

FLUXUS

7TH – 9TH FEBRUARY 2014



INDIAN INSTITUTE OF TECHNOLOGY INDORE

FROM THE DEAN OF STUDENT AFFAIRS, IIT INDORE



IT GIVES ME IMMENSE PLEASURE TO ADDRESS THE COMMENCEMENT OF FLUXUS'14. IIT INDORE, DESPITE OF BEING AN UPCOMING IIT, HAS REACHED GREAT HEIGHTS; AND SUCCESS OF FLUXUS'13 IS A PROMINENT STEP TOWARDS CLIMBING THIS LADDER OF SUCCESS. I AM VERY CERTAIN OF THE FACT THAT THE ECLECTIC RANGE OF ACTIVITIES AND EVENTS WHICH FLUXUS`14 IS INVOLVING WILL DELUGE PARTICIPANTS WITH EXPOSURE, EXPERIENCE AND EDIFICATION, FROM ALL OVER INDIA.

FLUXUS'13 HAS BEEN A MILESTONE IN HISTORY OF IIT INDORE AND THIS YEAR I AM SURE THE STUDENTS WILL MAKE IT AN EVEN BIGGER ACCOMPLISHMENT. I AM OVERWHELMED BY THE EXCITEMENT AND ENTHUSIASM IN THE STUDENTS HERE FOR FLUXUS'14.

|| जानम सव जनहताय ||
I AM CERTAIN, THIS YEAR TOO, FLUXUS WILL BE ENJOYED BY ONE AND ALL. BEST OF LUCK!



ABOUT US

FLUXUS IS THE ANNUAL TECHNO-CULTURAL FESTIVAL OF IIT INDORE, AN EXCEPTIONAL CONFLUENCE OF EXQUISITE CULTURAL DISPLAYS WITH TECHNOLOGICAL INNOVATIONS REVERBERATING IN AN AURA FILLED WITH EXCITEMENT, AMUSEMENT AND SPLENDOR. AFTER THE OVERWHELMING SUCCESS OF FLUXUS 2013, IIT INDORE IS BACK WITH FLUXUS 2014 WHICH PROMISES TO TRANSCEND ALL THE THRESHOLDS OF SCIENCE AND ENTERTAINMENT.

FLUXUS 2014 WOULD BOAST OF UNIQUE AND EXCITING EVENTS AND PERFORMANCES. PRO-SHOWS WOULD BE THE CHIEF CROWD-PULLERS ATTRACTING YOUTH FROM ALL OVER THE COUNTRY. OUR STREAM OF TECHNICAL COMPETITIONS SEES SOME OF THE SMARTEST MINDS OF THIS COUNTRY COMPETING FOR SUPREMACY. FASTEN YOUR SEAT-BELTS...

FLUXUS IS HERE...

reason behind it is the inclusion of a large number of participants from colleges across various

OUR BUDGET HAS TRIPLED FROM WHAT WE SPENT LAST YEAR... IF THE FOOTFALL INCREASES FROM 3500 TO A WHOPPING 10,000, TOH U.S.S HISaab SE ARRANGEMENT BHII KARNI PADTI HAI'

- JWALANT, IIT-I

states of the country. And if the footfall increases from 3500 to a whopping 10,000, *toh uss hisaab se arrangement bhi karni padti hai.*"

DAVV's Institute of Engineering and Technology (IET) had two sub-fests – Udaan and Kaleidoscope – which was followed by the college's annual function Mridaksh. "The concept of bringing in two sub-fests was to get a high dose of entertainment for an entire week. Udaan's and Kaleidoscope's budget was nearly ₹9 lakh and ₹4 lakh, respectively. The annual function, organised by our college administration is a very formal and dull event. Hence, students took the initiative of adding some zing to the celebrations. *Agar saal mein ek week bhi full-on dhamoal nahi machaya, toh kiya kya?*" asks Kshitij Goenka, event coordinator for Udaan 2013. All this also includes roping in big sponsors. "It is impossible for the college to bear the entire expenditure of such extravaganzas. So we have to include sponsors. The college administration only helps us in getting permission from the police. Everything else is a complete

students' effort. We start the ground work of convincing sponsors and marketing three to four months in advance," says Niket Shah, student of Rishiraj Institute of Technology's (RIT) upcoming fest, Kritiash 2013.

OF ROCKSTARS, DJ NIGHTS AND SECURITY ARRANGEMENTS

A major chunk of the expenses is spent on bringing celebrity performers, who add to the glam factor. With performers like Sona Mohapatra and Jasleen Royal, and bands like Agnee and Bandish making a beeline, these college

ion show, rock concert, and a DJ night. Animesh adds, "These shows are the star attractions of any college's fest and are organized owing to the popular demand of students. We get renowned event-management firms to get the best of DJs, laser lighting and musical equipment. Rock band competitions, fashion show and DJ night *mein hi maximum participation hoti hai.* It's a great form of refreshment after a hectic study schedule." Along with such lavish set-ups, proper security is also a must. "Since we expect a huge crowd on such days, we do not want any ruckus, especially on the star nights. So we hire bouncers to manage the crowd. *Kyunki agar kuch gadbad ho jaye, toh hamare college ka naam kharab hota hai,*" explains Samiyak Jain, event head of Kaleidoscope 2013.

SOME BRAND BUILDING TOO

Colleges also spend a lot on the publicity of their fests. With huge hoardings put up across various parts of the city, bulk SMSes doing the rounds, and passing information on radio, it's all a part of a well-thought marketing plan of a college fest. "Initially there was hardly any form of publicity used for the event's promotion, but if the sponsors are putting in their money, they too seek visibility. So, we have to opt for publicity mediums like hoardings, posters and radio announcements," says Nirant Bagga, coordinator of Shri Vaishnav Institute of Technology & Sciences (SVITS) fest Festin-o-Spree 2013. Preeti Jain, the cultural head of Medicaps Institute of Technology and Science (MITS), says, "Since these fests are a complete students' effort, they get to learn. They get hands-on experience on managing huge budgets along with enhancing their marketing skills, which helps in the long run. So, it's a win-win situation for everyone."

HIGH REGISTRATION FEE?

ITNA TOH CHALTA HAI

Agar expenses like badi rahi hain toh registration fees bhi increase hogi. But the students are willing to pay extra bucks. In fact, participants were charged between ₹150 to ₹600, depending upon the nature of the event. It's not a very big deal for the students. They happily pay that much," says Jwalant. While colleges compete among themselves for organizing the most happening annual festival, it's a win-win situation for the students. Mufaddal Bagwala, a student at SVITS, says, "Shelling out a few extra bucks is no big deal. We're so happy as well as proud that our college fest is

so happening. It's a great opportunity for us to meet people from other colleges and interact with them. The atmosphere is really good. The music, food, fun, everything is great."

WELCOME TO CENTRAL INDIA'S LARGEST COLLEGE FEST, FLUXUS

INDORE IS...

Indore makes a splash at this do

Page 3



Indore

THURSDAY, APRIL 11, 2013 | ADVERTORIAL, ENTERTAINMENT

INDORE COLLEGE FESTS GET BIGGER AND GLITZIER

Medhashree Dutta

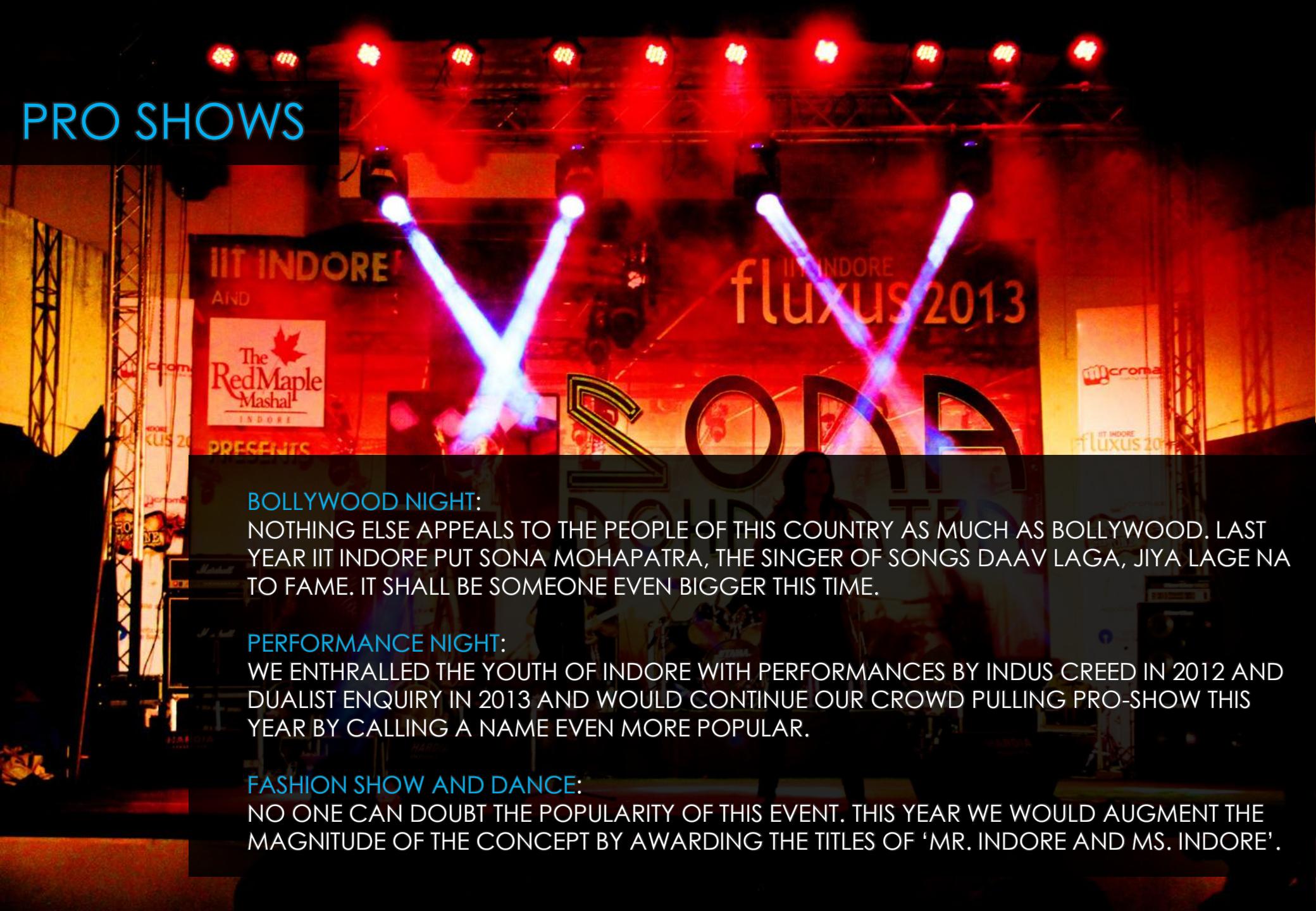
College fests and annual functions are not just a day's affair anymore, with a few singing and dance programmes. They have become huge with big budgets, sponsors, and hi-tech gadgetry being used. A huge sum of money is allocated for these annually-held fests by the colleges, which last for three to five days and sometimes go on for a week! While the students get their annual dose of fun and frolic, the administration arranges for the best equipment, DJs, costumes and special performances by rock bands for their cultural festivals. From a humble amount of ₹4-5 lakh, the budget has more than doubled with over ₹15 lakh being spent for the annual extravaganza by the city's colleges.

AN ANNUAL EXTRAVAGANZA

Annual fests are not confined to a single day anymore, says Mayank Pal, senior executive, planning and marketing, Shri Aurobindo Institute of Technology. "The budget for our college fest, Fluxus 2013, was almost ₹12 lakh. It was twice the amount of last year's expense. Annual fests are not confined to a single day anymore. Students want celebrations that include everything from sports and adventure games, innovative technical competitions and rocking cultural performances. So budgets are bound to rise. And next year, we are aiming for an even bigger fest than this year's," says Mayank. To which Jwalant Shah, the coordinator of Fluxus 2013, annual fest of IIT-I, says, "Our budget has

COLLEGE	BUDGET 2012	BUDGET 2013
• Indian Institute of Technology, Indore	₹5 LAKH	₹15.5 LAKH
• Institute of Engineering and Technology	₹3 LAKH	₹14 LAKH
• Medicaps Institute of Technology and Science	₹6 LAKH	₹11 LAKH
• Rishiraj Institute of Technology	₹2.5 LAKH	₹8 LAKH
• Shri Aurobindo Institute of Technology	₹6 LAKH	₹12 LAKH
• Charneli Devi Group of Institutes	₹11 LAKH	₹13 LAKH

PRO SHOWS



BOLLYWOOD NIGHT:

NOTHING ELSE APPEALS TO THE PEOPLE OF THIS COUNTRY AS MUCH AS BOLLYWOOD. LAST YEAR IIT INDORE PUT SONA MOHAPATRA, THE SINGER OF SONGS DAAV LAGA, JIYA LAGE NA TO FAME. IT SHALL BE SOMEONE EVEN BIGGER THIS TIME.

PERFORMANCE NIGHT:

WE ENTHRALLED THE YOUTH OF INDORE WITH PERFORMANCES BY INDUS CREED IN 2012 AND DUALIST ENQUIRY IN 2013 AND WOULD CONTINUE OUR CROWD PULLING PRO-SHOW THIS YEAR BY CALLING A NAME EVEN MORE POPULAR.

FASHION SHOW AND DANCE:

NO ONE CAN DOUBT THE POPULARITY OF THIS EVENT. THIS YEAR WE WOULD AUGMENT THE MAGNITUDE OF THE CONCEPT BY AWARDING THE TITLES OF 'MR. INDORE AND MS. INDORE'.

IIT INDORE Presents fluxus 2013

- Pro-nite
Technical Events
Cultural Events
Literary Events
Workshop
Activity
Technical
V. C.
formals

in association w



Contact Us:
Arpit Jain [+91-9822155151]
Rohit Agrawal [+91-9753818887]

CULTURALS

Date: 15th-17th March

Venue: IIT INDORE

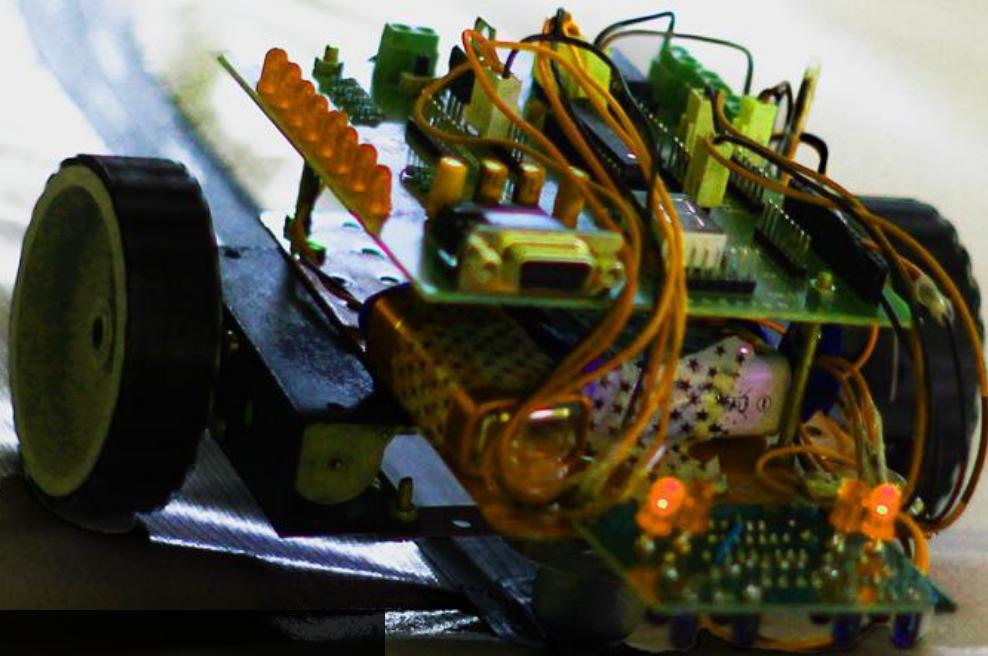
M-Block, IF
Khandwa
Indore (M)



WITH MODEL UN, QUIZ FESTIVAL, DRAMA COMPETITION, RANSENSE, CACHE OF LEXIS, SPELL BEE, CHILDREN'S ESSAY COMPLETION AND HOARDS OF LITERARY EVENTS, CALLING THE CULTURAL SEGMENT OF FLUXUS ENORMOUS IS AN UNDERSTATEMENT.

BEING AN IIT, OUR PROFICIENCY IN THE TECHNICAL DOMAIN IS UNIVERSALLY ACKNOWLEDGED. OUR STREAM OF TECHNICAL EVENTS, CRAFTED BY SOME OF THE SMARTEST MINDS OF THE COUNTRY IS UNIQUE, CHALLENGING AND DIVERSE. IT INVOLVES COMPETITIONS ON ROBOTICS, CODING, CIVIL DESIGN, AEROMODELLING AND MUCH MORE.

THE TECHNICAL STREAM OF EVENTS THIS YEAR WOULD BE LEAD BY AN ALL INDIA COMPETITION.



TECHNICALS

INFORMALS

THE INFORMALS ARE JUST LIKE THE CRUNCHY NUTS IN YOUR DOUBLE SCOOP SUNDAE, THOROUGHLY ENJOYED BY ANYONE WHO IS PRESENT. THESE SAVOUR THE TASTE OF THE FEST.

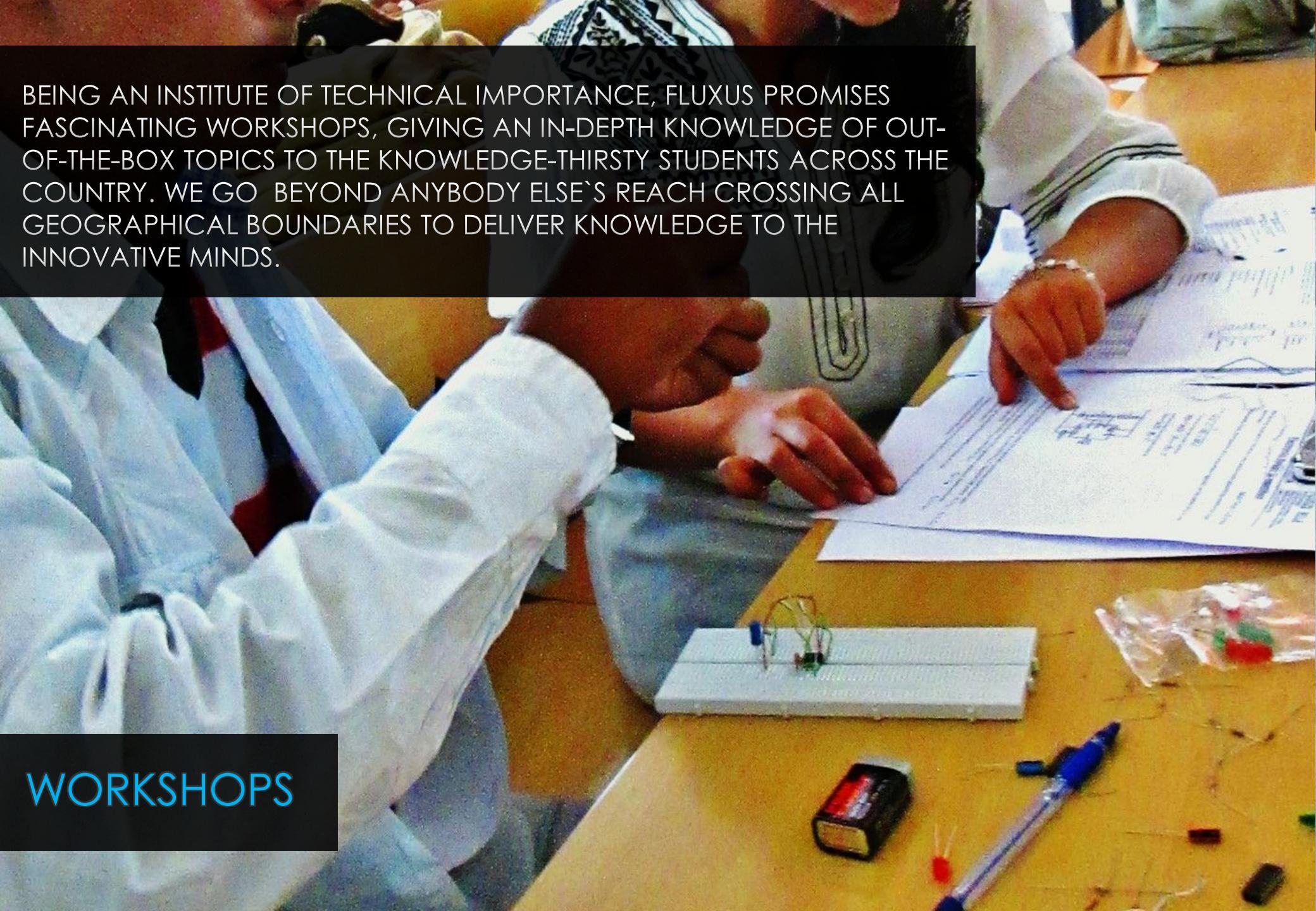
STUNT-MANIA



AN EVENT WHICH RECEIVED OVERWHELMING RESPONSE LAST YEAR, PROMISES TO MAKE ITS RETURN WITH MORE BREATH-TAKING STUNTS AND EYE-POPPING VISUALS CHERISHED BY THE HOT BLOODED YOUTHS OF INDORE.

BEING AN INSTITUTE OF TECHNICAL IMPORTANCE, FLUXUS PROMISES FASCINATING WORKSHOPS, GIVING AN IN-DEPTH KNOWLEDGE OF OUT-OF-THE-BOX TOPICS TO THE KNOWLEDGE-THIRSTY STUDENTS ACROSS THE COUNTRY. WE GO BEYOND ANYBODY ELSE`S REACH CROSSING ALL GEOGRAPHICAL BOUNDARIES TO DELIVER KNOWLEDGE TO THE INNOVATIVE MINDS.

WORKSHOPS



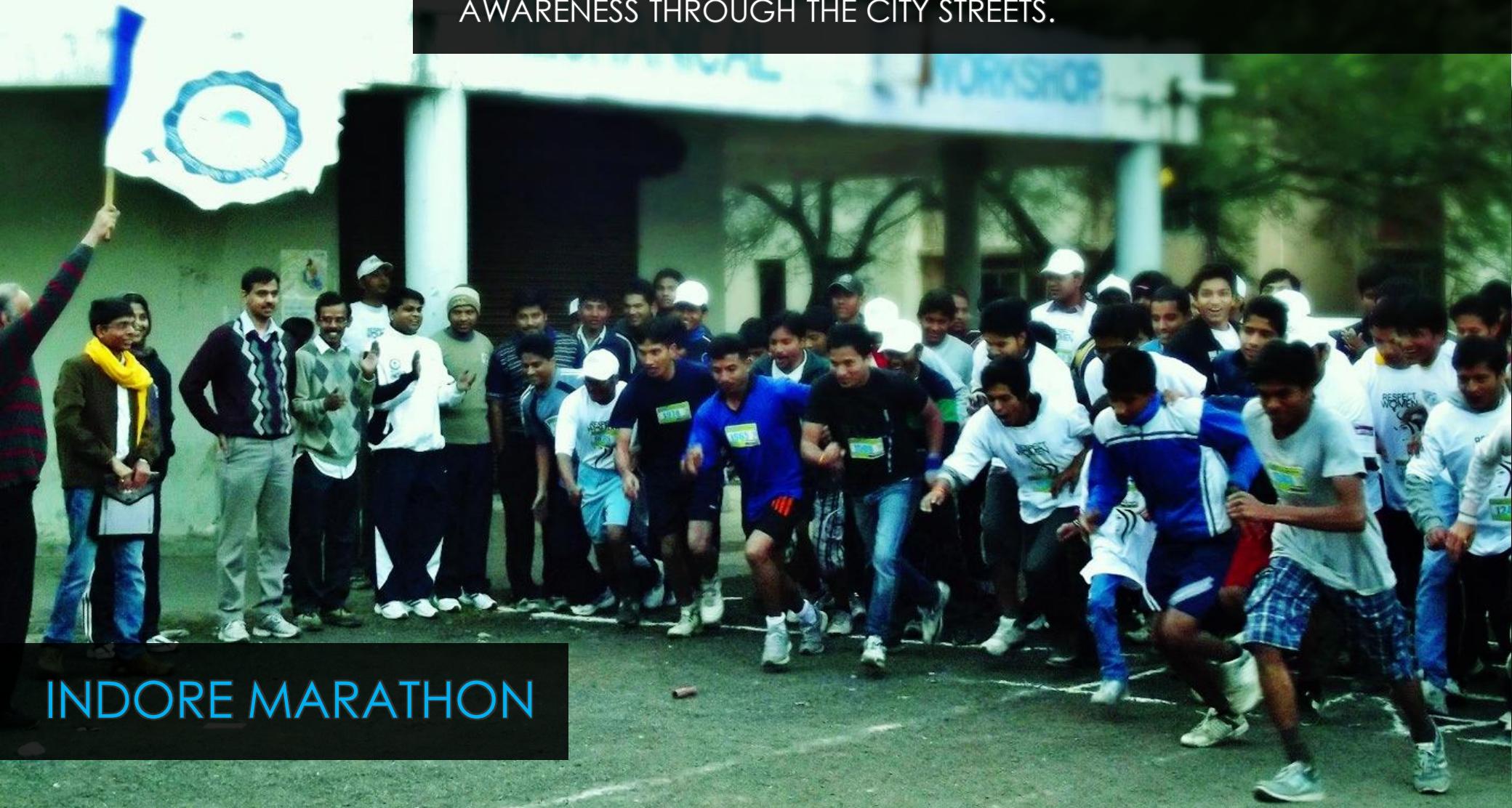
MODEL UNITED NATIONS



POPULAR ALL OVER THE WORLD, IIT INDORE BRINGS THE TREND OF MODEL UN TO MADHYA PRADESH. ACCLAIMED WELL BY COLLEGE AND SCHOOL STUDENTS AS WELL AS THE MEDIA, MODEL UN AIMS TO IGNITE A FLAME OF AWARENESS AND RESPONSIBILITY TOWARDS GLOBAL ISSUES WITHIN ALL OF US.



WITH A BACKGROUND OF THREE YEARS, FLUXUS TAKES PRIDE IN HOLDING INDORE`S VERY OWN "INDORE MARATHON", WHERE ENTHUSIASTS RUN FOR A PROMINENT SOCIAL CAUSE, SPREADING AWARENESS THROUGH THE CITY STREETS.



INDORE MARATHON

WHY SPONSOR US?

IIT INDORE
fluxus 2013

FLUXUS IS THE LARGEST COLLEGE FESTIVAL IN CENTRAL INDIA. OUR SPONSORS TAKE PRIDE IN SPONSORING THE ANNUAL FESTIVAL OF AN INSTITUTE OF NATIONAL IMPORTANCE BEING AN IIT. EVERY YEAR WE ENTERTAIN AN AUDIENCE FROM COLLEGES ALL OVER INDIA INCLUDING OTHER IITS, NITS, IIMS, COLLEGES FROM METROPOLITAN CITIES LIKE MUMBAI, DELHI, BHOPAL AND PROMINENT SCHOOLS AND COLLEGES ALL OVER MADHYA PRADESH. HENCE BY PARTNERING WITH US, YOU ARE GAINING RECOGNITION FROM SOME OF THE SMARTEST MINDS OF THIS COUNTRY AND FUTURE LEADERS OF THE WORLD.

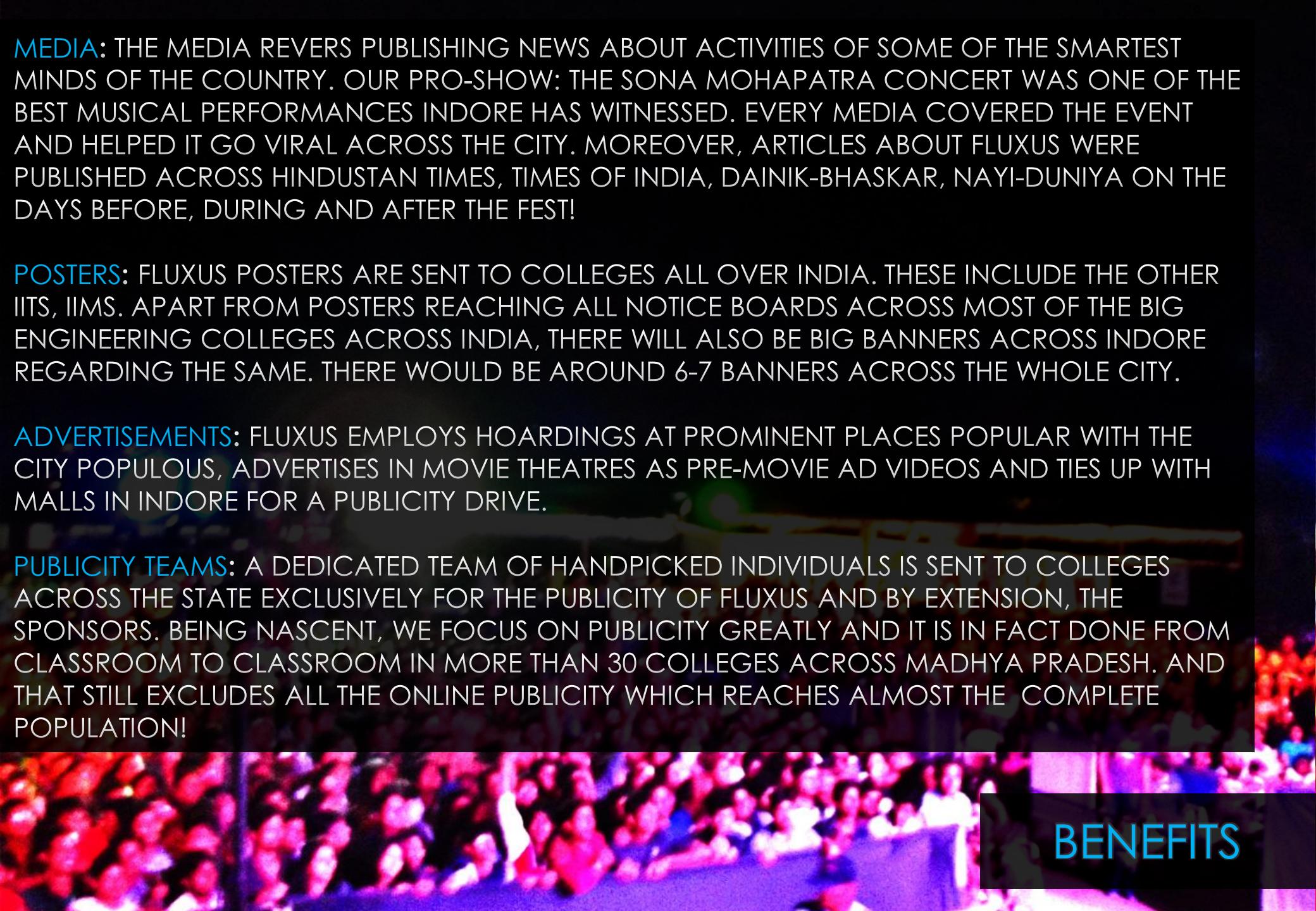
MORE IMPORTANTLY, YOUR CONTRIBUTION TO OUR CAUSE WOULD BE VALUED EVEN MORE. FLUXUS BEING IN ITS NASCENT YEARS, APPRECIATES ANY FORM OF HELP TO ITS AUGMENTATION. UNLIKE OTHER BIG FESTIVALS OF INDIA, YOUR BRAND WILL NOT BE LOST IN A LONG LIST OF SPONSORS, IT WILL BE BROUGHT TO FOCUS, LOUD AND CLEAR.

MEDIA: THE MEDIA REVERS PUBLISHING NEWS ABOUT ACTIVITIES OF SOME OF THE SMARTEST MINDS OF THE COUNTRY. OUR PRO-SHOW: THE SONA MOHAPATRA CONCERT WAS ONE OF THE BEST MUSICAL PERFORMANCES INDORE HAS WITNESSED. EVERY MEDIA COVERED THE EVENT AND HELPED IT GO VIRAL ACROSS THE CITY. MOREOVER, ARTICLES ABOUT FLUXUS WERE PUBLISHED ACROSS HINDUSTAN TIMES, TIMES OF INDIA, DAINIK-BHASKAR, NAYI-DUNIYA ON THE DAYS BEFORE, DURING AND AFTER THE FEST!

POSTERS: FLUXUS POSTERS ARE SENT TO COLLEGES ALL OVER INDIA. THESE INCLUDE THE OTHER IITS, IIMS. APART FROM POSTERS REACHING ALL NOTICE BOARDS ACROSS MOST OF THE BIG ENGINEERING COLLEGES ACROSS INDIA, THERE WILL ALSO BE BIG BANNERS ACROSS INDORE REGARDING THE SAME. THERE WOULD BE AROUND 6-7 BANNERS ACROSS THE WHOLE CITY.

ADVERTISEMENTS: FLUXUS EMPLOYS HOARDINGS AT PROMINENT PLACES POPULAR WITH THE CITY POPULOUS, ADVERTISES IN MOVIE THEATRES AS PRE-MOVIE AD VIDEOS AND TIES UP WITH MALLS IN INDORE FOR A PUBLICITY DRIVE.

PUBLICITY TEAMS: A DEDICATED TEAM OF HANDPICKED INDIVIDUALS IS SENT TO COLLEGES ACROSS THE STATE EXCLUSIVELY FOR THE PUBLICITY OF FLUXUS AND BY EXTENSION, THE SPONSORS. BEING NASCENT, WE FOCUS ON PUBLICITY GREATLY AND IT IS IN FACT DONE FROM CLASSROOM TO CLASSROOM IN MORE THAN 30 COLLEGES ACROSS MADHYA PRADESH. AND THAT STILL EXCLUDES ALL THE ONLINE PUBLICITY WHICH REACHES ALMOST THE COMPLETE POPULATION!



BENEFITS

STATISTICS

FLUXUS 2013:

DATES : 15 – 17 MARCH, 2013

EVENTS : 11 TECHNICAL EVENTS, 8 CULTURAL EVENTS, 3 PRO-SHOWS

FOOTFALL : 9907

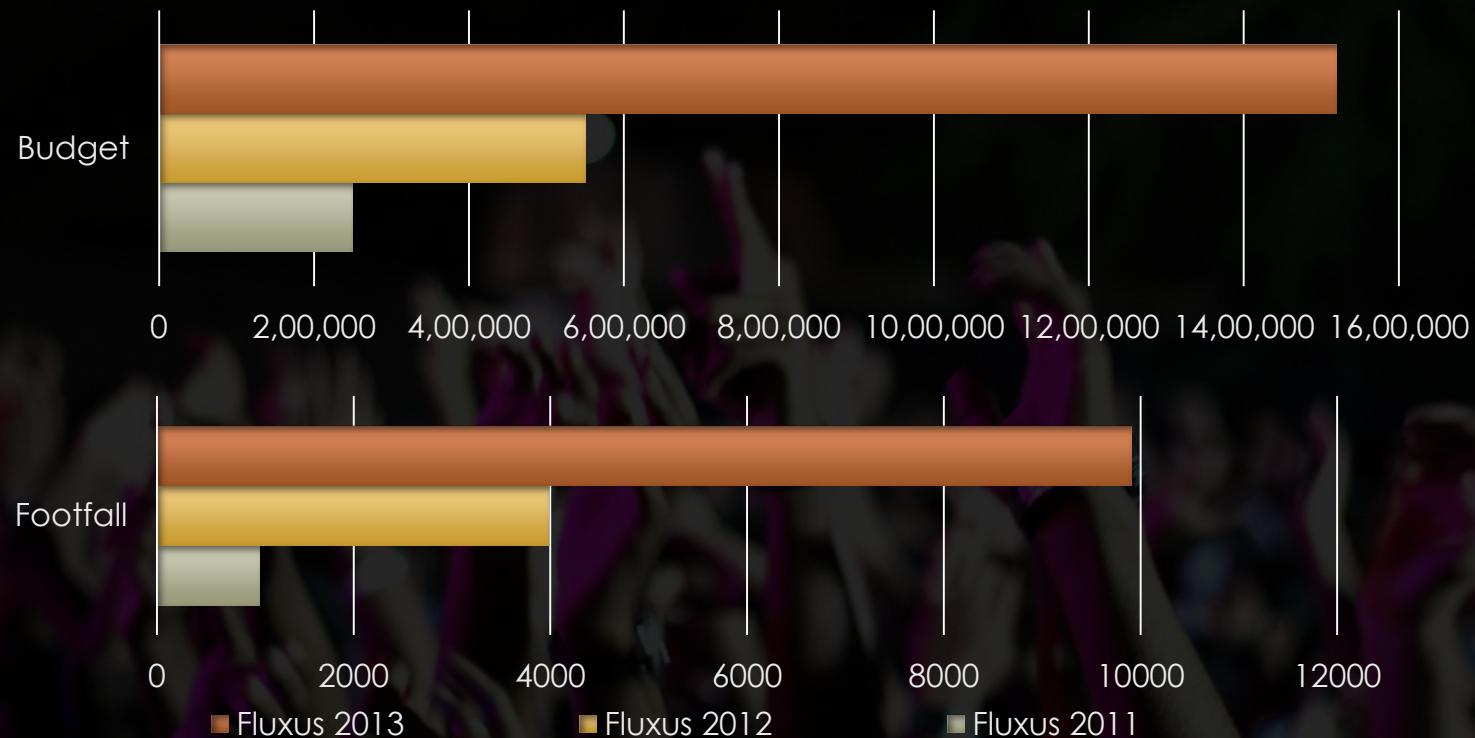
BUDGET : ₹15,20,000

CITIES COVERED : 8

ONLINE IMPRESSIONS : 75,000 (USING GOOGLE WEBMASTER TOOLS)

FLUXUS IS ONLY 3 YEARS OLD AND IS ALREADY THE MOST POPULAR FEST IN CENTRAL INDIA BY EVERY MEASURE. LAST YEAR IT SAW A WHOPPING FOOTFALL OF 9907 PEOPLE WHILE IT'S BUDGET CROSSED ₹15LAC.

GROWTH



THERE CAN BE NO BETTER WAY TO REACH THE YOUTH OF MADHYA PRADESH THAN TO PARTNER WITH US. THE YOUTH HEARS WHAT WE SAY. BEING ASSOCIATED WITH US IS SOMETHING WHICH YOU WOULD NOT WANT TO MISS!

PAST SPONSORS



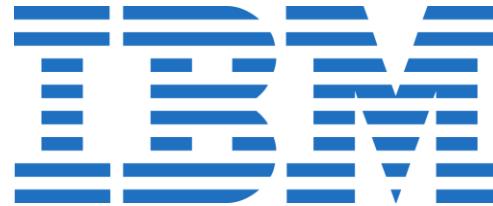
NUCLEAR POWER CORPORATION OF INDIA LIMITED
A Government of India Enterprise



Radisson HOTELS & RESORTS

JET AIRWAYS

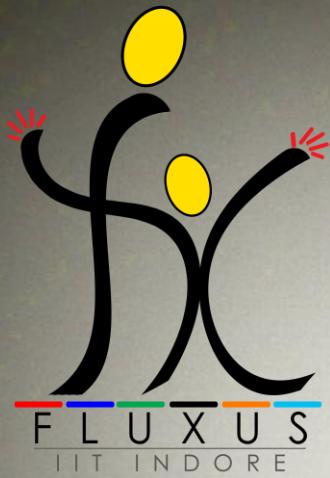
Dainik Bhaskar
GROUP



KINECTTM
for XBOX 360







CONTACT US



www.fluxus.in | fluxus@iiti.ac.in | contactus@fluxus.in

Marketing Team:

Karthik Muthuram
+91-8349462703
marketing@fluxus.in

Kartikeya Upasani
+91-8359030449

Gaurav Gupta
+91-7254668681

Overall Coordinators:

Vibhor Pandhare
+91-8602176319
oc@fluxus.in

Anupreet Gupta
+91-8982887047