

28TH-30TH MARCH, 2014

INDIAN SCHOOL OF MINES
DHANBAD

ANNUAL SOCIO-CULTURAL FESTIVAL





ABOUT ISM

Indian school of mines was established by British India Government on the lines of the Royal School of Mines, London, and was formally opened on 9 December 1926 by Lord Irwin, the then Viceroy of India.

Situated in the heart of the country's prime coking coal belt, 260 kms from Kolkata with a campus spread over an area of 393 acres, (with 218 acres of existing campus and 175 acres under acquisition and development) the fully residential ISM has all the facilities of world class academic institute.

What started as an institution to impart mining education has graduated into a full-fledged technical institution of international acclaim offering a host of programmes like B. Tech., M. Tech., M. Sc. Tech., and MBA. ISM admits undergraduate students from the top 0.5% rankers out of the 1.4 million candidates appearing for IIT-JEE Advanced Examination. In 1967 it was granted the status of a deemed to be university under Section 3 of UGC Act, 1956. In addition the School offers M. Phil. and full as well as part time Ph. D. programmes, while also awarding D.Sc. as the highest degree of academic achievement.

Today the institute is making foray into the newer areas of academic endeavours in tune with the changing ties and demand of the industries.

ABOUT SRIJAN

Srijan. Call It The '**Passion For Creation**' Or A '**Celebration Of Creativity**'; Its All About Setting Our Wildest Dreams And Passions Into Motion. Srijan Is Celebrated Annually At ISM Dhanbad. The Festival Is Not Only A Panorama Of Events To Test The Cultural And Artistic Skills Of The Youth From All Over The Country, But it Also Endeavours To Bring Together Eminent Artists As Well As Celebrities Across The Globe, All In An Attempt To Bestow A Memorable And Spellbinding Experience.

CONVENOR'S MESSAGE

The culture of a society is the way of life of its members. Whether, tangible or intangible, the culture determines the way of thinking and also defines the direction of the actions taken by the members of the society. Indeed it is the people's identity and binding chord.

To fetch the people from different parts of the country, so that different cultures, traditions & customs can be revised; SRIJAN 2014 welcomes you all at Indian School of Mines, Dhanbad. This three days event will make you feel alive and united. This socio-cultural fest is means of boosting cultural identity; more strategically, it aids the transmission of ideas, values, norms and ethos which people regard as sacrosanct. It provides you a platform to unleash the hidden talent which needs an exposure for the development of the society.

Apart from the conventional events like painting, designing, gaming, fashion show, poetry, dancing, singing and many more. This time SRIJAN encompasses a social event in which physically disabled people will get a platform to release their god gifted talent in either way. Being the part of the society they have equal right to enjoy and celebrate this socio-cultural event at their best.

We look forward to meeting you and have a blast of passion & creativity in SRIJAN 2014 at ISM. Enjoy at your best!

CONVENORS, SRIJAN 2014



CONVENOR

Dr. Vikas Mahto
Associate Professor
Department of
Petroleum Engineering



JOINT-CONVENOR

Dr. S.K. Sharma
Associate Professor
Department of
Applied Physics



*This evening includes famous singers and bands like **JAL**, **JOSHISH**, **STRINGS**, foreign artists like **SIMON WEBBE (BLUE band)** thus making this the hottest event of the fest and garnering the largest participation. The presence of an extremely large branding space and opportunity to project ads on the giant screen erected near the stage make for excellent branding. Unparalleled media coverage of the event ensures the event reaches out to an even wider audience. Exclusive interactive outlet would be set up at the venue where the company can distribute pamphlets, branding material etc.*

ENCORE

KK 2013

JOSHISH 2013



FARIDKOT 2012

SIMON WEBBE



ANUSHKA MANCHANDA 2012

STAR NIGHT- The main attraction of Srijan is the eponymous "Star Night". Each evening, when dusk falls, some of the finest Indian and international talents have assembled on the grounds of the ISM campus and have held the thousands of students which attend the fest every year, spellbound. KK, Anushka Manchanda, Joshish, Simon Webbe and many more famous artists have graced our fest over the years and have ensured that the audience have had one heck of a time, each time.

SOCIAL ROLE

Srijan is one of the Eastern India's largest socio-cultural fest and we are deeply rooted in our commitment towards society.

Each year various workshop for people with disabilities and literacy drives are organised with the co-operation of resident ISM NGO's such as Kartavya and FFI and are attended by hundreds of participants each year.

We would like to be part of this social initiative and come forward and work with us in this cultural extravaganza with a social core.

LITERARY EVENTS

The LOKPAL DEBATE get your nerves-a-tingling have a special place in your heart for the work of Paulo Coelho.

Or do you have that spark of oration that gets any crowd going. Then this SRIJAN we have in store for you a gala of debating and literary events that will make your mouth water.

ISM MUN



com MUN'ISM
COMmunication at MUN at ISM

FOOT LOOSE

The DJ's all set to rock, bodies charged to shake, yes, it is dance time. Sure to raise your heart-beat and infuse energy into your veins, accompanied by a perfect blend of grace and elegance, this group and solo dance event is highly anticipated and looked upon as a perfect opportunity by dance enthusiasts.

QUIZ

Do you know who the 3rd man on the moon was?

Or, do you compare yourself to a cricket statistician every time a match is on?

Are you a person who likes to be called Mr. know it all?

Then put your thinking caps on for the quizzing events which will have Derek O'Brien stumped for clues.

Who would say 'no' to get too fast and too furious with Messi dribbling ahead in FIFA 14 and snipers battling in CS 1.6 and racing with NFS and what more than a cakewalk could it be when it comes with a package of hefty, attractive prizes to be won.

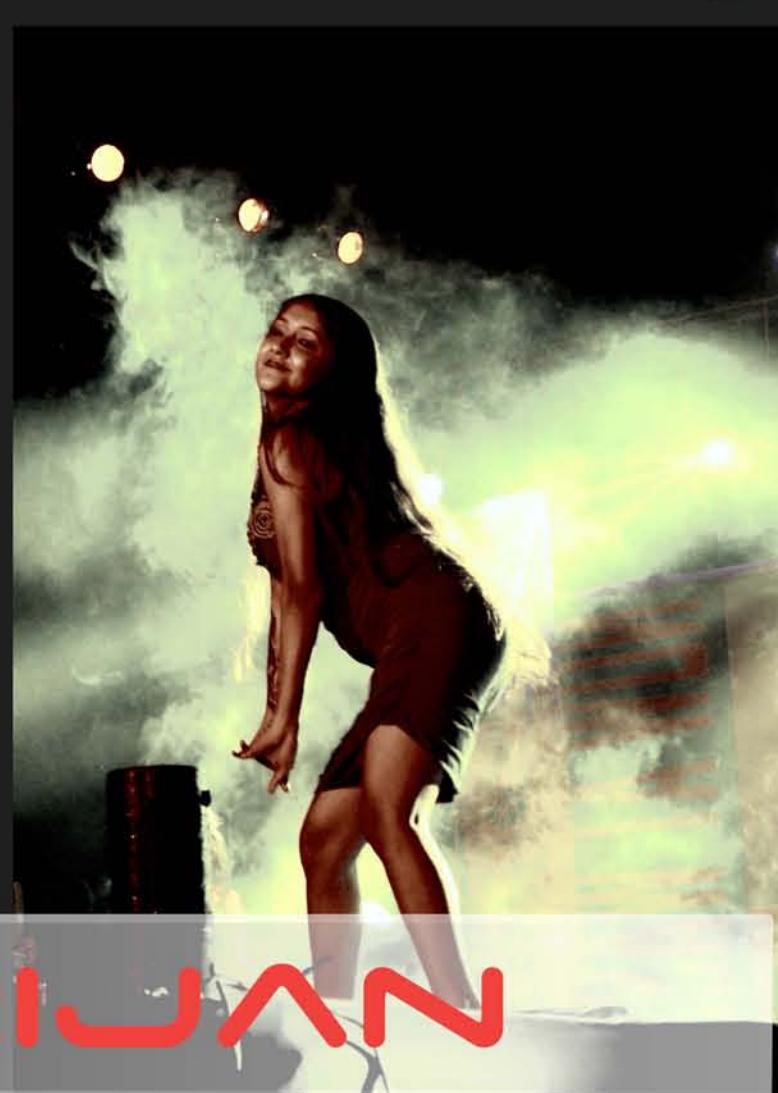
Srijan 2014 offers a test for the nerves of all you gladiators in gaming. Train your reflexes as he who dares, adorns victory stand!!

GAMING

PARI DHAAAN

Think you got the style and attitude to match up the leading models across the globe. This is where you need to come. Fashion doesn't exist only in the dresses, it's got to be with the ideas, our living standard, the glitterati, the designs, the choreography and the overall propaganda that makes the event an extravaganza.

An open air stage is set up in the grounds to provide the event with a venue it deserves. Tighten your seatbelts for the fun ride into the world of glamour and watch the budding designers showcase their skills to the spectators.



This is the personality contest of SRIJAN 2014. It is the most coveted individual event in srijan with contestants fighting it out for the coveted title of Mr. and Ms. Srijan. Especially for those who love to be in the spotlight, it's the perfect platform to show up their skills on stage against alike of them. In the past Srijan have had very famous hosts for the show including Roadies fame

Rannvijay!!

MR AND MISS SRIJAN

ART COMPETITION

This year SRIJAN offers new events like

foot painting

graffiti

wall painting

street painting

online poster making competition

cover page competition

rangoli making

face-painting

online logo making



SRIJAN offers a plethora of workshops conducted by eminent personalities and professors of various esteemed institutions in a wide variety of topics.

This year double the fun and excitement

we bring to you

informal events like

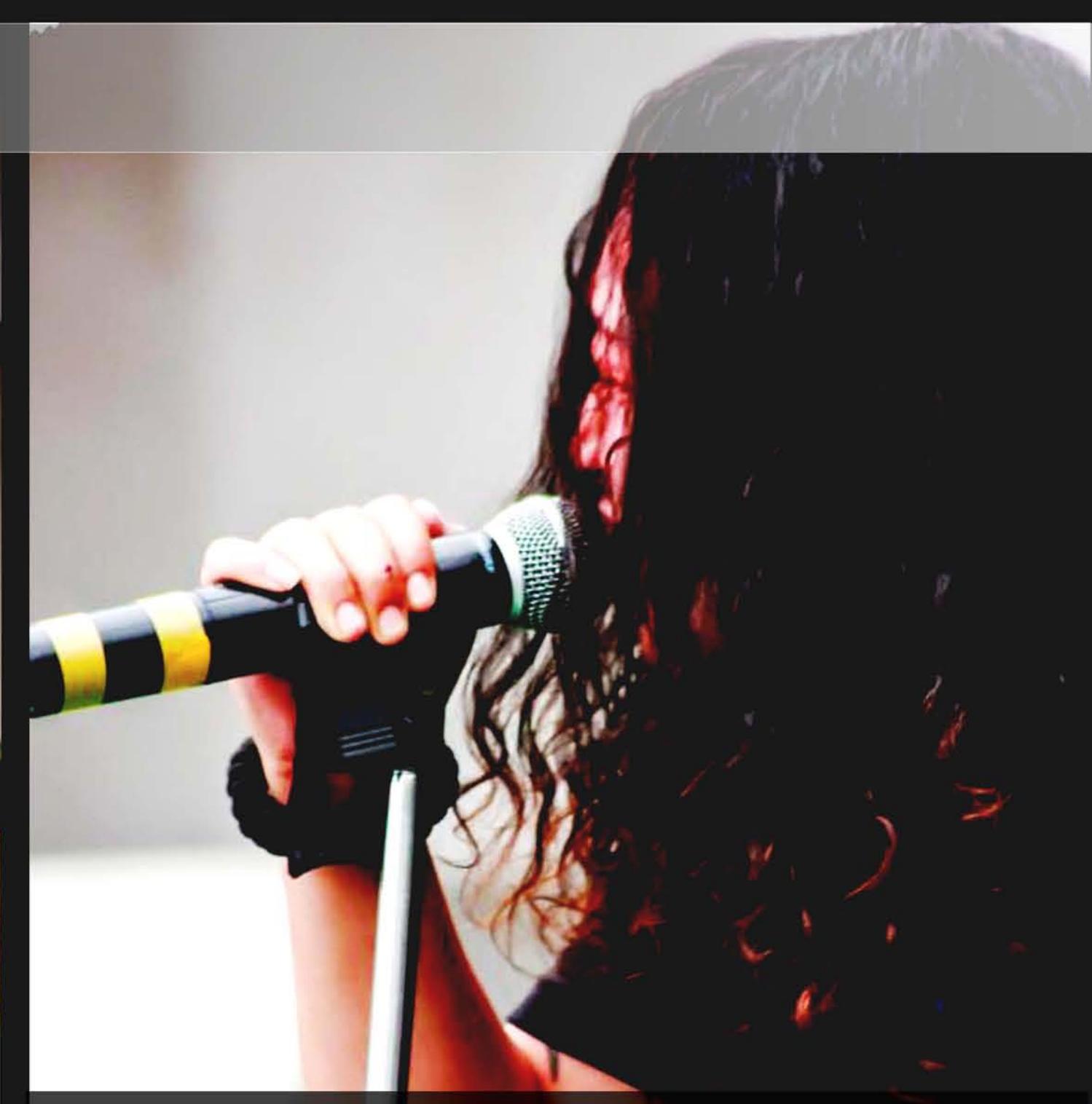
ONLINE TREASURE HUNT, CITY TREASURE HUNT, PAINT BALL, CITY MARATHON
and various other impromptu events.

INFORMALS AND WORKSHOPS



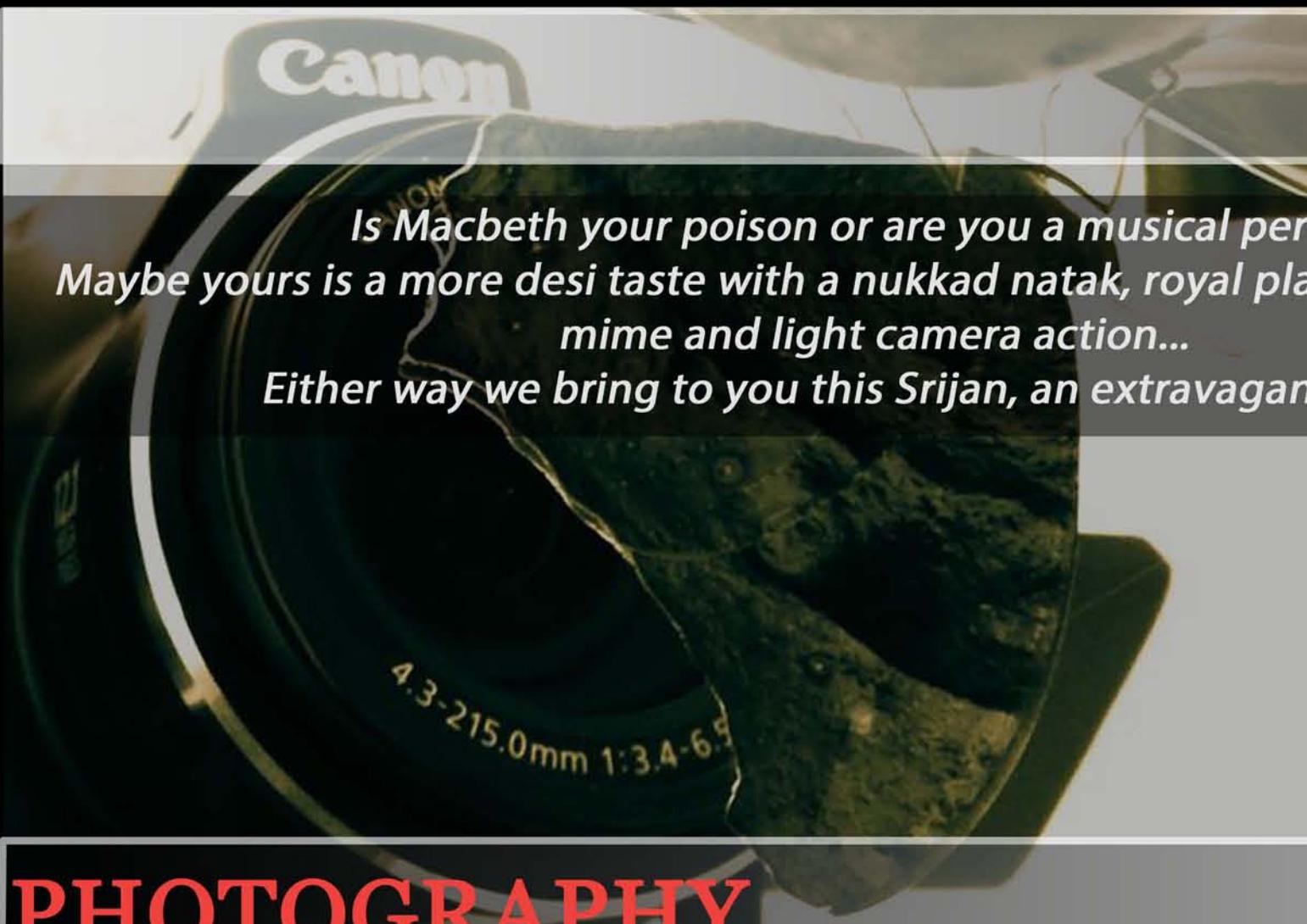
SURSANGRAM

With the best voices in India showcasing their talent in music, SURSANGRAM with its fantastic blend of eastern music may just be an event music maniac's can't do without.



You got to get your senses checked if you don't feel the beats. The main event and the centerpiece of the fest The Avalanche is a roller coaster ride into the world of rock music with some of the best rock bands around the country making you groove on their beats.

AVALANCHE



Canon

*Is Macbeth your poison or are you a musical person?
Maybe yours is a more desi taste with a nukkad natak, royal plays like one act play
mime and light camera action...
Either way we bring to you this Srijan, an extravaganza of the*

PHOTOGRAPHY

Everyone has a photographic memory...

Some just don't have the film...

Think you have that gift to make a picture speak a thousand words...

Bringing to you this Srijan...the ultimate duel of the shutterbugs.

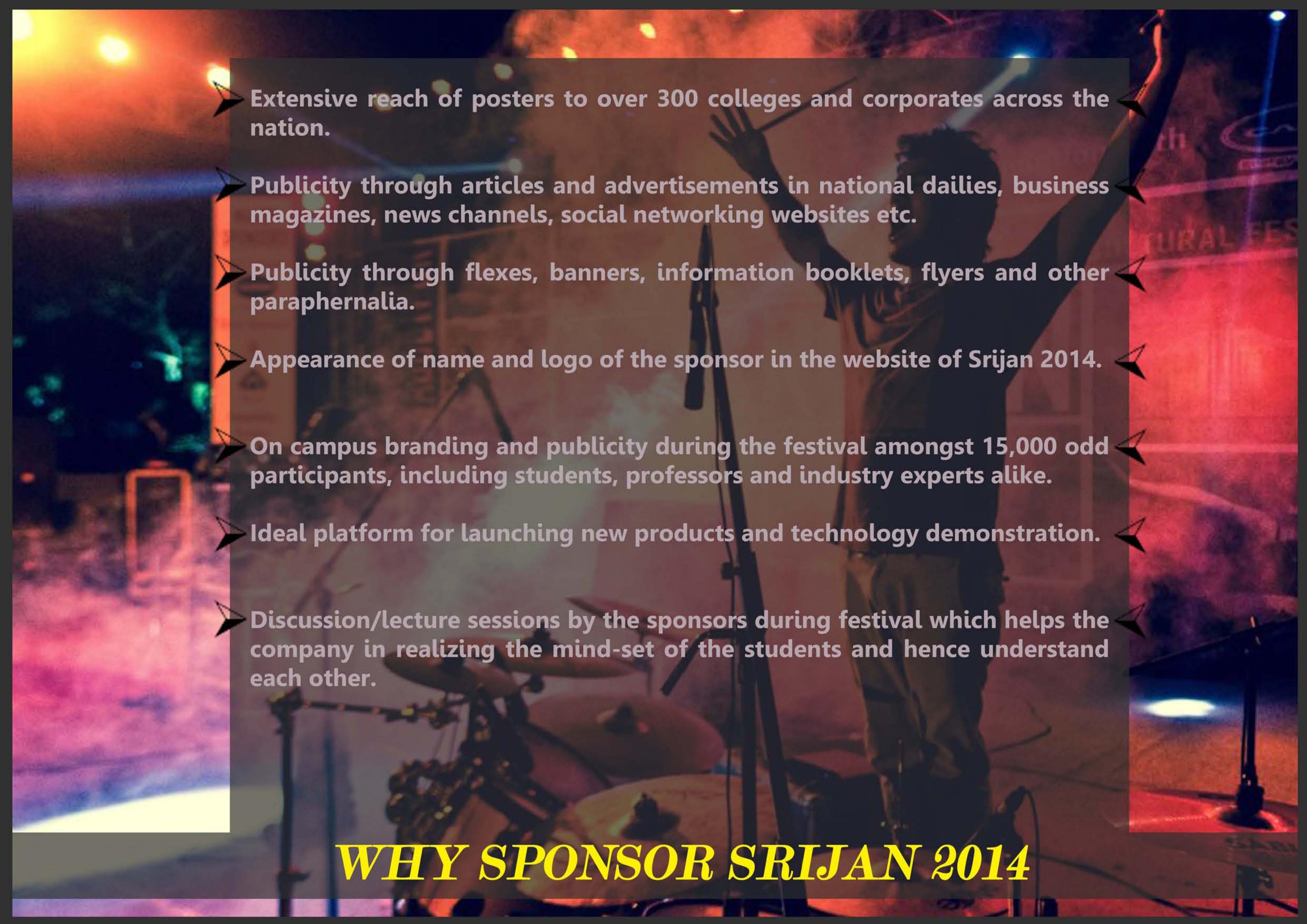


THEATRE



The music is rocking, come shake a leg and get the party going. Dance aficionados revel in this high energy dancing away into the night on the rocking numbers played by some of the most happening DJs in India like DJ Harshit (winner MTV war of DJs) & DJ Shireen .

GROUND XERO

- 
- Extensive reach of posters to over 300 colleges and corporates across the nation.
 - Publicity through articles and advertisements in national dailies, business magazines, news channels, social networking websites etc.
 - Publicity through flexes, banners, information booklets, flyers and other paraphernalia.
 - Appearance of name and logo of the sponsor in the website of Srijan 2014.
 - On campus branding and publicity during the festival amongst 15,000 odd participants, including students, professors and industry experts alike.
 - Ideal platform for launching new products and technology demonstration.
 - Discussion/lecture sessions by the sponsors during festival which helps the company in realizing the mind-set of the students and hence understand each other.

WHY SPONSOR SRIJAN 2014

PLATINUM SPONSOR

₹ 8,00,000

GOLD SPONSOR

₹ 6,00,000

SILVER SPONSOR

₹ 4,00,000

DECORATION SPONSOR

₹ 3,00,000

PRIZE SPONSOR

₹ 3,00,000

BEVERAGE SPONSOR

₹ 3,00,000

LOGISTICS SPONSOR

₹ 2,00,000

QUIZZING SPONSOR

₹ 2,00,000

APPAREL SPONSOR

₹ 2,00,000

SOUND SPONSOR

₹ 2,00,000

ONLINE SPONSOR

₹ 2,00,000

AIRLINE SPONSOR

₹ 2,00,000

EVENT SPONSOR

₹ 1,00,000

MEDIA SPONSOR

₹ 1,00,000

ACCESSORY SPONSOR

₹ 1,00,000

STYLE SPONSOR

₹ 1,00,000

BEAUTY AND HEALTH SPONSOR

₹ 1,00,000

TELECOM SPONSOR

₹ 50,000

OFFICIAL TEXTBOOK SPONSOR

₹ 50,000

GIFT SPONSOR

₹ 50,000

SHOPPING SPONSOR

₹ 50,000

ROLE YOU CAN PLAY

BENEFITS

- Srijan provides an exquisite platform for interacting with personalities excelling in research and management related to various fields.
- Sponsor will get effective publicity of their brand during the festival.
- Audio and video presentations of platinum sponsor will be screened in the auditorium as well as at strategic locations throughout the event.
- Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.
- Banners provided by the platinum sponsors will be put up at strategic locations to ensure maximum visibility.
- The platinum sponsor's will also be featured on the accessories during srijan.

PLATINUM SPONSOR

PRE FESTIVAL

- The fest will be publicized as “ISM and the Platinum Sponsor present SRIJAN 2014”
- Platinum sponsor’s name and logo will be published on all publications and media coverage.
- The official Srijan t shirt will carry a logo of Platinum sponsor.
- The official website of Srijan will feature the name and logo of the sponsor as well as the sponsor’s website link on the homepage.

POST FESTIVAL

- All post media coverage will include the name of the platinum sponsor.
- A detailed branding report will be sent to you, with extra emphasis on your brand presence and contribution to the fest.
- Full page coloured advertisement of the Platinum Sponsor will be featured on the BACK-INSIDE cover page of the Srijan 2014 souvenir which will be distributed to professors, students and organisers.
- Long term publicity is provided by printing the Platinum sponsor’s logo and name on the certificates and trophies presented to the winners and runner up of every event.

PLATINUM SPONSOR

BENEFITS

- Audio and video presentations of GOLD sponsor will be screened in the auditorium as well as at strategic locations throughout the event.
- Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.
- Banners provided by the gold sponsors will be put up at strategic locations to ensure maximum visibility.

GOLD SPONSOR

PRE FESTIVAL

- Gold sponsor's name and logo will be published on all publications and media coverage.
- The official website of Srijan will feature the name and logo of the sponsor as well as the sponsor's website's link on the homepage.
- All promotional banners will have the logo of the Gold sponsor embedded within; that would be placed at strategic locations in cities as Delhi, Mumbai, Kolkata, Patna, Jamshedpur, Dhanbad, Ranchi, etc.

POST FESTIVAL

- All post media coverage will include the name of the Gold sponsor.
- Full page coloured advertisement of the Gold Sponsor will be featured on the Srijan 2014 souvenir which will be distributed to professors, students and organisers

GOLD SPONSOR

BENEFITS

- Banners provided by the silver sponsor will be put up at strategic locations on the campus during Srijan 2014 to ensure maximum visibility.
- Sponsors will have the privilege to setup exhibitions and stalls at strategic locations in campus.

PRE FESTIVAL

- Silver sponsors name and logo will be published on all publications and media coverage.
- The official website of Srijan will feature the name and logo of the sponsor as well as the link to the sponsor's website with a mention on the homepage.

POST FESTIVAL

- Full page colored advertisements of silver sponsor will be featured on the SRIJAN 2014 souvenir which will be distributed to professors, students and organizers.

SILVER SPONSOR

TELECOM PARTNER

- The telecom sponsor will be provided one stall on the festival grounds to display its products.
- The telecom sponsor, as our SMS partner will be provided with over 5000 mobile nos. for their advertising.
- Banners provided will be put up at prime locations on the campus during the festival.

BEVERAGE PARTNER

- Beverage partner would be required to provide us beverage of their brand .They can also host events to promote their brand.
- Banners provided by the partner will be put up at premiere locations on the campus during **SRIJAN 2014**.
- These partner will be provided one stall on the festival grounds to display its products & distribute publicity material.



- As our event sponsor, you would have premium visibility in a largely untapped and unexplored market especially in Bihar and Jharkhand.
- Banners provided will be put up at prime locations on the campus during the festival.
- Event partner will be provided with prime stall space to sell their products throughout the Festival.

EVENT PARTNER

AIRLINE PARTNER

- Airline partner would be transporting some of India's biggest stars and their staffs for our fest.
- Airline will gain prime advertising spot in the campus during the fest.
- Banners provided by the airline sponsor will be put up at prime locations on the campus during **SRIJAN 2014**.

LOGISTICS PARTNER

- As the “**Official Travel Partner**” you would be closely working with our Hospitality team in taking care of the travel requirements of Professionals & celebrities.
- Banners provided by the Logistic partner will be put up at prominent locations on the campus during the festival.

- The media partner will have to publicize the festival in its newspaper & magazine articles, radio & also in the website.
- The media partner will be provided one stall on the festival grounds to display its products & distribute publicity material.
- Banners provided by the media partner will be put up at premiere locations on the campus during Srijan 2014.

SOUND PARTNER

- Sound partner would handle the sound for our starnight , avalanche, sursangram...
- Banners provided by the Sound partner will be put up at premiere locations on the campus during Srijan 2014.

- The SRIJAN website will carry three logo as well as the link to the sponsor's website.
- The T-shirt will feature the logo of the Apparel sponsor.
- The sponsor can setup stalls on the festival grounds to display its products and distribute material publicity.
- Apparel sponsors need to supply 1500 fest t-shirts + 50 organiser t-shirts which are already printed as per the design submitted by the organisers of the SRIJAN 2014 or 2 lac for the same to be done by the organisers themselves.

- Beauty and Health partner would be part of our fashion show and footloose.
- These partner will be provided one stall on the festival grounds to display its products & distribute publicity material.
- Banners provided by the partner will be put up at premiere locations on the campus during Srijan 2014.

BEAUTY AND HEALTH PARTNER

ONLINE PARTNER

- As our official “[decoration sponsor](#)” you shall be working in conditions with the Srijan 2014 team to decorate and beautify the campus.
- Banners and advertising goodies as balloons dummies etc. will bear the name and logo of the sponsor.

- We at Srijan would like to have you as our online partners. You would handle a part of the online promotions while also reaching out to thousands of students across India through various online hunts, quizzes and photo events.
- Banners provided by the partner will be put up at premiere locations on the campus during [SRIJAN 2014](#).

DECORATION PARTNER

- As our official “[accessory sponsor](#)” you will be allowed to feature your name/logo on the festival accessories as wristband etc.
- The festival accessories will be distributed to all youth including students, participants and other invitees at the festival.
- Banners and advertising goodies like balloons, dummies, posters, etc. will bear the name of the sponsor.

PRIZE SPONSOR

- The prize sponsor would have the opportunity to promote its brand and products in the stalls allotted at prime locations.
- The prize sponsor needs to provide prize money as decided by the organisers for every event that is held during the festival.
- The mementos would have names of the prize sponsor.

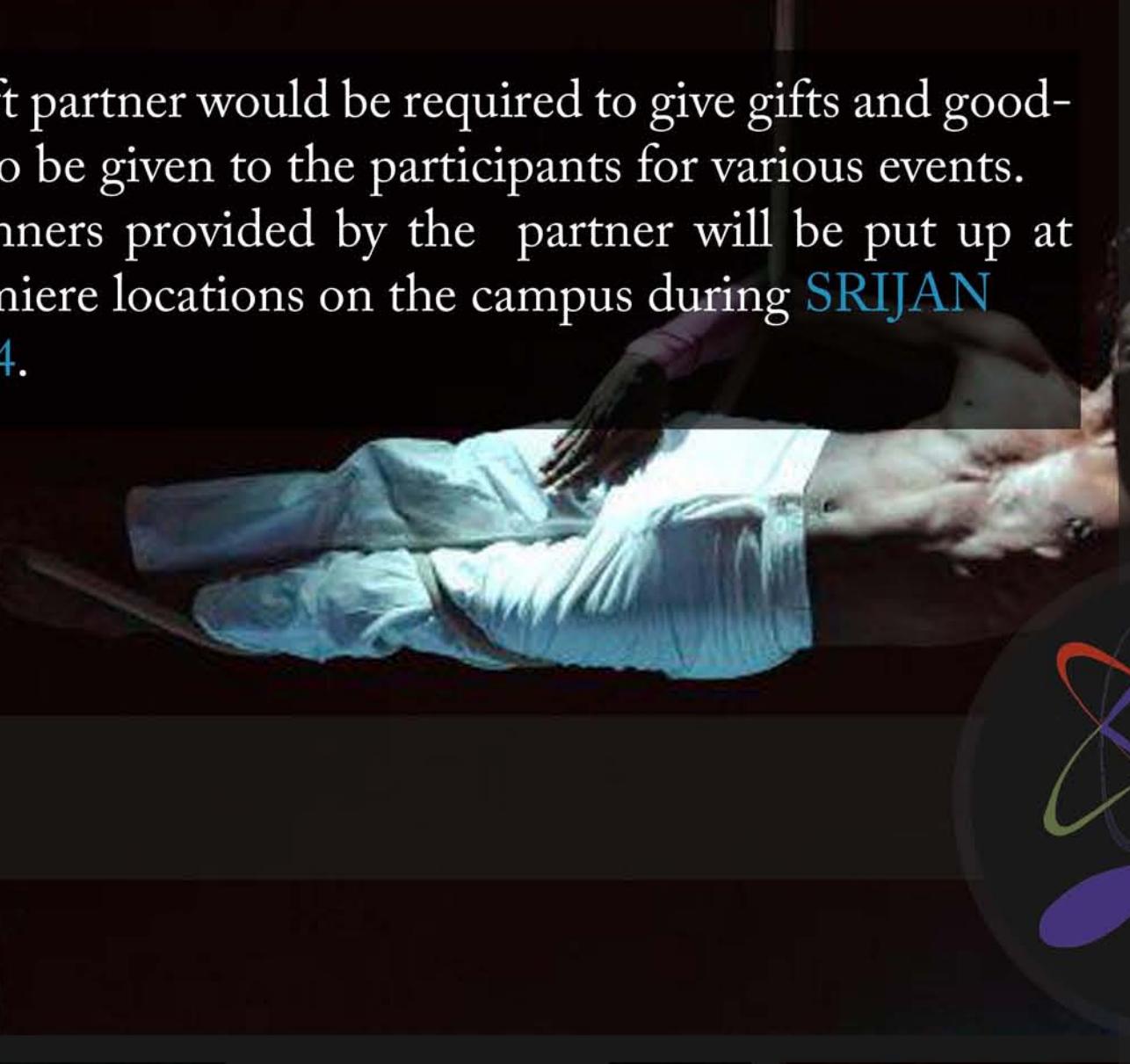
- Srijan 2014 looks forward to a fruitful partnership with your esteemed company ad out stationery sponsors. Thousands of students attend Srijan every year and with events like [MUNs](#), [quizzes](#) and [literary events](#), we believe it would be the perfect chance for you to reach out to your target consumers.
- Banners provided by the partner will be put up at premiere locations on the campus during Srijan 2014.

OFFICIAL TEXTBOOK PARTNER

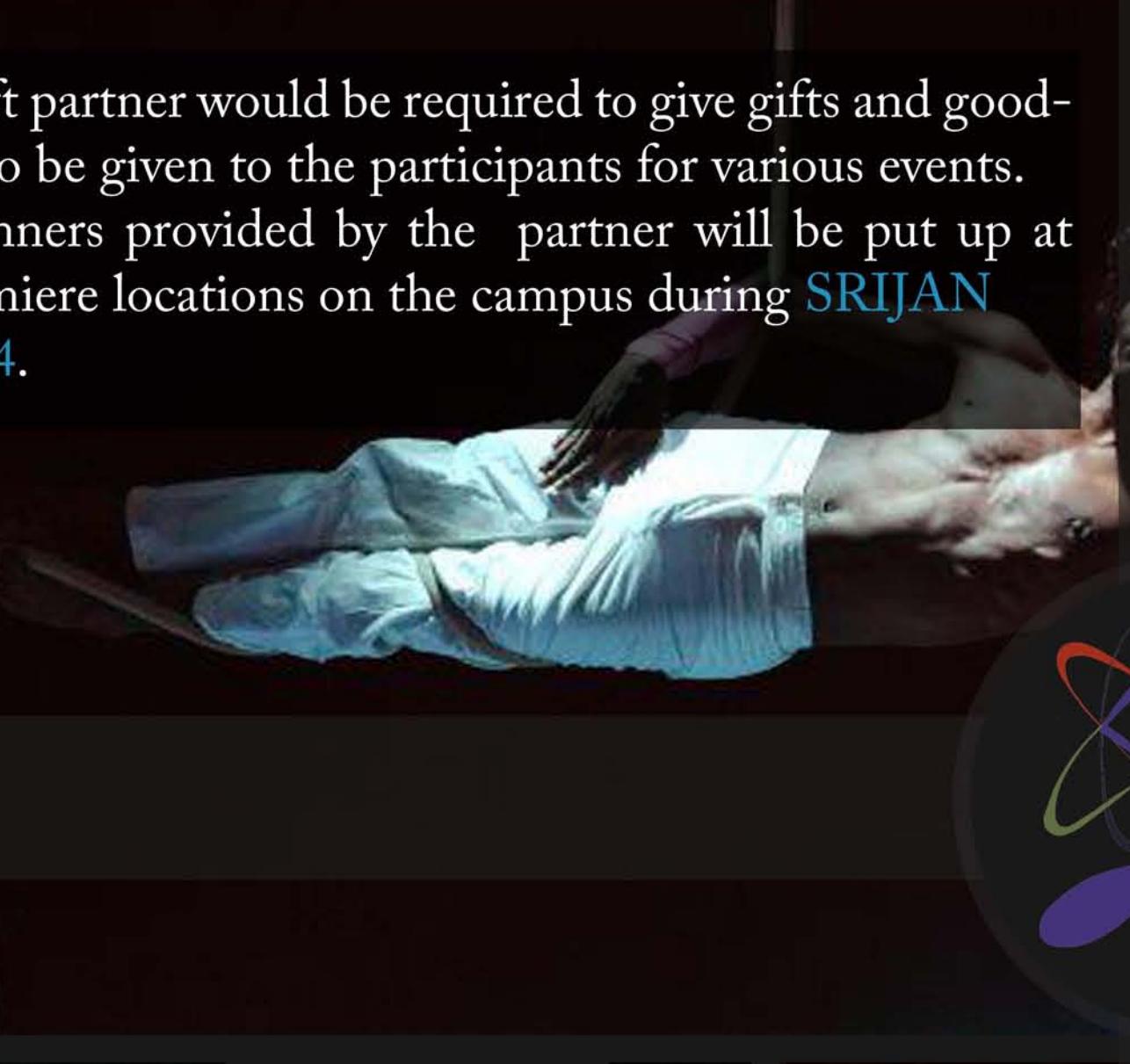
ACCESSORY PARTNER

STYLE PARTNER

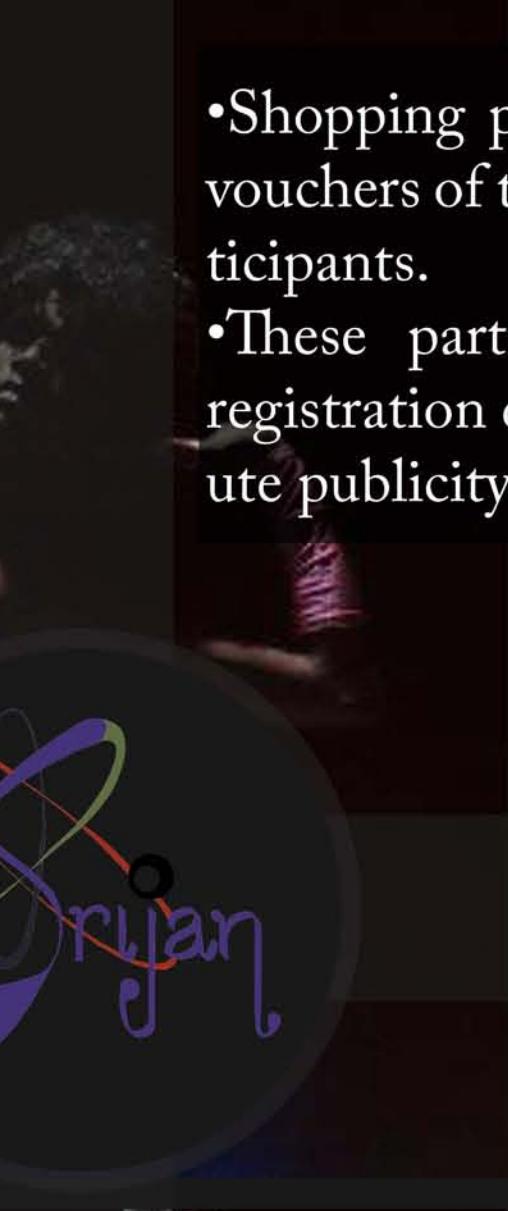
- Style partner would be required to provide apparels and accessories in events.
- They can also sponsor an individual event.
- Banners provided by the partner will be put up at premiere locations on the campus during **SRIJAN 2014**.
- These partner will be provided one stall on the festival grounds to display its products & distribute



- Gift partner would be required to give gifts and goodies to be given to the participants for various events.
- Banners provided by the partner will be put up at premiere locations on the campus during **SRIJAN 2014**.

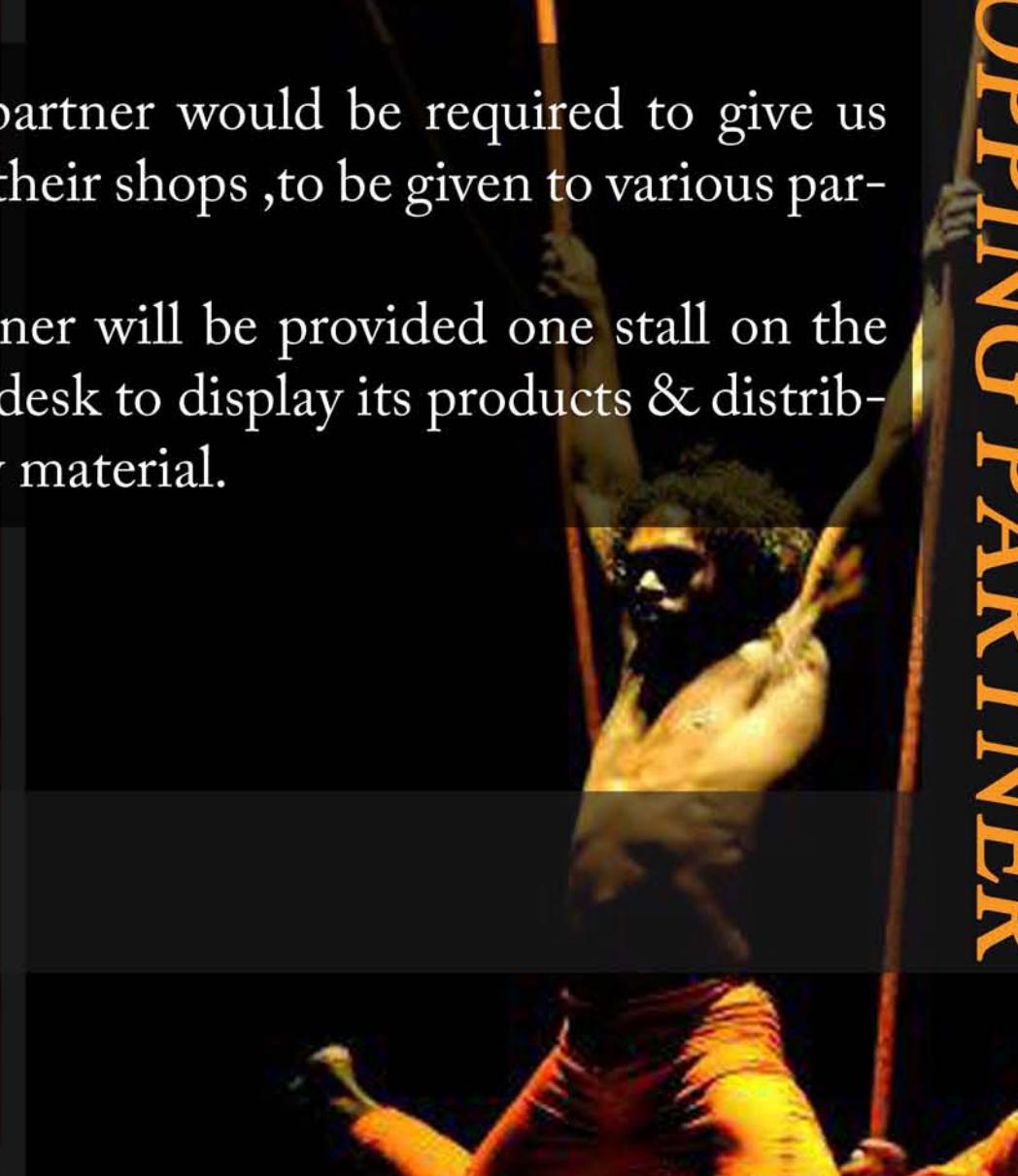


- Shopping partner would be required to give us vouchers of their shops ,to be given to various participants.
- These partner will be provided one stall on the registration desk to display its products & distribute publicity material.



QUIZZING PARTNER

- Quizzing partner would be required to provide accessories for the event.
- Banners provided by the partner will be put up at premiere locations on the campus during events.
- These partner will be provided one stall during event to display its products & distribute publicity material.



SHOPPING PARTNER



KK



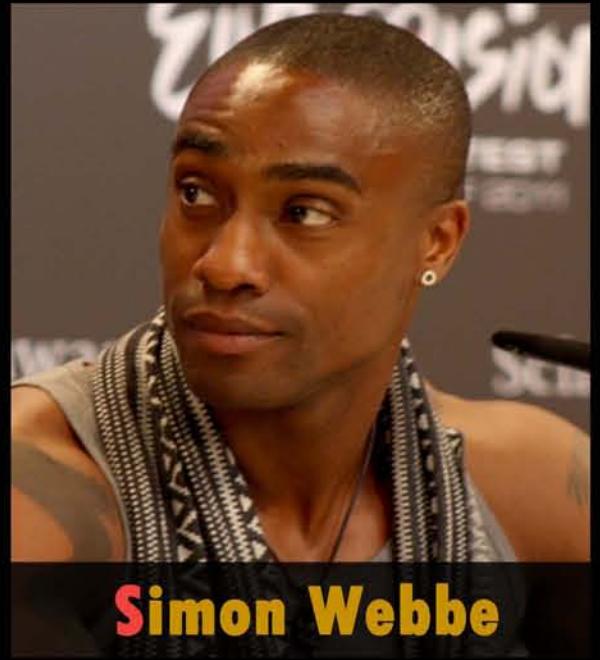
Joshish



DJ Shireen



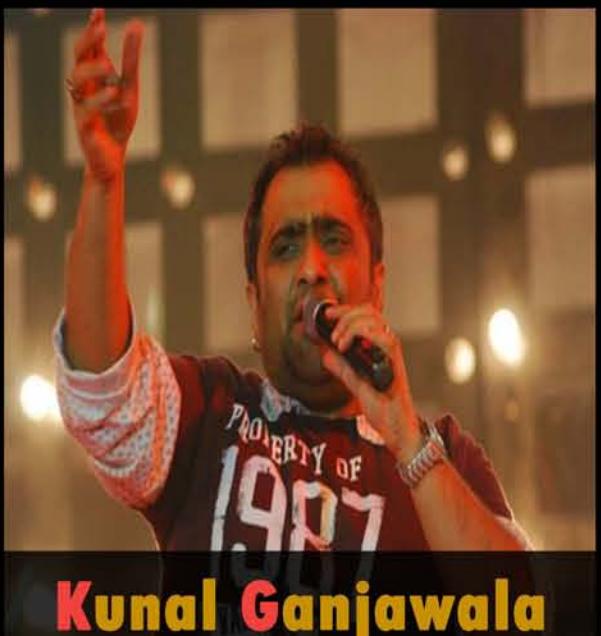
Anushka Manchanda



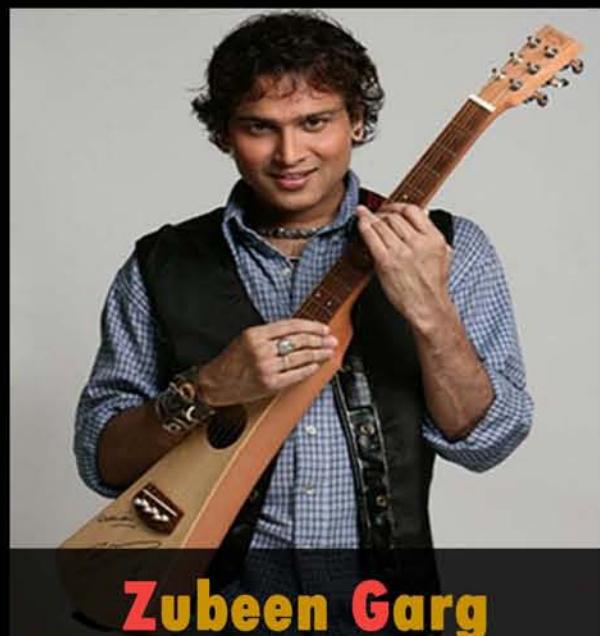
Simon Webbe



Mother Jane



Kunal Ganjawala



Zubeen Garg



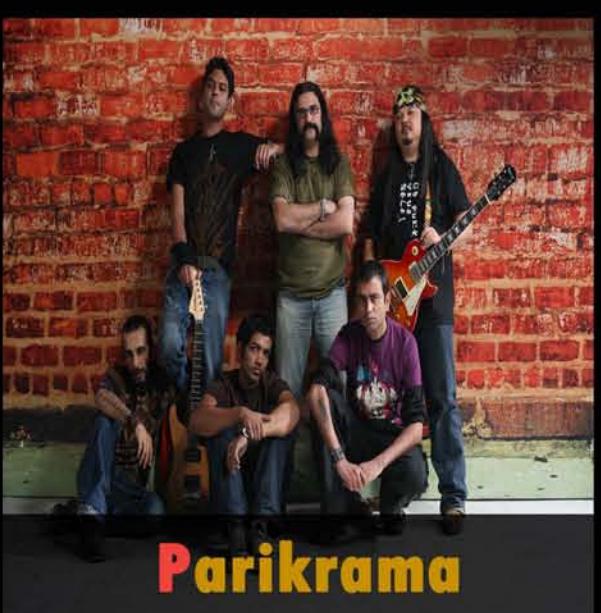
Hard Kaur



Rannvijay



Chetan Bhagat



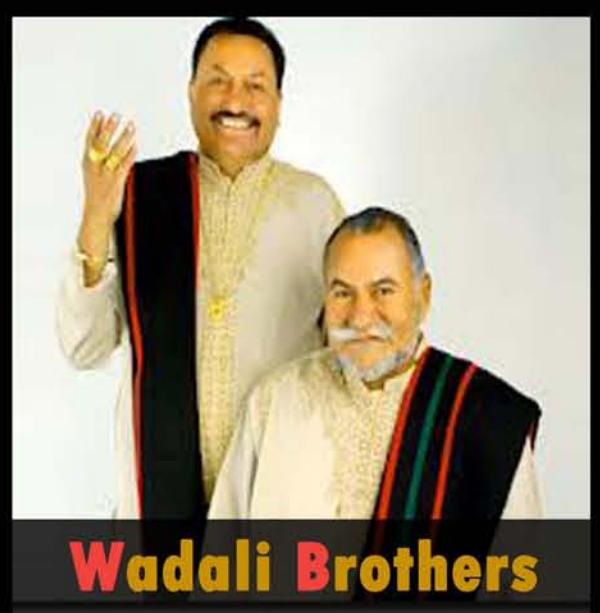
Parikrama



Jal Band



Javed Ali



Wadali Brothers

CELEB QUOTIENT



Energy for India



Schlumberger



सेल SAIL



State Bank of India



ऑयल इंडिया लिमिटेड
Oil India Limited



PAST SPONSORS



Indian Overseas Bank



USV LIMITED



winsome

Textile Industries Ltd.



PRASAD RECORDING STUDIO

REMO DANCE
INSTITUTE

PAST SPONSORS

CONTACT US

CONVENOR

SPONSORSHIP TEAM

Dr. Vikas Mahto
+91-9431711023
vikas.ismpe@gmail.com

GENERAL SECRETARY

Kushagra Kumar
+91-9122799709
kushagra.bhardwaj@srijanism.org

CO-ORDINATOR

Prashant Sharma
+91-8092633969
prashant.sharma@srijanism.org

SPONSORSHIP

Anant Vikram Singh
+91-756195610
anant.singh@srijanism.org

Karan Singla
+91-8051011716
karan@srijanism.org

Shashank Dubey
+91-8092055384
shashank.dubey@srijanism.org

CO-CONVENOR

Dr. S.K.Sharma
+91-9431121600
sksharma_ism@yahoo.co.in

JOINT SECRETARY

Aditya Anchaliya
+91-9939879562
aditya.anchaliya@srijanism.org

CO-ORDINATOR

Himanshu Bhardwaj
+91-7209832492
himanshu.bhardwaj@srijanism.org

SPONSORSHIP TEAM

Shubham Ashok Gandhi
+91-8987419771
shubham.gandhi@srijanism.org

Hanpreet Singh
+91-8051005827
hanpreet@srijanism.org

Divyesh Kothari
+91-8987642809
divyesh.kothari@srijanism.org