

Mahatma Education Society's Pillai Group of Institutions proudly presents **'Alegria - the Festival of Joy'** from the **28th of January to the 1st of February 2013** at Dr. K. M. Vasudevan Pillai's Campus, New Panvel.

Mahatma Education Society (www.mes.ac.in) is an educational trust that runs 48 institutions in Mumbai and Navi Mumbai, from pre-primary to post-graduation levels. Over the years M.E.S has gained a lot of accolades for its world class infrastructure, teaching practices and learning environment designed to empower students to pursue a globally challenging career. In addition to excelling in academics, students are encouraged to explore their multidimensional talents and skills through the various college festivals conducted by M.E.S. 'Alegria - the Festival of Joy' was created with the goal to ensure students have the best platform in which they can showcase their wonderful and sometimes hidden talent.

Alegria takes its name from the Spanish word for "Joy", a feeling so pure and delightful, an emotion that helps you to soar high up and reach for the sky, a force that makes you tap into your undiscovered potential, happiness that you want to spread around and share. Alegria will be a fun filled and exciting inter collegiate festival highlighted by dance and music competitions, treasure hunts, mind games, workshops, technical and literary events, fashion shows, celebrity appearances, sports and community service initiatives. All the events are meticulously planned to help our youth to think, act and perform "out of the box" in challenging environments. The unique element of this festival is that it welcomes **parents & faculty** to participate by attending the various events, promotional activities and fun workshops.

Alegria will be cultural and technical extravaganza and is a combination of the mega festivals previously organized under the Pillai Group banner:

Xpressions capturing the multifaceted talent of the youth, conducted by Pillai College of Arts, Commerce & Science

Pegasus and **Impulse**, emblems depicting inspiration that leads to innovation, conducted by Pillai Institute of Information & Technology

Kinesthesia symbolizing the kinetic and spiritual energy of our youth, conducted by the Pillai College of Architecture

Sambhar, a mega marketing festival conducted by Pillai Institute of Management Studies & Research

Alegria is the force of four into ONE. The festivals mentioned above have individually attracted thousands of people annually. Combining these events and the distinctive skillsets of the students from these different institutes will result in a festival of such amazing grandeur that it will attract the highest crowd footfall that Navi Mumbai has ever witnessed for a collegiate festival. Alegria will be a platform in which the youth can express themselves in creative and artistic ways to bring joy to all.

Alegria will provide an excellent opportunity to reach out over a span of a week to more than **40,000** students, alumni, parents, faculty members and corporate houses who will be participating in this festival from all over India.

We look forward to your valuable support to fulfil our quest of spreading Alegria all around.

- Alegria Marketing Team



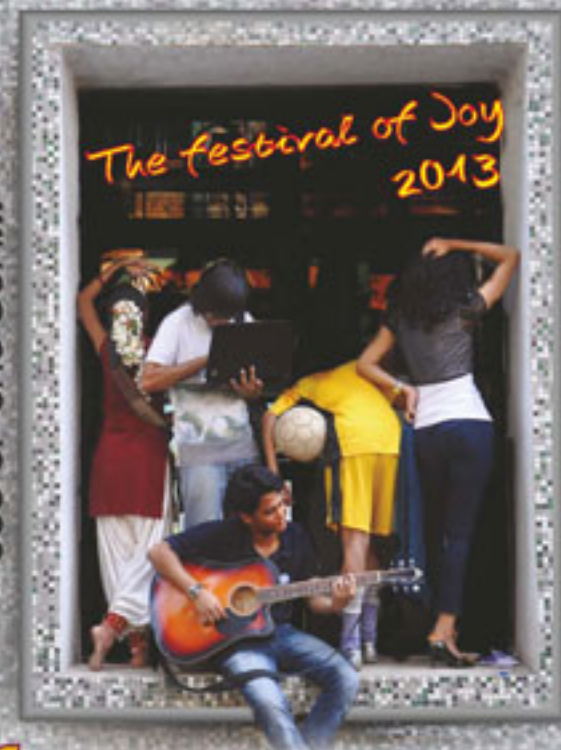
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PILLAI GROUP OF INSTITUTIONS
Proudly Presents

Alegria

out of the box...



Pillai



YOUTH POWER UNLEASHED



CELEBRITIES
5 JOYOUS DAYS
5 ELECTRIFYING NIGHTS
60+ EVENTS
100+ COLLEGES
40,000+ FOOTFALL



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