



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 ☕

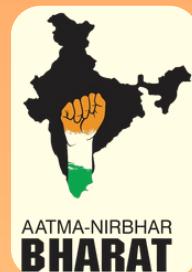
Trade trust-based ☕

And economies circulate like ☕
rivers

Why Partner with KEF?

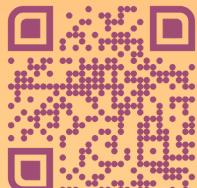
- Reach **8,000+** students, innovators, policy makers, business leaders, entrepreneur & artisans
- Support artisans, village entrepreneurs & ethical brands
- Enable dialogue on production-centric, regenerative models
- Showcase your brand through dignified & meaningful impact

WE ALIGN WITH



"Reclaiming Prosperity through Conscious Production"

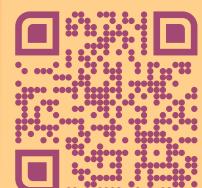
For more info



"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



IIT MANDI UNVEILS KULLHAD ECONOMY FESTIVAL 2025



Dr. Laxmidhar Behra
Director, IIT Mandi
Advisory Board Member, KEF



Prof. Ajay Chaturvedi
Chairperson and Convenor,
KEF

INDIA'S INDIGENOUS ECONOMIC REVOLUTION

The festival will feature multiple ventures and initiatives.



1 cr+
COMMITMENTS

दैनिक जागरण
Media partner

Actively covered by
Doordarshan



YOUR PART

TITLE SPONSOR
(RS. 5 LAKH)

ASSOCIATE TITLE SPONSOR
(RS. 2.5-3 LAKH)

PLATINUM SPONSOR
(RS. 2 LAKH)

GOLD SPONSOR
(RS. 1 - 1.5 LAKH)

SILVER SPONSOR
(RS. 75K - 1 LAKH)

BRONZE SPONSOR
(RS. 50K - 75K)





DELIVERABLES



- **Multiplicity Exposure :** The sponsor will be promoted across multiple cities and villages.
- **A One to One Interaction :** The sponsor will be allowed a 30-minute slot in the inauguration/closing ceremony to tell about their workings, operations, etc.
- **Promotional Events :** Dedicated time slots will be provided for the company to host engaging activities or promotional campaigns during the festival.
- **Radio Mentions :** Festival radio broadcasts will include sponsor mentions: "The Kullhad Economy Festival 2025, brought to you by [Company Name]."
- **Coverage by emcees at regular intervals :** Emcees will mention the company and promote their products at regular intervals
- **Standees :** Standees with company name or associated products will be prominently placed at strategic locations throughout the campus.
- **Backdrop on stages/ online meetings :** The sponsor's name would be displayed on the banner of the event stage (offline) and would also be displayed as a background image in any online meetings/ event.
- **Media & Press Coverage :** Sponsors will be featured in festival press releases, social media campaigns, and post-event reports to maximize visibility even beyond the event.
- **Paraphernalia through goodies :** The sponsor's name/logo will be printed on select festival merchandise and goodies distributed to participants from multiple colleges and cities.

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

"Reclaiming Prosperity through Conscious Production"

Social Cause

The Kullhad Economy Festival (KEF) promotes the dignity of artisanship and resilience of marginalized grassroots communities by highlighting artisans, farmers, and local innovators. Focusing on self-reliance, sustainable production, and indigenous crafts, KEF revives traditional livelihoods and fosters pride among locals. Through workshops and cultural showcases, the festival encourages social inclusion, knowledge transfer, and resilient community networks in Kamand Valley, reinforcing the idea that lasting development comes from empowered, self-sustained communities.

Contact Us

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