

CIPHER 2016: THE GAME CHANGERS

1st and 2nd July

The intra collegiate business fest organized by SJCC, commenced on the 1st of July. The objective of this fest to scout for talent and uncover potential from the fresh batch of students. The theme, “The Game Changers” drew inspiration from the strategic build up in advancing across various levels of a game. The analogy draws from the fierce, cut-throat competition to secure a seat one’s seat on the Throne as ruler of all the eye could see, and conquering the myriad challenges that present themselves before the participants as they strive to never to succumb to the pressures, and push ahead with their best foot forward.

Cipher’s virtual cipher (commenced a week prior) orchestrated through social media and email permitted entire classes to work as a team to solve various cryptic puzzles and conundrums. As they perpended these quandaries, solidarity amongst the members of each class was inevitably achieved and the students found themselves exposed to pertinent subjects offering an eclectic mix of information covering a wide spectrum.



The fest encompassed public relations, mock stock, finance, marketing, human resources, quiz and best manager. One's ability to hypothesize and perceive the unknown, ply knowledge and experience instead of merely speculating, and staying ahead of the curb by setting trends would hold them in good stead. Their financial skills and business acumen would be sharpened as they would constantly be put to the test.

Notwithstanding most of the first years' inexperience, they performed well and displayed their thirst for knowledge; waiting, with much alacrity, any opportunity which might present itself before them to prove their worth.



Quantifying a qualitative aspect such as marketing skills will always prove to be a challenge, especially with such fierce competition. Hardly any event witnessed a win by a landslide, a testament to each participant's fervour and zeal.