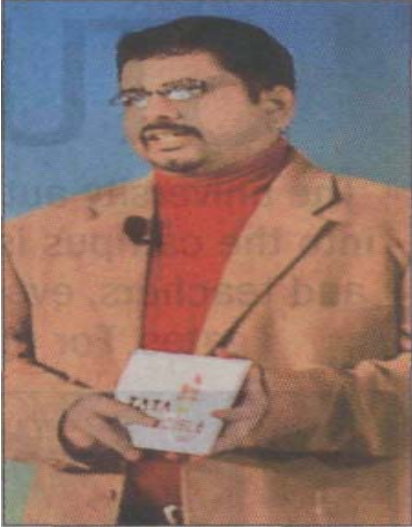


Times of India

# Quizzing goes hi-tech



**By Bhavneet Bhatti/TNN**

**Chandigarh:** "The role of a quizmaster is that of a 'sutradhaar' or a facilitator," said renowned quizmaster Giri Balasubramaniam, who was in the city to conduct a business quiz contest. Giri, who is the CEO of an online quizzing company, spoke about the importance of quizzing as an alternate tool of learning. Appreciating the TOI Lead India Campaign, he said that it is an excellent way to urge young Indians to apply their knowledge and skills to leadership. The quizmaster himself believes that application is the real test of knowledge.

Each one of us has at some time or the other taken a quiz and faced the rapid-fire rounds, with the quizmaster throwing one question after the other at us. While some take it up as a platform to showcase their intelligence, others see it as a way of testing their knowledge, but there are some for whom quizzing is simply a passion. For Giri, who quit his job at Walt Disney to be a professional quizmaster, quizzing is a "product and the quiz master a product manager."

Talking about the new formats being introduced into quizzing, Giri explained how the coming of technology has helped in making it an interactive tool of learning. "During our times, quizzing was restricted to a set of oral and written questions but now with the audio visual aids coming up, quizzing has become a whole new experience," said the quizmaster who has conducted quizzes not only all over the country but also on the international stage. Expressing concern over the declining reading habits among children he said, quizzing should be included as an essential part of school curriculum as it helped in increasing the recall value. Besides, this way child can learn many things, which they otherwise ignore in the traditional system of learning. "It is through quizzing that we can increase their inquisitive-ness and sustain it," said Giri.

"The thrust should be on applying available knowledge and not just cramming it," he added. Giri appreciated the response from the city and the region. While commenting on the changing face of quizzing he said, "shows like KBC have been successful in taking quizzing to the common man. Earlier what was restricted to intellectuals has now become a passion with every household."

Executives from different companies participated in the quiz,

Rahul Gupta and Ayan Chakraborty from a Ludhi-ana based company won the contest, becoming the region's finalists, who would be heading to Mumbai for the national finals.