



KULLHAD ECONOMY FESTIVAL 2025

IIT MANDI

October 2-5, 2025

Call for Sponsorships

Not born in boardrooms!

Not driven by ads!

Bharat's answer to sustainability!

What's
Kullhad
Economy?



Where production is sacred

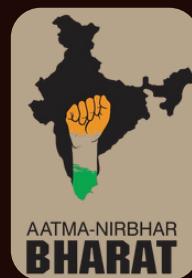
Trade trust-based

And economies circulate like rivers



Why Partner with KEF? FESTIVAL We Align with

- Reach 8,000+ students, innovators, policy makers, business leaders, entrepreneur & artisans
- Support artisans, village entrepreneurs & ethical brands
- Enable dialogue on production-centric, regenerative models
- Showcase your brand through dignified & meaningful impact



“Celebrating Grassroots Entrepreneurship & Indigenous Innovation”

For More



“We don't need to Westernise wealth.

We need to Indianise economics.”

KEF is your chance to shape that future—not as a spectator, but as a builder.

Scan to connect



BHARAT'S NEXT ECONOMY NEEDS BUILDERS, NOT BENEFACTORS.

Become a Founding Sponsor of the **KULLHAD ECONOMY FESTIVAL 2025**

A strategic initiative by IIT Mandi to reclaim production, prosperity & planetary dharma

Align your brand with Kutede:

- ◆ Distributed & ethical production
- ◆ Dharmic enterprise and sustainability
- ◆ Policy leaders, impact strategists, global thinkers

**Sponsorship Tiers:
from ₹2 lakh to ₹25 lakh**

ONLY 7 ANCHOR SPONSORSHIP SLOTS REMAIN.



Tentative Schedule October 2-5, 2025

Day	Events	Artists & Institution	Visibility
1	Arrival, Setup, Orientation (greyed)	Local Craftspeople (textile, pottery, rope-making)	Setup Day Visibility: ~3500+ students & craftspeople
2	Maha Chandi Homa (Fire Ceremony) (greyed)	Temple Priest Community, Parashar Samiti	Moderate cultural curiosity ~3500+
	Culinary Showcase + Heritage Tour (greyed)	Himachali Home Chefs, Slow Food Collective	Walk-in interest: students, ~4000+ eyeballs
	Fireside Storytelling & Tribal Knowledge (greyed)	Mahendro Singh & Veena (Anahad NGO)	Rising visibility ~4000+
	Invocation Concert (Star Night 1) (greyed)	Kaushiki Chakraborty	Evening crowd ~5000+ (partial spill)
	Astronomy Night: Stargazing & Sky Talk (greyed)	STAC / IITM Astronomy Club	Smaller gathering ~1500
3	Mandala Installation, Media Walkthrough (greyed)	Ranjana Sandhu, ArtGeeks-IIT Mi	Moderate ~3000
	Mini Symposium: Art, Ecology, Enterprise (greyed)	SPICMACAY, NSD Alumni, IndieThink	Niche crowd ~2500
	Folk Evening (Star Night 2) (greyed)	Kashmiri Lal (Chamba), Manganiyars	Evening pull ~5500+
	Folk Jam / Drum Circle (greyed)	Folk Fusion, IITM Clubs	Overflow jam crowd ~4000
4	Procession + Live Art Market Launch	Women Entrepreneurs (Sunita, Kirandeep – Him Mahotsav)	High Eyeballs Day 9000+
	Panel: MBA to MVA	Srishti, Dastkar Entrepreneurs	Constant footfall, ~9000+ reach
	Chaupal Dialogues: Dharma & Development	Gandhi Smriti Institute, Swaraj Dialogues	Sharp engagement, ~9000+ overall
	Village Soul Night (Star Night 3)	Rishab Sharma (Sitar Fusion)	Packed venue, ~9000+
5	Youth Showcases + Innovation Circles	IITM Music & Dance Society, SPICMACAY	Peak Visibility: 9000+ footfall
	Ayurveda, Temple Trade, Panchanga Wkshps	AYUSH Dept, Arya Samaj Scholars	Daytime sessions, strong walk-in
	Closing Satsang & Valedictory	Mohit Chauhan / Himachal Folk Ensemble	Peak closing + media, ~9000+
6	Festival Wind-Down + Stall Extensions	Few Local Artisans + IITM Closure Team	Extended soft visibility: 4000+

"Reclaiming Prosperity through Conscious Production"