



*national institute of technology, calicut*

**ragam**  
**2015**

about us

nit calicut



# ragam

On March 1, 1976 National Institute of Technology Calicut, then known as Regional Engineering College (REC) woke up to a shocking news. Mr. P. Rajan, then a student of the institute and a cultural icon of the campus went missing. The events which followed, changed the whole political scenario of Kerala. In remembrance of Rajan, the very first edition of Ragam was launched under the name 'All Kerala Rajan Memorial Music Competition'. After 37 years, Ragam has grown into a Mega Cultural Fest with over 60 events and exciting workshops, numerous exhibitions and much more. Each Ragam leaves behind something which has made it a legacy and the fest has evolved into a feeling. A feeling which made people cross dates when the year reached Ides of March. Ragam proshows attract crowds so huge that every year each guest celebrity apologises to the fans eagerly waiting outside. Many bands like Agam have claimed their glory through the performances which they gave at Ragam. Ragam '09 proclaimed itself as "A Cult. A Culture". Today this cult has many followers, each one with different expectations. The smile on their faces widen each year as they say "See you next time, Ragam".

more than a college



*Where memories converge and experiences emerge*



pronites



*A night-time of exuberance.*



*A lifetime of remembrance.*

grandeur

2000







*Unheard melodies are sweeter only to the deaf*

informals





# Flawalker



*Because a little fun, can go a long way*

competitions



*Your one way ticket to glory*



*Where fashion finds elegance*



sneharagam





RAGAM

*Where love changes lives and draws smiles*

# celebs log



*Shankar Mahadevan*



*Farhan Akhtar*



*Benny Dayal*



*Suraj*





*Jagan*



*Sukhwinder Singh*

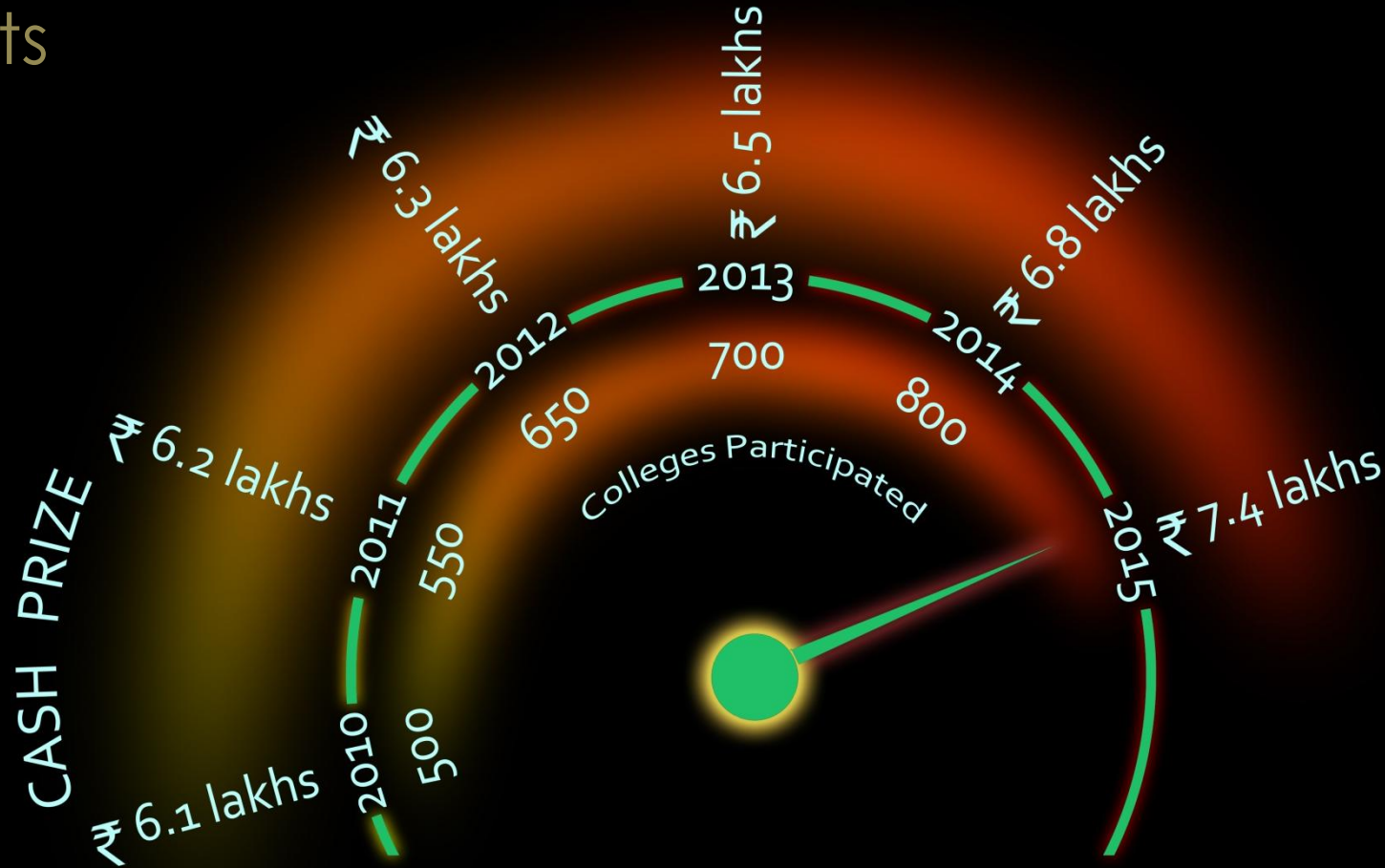


*Sunidhi Chauhan*



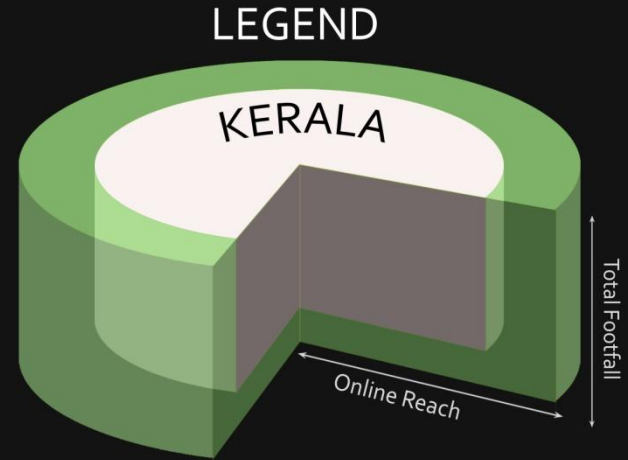
*Shaan*

stats

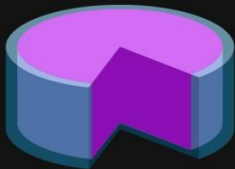


# we are contagious

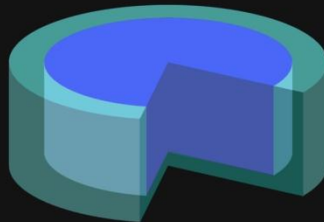
Year	Online Reach	Total Footfall	Kerala (Online Reach)	Kerala (Footfall)
2012	0.5 lacs	25,000	0.45 lacs	23,750
2013	1.5 lacs	30,000	1.275 lacs	27,000
2014	2.5 lacs	40,000	1.875 lacs	34,000
2015	3.5 lacs	60,000	2 lacs	48,000



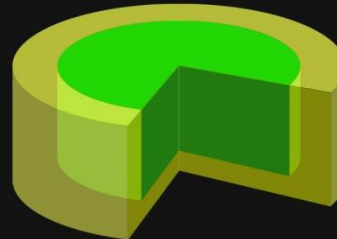
2012



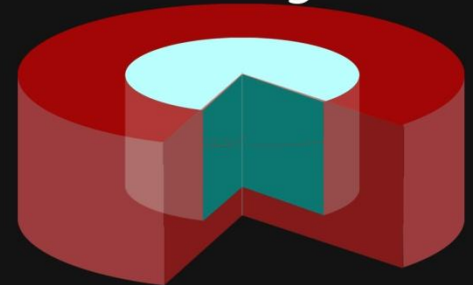
2013



2014



2015

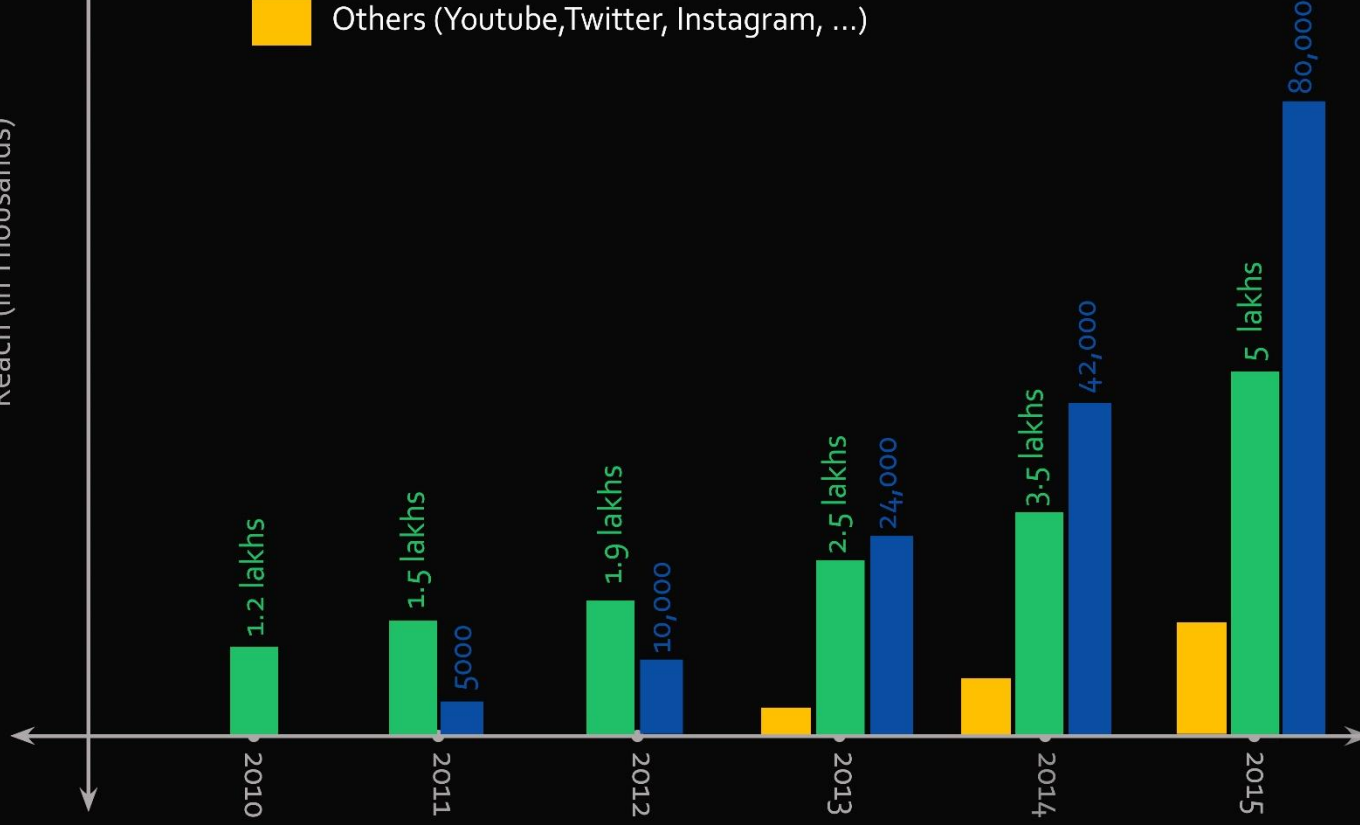




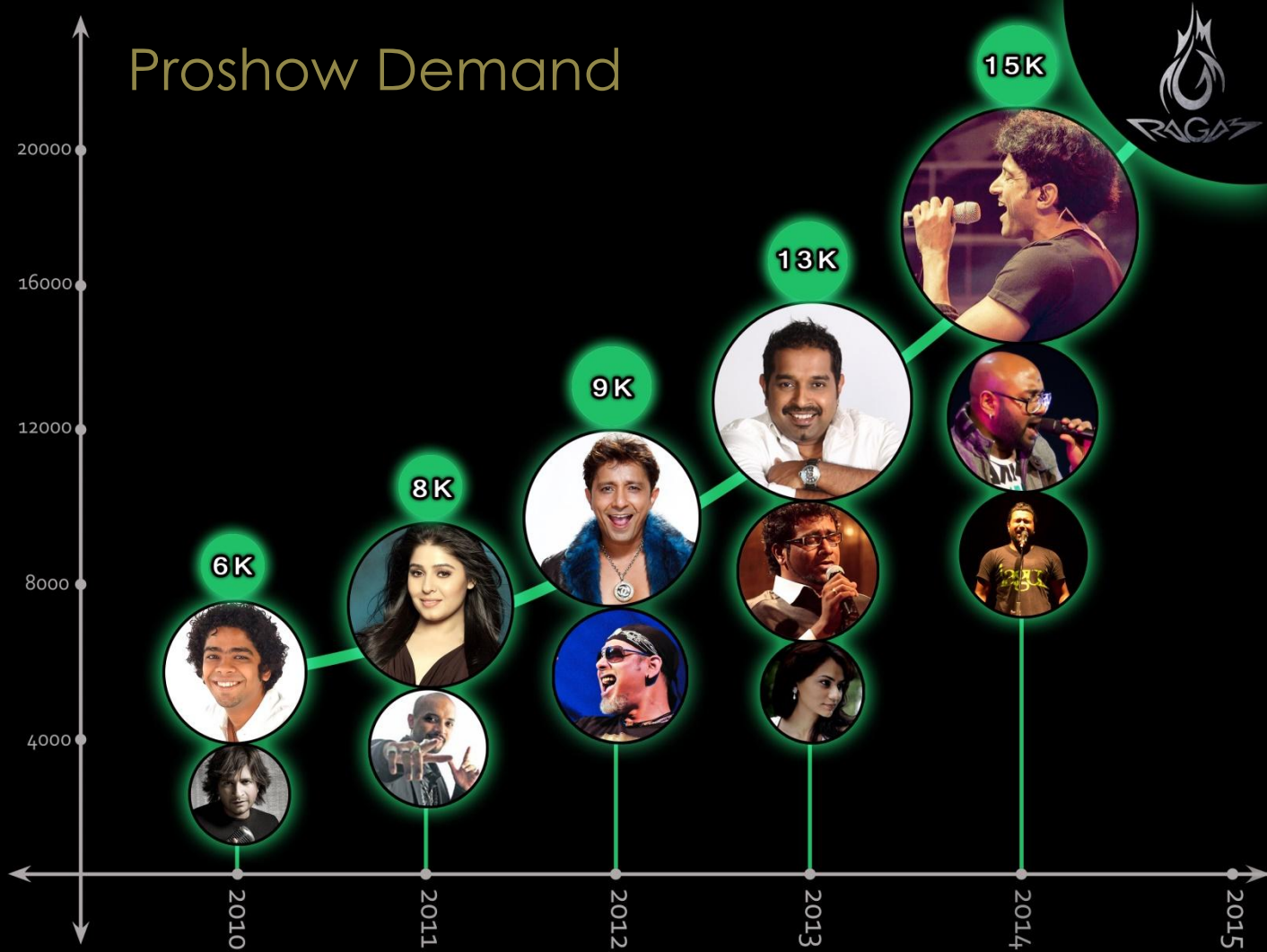
# online reach

Reach (in Thousands)

- Websites Hits
- Facebook Likes
- Others (Youtube, Twitter, Instagram, ...)



# Proshow Demand





why us?





before ragam

## DELIVERABLES



BENEFITS

Branding

National  
Online  
Reach

Online  
Promotional  
Activity

User  
interactive  
marketing

during ragam

## DELIVERABLES

Prime Visibility	National Celebrity	Student Crowd/ Audience Interaction		Customised Event Promotions	National Coverage, Television Airing
Stalls	Banners	Photobooths	Tshirt	Informals Promotion	
Media Publicity	Product / Film / Audio Release Events		Celebrity Interaction	Data Collections, Surveys	
					Goodies / Giveaway / Coupons Distributes

## BENEFITS





after ragam

## BENEFITS

Permanent  
Branding

Legacy  
of  
Sponsors

Online  
Growth

Sales  
Hike

Ragam  
Brand  
Association

## DELIVERABLES

In-college  
Distributions

Target  
Crowd  
Feedbacks

Database

Souvenirs  
&  
Mementos

## THE HINDU

An exciting Day 1 at Ragam

STAFF REPORTER

COMMENT · PRINT · T T



The band 'Live Wire' from the National Institute of Technology Calicut performs during Sneharagam, a classical and modern fusion competition, at Ragam, the annual cultural festival of the National Institute of Technology, Calicut, on the institute campus at Chathamangalam on Friday. Photo: K. Ragam

## Cultural festival for special children

STAFF REPORTER

COMMENT · PRINT · T T

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TOPICS

Kerala

Kozhikode

arts, culture and entertainment

culture (general)

social issue

disabled

National Institute of Technology-Calicut will host 'Sneharagam' on March 8

The National Institute of Technology-Calicut (NIT-C) will host 'Sneharagam'- a cultural festival for the specially-abled children on March 8.

According to organisers, the social initiative, which was conceived in 2002, is an integral part of 'Ragam', the socio-cultural and literary festival of NIT-C, and will create a helpful atmosphere for the children to display their talents and skills.

The children speak

## Ragam 2014 to feature variety of programmes

Staff Reporter

**KOZHIKODE:** Ragam 2014, the annual cultural festival of the National Institute of Technology, Calicut (NIT-C), will be held on the NIT-C campus at Chathamangalam in Kozhikode from March 13 to 16.

The presence of director-actor-producer and screenwriter Farhan Akhtar will be

**Students from various colleges in south India will take part in over 50 events.**

different competition events including music, dance, and debates.

## THE NEW INDIAN EXPRESS

### NIT-C Students Develop '3 Idiots' Fame Quadrotor

By Deepthi Sreenivasan - KOCHI | Published: 20th March 2014 10:11 AM

Last Updated: 20th March 2014 10:11 AM

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Remember the creative little flying machine with a camera attached to it, created by the character Joy Lobo and perfected by Rancho in the movie '3 Idiots'? Well, the students of NIT-C can feel proud that their fellow batchmates have created a similar one, which they used successfully during Ragam 2014, the annual cultural fest of NIT-C.

Kunal Kamble (civil engineering), Ashib M Ashraf (second year mechanical engineering), Laxmikant Banjarey (final year civil engineering) and G B Koushik Rata (second year mechanical engineering) are the four undergraduate students behind the creation. They call themselves 'Aero Unwire' and started working on this project four years ago. Four years later and with several modifications, the team finally launched the quadrotor 'Vidyuth.' A quadrotor, which is also known as a quadcopter, is a multicopter lifted using four rotors. This team of gizmo freaks mounted a camera on to it and launched this outstanding creation, one of the first from NITC during their techfest Tathva Vidyuth was a show-stealer when it came flying out of nowhere right into the centre of activity at Ragam 2014 on the first day of the fest. With little red and green flashlights to

## Ragam-2014 comes to a close

STAFF REPORTER

COMMENT · PRINT · T T

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TOPICS

Kerala

Kozhikode

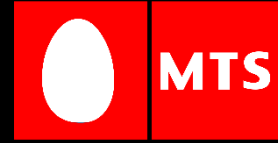
education

universities and colleges

The annual cultural festival of the National Institute of Technology Calicut (NITC) —Ragam-2014, came to a close with a live performance by the playback singer Berny Dayal and team on the NITC campus at Chathamangalam in Kozhikode on Sunday.

The final day of the three-day event witnessed spirited competitions in a variety of events including debate and Jam where the participants pitted their wits against each other to the entertainment of a big gathering.

# previous sponsors







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