world of finance.

Join us as we dive into the complexities of finance management and the behaviours of those who partake in it. At Venatus, you either learn to manage your finances or the lack of it will manage you.



# PHOENIX



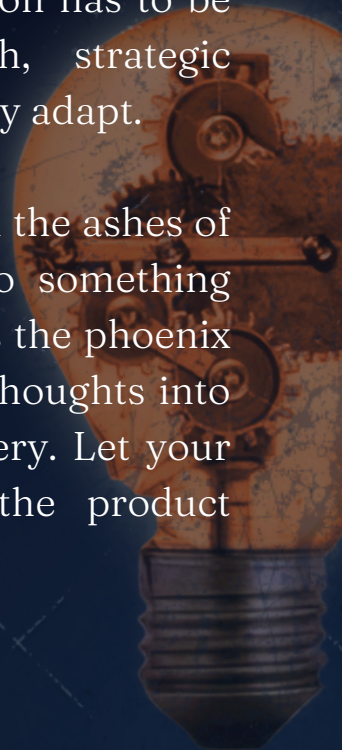
# PHOENIX

(PRODUCT LAUNCH)  
JUNIOR EVENT

*"I no longer feared the darkness once I knew the phoenix in me would rise from the ashes." — William C. Hannan*

Launching a product is not for the weak of heart. The ever-shifting sands of consumer preferences and trends can guarantee that every attempt at product development and distribution has to be supported by intensive research, strategic planning, and the ability to constantly adapt.

The phoenix is a bird that rises from the ashes of its beleaguered self and turns into something entirely new and captivating. Just as the phoenix rises, this event aims to transform thoughts into actions amid uncertainty and mystery. Let your ideas take flight with Phoenix, the product launch event!



# DREADRUSH





# DREADRUSH

(CRISIS MANAGEMENT)

JUNIOR EVENT

*"Any kind of crisis can be good. It wakes you up."-  
Ryan Reynolds*

Dread. The feeling can consume a person, eating them alive. The constant apprehension often comes from a fear that impending doom is inevitable. But, as always, nothing is impossible.

Crises are usually viewed negatively. They wreak havoc and disrupt progress. Only the enterprising will see the never-ending barrage of obstacles as opportunities instead. Turning a crisis into an opening for greatness can be your greatest strength in our ever-changing world.

We present Dreadrush, an event geared entirely toward managing crises and turning misfortune into gold. Fortune favours the bold, so brave the worst and enjoy the fruits of your labour.

# RULES AND REGULATIONS

- Senior events are open to all students currently pursuing ISC, PUC, or other equivalents.
- 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 ensures a 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.
- 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.
- **Dress Code:**  
Boys - Formal shirt and formal trousers with blazer  
Girls - Formal shirt and formal trousers with blazer.  
(No skirts and dresses allowed)
- Students who do not adhere to the aforementioned dress code will not be allowed to participate or enter campus.

# RULES AND REGULATIONS

- The wristband given on day 1 after registrations must be worn throughout the events. On day 2 different wristbands will be given to the participants.
- A teacher representative should accompany participants registering through schools/colleges on both days.
- Participants must carry their laptops, mobile phones, and pen drives.
- Each team is required to carry at least one laptop and pen drive. All devices must be fully charged, and no charging ports will be provided.
- Institutional registration fees apply if either category, Senior or Junior, is fully registered.
- On the 23rd of August, the participants must be present in school by 7:30 am to complete the registration procedures and collect entry permits.
- All registrations are online. On-spot registrations are not available.
- The management will not be held responsible for your personal belongings.
- E- Certificates will be provided to all participants.



MARK YOUR  
CALENDARS



BIFROST  
2024

23RD & 24TH  
AUGUST

# EVENT INFORMATION

Event name	No. of participants per team	Registration prices
Exordium	2	550
Best Manager	1	300
Olethros	2	550
Opsonatus	2	550
Icarus	1	300
Venatus	3	750
Turbolenza	3	850

## JUNIOR EVENTS

Dreadrush	2	500
Phoenix	2	500

- Institutional fees of ₹7,500 and ₹4,000 are applicable if all senior events are registered with 2 teams and 1 team respectively.
- Institutional fees of ₹1,600 and ₹800 are applicable if all junior events are registered with 2 teams and 1 team respectively.

# CONTACT DETAILS

## **STUDENT CO-ORDINATORS CONTACT DETAILS**

### **REGISTRATIONS**

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## **TEACHER CO-ORDINATOR CONTACT DETAILS**

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# OTHER CONTACT DETAILS

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