



IIT (BHU) VARANASI
kashiyatra * * *2014



Overview



Kashiyatra, is just another college fest, that is if one sees the trend setter of all colleges in the nation as just another college fest. Apart from being one of the oldest college festival of India, it is also north India's biggest and grandest extravaganza.

A cold January morning sees the entire campus of IIT (BHU) Varanasi come alive and welcomes the students from all the major colleges of the country for a beautiful amalgamation of music, dance, rock, literature. KY'14 promises to be bigger and better than ever with it being the first fest for the newest IIT.

Buckle up as KY goes international...



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PRO NITES

Mirage

The Fashion Show... Showcasing the design and expertise of fashion institutes in a blend of oomph and glamour with Miss India Nikita Anand and Niharika Singh setting the ramp ablaze with many other Gladrag models in other previous years. It even hosts an all Inter college fashion show competition catapulting the zeal of enthusiastic participants and spectators. The Open air theatre is perfect setting for the event.



Fusion Nite

A cultural spectacle, the Fusion Nite is melodious amalgamation of classical Western and Indian Music. Western Music artists along with their Indian counterparts, set the stage alive with their musical prowess. This occasion has been graced by maestros like the Dunes of Rajasthan, Rishi Inc and many others. Epitome of creativity.



Antarnaad

Final night of Kashiyatra sees famous artists from the Indian Film Industry enthrall the thousands in audience with collection of their songs and performances. Lucky Ali, Underground Authority, Javed Ali, Indian Ocean, and many others. With Antarnaad, KY always leaves with a blast.



Kavi Sammelan

Atmosphere brimming with laughter and giggles and a tinge of satire. That's KY's Kavi Sammelan for you. A favorite amongst the students and faculty alike, Kavi Sammelan has been graced with greats like Kumar Vishwas, Surendra Sharma and a plethora of maestros.

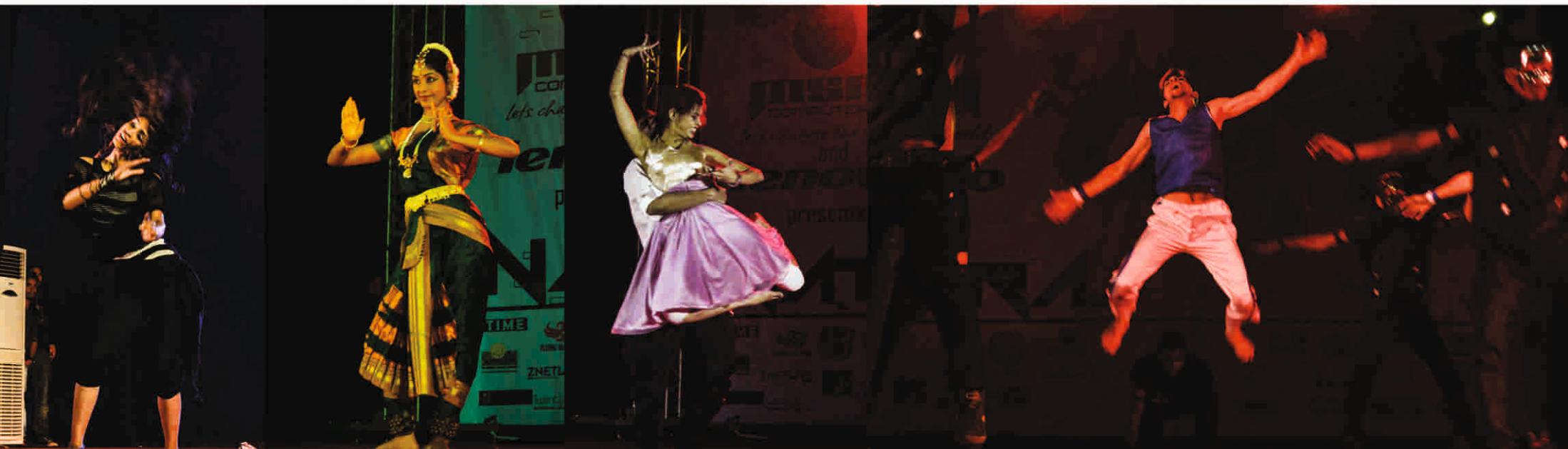




COMPETITIONS

Natraj

Every year spectacular performances find their way to theatre where the elegant participants, cheered by the effervescent crowd, exemplify that dance surpasses the barrier of physical expression and transcends into the realm of poetry



Bandish

Music is what flows in the veins of the people living here in IIT (BHU) Varanasi. the medley of performances ameliorating with every passing year reverbrates eternally in hearts of thousands of music lovers. Thats why Bandish is one of the most popular events of Kashiyatra.



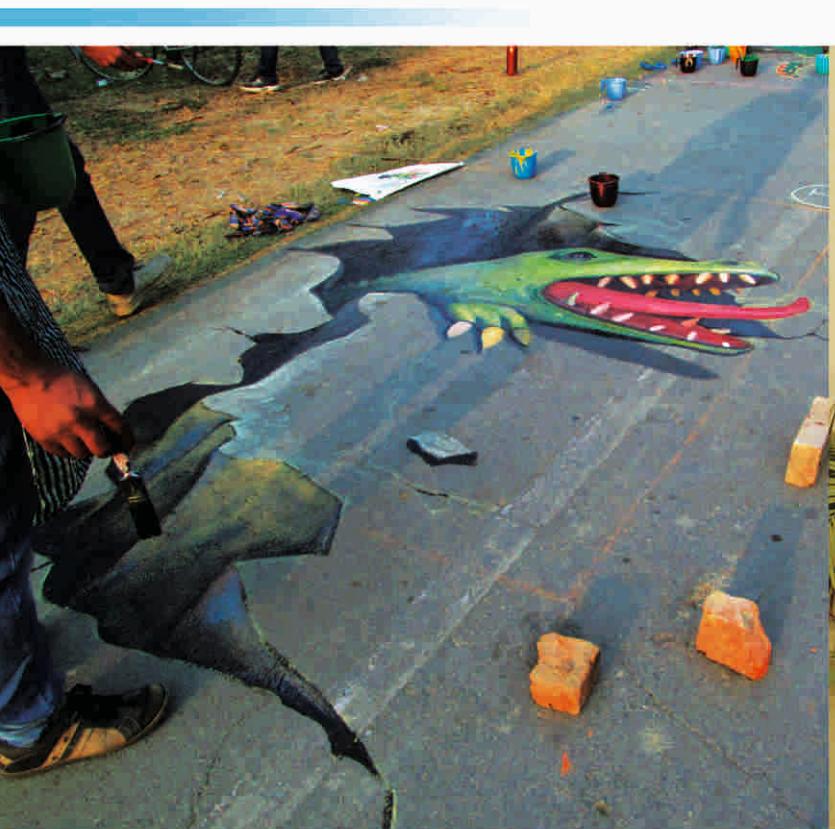
Abhinay

Coupled with high participation, enthusiasm and applause from all sundry, Abhinay is passion personified. Its a blend of satire, entertainment and emotions.



Toolika

Featuring a confluence of stunning fine art various artists all over the country, Toolika is for the aesthetically inclined. Colour and creativity being its punch line, Toolika accentuates the charm of Kashiyatra. There is extensive media coverage as well !



Samvaad

Samvaad... a great war of words featuring the ultimate showdown of the best of the best delighting us with their speaking skills. To go along with conventional debates, there is barrage of light and interesting events in the competition.



Crosswindz

The rock concert has rocked with performances of popular bands like Parikrama, Skinny Alley, Orange Street etc over the years. The open air theatre creates the perfect ambience, for the loudest night of the Kashi Yatra, with large billboards, and streaming advertisements. The outdoor event sport backdrops, banners and side flanges. The events have different modes of telecast as well projector screen, web casting and LAN streaming.



Why you should be a part of **kashiyatra**



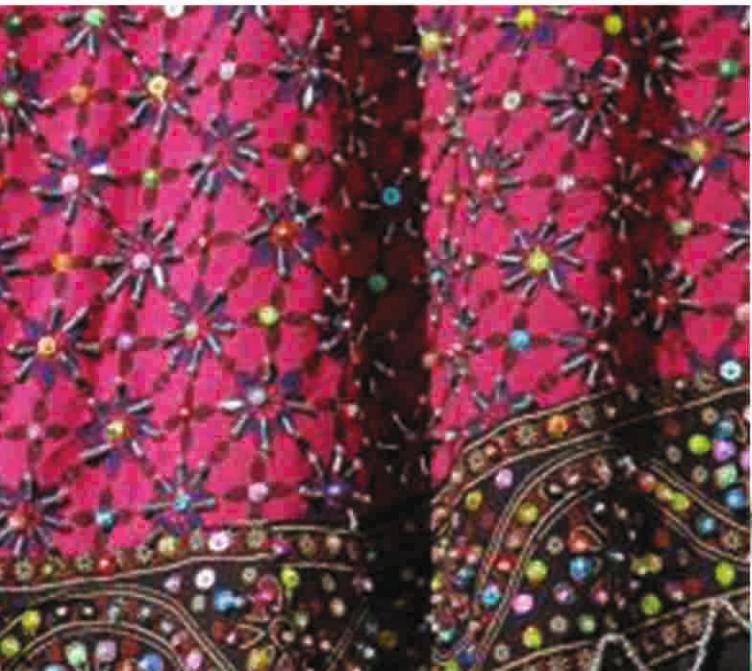
Kashiyatra not only provides an unique platform for promoting your brand but also gives tremendous direct visibility to the sponsors. With a footfall exceeding well over 10,000 young college students, one can be sure that their involvement in KY never goes un-noticed. KY' 14 adds that extra spark to the rich legacy the name holds as IT-BHU is now IIT (BHU) Varanasi. Be a part of this extravaganza and see your brand grow.Kashiyatra not only provides an unique platform for promoting your brand but also gives tremendous direct visibility to the sponsors. With a footfall exceeding well over 10,000 young college students, one can be sure that their involvement in KY never goes un-noticed. KY' 14 adds that extra spark to the rich legacy the name holds as IT-BHU is now IIT (BHU) Varanasi. Be a part of this extravaganza and see your brand grow.



Publicity

Blissful Banaras

Kashiyatra'14 will give Benaras a new perspective altogether by unveiling the blissful backdrop, sculptured idols, dazzling handicrafts, the exquisite cuisine, brilliantly consumed to en masse the cultural capital of India.



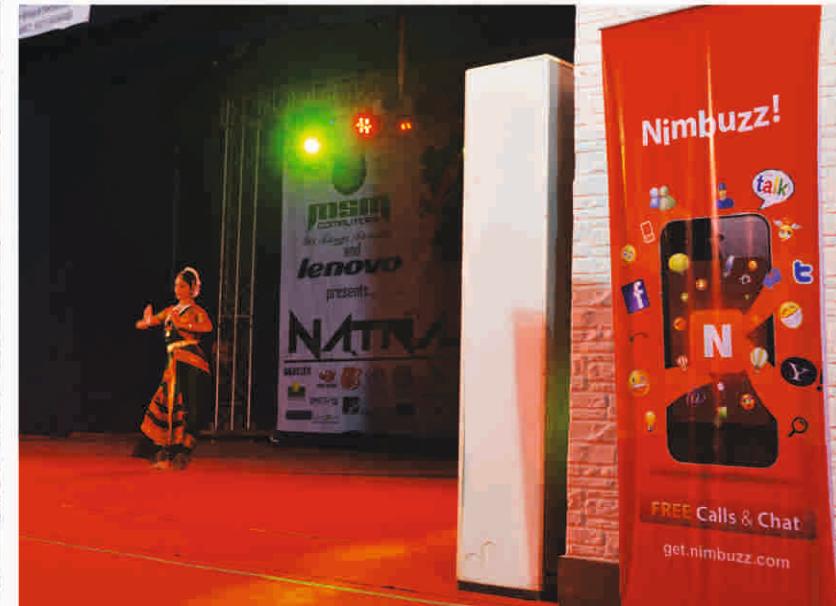
Publicity (THROUGH STALLS)



Publicity (THROUGH BANNERS AND STANDIES)



Publicity (THROUGH BANNERS AND STANDIES)



Publicity (OUTSIDE CAMPUS)



Publicity (THROUGH MEDIA)



2014

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