Greetings!!

It gives me immense pleasure to share with you the rich and vibrant past and the bright future of the Annual Cultural Extravaganza of the Indian Institute Of Information Technology, Allahabad- EFFERVESCENCE. Over the years Effervescence has become a brand on its own with the mere hard work and passion of the faculty and students of IIITA. Starting as a small fest and growing into a massive affair in the North India, Effervescence has undergone a sea change.

Dance, Drama, Music, Literature, name anything, Effervescence caters to all your moods.

**Brief history about Effervescence 2016:**  From **Benny Deyals** breathtaking performance to **The Local Train**’s mesmerizing concert Effervescence 2016 had everything one could have imagined. Last year we had two international artists **Jeremy Ardnt(U.S.A)** and **Limor Ballas(Israel)** come and entertain us. With the participation of students across the nation, it was larger than ever before. Besides formal events many informal events also took place to entice the audience.

Please have a look at the Effervescence’s official Facebook page here : https://www.facebook.com/effervescence.iiita/

With the support of **Business Standard**, the team of Effervescence wants to grow bigger. To have any kind of association with **Business Standard** would be of immense pleasure.

As per the communication we had over the phone here is the list of deliverables and expected things.

**Deliverables from the Effervescence:**

**Deliverables from The Business Standard:**