

'Need for passion to learn every day'

GIRI SUBRAMANIAM, quizmaster of Tata Crucible Campus Quiz, tells SHALINI SAKSENA how this year's quiz is bigger and better

■ **Why has quizzing become so popular?**

India is clearly changing more rapidly as a nation with the youth powering that change. They have understood the power of knowledge and the global leverage it gives them. This has led to the immense popularity of knowledge based events that give them a window to learn and to show case their knowledge. The aim is to encourage and promote the culture of quizzing through knowledge enhancement. This platform also works towards enhancing the business skills of the students.

■ **This is the 13th edition. What are the changes?**

Over the years, it has transformed into a youth movement and become popular with students across the country. While the property started with eight cities reaching out to about 800 students, today it has grown to 38 cities with over 14,000 students taking part this year. The overall reach of the quizzes over a million-people including the huge social media following the brand has. Over the years, this quiz has represented a gamut of qualities such as team-work, strategic business thinking, decision making etc. This quiz has consistently raised the bar for quizzing with its unique formats, gamification based rounds and innovative themes.

■ **What are the challenges that campuses face?**

Quizzing at the campus level is largely a part of their many fests and events organized by colleges. There was no national level quiz of stature, till Tata Crucible came about, which is why they take it seriously. It is important to have platforms such as this, to build a better India.

■ **The reason why smaller towns are now part of the quizzing? Is there a trend that you have seen?**

Call it the Dhoni effect, as India is today powered by the small towns. Their drive and passion to be part of the mainstream and surpass them is amazing. Even this year seven of the national finalists are from smaller towns namely, Jamshedpur, Silchar, Sonapat, Suratkal, Coimbatore, Indore, Anand. It simply reflects how India is growing.

■ **What is the biggest thing that students have realised through this quiz?**

It is perhaps a national index of sorts to measure how much you know of the industry or the business environment around you. For youngsters, it not just about winning the prize money, as much as it is about winning the prestigious title. Campuses across this nation understand that to succeed in this competitive world, one needs a combination of academic knowledge and industry know how. Programmes like this also help you



Giri Subramaniam
Quizmaster & Co-founder of Greycaps

benchmark against the very best. At a very basic level, it boosts the confidence of students when they do well.

■ **As a quizmaster what do you expect from the participants?**

It has certainly been an eventful journey. I have been associated with Tata Crucible since its inception. From the first edition, Tata Crucible has been expanding and reaching new heights. In a quiz such as the Tata Crucible, my role is that of an adjudicator who ensures fair play and allows teams to perform to the best of their ability. When you quiz at this level of intensity, you do expect a lot of emotions and an enormous scrutiny of your research. So, the onus is on me to be well prepared if not better than the teams. It is important for a quizmaster to extract the intellect of the teams participating each time.

■ **Do you think that such initiatives help a student in his career in the future?**

Absolutely yes. Companies these days want employees with a willingness to learn and to have their ears on the ground to catch market trends. In fact, I have known of a case where the winner made a representation that he is willing to learn forever and when asked how does he substantiate that statement, he said that I am a quizzzer and the intrinsic quality of a successful quizzzer is his passion to learn every day.

■ **What kind of talent are you looking at this year?**

Each year, we have outstanding teams participating in the quiz, across the country. It is humbling to see the kind of knowledge students have these days. We are always looking for students who are curious to know more and have the capability to become decision makers in the future. Perhaps, the quizmaster's role is more challenging than the contestants.