The Maruti Colours Of Youth competition is more than just a talent hunt. It's a search for versatility among the students of management and engineering colleges of India.

Testing rounds

This is why the contest didn't stop once the participants had performed. It was a good score in the quiz that would secure a pass into the zonal round and a chance at being in the finals. Quiz at the end of the competition deals with questions concerning current affairs, marketing and management knowledge. More than 200 B-schools participated in this nation-wide competition. The other cities in which the competition was held in are Delhi, Chandigarh, Hyderabad, Kolkata, Indore, Pune, Lucknow, Mumbai, and Bengaluru.

In Chennai, hosted at the Great Lakes Institute of Management, Dhwani Mittal, dressed in an eye-catching pink, did an entertaining job of anchoring the show. The “Talent Hunters” were Diana Hayden, international model and former Miss World, and Parikrama’s Subir Malik.

Out of the eight performers that got through to the city round, five were from the Great Lakes Institute and the others were from Asan Memorial College, Sri Sairam Engineering College and the Hindustan Institute of Science and Technology.

Performances

The first performance was a bhangra dance done by a group of eight. Abhishu Rakshit singing a fantastic self-composed song Of Dreams And Reality and playing the guitar followed suit. “This competition is slightly unusual because it tests not only talent but knowledge as well. It also allows us to sing our own songs instead of always doing a cover of someone else’s song. It’s a great platform for us students,” said Abhishu who is the bassist of his college band Mix Tape.

Aradhika was another one of the participants. In the auditions she sang Aisha by Outlandish and for the City Round she did a creative mash up of two songs — Oh Hum Dum, a remix of a Bollywood number by a group called the Cheapmonks, and What’s My Name by Destiny’s Child. She explains it to be “a conversation between an angry girlfriend and an apologetic boyfriend”. She underwent a surgery the day of the tryouts but willed herself to audition under anesthesia solely due to her great admiration for Subir Malik. The other acts included dancing, singing as well as painting.

“It’s a great opportunity for the students and I’m glad to be a part of it. I’ve also been able to go to the beaches here in Chennai, we had a lot of fun there a couple of days ago. That’s something you don't get to do in Mumbai,” shared Diana Hayden.
No doubt it was a hard decision for the judges to make but the two lucky contestants to go though to zonals were singers Abhishu Rakshit and Aradhika both from Great Lakes Institute of Management.

Shraddha is a Grade XI student.

Keywords: Maruti Colours Of Youth, talent hunt