



SURSONGAM

HARMONIOUS BLEND OF MUSIC AND RYTHM, WHERE EVERY NOTE RESONATES WITH SOUL-STIRRING MELODY.

A show of world-wide
cultural unity in diversity

THE CONCEPT

In the heart of our land, where rivers thread through cities like memories, we envision a cultural tapestry that celebrates unity, diversity, and heritage. Our organisation aims to bring this vision to life across 68 of India's river cities, presenting a showcase of rhythm, grace, and cultural exchange as children from varied backgrounds unite to express the timeless language of dance and music.

Through a variety of styles and expressions, these young performers will channel traditional rhythms that have resonated across our land, from the Ganges to the Godavari. Their movements and melodies will embody the rivers' role as connectors - linking communities, blending cultures, and preserving our shared heritage.

Starting with performances in these selected cities, this initiative will grow into a biannual programme, ultimately reaching all cities along the major rivers. This evolving tradition will celebrate both the arts and the unity of communities that call these riverbanks home.



INTRODUCTION

Cradled by rivers, these cities form the lifeblood of India. As centres of culture, spirituality, history, and tradition, they nurture the nation's soul. From Varanasi along the Ganges to Nashik on the Godavari, these cities have long been crossroads where civilisations met, and knowledge, art and trade flourished. Here, where rivers have connected people for centuries, our event will draw on the symbolic flow of water as a unifying force, reflecting the interwoven histories and traditions of the communities along these banks.

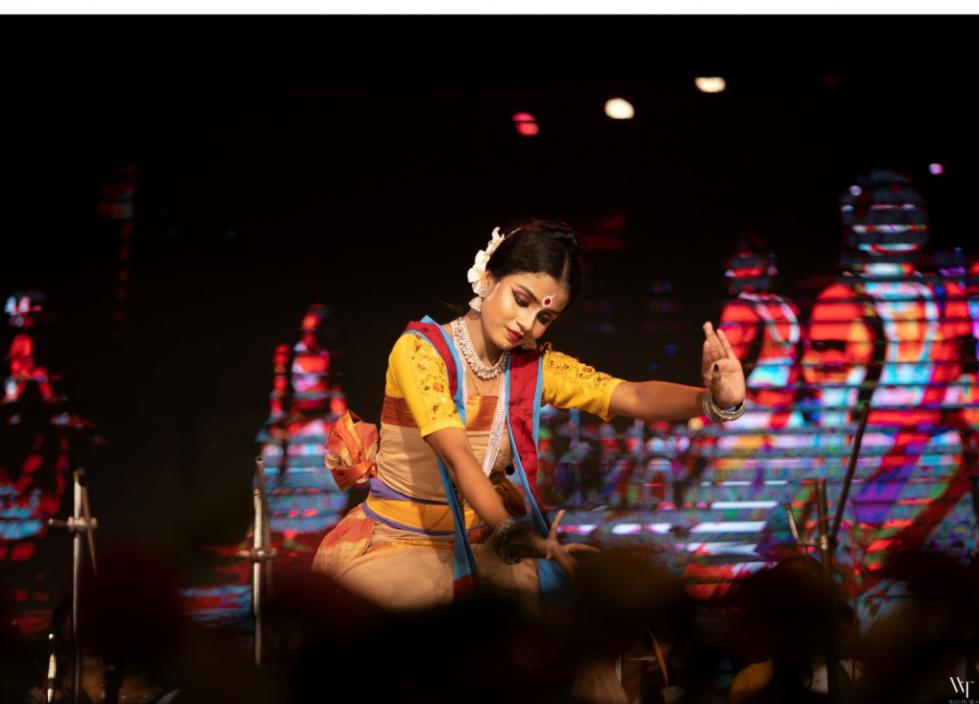
With plans to expand this event biannually to all river-bound cities, we aim to create a tradition that flows with the rivers - a rhythm that brings us together to celebrate our shared heritage.



EVENT OVERVIEW

- Event Name: SURSONGAM- Harmonious blend of music and rhythm, where every note resonates with soul-stirring melody."A riverbed Citywide Musical Celebration (Hindustani classical to modern song)
- Dates: starting from April 13, 2025 (Nine months project 4 cities per month)
- Event Duration: 2 days
- Expected Attendance: 30,000+ attendees every venue
- Locations: 68 locations throughout the city on river (INDIA)
- Genres Featured: Hindustani Vocal Modern, Jazz, EDM, Classical, World Music, Indie, Acoustic, and more
- Target Audience: Local residents, families, tourists, young adults, music lovers, and community members
- Primary Goal: To create an inclusive cultural celebration that promotes music, community engagement, and social good.





EVENT LOCATIONS & KEY HIGHLIGHTS

The event will take place across 35 dynamic and iconic locations, each offering unique opportunities for sponsorship and audience engagement:

- Riverfront Acoustic & Jazz Performances
- Event Highlights: Floating music stages featuring jazz bands and acoustic artists, relaxing riverfront vibes

Sponsorship Benefits:

- Floating Stage Branding: Logo placement on boats and stages
- Exclusive Boat Rides: Sponsor boat tours for VIP clients or contest winners
- Interactive Experience Zones: Customizable spaces for audience engagement with the brand
- Digital Promotions: Social media posts and digital signage exposure before and during the event.







LOCATIONS

| | | | | | |
|-------------|--------------------|----------------|-----------------|---------------------|----------------|
| Agra | Yamuna | Uttar Pradesh | Kannauj | Ganges | Uttar Pradesh |
| Ahmedabad | Sabarmati | Gujarat | Mangalore | Netravati, Gurupura | Karnataka |
| Allahabad | Ganga, Yamuna & | | Shimoga | Tunga River | Karnataka |
| | Saraswati | Uttar Pradesh | Karwar | Kali | Karnataka |
| Ayodhya | Sarayu | Uttar Pradesh | Bagalkot | Ghataprabha | Karnataka |
| Badrinath | Alaknanda | Uttarakhand | Himmatnagar | Hathmati | Gujarat |
| Cuttack | Mahanadi | Odisha | Gwalior | Chambal | Madhya Pradesh |
| Baranagar | Ganges | West Bengal | Gorakhpur | Rapti | Uttar Pradesh |
| Brahmapur | Rushikulya | Odisha | Lucknow | Gomti | Uttar Pradesh |
| Chhatrapur | Rushikulya | Odisha | Kanpur | Ganges | Uttar Pradesh |
| Bhagalpur | Ganges | Bihar | Sambalpur | Mahanadi | Odisha |
| Cuttack | Mahanadi | Odisha | Rourkela | Brahmani | Odisha |
| New Delhi | Yamuna | Delhi | Madurai | Vaigai | Tamil Nadu |
| Dibrugarh | Brahmaputra | Assam | Thiruchirapalli | Kaveri | Tamil Nadu |
| Ferozpur | Sutlej | Punjab | Chennai | Cooum | |
| Guwahati | Brahmaputra | Assam | Adyar | Tamil Nadu | |
| Haridwar | Ganges | Uttarakhand | Coimbatore | Nooyal | Tamil Nadu |
| Hyderabad | Musi | Telangana | Tirunelveli | Thamirabarani | Tamil Nadu |
| Jabalpur | Narmada | Madhya Pradesh | Nashik | Godavari | Maharashtra |
| Kanpur | Ganges | | Nanded | Godavari | Maharashtra |
| Kota | Chambal | Rajasthan | Navsari | Purna | Gujarat |
| Patna | Ganges | Bihar | Kolhapur | Panchaganga | Maharashtra |
| Rajahmundry | Godavari | Andhra Pradesh | Nellore | Pennar | Andhra Pradesh |
| Srinagar | Jhelum | Jammu & | Kurnool | Tungabhadra | Andhra Pradesh |
| Kashmir | | | Karimnagar | Manair | Telangana |
| Surat | Tapi | Gujarat | Ramagundam | Godavari | Telangana |
| Varanasi | Ganges | Uttar Pradesh | Karad Krishna | Koyna | Maharashtra |
| Vijayawada | Krishna | Andhra Pradesh | Ujjain | Shipra | Madhya Pradesh |
| Vadodara | Vishwamitri | Gujarat | Ashta | Parvati | Madhya Pradesh |
| Mathura | Yamuna | Uttar Pradesh | Kanchipuram | Vegavathi Palar | Tamil Nadu |
| Mirzapur | Ganga | Uttar Pradesh | Thanjavur | Vadavaaru | Tamil Nadu |
| Bangalore | Vrishabhavathi | Karnataka | Murshidabad | Hooghly | West Bengal |
| Farrukhabad | Ganges | Uttar Pradesh | Purnia | Koshi | Bihar |
| Rangpo | Teesta | Sikkim | Budaun | Sot | Uttar Pradesh |
| Rajkot | Aji | Gujarat | Amaravati | Krishna | Andhra Pradesh |
| Gaya | Falgu (Neeranjana) | Bihar | | | |

OPPORTUNITIES

Cultural exchanges provide an opportunity to explore other cultures, traditions, customs, beliefs, societies, languages, and view the world with a different lens. It also improves trade relations by giving individuals the privilege of visiting and experiencing life in other nations and bringing some cultural knowledge back to their home country.

These programmes help greatly in fighting stereotypes and misunderstandings by representing the true side of various traditions & interacting with those who have never met us before. It also encourages the youth and generations to come to engage with various cultures & traditions that expands their knowledge of the world around them & makes them recognize the diversity.

Not only cultural but these events open doors to various diplomatic opportunities for nations worldwide. A deepened understanding & physical observation of one's culture plays a great role in shaping economical, commercial & diplomatic decisions and bring forward various prospects that can boost the growth of certain communities via cross-cultural interaction as it helps in recognising the similarities rather than focusing on the differences.



SOME OF THE PERFORMER

- Mounita Chattopadhyaya
- Srijan Chatterjee
- Sispiya Banerjee
- Sougata Kundu
- Sangeeta Kulshreshtha
- Raunak Mukherjee
- Pawandeep
- Anushka
- Arunita Kanjilal
- Disha Roy
- Somdatta
- Monalisa
- Salman
- Sagnik Roy
- Shovan
- Misme Basu
- Neha
- Srijan Porail
- Mayuri Saha
- Sneha Shankar
- Priyangshu
- Proloy
- Manasi
- Ragini
- Obom Tangu
- Utkarsh
- Md Faiz
- Pranesh
- Avirbhav
- Khusi Nagar
- Kshitij Saxena
- Patho bhavan Shantiniketan
- Sangeet Bhavan
- Rabindra Bharati University
- And many more apart from Local Talents.

And many eminent singer and performers apart from renowned Dance Music institute.
Singers from Local Talent will be given priority to perform.



AUDIENCE / VISITORS / ATTENDEES

1. Music lovers
2. Artists
3. Ministries dignitaries
4. Govt officials
5. General public
6. School college students
7. Multinational organisations employee
8. Entrepreneur
9. Media
10. News makers
11. Industry associations
12. Apex bodies



VISITOR PROFILE

- Foreign Delegates
- Embassies
- Ministries Dignitaries & Govt Officials
- Universities
- Media
- Entrepreneur
- Industry Associates
- Apex Bodies
- Students & General Visitors



PUBLICITY

For a successful execution & to reach out to every corner planning and publicity plays a huge role. Making the audience aware about what's coming to them and the wide range of experiences they can be a part of so that more & more communities are reached and they become a part of this wonderful gala.

MEDIA PARTNER

The media partner will be responsible for entire coverage of the event. They have to publicise the festival in its television, newspaper and magazine articles, radio and also in the website. The media partner will be provided one stall on the festival grounds to display its products and distributor publicity material. Banners provided by the media partner will be put up at premiere locations on the campus during IICEP 2023.



OUTDOOR PUBLICITY

- Mobile van
- Over road signage
- Hoardings and Kiosks
- Road Shows
- Television Coverage
- Radio Announcements
- Cable Advertisements



OTHER MODES OF PUBLICITY

- Newspapers
- Advertisements
- Catalogues
- Web Pages
- Telemarketing
- Direct Mailers
- Brochures and Flyers
- Invitation to the targeted audience
- Direct marketing



SPONSORSHIP OPTIONS

**TITLE
SPONSOR**

Sponsorship Amount

30 Lakh

- India Carnival-'Kathai Kabye & Shure' provides an exquisite platform for interacting with personalities excelling in research and management related to various fields.
- Title sponsor will get the most amount of publicity among all sponsors during the festival.
- Audio and video presentations of title sponsor will be screened on the main stage as well as at different strategic locations throughout the festival.
- Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.
- The Title Sponsor will also be featured on the accessories during the event.
- All the banners of festival will be including the Title Sponsor presents India Carnival-'Kathai Kabye & Shure'.



PLATINUM

Sponsorship Amount
25 Lakh

- Audio and video presentations of Platinum sponsor will be screened in the Auditorium as well as at strategic locations throughout the event.
- Platinum Sponsor will get effective publicity of their brand during the festival.
- Sponsor will have the privilege to setup stalls at some strategic locations in the venue .
- Banners provided by the platinum sponsors will be put up at strategic locations to ensure maximum visibility.
- All the banners of festival will be including the Platinum Sponsor co-presents the event.

GOLD

Sponsorship Amount
10 Lakh

- Audio and video presentations of Gold Sponsor will be screened in the auditorium as well as strategic locations throughout the event.
- Gold Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the venue.
- Banners provided by the Gold Sponsors will be put at strategic locations to ensure maximum visibility.

SILVER

Sponsorship Amount
5 Lakh

- Banners provided by the Silver Sponsors will be put at strategic locations to ensure maximum visibility.
- Silver Sponsor will be the exclusive event partner/organiser for an Informal event.
- Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the venue.

KNOWLEDGE PARTNER

Sponsorship Amount
15 Lakh







For further details of sponsorship opportunity Contact Information
•Event Organizer: Sector Skill Council for Art & Culture

SUPPORTED ORGANISATION:-

Udichi

Conference & Exhibition India

Koeng Events & Advertisement

HMB Entertainment Pvt Limited

SURYAMITA Udichindia Private Ltd

Pratichi Foundation

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