



 **UPES**
UNIVERSITY OF TOMORROW



अृति

UPES LITERATURE FEST

Igniting the roots of Bharat

29-30 March 2025



ABOUT UPES

Situated against the backdrop of Shivaliks UPES - The University of Tomorrow is a private university in Dehradun. The University is the ideal confluence of peace and intellectual excellence. Our institution was founded in 2003 and consists of the following schools: the School of Advanced Engineering, the School of Computer Science, the School of Design, the School of Law, the School of Business, The School of Health Sciences & Technology, the School of Modern Media, and the School of Liberal Studies. UPES has been ranked #52 in the University category by NIRF, 2023, and is the top private university in India in terms of academic repute, according to the QS World University Ranking, 2024.

Avishkarnam is the Literary Club of UPES, supported by the Dean of the Student Welfare Office to celebrate literature in any form of expression. It provides a platform for literature enthusiasts to unravel the eminence of language and enkindle imagination. The shared love of literature resides in the heart of every member of the club.

ABOUT UKTI

- Ukti is not just a literary festival; it's a vibrant tribute to storytelling, art, and culture, fostering creativity and inspiration.
 - The festival brings together acclaimed authors, poets, storytellers, and artists from around the globe.
 - Held amidst the serene and picturesque landscapes of Uttarakhand, Ukti stands as the region's largest literary event.
 - Ukti provides a unique and dynamic space for ideas to flourish and connections to be forged, making it a hub for creativity and collaboration.
 - As a trailblazing event, as the first event of its kind in Uttarakhand, Ukti attracts a diverse and enthusiastic audience.
 - Offers exceptional opportunities for brands to connect with an engaged and culturally invested community.
 - Ukti celebrates heritage by rediscovering and promoting stories and traditions at risk of being overshadowed in today's fast-paced world.
 - Past Highlights - Ukti '24:
 - A literary extravaganza with 300-400 attendees per session engaging in remarkable discussions, book launches, and more.
 - Featured Padma Shri Awardee Ms. Sharda Sinha, renowned Indian folk singer, whose session captivated the audience with soulful Bhojpuri and Maithili songs.
 - The enchanting Sufi Night by Nizami Brothers drew an overwhelming crowd of 6,000-10,000 attendees, showcasing the festival's immense appeal.
 - Unmatched Impact: Ukti '24's incredible turnout underscored its significance as a cultural and literary powerhouse.

PAST EVENTS

Samanvay 1.0

Samanvay marked Avishkarnam's national debut, showcasing its passion for spreading literary knowledge. The inaugural edition featured five core competitions- Ekalaap, Kavyotsav, Nibandhkaar, Vaaktavya, and Kathanak igniting young minds with creativity and fostering respect for artists. With over 200 participants, Samanvay was a success, leaving a legacy of literary brilliance and an inspiration for budding writers.

LitCon

LitCon captivated students in grades 9-12 with two days of literary competitions, including poetry and essay writing. The event was graced by Mr. Ganesh Joshi, a State Cabinet Minister. Beyond academics, students explored their inner pop culture buffs through Bollywood dumb charades and fandom quizzes. Adding a unique touch, participants dressed up as their favorite characters, culminating in an exciting cosplay event. The energy and fun filled collaboration made LITCON an unforgettable experience.

Nazm-E-UPES

Avishkarnam's Nazm-e-UPES is a monthly open mic event that serves as a platform for both aspiring and experienced performers to showcase their talents. From the melodic recitation of poems to the graceful movements of dance performances, the event consistently captivates large audiences at both the Kandoli and Bidholi campuses of UPES. Nazm-e-UPES acts as a refreshing break from the routine, injecting creativity and vibrancy into the daily lives of the university community.

Crime Literature Fest

Avishkarnam played a key role in the success of this event. As a collaborating committee, it helped in managing the event smoothly. The renowned personalities like the DGP of Uttarakhand and Sujoy Ghosh graced us with the presence.

Samanvay 2.0

expanded its scope through collaborations with Prayudh (The Debate Club), Mun Club, and Jigyasa (The resounding quizzing club), offering a wider range of competitions beyond literature. From the intellectual challenges of the Debates Premier League to the engaging Gyaansagar Quiz, extending to the memorable challenges of Rahasya Manthan, the event captivated audience and set a benchmark for all the literary fests to come.

LITCON'2.0: Words Weave Worlds

was a resounding success! This two-day literary extravaganza, hosted by Avishkarnam, ignited young minds with diverse competitions, including thrilling murder mysteries. The event culminated in a captivating showcase of talent, featuring live music and mesmerizing dance performances an overall fusion of creativity and entertainment.

PREVIOUS SPONSORS

TRAVEL PARTNER- HOLIDAY EXPRESS,

Holiday Express is honored to be the official travel partner for UKTI, the literature festival organized by UPES. Offering a seamless travel experience, they provide the ideal solution for getting to Dehradun, ensuring that attendees' journeys are smooth and hassle-free.

GIFTING PARTNER- CREATIVE HOME

Creative Home adds a personal touch to UKTI by providing thoughtfully chosen gifts. Their commitment to meaningful presents enhances the atmosphere, making the event even more special for all those attending and contributing to a truly memorable experience.

MOBILITY PARTNER- EV City Ride

As the exclusive electric mobility provider in Uttarakhand, EV City Ride is the official transport partner for UKTI. Their eco-friendly fleet of electric cabs will help attendees navigate the event with ease, ensuring convenience while promoting sustainability throughout the festival.

HOSPITALITY PARTNER -VEDIC RESORTS

Vedic Resorts, known for its tranquil surroundings and lush landscapes, is the hospitality partner for UKTI. Offering a peaceful haven amidst nature, Vedic Resorts invites attendees to relax and rejuvenate, providing an atmosphere of complete bliss during their stay.

ENERGY DRINK PARTNER -HUSTLE

Hustle, the energy drink brand that powers through fatigue, joins UKTI to fuel the creativity and passion of the festival's participants. Their energizing drinks help keep everyone focused and active, supporting the flow of ideas and inspiration during the event.

MAGAZINE PARTNER- DISCOVER UTTARAKHAND

Discover Uttarakhand, a well-respected lifestyle and business magazine, proudly supports UKTI as the magazine partner. Through their insightful coverage of the region's rich culture and vibrant lifestyle, they play an integral role in spreading awareness of the festival and enhancing its impact.

BOOK LAUNCH

INCLUSIONS:

This paper provides details about a book launch event aimed at promoting publishing, engagement, and exposure of authors and students' works, featuring six books, with specific event details provided.

1. Book Launch Sessions:

Six books will be launched, with 4 students and 2 publishers. The student book launch will cost 500 for audience and have media coverage. The publisher book launch will cost 5000 for audience and have a media coverage. Each launch will have a dedicated time slot, author's speech, and Q&A session.

2. Student Charge Segment:

The session included a special mention of authorities and a brief presentation on the student's book on stage.

3. Publisher Session:

The session has a designated time slot for each publisher, with the Chief Guest demonstrating respect on stage, and simultaneous media coverage of the entire session.

4. Publisher Charges Segment:

The support provided by sponsors and authorities will be acknowledged.

5. Chief Guest Address:

The chief guest will deliver an engaging speech to the audience, followed by a photoshoot of them holding the newly launched books.

6. Stage Presentations:

Book signing sessions with authors will be held to finalize the launch, followed by a photo session with the authors and their books.

7. Networking and Media Coverage:

A networking session will be held between authors, publishers, students, and guests, with media covering the ceremony and personal interviews conducted by key participants.

KEY PANEL DISCUSSION

Join renowned writers and speakers in exploring the essence of Bharat at the literature fest captivating panel discussion themed around 'IGNITING THE ROOT OF BHARAT'. Immerse into India's cultural and historical significance, and enchanting values. Discover how authors introduce us to their connection with the spirit of Bharat in contemporary literature. Engage in thought-provoking conversation and gain a deeper understanding to cherish the roots of Bharat.

At this immersive event, attendees will have the opportunity to engage with renowned authors who have woven the essence of Bharat into their contemporary literature. Through thought-provoking conversations and insightful presentations, these literary luminaries will share their personal connections with the spirit of Bharat, offering unique perspectives that enrich our understanding of the country's heritage and ethos.

STUDENT CHOICE BOOK AWARDS

Calling all bookworms! This year, the literature festival is giving YOU the power to choose the best reads! The Students Choice Book Awards is here. Authors will submit their books from one of the five categories. Space is limited! Each category can only accommodate 10 books.

Register yourself early to secure your spot!

The Power is in Your Hands: Once registration closes, we'll create a Google Form listing all the nominated books. Students from all over will have the chance to vote for their favorites in each category.

The books with the most votes in each category will be crowned the "Students' Choice Book Award" winners! Be a part of this exciting event and discover your next favourite read!

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PREVIOUS SPEAKERS



Govind Pathak
Actor



Sanjeev Chopra
Ex-IAS Officer



Sharda Sinha
Indian Folk Singer



Sudha Rani Pandey
Vice Chancellor
of Sanskrit University



Anubhav Sapra
Food Blogger



Anil Raturi
EX- IPS Officer



Maanas Lal
Author



Aloke Lal
Author



Eric Chopra
Historian



Lokesh Ohri
Writer

AND MORE...

SPONSORSHIP OPPURTUNITIES

UKTI comes with vast opportunities for Brands to advertise and market themselves on this national platform with a lucrative target audience of thousands of literary enthusiasts and general audience from all over Uttarakhand.

CATEGORIES:

- **Title Sponsor**
- **Co-Sponsors (Powered By)**
- **Official Partners**

TITLE SPONSOR (Rs.5,00,000)

Your Brand takes a center stage in the event and receives full access to our Marketing & Advertising expertise and reach.

- Prominent Positioning of Brand logo on all promotional materials. (Billboards, Social Media, Posters, Event Backdrop, Standees, etc.)
- Repeated Streaming of Brand's Video Advertisements during the event.
- Complimentary stall worth Rs.30,000 at a prominent location in the campus.
- Unlimited Exhibitor Passes for your Team to attend the event.
- Honourable Mention of the Brand by Guest Speakers during Opening and Closing Ceremony.
- 3 Month Access to our PR Team to promote new offers and discounts.
- A session dedicated to your book/organisation/ brand.
- A logo would be present on the merchandise of UKTI

CO POWERED BY

(Rs. 2,49,000)

Your brand powers the event, gaining prominent recognition and association with our prestigious platform.

- Prominent Positioning of Brand logo on all promotional materials. (Billboards, Social Media, Posters, Event Backdrop, Standees, etc.)
- Streaming of Brand's video Advertisements during Cultural Evening.
- 50% Discount on stall worth Rs.30,000 at a prominent location in the campus.
- 4 Exhibitor Passes for your Team to attend the event.
- Mention of the Brand by Anchoring Team during Opening and Closing Ceremony.
- 1 Month Access to our PR Team to promote new offers and discounts.
- A logo would be present on the merchandise of UKTI

OFFICIAL PARTNERS

(Rs. 75,000)

Collaborate with us as an Official Partner and enjoy exclusive branding opportunities, extensive reach.

- Positioning of Brand logo on all promotional materials. (Billboards, Social Media, Posters, Event Backdrop, Standees, etc.)
- 30% Discount on stall worth Rs.30,000 at a prominent location in the campus.
- 3 Exhibitor Passes for your Team to attend the event.
- Mention of the Brand by Anchoring Team during Opening and Closing Ceremony.
- Brand collaboration on official Social media channels of UPES.

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PHOTO GALLERY

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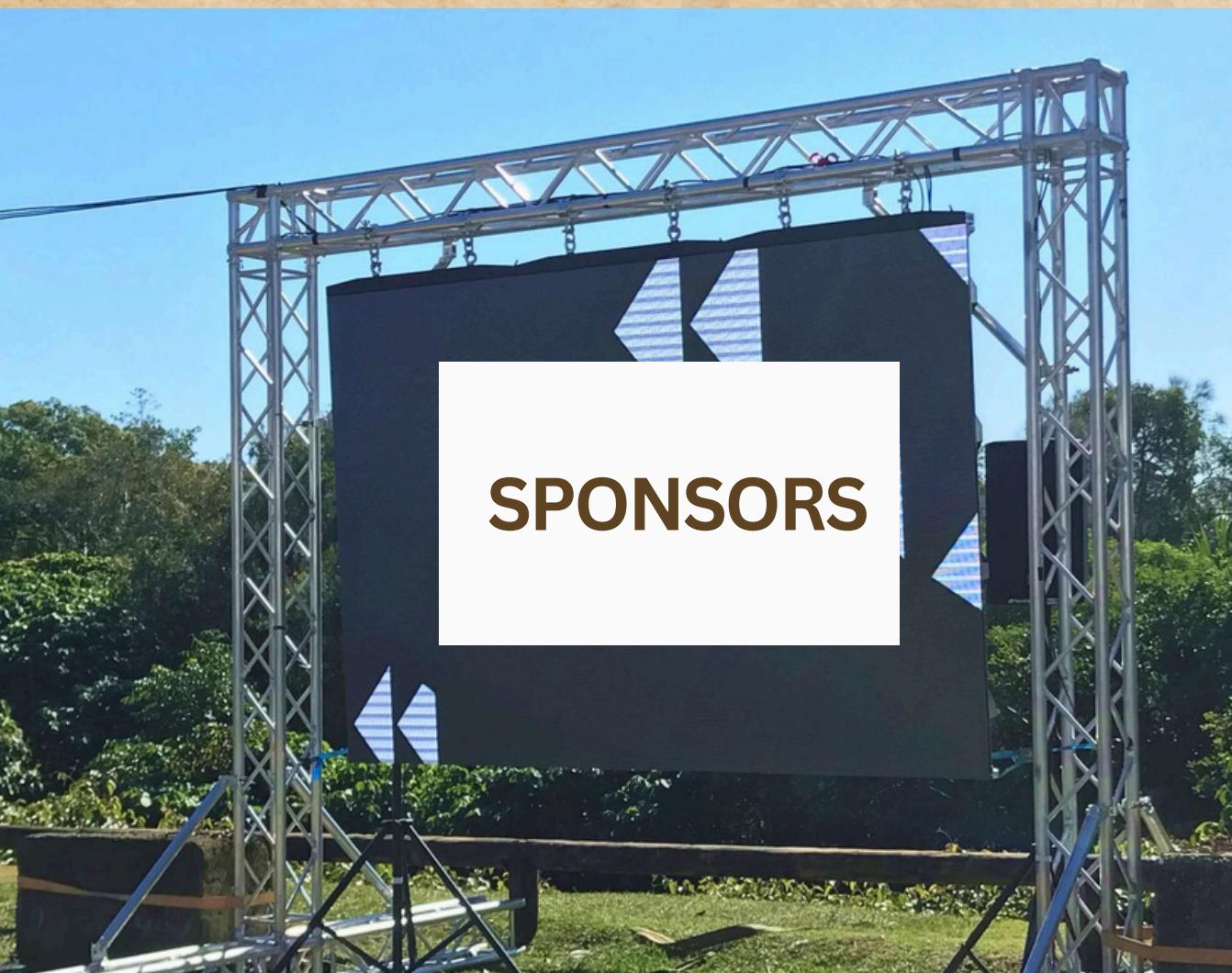
COLLEGE BILLBOARD



EVENT BACKDROP



OUTDOOR LED SCREEN

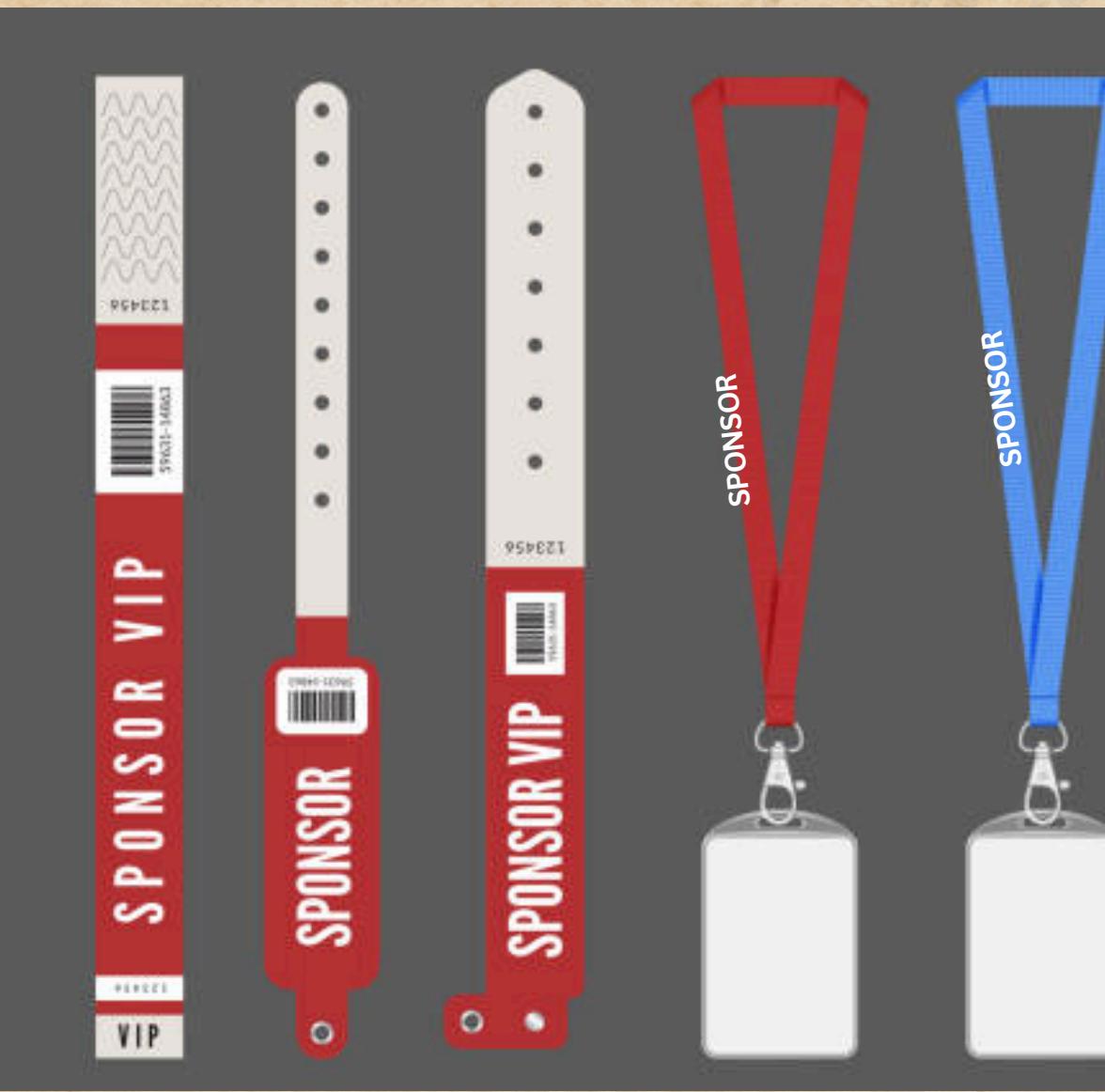


Title Sponsor-40% tiles ;Co-sponsors-20% tiles;
Official Partners-10% tiles



(for viewing purposes only)

NAMES ON LANYARD & WRISTBANDS



LOGOS ON CERTIFICATES



MOMENTOS



T-SHIRT



SPEAKER WILL MENTION BRAND NAME IN SESSIONS



NOTE FROM ORGANISERS

Dear readers,

On behalf of the UPES Organizing Team, we're thrilled to invite you to Ukti, a vibrant celebration of storytelling and the enduring power of Indian literature!

Ukti is your chance to immerse yourself in the world of words. Budding authors can showcase their talent and connect with a passionate audience at this unique festival.

Thought-provoking sessions, engaging discussions, and insightful workshops will ignite your love for literature and inspire a deeper appreciation for the magic of the written word.

We are grateful to our sponsors, whose invaluable support allows us to reach tens of thousands of literature lovers across India. Together, let's ensure that the art of literature continues to flourish and inspire generations to come.

Join us on this exciting literary journey! Explore, engage, and be enthralled by the power of storytelling. Let's celebrate the vibrant glow of Indian literature!

We look forward to seeing you there!

Warm regards,
Dr. Nishant Mishra

NOTE FROM CONVENERS

As the conveners of UKTI - The National Literature Fest of UPES Dehradun, we are thrilled to extend our heartfelt invitation to you to join us in celebrating the rich tapestry of Indian literature under the theme "Igniting the Roots of Bharat."

This fest holds a special place in our hearts as it represents a convergence of our shared passion for literature and our deep-rooted commitment to nurturing the literary heritage of our nation. Literature, with its power to inspire, provoke thought, and evoke emotions, serves as a beacon of enlightenment, guiding us through the complexities of life and connecting us to our cultural roots.

Through this fest, we aim to showcase the diversity and depth of Indian literature, from its ancient scriptures to contemporary masterpieces, and to explore its enduring relevance in shaping our collective identity.

We cordially invite literature enthusiasts from all corners of India to come together and immerse themselves in this celebration of words, ideas, and creativity. Whether you are a seasoned scholar, a budding writer, or simply someone who appreciates the beauty of literature, there is something for everyone at UKTI.

Together, let us ignite the roots of Bharat through the power of literature!

Warm regards,
Conveners - UKTI

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