



EFFERVESCENCE

The cultural fest of
IIT Allahabad

CONTENT



MESSAGE FROM DEAN

A photograph of Dr. Rajat Kumar Singh, Associate Dean (Student Affairs), speaking at a podium. He is wearing a black polo shirt with a logo that says 'GYMKHA'. The podium is white and black. There are two microphones in front of him. The background is a blurred image of a person. A yellow diagonal stripe is on the right side of the image.

DR. RAJAT KUMAR SINGH
ASSOCIATE DEAN (STUDENT AFFAIRS)

Effervescence is the Cultural Festival of IIT Allahabad(A Centre of Excellence in Information Technology established by Ministry of HRD, Govt. of India) . Effervescence 2017 was a phenomenal success with footfall exceeding 18,000, witnessing participation from over 125+ colleges all over india and a phenomenal lineup for the pro-shows.

A cluster of formal events are organized during effervescence under different categories which include Dance, Drama, Music, Literary and Fine Arts.

Over the year effervescence has catapulted to the highest of echelons of cultural brilliance, with previous years featuring performances by entertainment industry heavyweights such as Farhan Akhtar, Benny Dayal, Neha Kakkar, Sonam Mohapatra, Daler Mehndi, Lucky Ali, Strings , Bombay Vikings and many more. The electrifying performances by students from different colleges coupled with captivating pro-shows, vibrant crowd and festive atmosphere has made effervescence the fastest growing cultural festival in India.

Effervescence 2018 will give you a taste of Indian culture featuring professional artists. We invite your college to become a part of this grandeur.

C CELEBRITY QUOTIENT



FARHAN AKHTAR



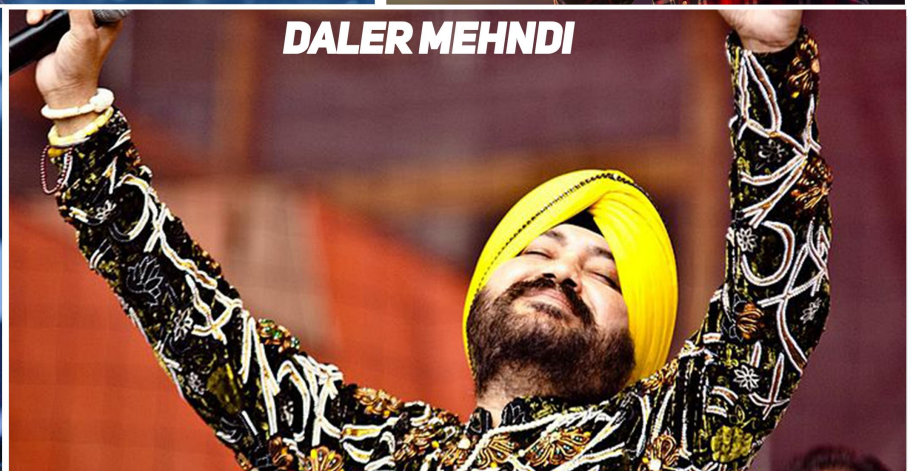
NEHA KAKKAR



BENNY DAYAL



LUCKY ALI



DALER MEHNDI



KUNAL GANJAWALA



SONA MOHAPATRA

PRO SHOWS

RHAPSODY

The EDM Night



HUMOUR NIGHT

Stand up Comedy



THE ROCK NIGHT

The Band Show



KAVYOM

The Poetry Night



CELEBRITY NIGHT

A Night to Remember



RHAPSODY THE EDM NIGHT

R



Club
Banzitz

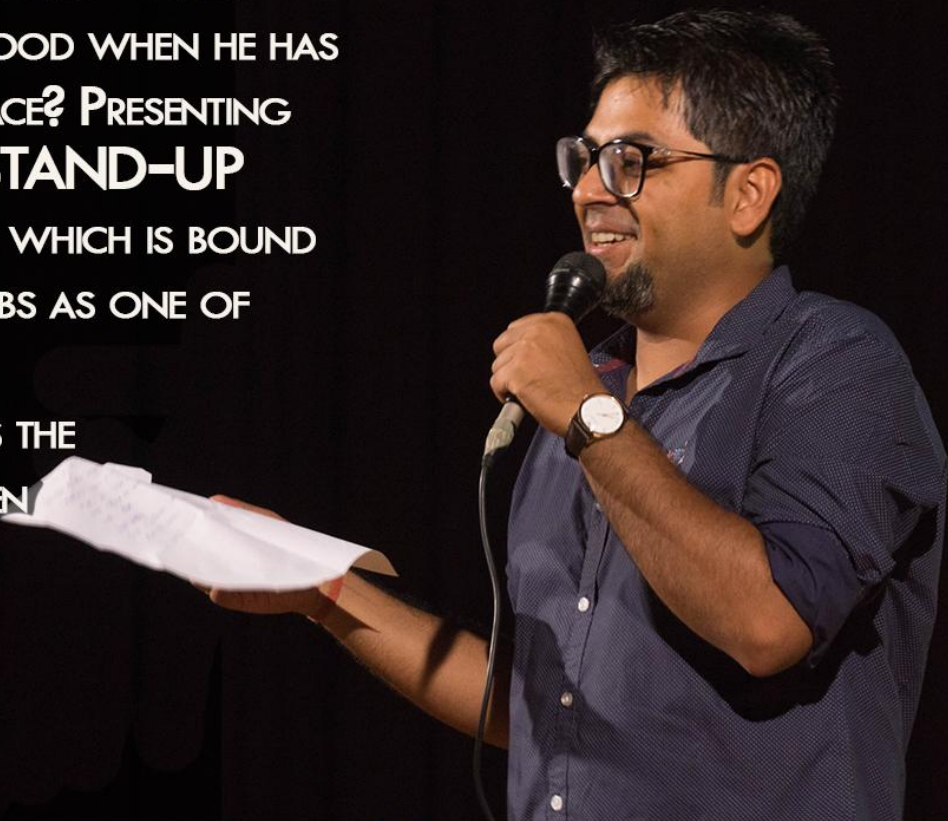
EVER WANTED TO GROOVE TO THE HEART PUMPING MUSIC LIKE THERE'S NO TOMORROW? WE GOT YOUR WISH FULFILLED AS THE BEST DJs FROM OVER THE WORLD ARE HERE TO GIVE YOU A NIGHT TO REMEMBER.

HUMOUR NIGHT

H



"LAUGH AND BE MERRY" WHO DOESN'T LOOK GOOD WHEN HE HAS A SMILE ON HIS FACE? PRESENTING BEFORE YOU A **STAND-UP COMEDY** ACT WHICH IS BOUND TO TICKLE YOUR RIBS AS ONE OF INDIA'S FAVOURITE COMEDIANS TAKES THE STAGE TO BRIGHTEN YOUR EVENING.



ROCK NIGHT

R

lagori

LAGORI

For those whose heart perpetually drum out to the rhythm of rock, and for those who see the chords in the minutest of sound, this is the night of revelry. The best band including Lagori and Local train perform to a jam packed audience as they wave to the tune of biggies of rock music!


THE LOCAL TRAIN



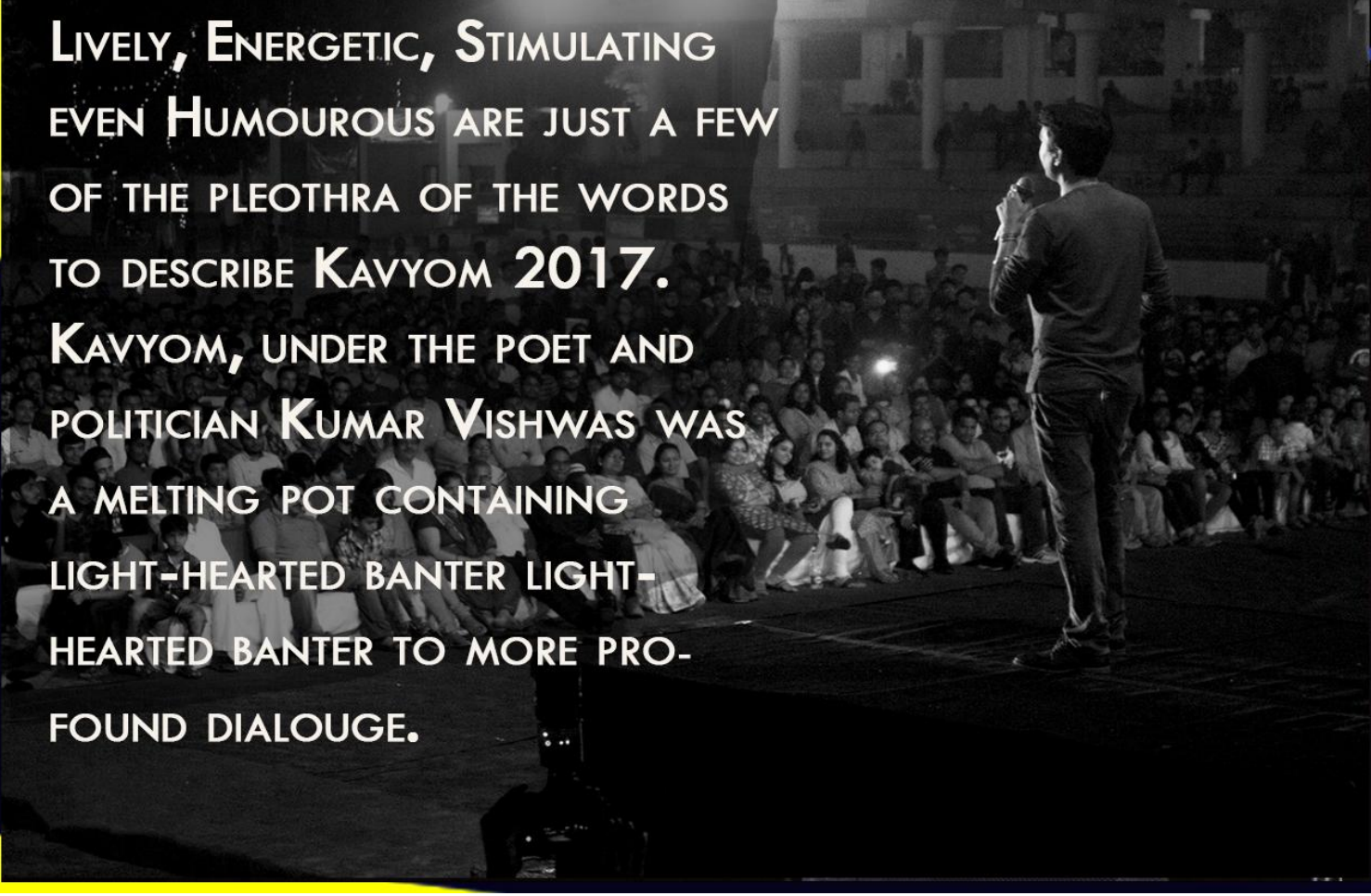



KAVYOM

K



LIVELY, ENERGETIC, STIMULATING
EVEN HUMOUROUS ARE JUST A FEW
OF THE PLEOTHTRA OF THE WORDS
TO DESCRIBE **KAVYOM 2017**.



KAVYOM, UNDER THE POET AND
POLITICIAN **KUMAR VISHWAS** WAS
A MELTING POT CONTAINING
LIGHT-HEARTED BANTER LIGHT-
HEARTED BANTER TO MORE PRO-
FOUND DIALOUGE.



WHAT IS A NIGHT WITHOUT ITS STAR? AND THERE CAN'T BE A BETTER END TO EFFERVESCENT THAN THE CELEBRITIES ENTERTAINING THE AUDIENCE WITH THEIR VOICES

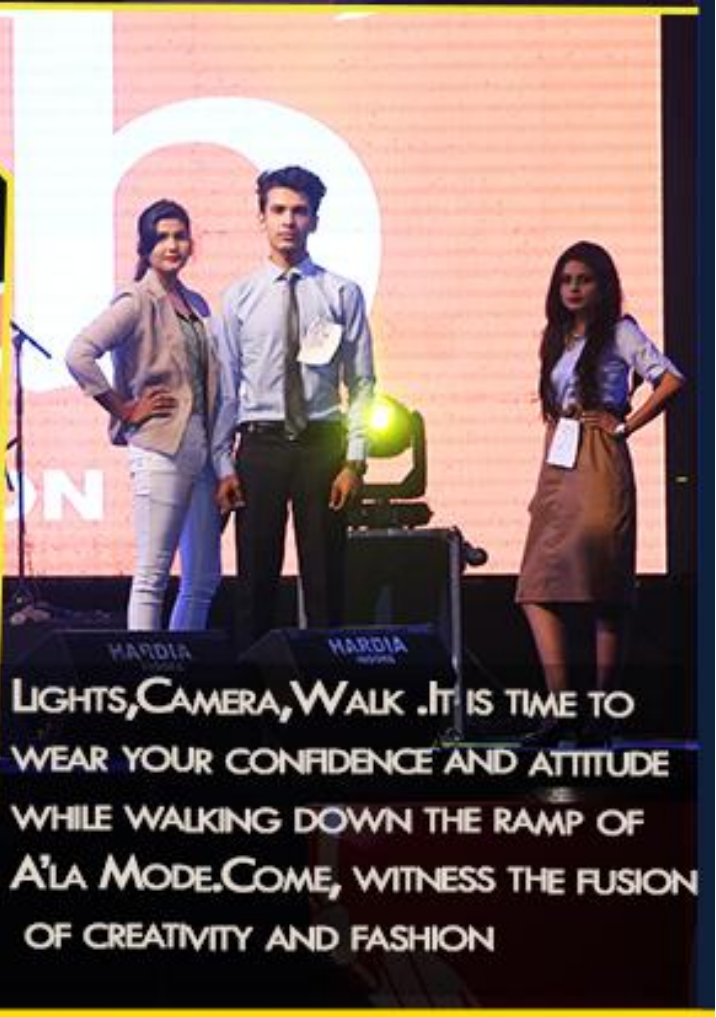


C CELEBRITY NIGHT



A'LA MODE

A



LIGHTS,CAMERA,WALK .IT IS TIME TO WEAR YOUR CONFIDENCE AND ATTITUDE WHILE WALKING DOWN THE RAMP OF A'LA MODE.COME, WITNESS THE FUSION OF CREATIVITY AND FASHION



EVENTS

INTERNATIONAL
DANCE

DRAMA

LITERARY

MUSIC

FINE ARTS

PHOTOGRAPHY

FUN

ONLINE

INFORMAL

INTERNATIONAL ARTISTS



WE WITNESSED INTERNATIONAL ARTISTS PERFORM LIVE AND ENGULF YOURSELVES IN THE EXTRAVAGANCE OF ART AND CULTURE AT HORIZON, EFFERVESCENCE'17.

INTERNATIONAL ARTISTS LIKE CARLOS ELLIOT JR., CONSIDERED THE PIONEER OF MISSISSIPPI HILL COUNTRY BLUES AND ALASKA SNACK TIME, KNOWN FOR THEIR REMARKABLE WORK IN THE MIX OF ELECTRONIC MUSIC, AFRICAN RHYTHMS, HIP-HOP AND EVEN JAZZ HYPNOTIZED THE CROWD WITH THEIR UNIQUE STYLE.



D DANCE



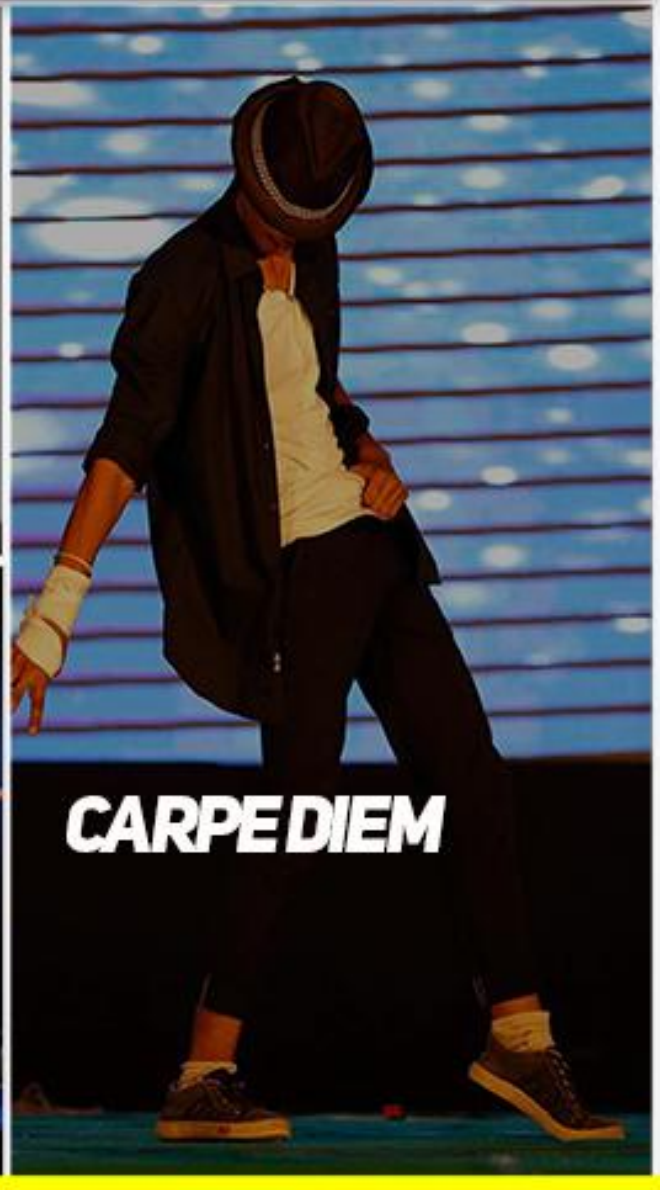
Dance has always been the best way to express your emotions through the synchronization of beats and body. And with Events such as Carpe Diem ,Footloose and La Frenze bring to you the best of what the dancers from all over India have got for you.



LAFRENZE



FOOTLOOSE



CARPE DIEM

D DRAMA



INNOVATION



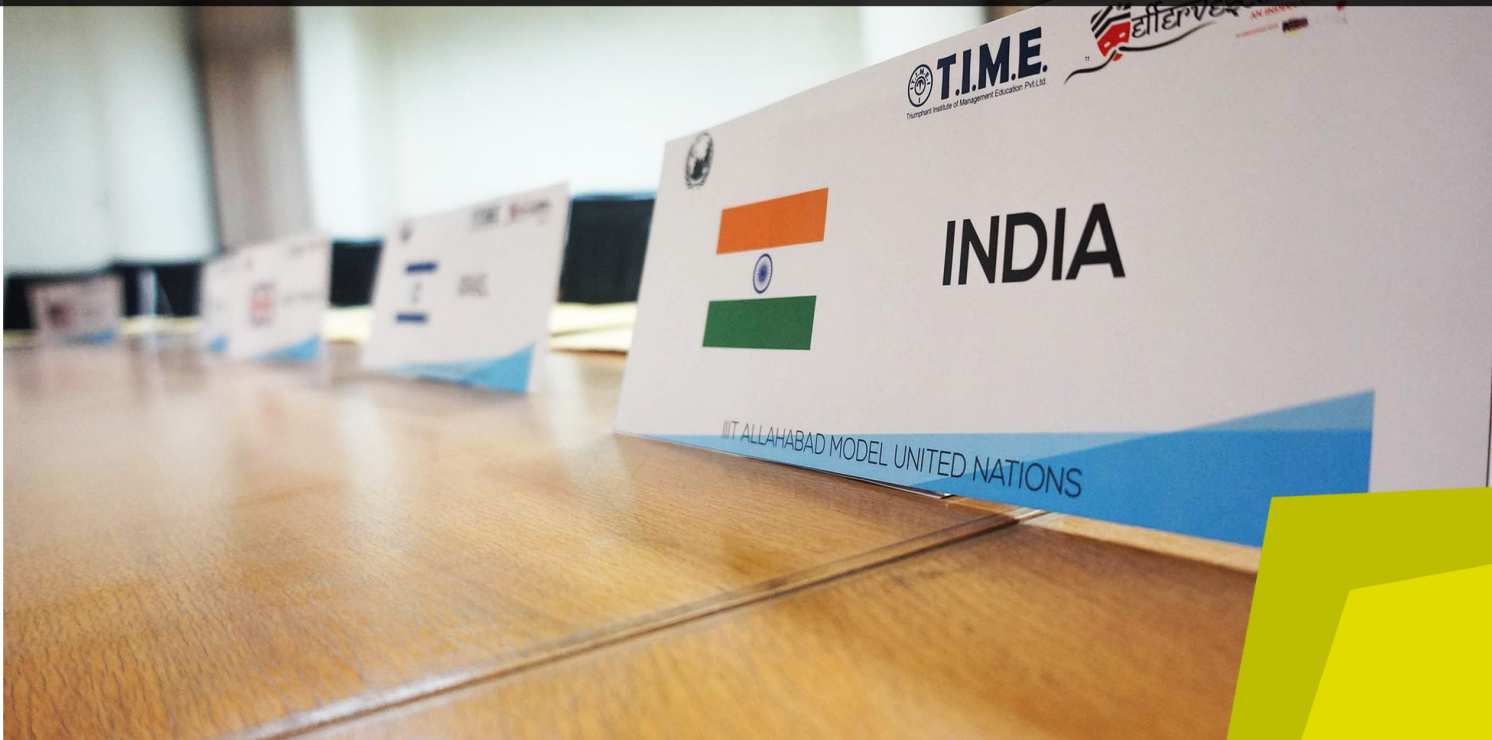
BINDASS BOL

“All the world’s a stage, and the men and women merely its players”. With this ideology, one of the biggest festival of North India presents to you the result of exemplary acting showcased by artists and students from different parts of India. From the works of Shakespeare to the likes of events like Bindass Bol and Innovation, it’s a moment unimaginable.

LITERARY



“Words can inspire. And words can destroy. Choose yours well.” Words have played an important role right from winning wars to solving world crisis and Effervescence’18 knows exactly how to cater to a word geek: Cognoscentia, IITA MUN, and Dumb Charades and a plethora of other events are in queue for all the debaters and quizzers coming from colleges and schools across India.



INCENDIARY

I



GRAB YOUR HEART AND CALM DOWN YOUR SENSES AS THE STAGE IS ALL SET TO WITNESS A SHOWDOWN OF ROCK MUSIC..EFFERVESCENCE PRESENTS INCENDIARY, BATTLE OF ROCK BANDS.



F FINE ARTS

TOON CON



Some say art is a skill, some say it's a passion. All we believe is that there's an artist in every individual, so get ready to release the artist hidden within you. We have an exciting line-up of events which is sure to satisfy the hunger of the artist's growing creativity.

ams



FACE PAINTING



GRAFFITI

PHOTOGRAPHY

P



TASVEER

“Photography is about capturing souls, not smiles.”

It often highlights the hidden details of a person’s feelings and emotions. Effervescence’18 gives you the golden opportunity to present your ideas and thoughts through the medium of pictures, and showcase them on a global scale.



SAFAR

F FUN ZONE



PAINT BALL

LIFE IS LIKE
A ROLLERCOSTER
MAKE IT
ADVENTUROUS”



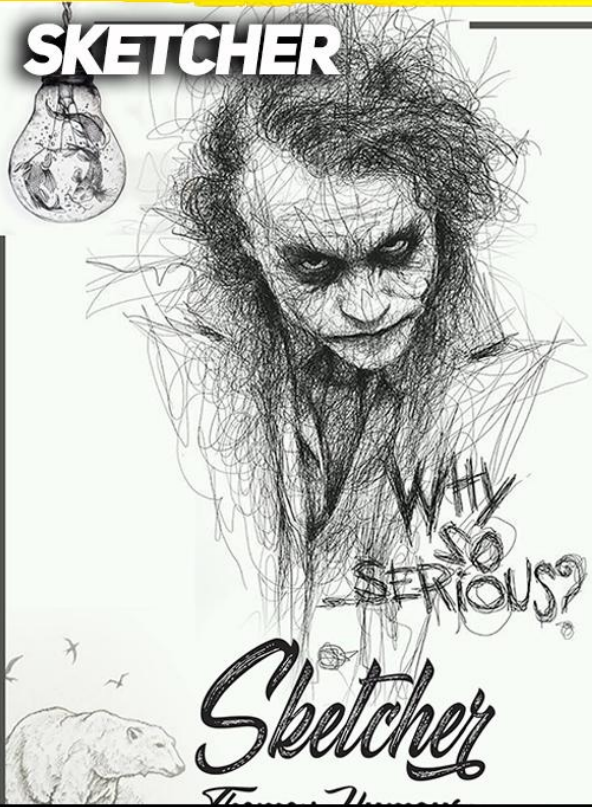
ARCHERY

Autumn flies by in a flash, so take advantage of the crisp weather and beautiful foliage with the array of these exciting and adventurous events. These events will make you come again and again, just to beat your own score, such is its allurements.

**BODY
ZORBING**



SKETCHER



EffeCreatives™

ONLINE EVENTS



TASVEER

EFFERVESCENCE 18 BRINGS YOU AN EXCITING SET OF ONLINE EVENTS WHICH LET YOU TAKE PART IN THE FUN FROM THE COMFORT OF YOUR HOME SO YOU CAN BE SURE THAT YOU DON'T MISS OUT ON ANYTHING! WITH VARIOUS EVENTS LIKE SKETCHER (FINE ARTS), TASVEER (ACOUSTICS AND MEDIA) AND SHOW OFF (DANCE) THAT RECEIVE ENTRIES FROM 17 NATIONS AND 300 COLLEGES, THERE IS SOMETHING FOR EVERYONE. WE BRING EFFERVESCENCE TO YOUR DOORSTEP.



ONLINE APP BASED DANCE EVENT

SHOW OFF

WITH MUSICAL.ly

SHOW OFF



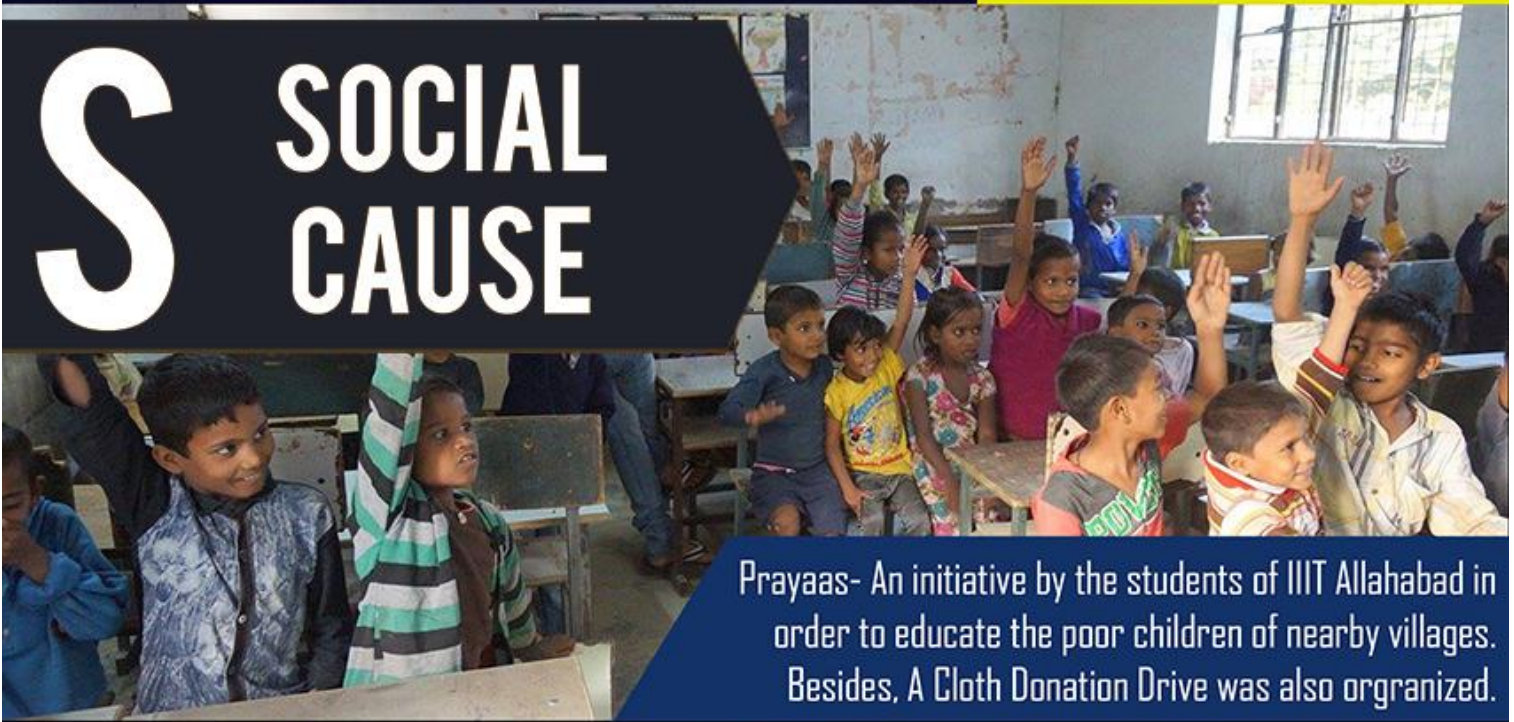
Kahaani

Some Stories
Worth Writing
Worth Telling



For more information contact rangtarangini.society@iita.ac.in
Prizes and coupons up for grabs

S SOCIAL CAUSE



Prayaas- An initiative by the students of IIT Allahabad in order to educate the poor children of nearby villages. Besides, A Cloth Donation Drive was also organized.



Blood donation camp was set up during Effervescence'17 and was attended by nearly 500 donors.

"The purpose of life is to help others and thereby make a difference."

SOCIAL MEDIA OUTREACH

FACEBOOK



Official Facebook page has got 35k+ likes and has a reach of over 1M+ people.

PLAY STORE



Official App is available on Google Playstore.

YOUTUBE



YouTube Channel has over 80k+ hits and has got over 1000 subscribers which is increasing with each day.

WEBSITE



The official website of effervescence has got over 800k+ hits.

Coverage in Media

hindustantimes

92.7 **big** fm

suno sunao. life banao!

VH+1

the
college
fever.com



अमर उजाला

WHY SPONSOR US?

- Effervescence is one of the most anticipated college extravaganzas in North India, which is widely followed by students all over the country.
- The main target audience belongs to 17-26 age group, who are the industry leaders, techies, business stalwarts and academicians of immediate future.
- FootFall - **18K+**
- NationWide Exposure, Participants from across the country.
- Effervescence'17 had participation from 17 different countries.
- The brands of companies /sponsors becomes synonym with the memories that participants carry back home from EFFERVESCENCE experience.
- Effervescence provides media exposure, a gateway to a global alumni base, which is spread all over the world, and supplements core marketing programme of the company.

POINTS TO NOTE

01

ALL CHEQUES / DD ARE TO BE DRAWN IN FAVOR OF 'STUDENTS GYMKHANA, IIIT ALLAHABAD'.

02

ALL PAYMENTS WILL BE ELIGIBLE FOR DEDUCTION UNDER SECTION 80(G) OF THE INCOME TAX ACT, 1961.

03

ANY OTHER PROPOSAL, DEMAND OR COUNTER-OFFER OF THE SPONSOR MAY BE ENTERTAINED. HOWEVER DECISION AS TO THE FINAL OFFERING RESTS SOLELY WITH THE ORGANIZERS.

04

THE FAILURE TO FURNISH ONE OR MORE OF THE PROMOTIONAL MEDIA WOULD PURELY BE ACCIDENTAL AND UNINTENTIONAL. IN CASE OF SUCH A FAILURE, IF ANY, THE SPONSORS WOULD NOT BE ENTITLED TO CLAIM COMPENSATION OR BRING ABOUT ANY OTHER ACTION AGAINST THE ORGANIZERS. IT CANNOT ALSO BE USED AS A GROUND TO REPUDIATE THE CONTRACT OF SPONSORSHIP.

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COMIO





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