



F.E.T.S.U.

Presents

# संस्कृति

2026

redefining culture...

- SPONSORSHIP BROCHURE -

*Be the part of the longest student's fest*

# Events ORGANISED

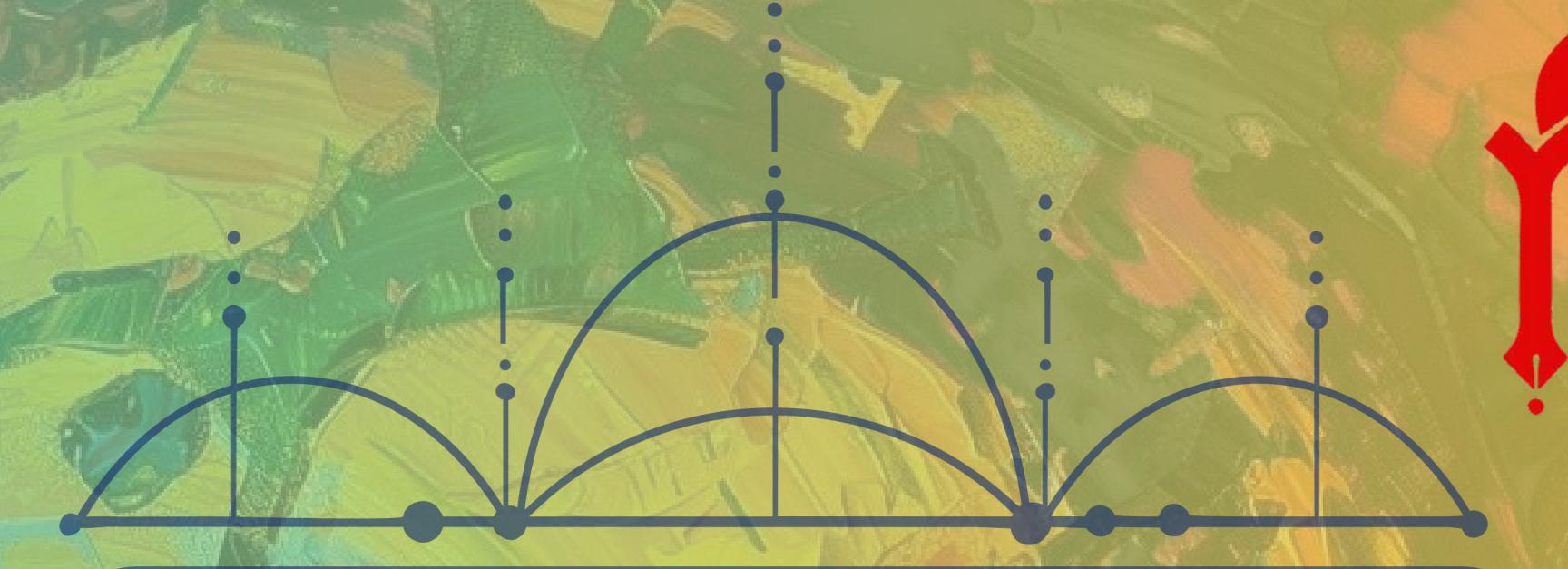
U - turn

arena

chhaynat

srijan

sanskriti



THE START OF THE ACADEMIC YEAR IN JULY, COMES OUR FRESHERS PROGRAM ORGANIZED BY F.E.T.S.U. AND GOES ON FOR 2 MONTHS.

ARENA IS AN INTERDEPARTMENTAL SPORTS COMPETITION ORGANIZED EVERY YEAR, DURING THE MONTHS OF JANUARY, FEBRUARY, AND MARCH.

F.E.T.S.U. PRESENTS CHHAYANAT, IS ORGANIZED DURING THE MONTH OF MARCH AND GOES ON FOR 6 DAYS.

THE TECHNO-MANAGEMENT FESTIVAL OF JU, F.E.T.S.U. PRESENTS SRIJAN, IS ORGANIZED DURING THE MONTH OF MARCH AND GOES ON FOR 4 DAYS.

LAST BUT NOT THE LEAST, IN THE MONTH OF APRIL, COMES OUR BELOVED ANNUAL CULTURAL FEST.

# WHAT IT'S ALL ABOUT

Sanskriti is a burning passion that every student of Jadavpur University proudly channels into the most resplendent and culturally kaleidoscopic festival of the year, welcoming nearly a thousand score of souls every night. Sanskriti is not merely an event; it is an idea, a living, breathing tapestry spun from the shimmering threads of a dream. For us, working for Sanskriti becomes a pledge to honour our cultural plurality and a daring stage on which we relentlessly test the frontiers of our creativity.

Since 1978 the students of Jadavpur University experience two Durga Pujas in a year SANSKRITI being the second!

Today, more than 30 years since its inception, SANSKRITI has grown into one of the most iconic, electric and talked-about celebrations on campus life and beyond. We, the students of Jadavpur University, have never stopped chasing that ever-rising horizon. Our aim is to reclaim our identity, our roots, our shifting sense of culture around us, and to quietly subvert the mechanical norms that govern social and cultural life. From SANSKRITI have unfolded vibrant offshoots like the Film Festival, the tech odyssey SRIJAN, and the union freshers' welcome U-Turn, each a different incarnation of the same restless spirit. For us, these are all manifestations of our inborn urge to flood the world around us with colour, rhythm and imagination. Along the journey we collect delirium, hysteria and heartbreak , but they, too, are inseparable from the overwhelming emotion we call SANSKRITI.



# WHY SPONSOR *સંસ્કૃતિ*

*સંસ્કૃતિ* IS A CULTURAL FEST, BUT NOT ANY CULTURAL FEST CAN BE AS BIG AS *સંસ્કૃતિ*

- Situated in the heart of the "City of Joy", Jadavpur University is a potential place for investment by our sponsors to publicise and help establishing their brand in this region. Jadavpur University is a brand in itself and association with it in any form, guarantees recognition in various sectors.
- SANSKRITI enjoys an average footfall of 27,000 people belonging to all age groups which exceeds to a much greater number of above 48,000 on the Performance nights.
- At SANSKRITI we believe in taking up all the pain, to live upto the expectations of our sponsors. Our diverse alumni have an out reach to the topmost MNC's and media houses ensuring enhanced publicity and branding.
- With a multitude of events of varied genre, with no barrier to participation in any events, SANSKRITI enjoys a culturally diverse footfall who make up a significant percentage of the consumers.
- Having renowned domestic and international performers on stage, SANSKRITI has already made itself known as a happening event in the college circuit of the na-tion.
- Support from our partners would be recognised in the future years as well as we strive towards a stronger long-term partnership with them.

# Event Schedule

## मार्च - अप्रैल

- २४th मार्च- curtain raiser
- २५th मार्च- prelims
- ३०th मार्च- students' performance
- ३१st मार्च- dance night

- १st अप्रैल- all day events
- २nd अप्रैल- eastern night
- ३rd अप्रैल- western night
- ४th अप्रैल- reunion night
- ५th अप्रैल- final night

# Past Performances



Baiju Dharmajan



Swarathma



Fender and friends



Papon & the EIC



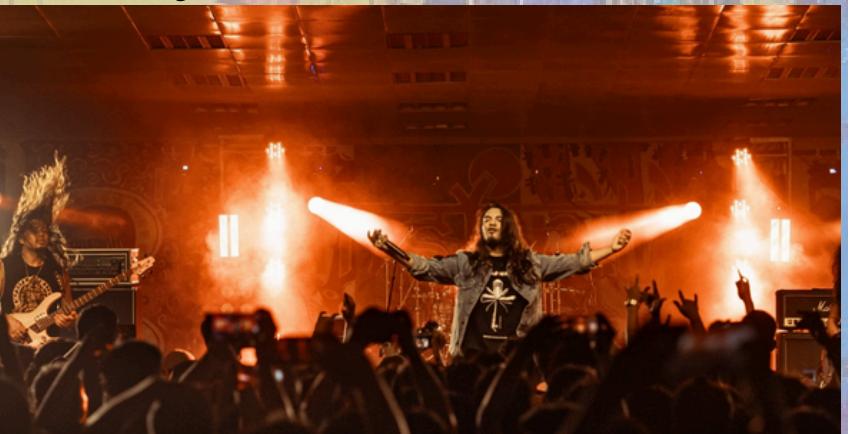
When Chai Met Toast



Thaikkudam Bridge



Ayub Bacchu (L.R.B)



Girish and the Chronicles



Prasanna

# Past performances



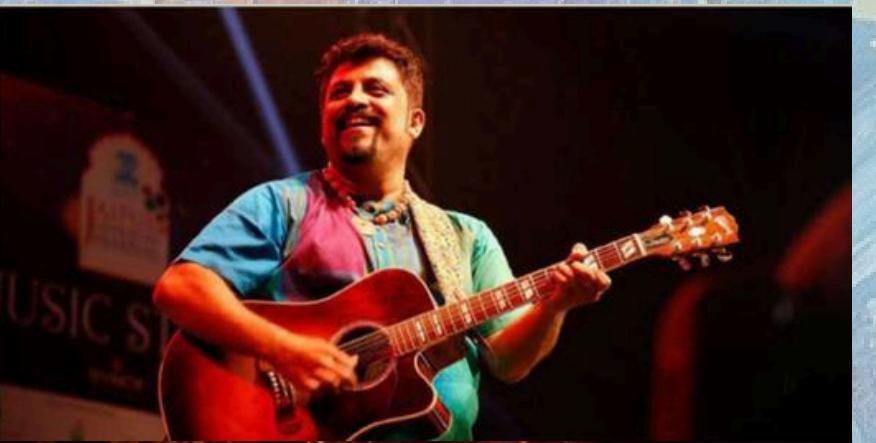
Shironamhin



AGNEE



Indian Ocean



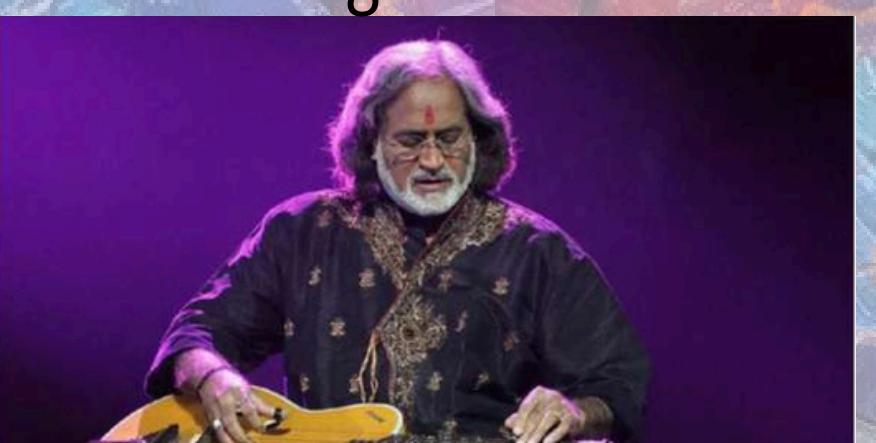
Raghu Dixit



Mohit Chauhan



Purbayan Chatterjee and co



Pt. Vishwa Mohan Bhatt



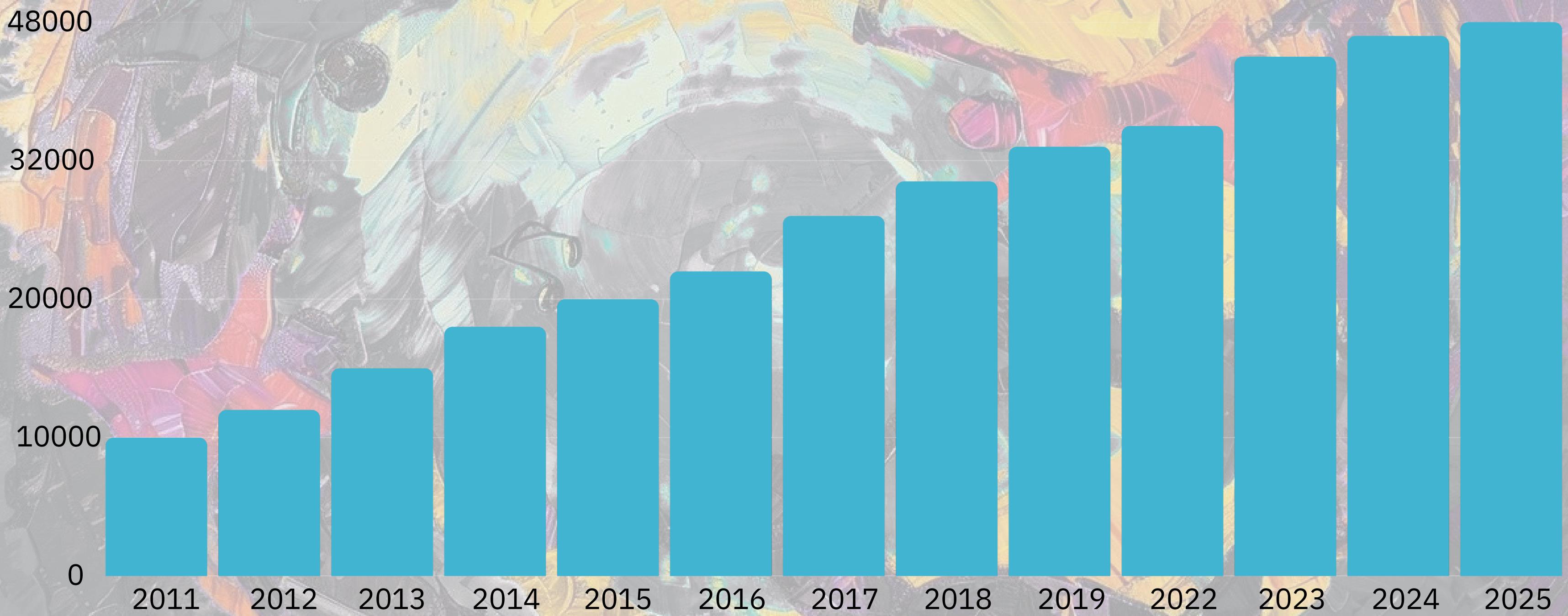
Joler Gan



Shivamani

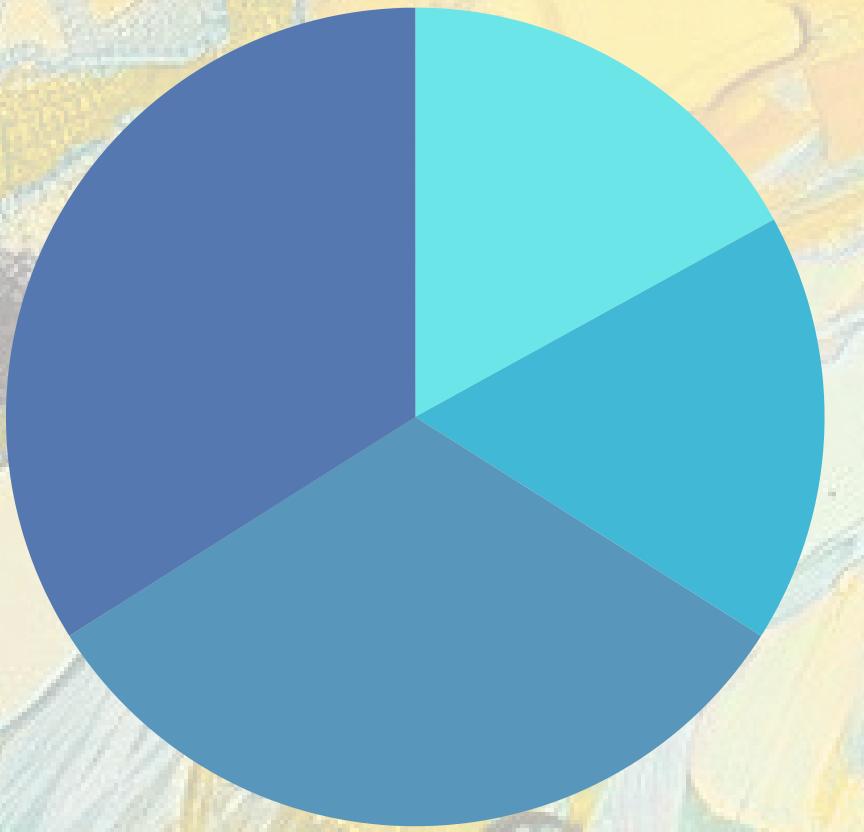


# FOOTFALL

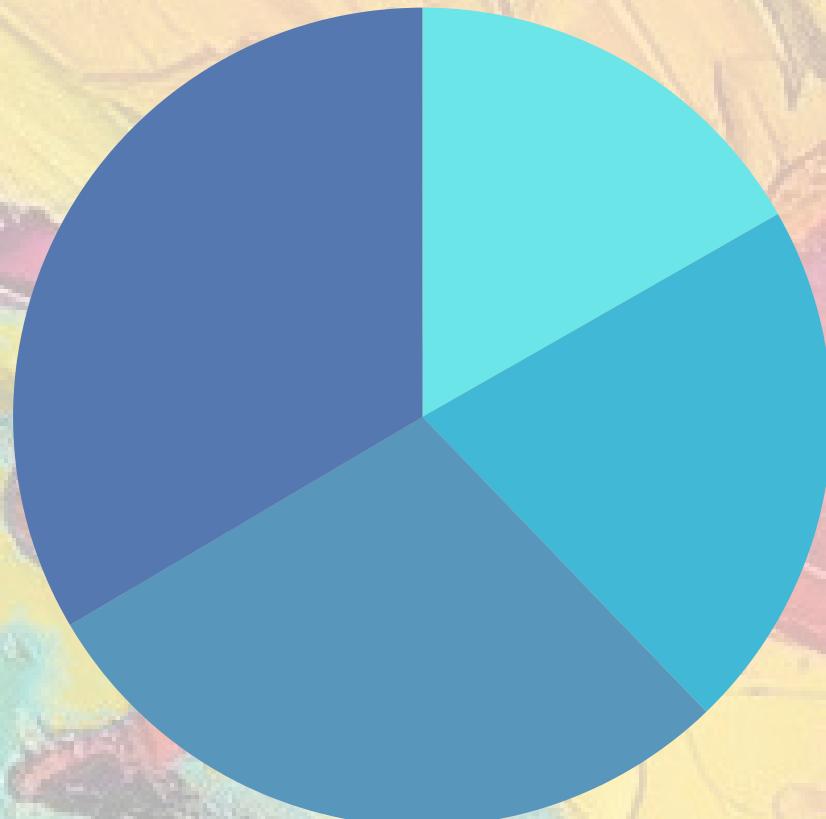


# दाचोराप्राची

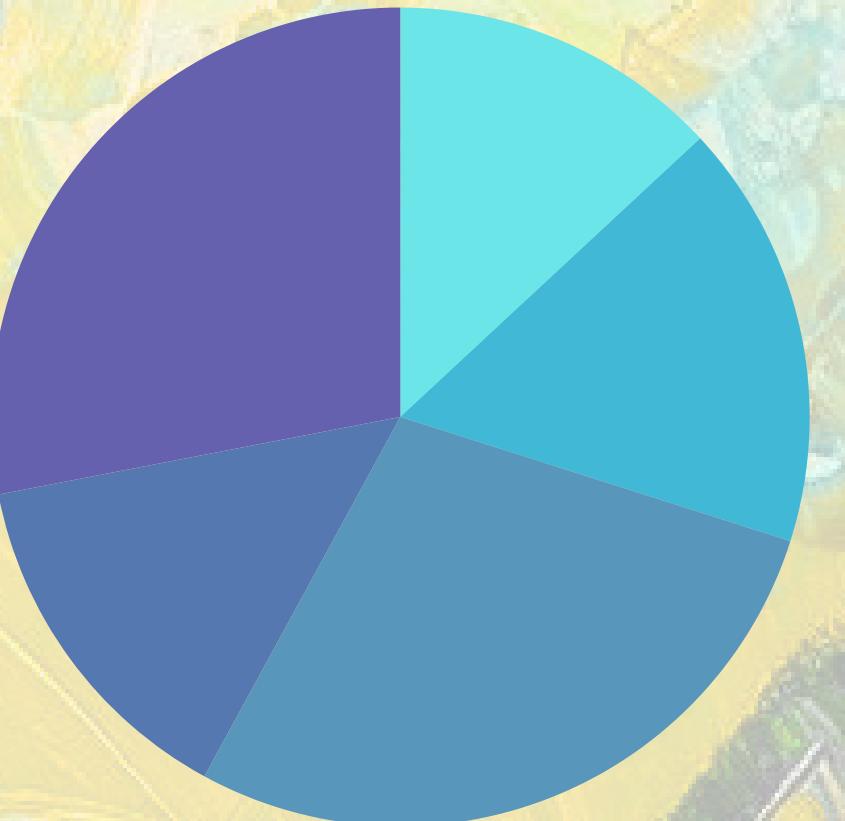
Platinum Slab   Gold Slab   Silver Slab  
Bronze Slab



Platinum Slab   Gold Slab   Silver Slab  
Bronze Slab



Platinum Slab   Gold Slab   Silver Slab  
Bronze Slab   Several Other Partners



**70+**  
National &  
International  
Artists

**30+**  
Events

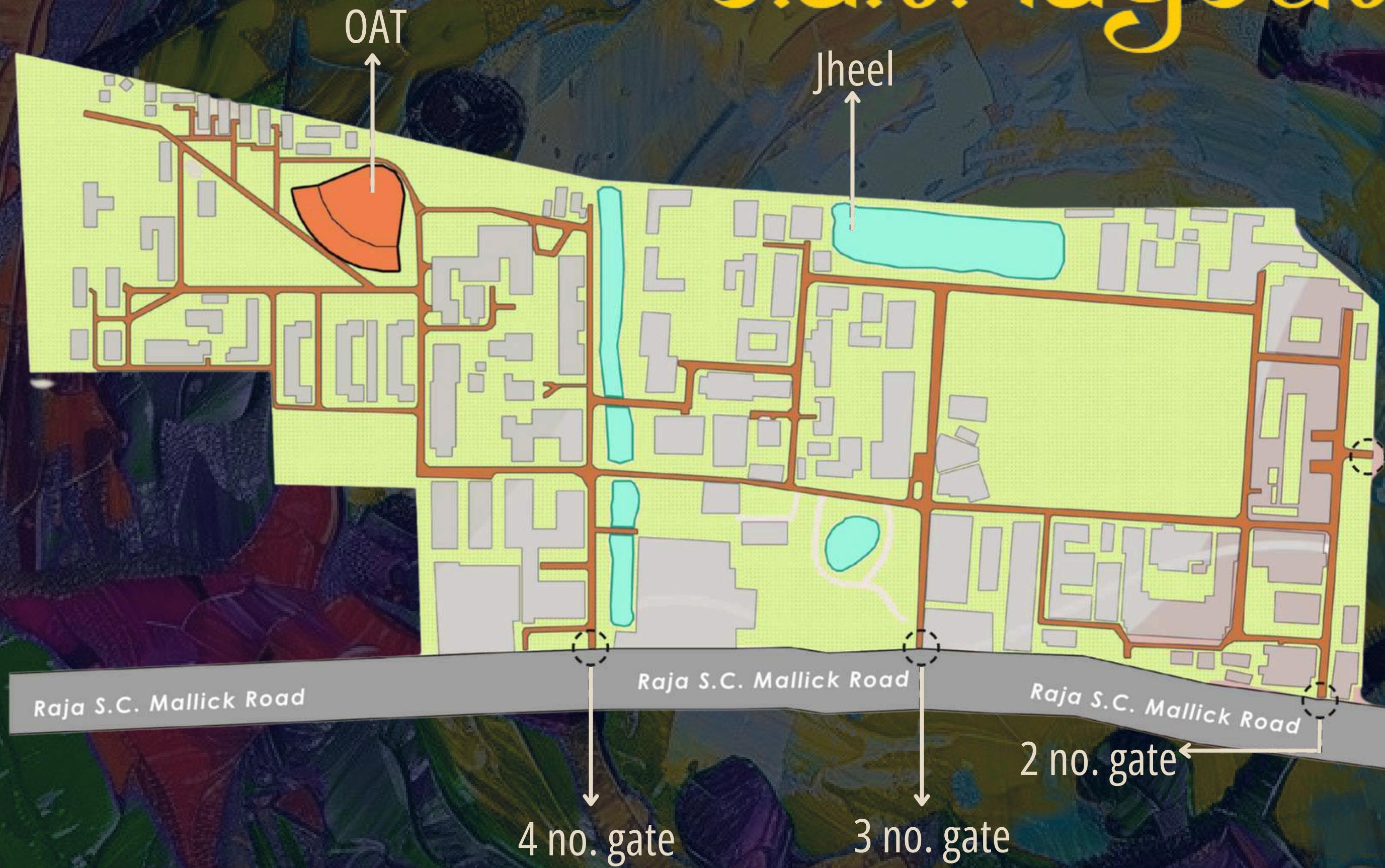
**40k+**  
Footfall

**200+**  
Brand Collaboration over  
Past Years

**100+**  
Colleges  
Participation  
from All Over  
India



# d.a.t. layout

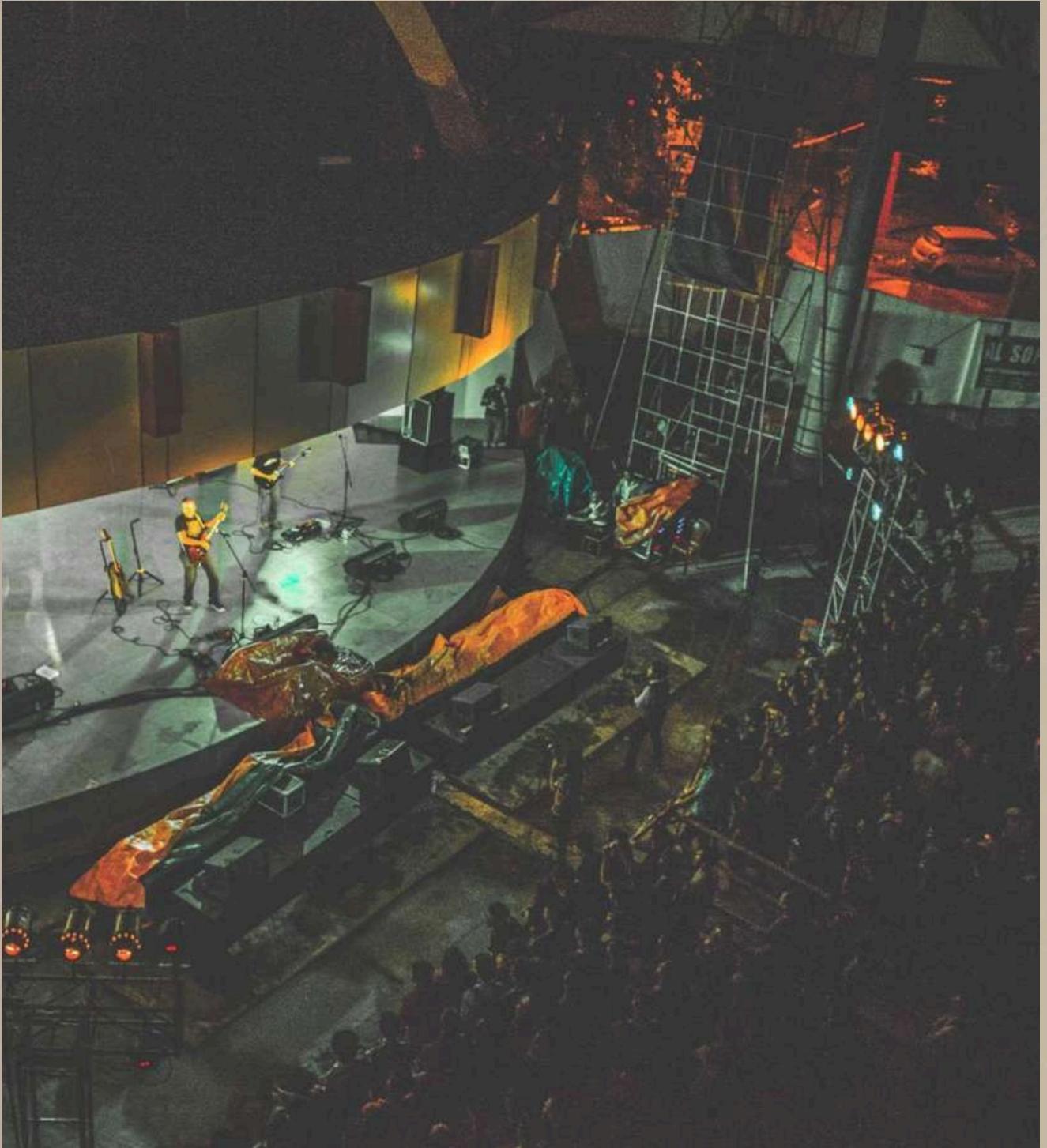


# Crowd Every Night

25k+



# સંક્રિતિ



With a rich cultural legacy spanning 45 years, F.E.T.S.U. presents Sanskriti has evolved into one of the most sought-after cultural extravaganzas in eastern India. Each spring, it sweeps through Kolkata in a whirlwind of lights, music and euphoria, drawing an average of 25,000 visitors a day and an astounding 48,000+ on the closing night of 2025. In this magical window of time, current students, peers from other institutes and alumni flying in from across the globe converge to turn the campus into a throbbing carnival of energy and at the very core of this buzz are the irresistibly crowded food and beverage stalls. We warmly invite you to host stall(s) across these eight power-packed days, amid scenes of truly gargantuan appetites; the prerequisites and further details are provided-.

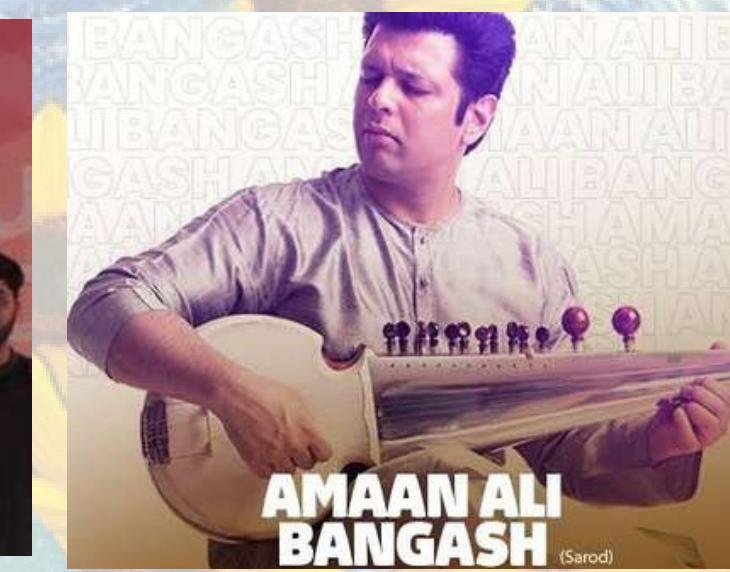
# Booking a stall



Kindly note, following are the prerequisites for booking of stalls

- THE BASE PRICE FOR ALL 10'X10' STALLS FOR A TENURE OF THE AFOREMENTIONED 7 DAYS IS RS. 90,000.
- THE BASE PRICE FOR ALL 10'X10' STALLS FOR A TENURE OF THE AFOREMENTIONED LAST 4 DAYS IS RS. 60,000.
- THE BASE PRICE FOR ALL 10'X10' STALLS FOR A TENURE OF THE AFOREMENTIONED FIRST 3 DAYS IS RS. 30,000.
- APPLIES TO ALL STALLS BOOKED AND AN ADVANCE OF 30% TO BE PAID BEFORE FEBRUARY 12, 2025, and till 60% before the first day of Sanskriti starts, and full payment should be done on or before the Reunion night (second last day of Sanskriti).
- THE FIRST-COME-FIRST-SERVE RULE APPLIES TO THE LOCATION OF STALLS AND RESERVATION OF EXCLUSIVE DISHES.

# tentative lineup



sanskruti 2026



# testimoniāl



J.U. WILL ALWAYS BE A MOMENT IN HISTORY THAT I WOULD ALWAYS TREASURE AND I TRULY WISH I COULD COME BACK HERE SOON AND BE WITH ALL OF YOU.

*Sanjiv T, Ar Rahman Troupe, Sanskriti 2012*



WELL, IT WAS AN UNBELIEVABLY ENERGETIC CROWD WHO SANG AND DANCED ALONG WITH EVERY SONG. AND IT WAS AWESOME FUN TO SHARE THE STAGE WITH PAPON AND THE EIC DEFINITIVELY A ROCKING UNIVERSITY.

*Rasika Shekar, Sanskriti 2013*

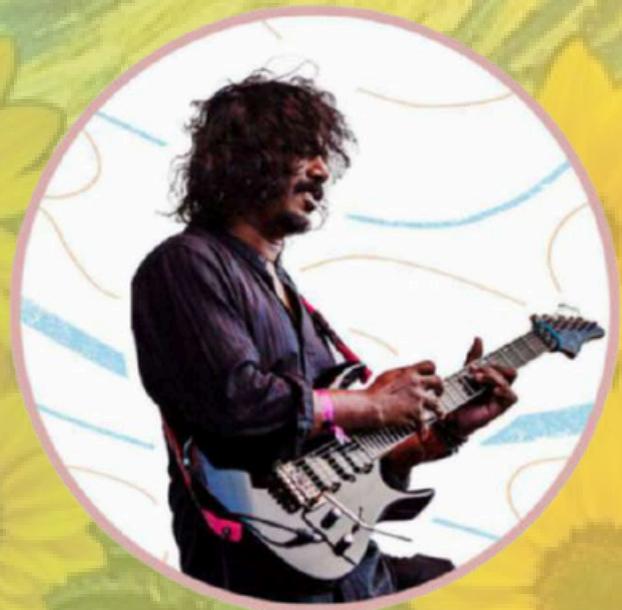
I HAVE WONDERFUL MEMORIES OF SWARATHMA'S CONCERT AT JU'S SANSKRITI. THE AUDIENCE WAS LOVELY AND IT ENDED ON A HIGH WITH ECHOES THAT REMAIN - WITH US TO TO-DAY! UNTIL THE NEXT TIME WE MEET,  
JOY GURU.

*Jishnu, Swarathma(Bassist), Sanskriti 2014*

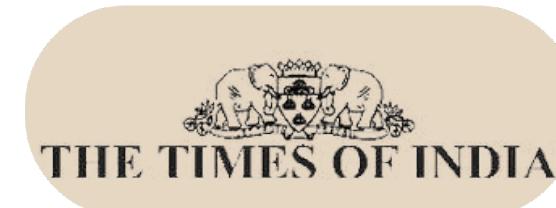


THERE ISN'T A SEXIER COLLEGE FEST IN KOLKATA.

*Baiju Dharmajan, Sanskriti 2012*



# Past partners





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# THANK YOU