



EFFERVESCENCE

The cultural fest of
IIIT Allahabad



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प्रज्ञानम् ब्रह्म

which means '**Wisdom is Soul**' is the foundation stone of IIIT Allahabad upon which this institute is built. **Indian Institute of Information Technology, Allahabad (IIITA)** was founded in the year 1999 to excel in the field of Information Technology and its allied areas and later, was classified as an '**Institute of National Importance**' by Government of the Republic of India.

At IIITA, while academic excellence is meant to be uncompromising, we believe that the significance of literary, cultural as well as sport skills is indelible to an integrated experience of an engineering college. Aspiring to stride towards this holistic development, we are proud to announce the Fourteenth edition of our cultural fest-**EFFERVESCENCE'17**.

Riding on the wave of success in previous years, Effervescence promises to be a fun filled extravaganza extending over a period of three days. The fest nights have previously been starred by acclaimed artists like Benny Dayal, Neha Kakkar, Lucky Ali etc. Effervescence has also provided a stage to various bands from across the country including The Local Train.

Since its inception in 2004, Effervescence has come to be known as one of the fastest growing fests of North India. It's dedicated team who work with the sole intention of making this fest one of the best in the country makes it better.

With this same intent, we extend this invitation to you to come and be a part of the celebration. Looking forward to your association with Effervescence.

C CELEBRITY QUOTIENT



BENNY DAYAL



NEHA KAKKAR



LUCKY ALI



DALER MEHNDI

KUNAL GANJAWALA



SONA
MOHAPATRA

PRO SHOWS

RHAPSODY

The EDM Night



HUMOUR NIGHT

Stand up Comedy



INCENDIARY

The Rock Night



A'La MODE

The FASHION Show



CELEBRITY NIGHT

A Night to Remember



RHAPSODY THE EDM NIGHT

R



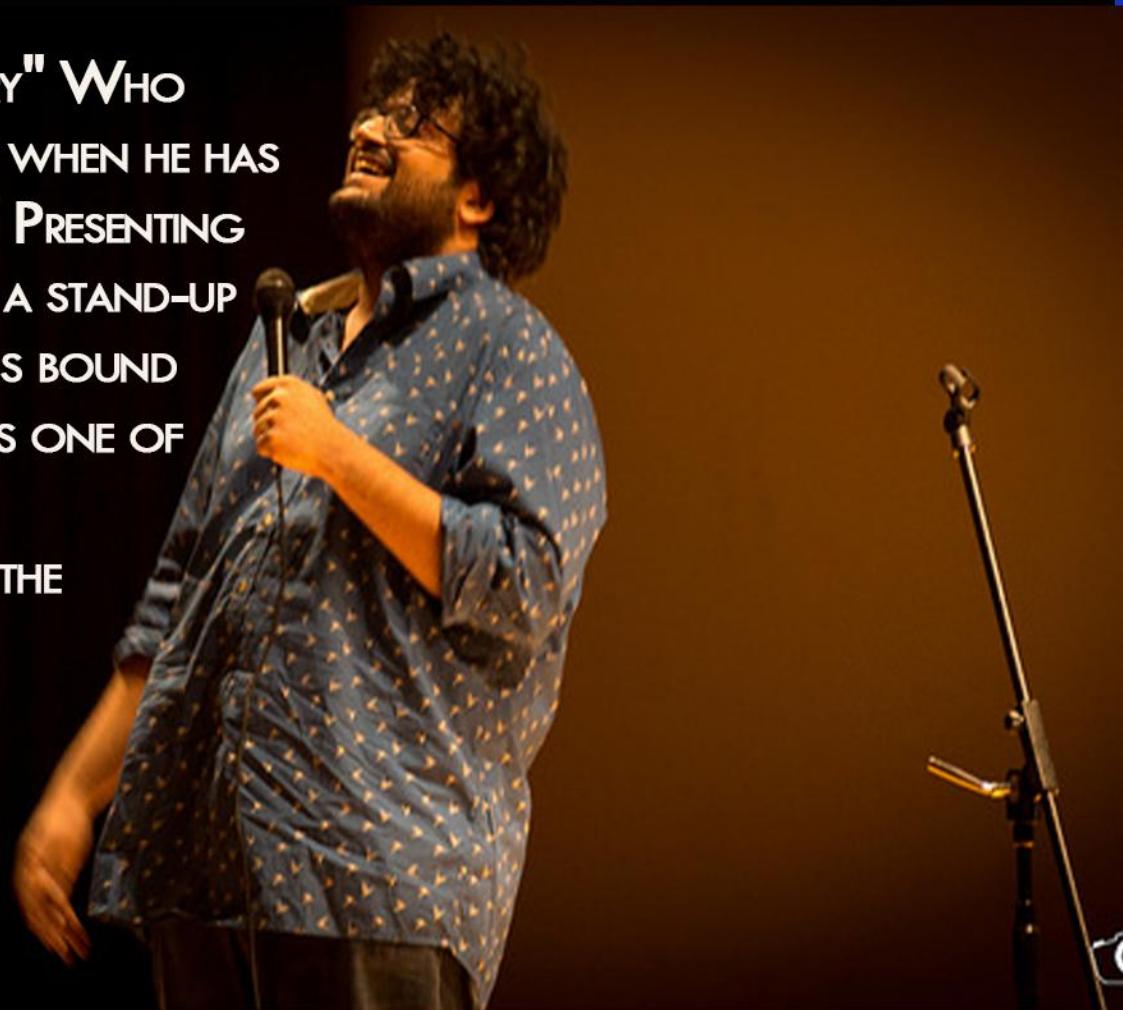
EVER WANTED TO GROOVE TO THE HEART PUMPING MUSIC
LIKE THERE'S NO TOMORROW? WE GOT YOUR WISH FULFILLED
AS THE BEST DJs IN THE COUNTRY ARE HERE TO GIVE YOU
A NIGHT TO REMEMBER.

HUMOUR NIGHT

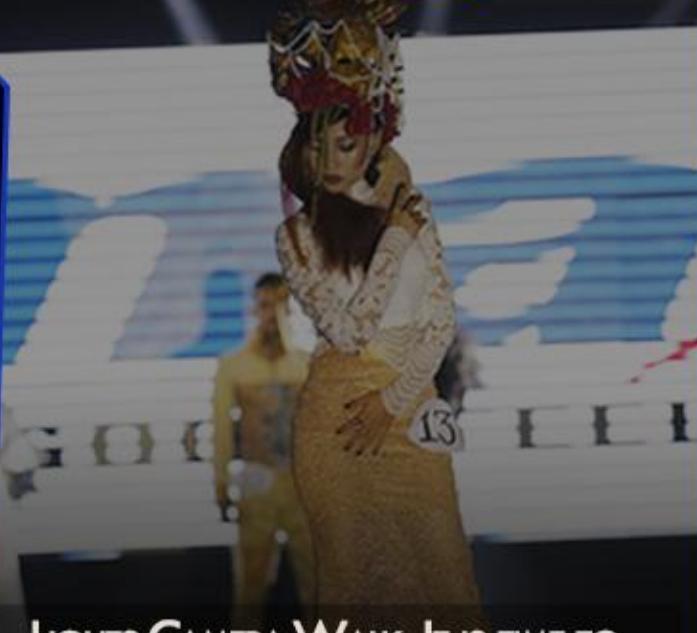
H



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



A'LA MODE A

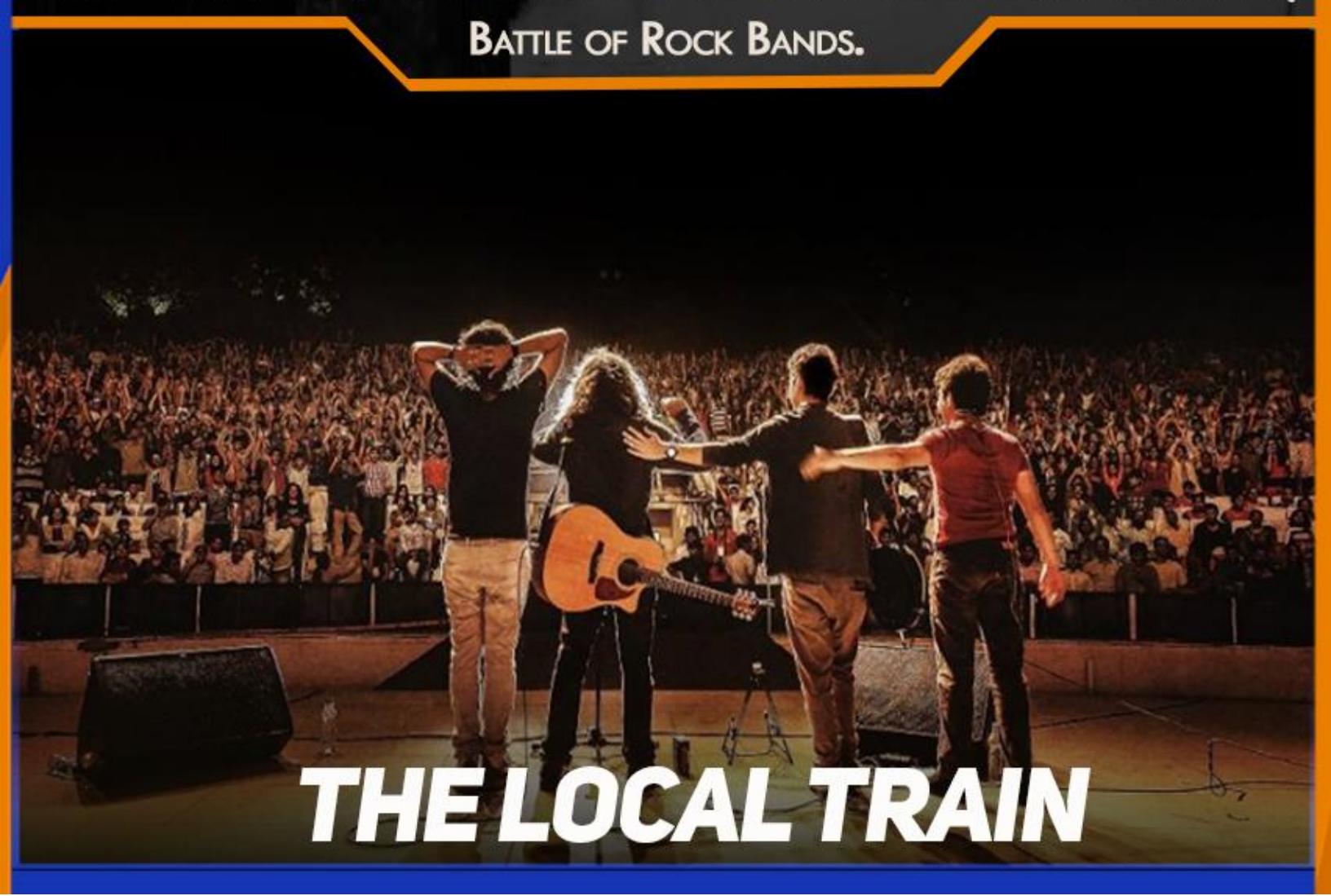


LIGHTS, CAMERA, WALK . IT IS TIME TO
WEAR YOUR CONFIDENCE AND ATTITUDE
WHILE WALKING DOWN THE RAMP OF
A'LA MODE.COME, WITNESS THE FUSION
OF CREATIVITY AND FASHION



INCENDIARY

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.



THE LOCAL TRAIN



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

C CELEBRITY NIGHT



EVENTS

INTERNATIONAL
DANCE
DRAMA
LITERARY
MUSIC
FINE ARTS
PHOTOGRAPHY
FUN
ONLINE
INFORMAL

INTERNATIONAL ARTISTS



EFFERVESCENCE '16 HAD A PLETHORA OF MUSICAL EVENTS, IT PRIDES ITSELF ON INTRODUCING AUDIENCES TO MANY NICHE AND NEW GENRES OF MUSIC WHICH ARE LESS KNOWN, AND PROMOTING THE CONCEPT OF THE GLOBAL CITIZEN.



INTERNATIONAL ARTISTS LIKE JEREMY ARNDT, THE WORLD-FAMOUS PROPONENT OF THE HANDPAN FROM THE UNITED STATES, WHO HAS PLAYED IN OVER 25 COUNTRIES SPANNING 5 CONTINENTS AND

LIMOR BALLAS, THE ISRAELI MUSICIAN WHO INTRODUCED THE AUDIENCES TO TRADITIONAL ISRAELI MUSIC AS WELL AS TYPICAL AMERICAN BLUES MUSIC, HYPNOTIZED THE CROWDS WITH HER MESMERIZING VOICE.

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.



FOOTLOOSE



CARPEDIEM



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.

MELODIEUX

M MUSIC



PSYCHEDELIA

INCENDIARY

Music is a universal language, and it binds all people to those who wish to imbibe themselves with its magic. With bands from across India, you won't be able to resist yourself from grooving to the beats.

To discover the musical talents kept inside the locked chests of curiosity, Effervescence '17 brings to you the musical events like Melodieux and Pyschedelia.

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’17 knows exactly how to cater to a word geek: Cognoscentia, IIITA 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.



FINE ARTS

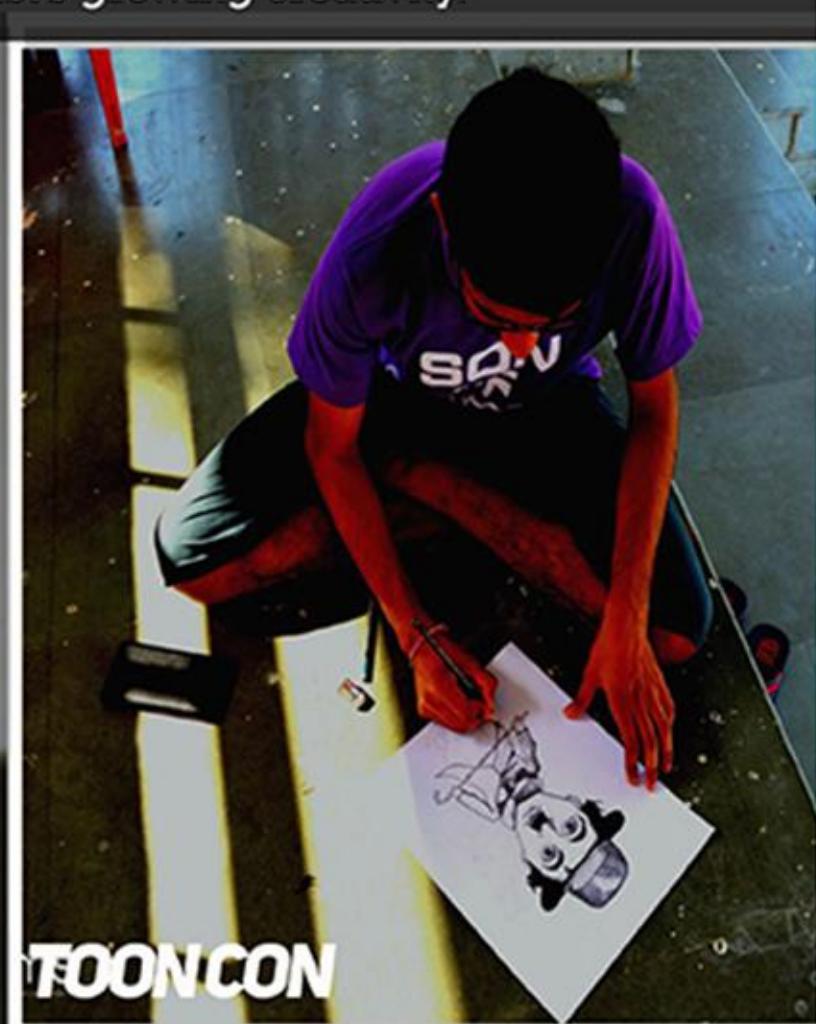


GRAFFITI

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.



FACE PAINTING



TOON CON

PHOTOGRAPHY

P



“Photography is about capturing souls, not smiles.”

It often highlights the hidden details of a person’s feelings and emotions. Effervescence’17 gives you the golden opportunity to present your ideas and thoughts through the medium of pictures, and showcase them on a global scale.



F FUN ZONE



"LIFE IS LIKE
A ROLLERCOASTER
MAKE IT
ADVENTUROUS"

PAINT BALL

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 allurement.



BODY ZORBING

THE SKETCHER



ONLINE EVENTS



TASVEER

EFFERVESCENCE 17 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.

FINE ARTS SOCIETY IIT-A AHMEDABAD PRESENTS

SHOW OFF

PRESENTING
ONLINE APP DANCE BASED CONTEST
SHOW OFF
WITH MUSICAL.LY



DIRECTOR'S CUT

short film making competition



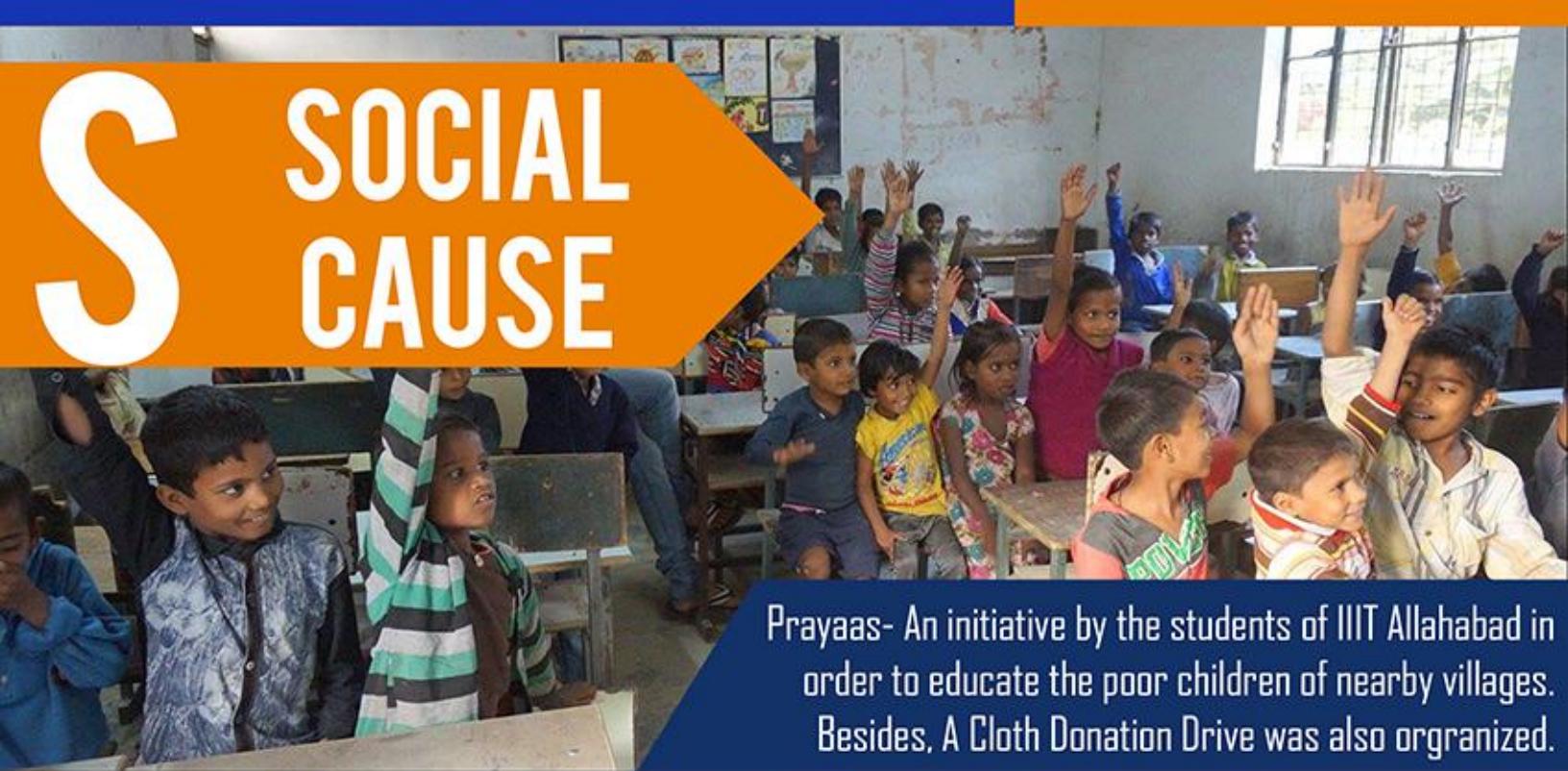
SPONSORED BY:



DIRECTOR'S CUT

SIDDHARTH SINGH
7839365886

S SOCIAL CAUSE



Prayaas- An initiative by the students of IIIT 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'16 and was attended by nearly 500 donors.

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

SOCIAL MEDIA OUTREACH

FACEBOOK



PLAY STORE



YOUTUBE



WEBSITE



Official Facebook page has got 27k+ likes and has a reach of over 175K+ people.

Official App is available on Google Playstore.

YouTube Channel has over 50k+ hits and has got over 750 subscribers which is increasing with each day.

The official website of effervescence has got over 600k+ hits.

Coverage in Media



hindustantimes

92.7 **big fm**

suno sunao, life banao!

superhits
RED
FM 93.5

Bajaate Raho!

VH1

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 - 12K+
- NationWide Exposure, Participants from across the country.
- Effervescnece'16 had participation from 17 different countires.
- 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.

CATEGORIES OF SPONSOR



P 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.

PAST ASSOCIATIONS AT A GLANCE



We understand your world





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RESTAURANT + LOUNGE



KNOWAFEST.COM
CAMPUS FESTIVALS IN INDIA



सेन्ट्रल बैंक ऑफ इंडिया
Central Bank of India



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